



HKHS Community ESG Programme achieves 900,000KG Carbon Reduction

Resident Ranked Top Won an Electric Car

Hong Kong Housing Society (HKHS) held an award presentation ceremony today (January 17) to mark the successful conclusion of its Community ESG Programme, the largest estate-based carbon reduction campaign in Hong Kong. The six-month programme had attracted participation from over 13,000 households in HKHS rental estates and successfully achieved the reduction of over 899,000 kilograms of carbon emissions, which is equivalent to the amount of CO₂ absorbed by 37,000 trees (seven times of the trees in Victoria Park) in a year. The resident who achieved the highest accumulated CO₂ reduction was awarded the grand prize of an electric car valued at more than HK\$300,000.

HKHS Chief Executive Officer James Chan said, “As one of the community activities in celebration of our 75th anniversary, the campaign was held across HKHS’s 20 rental estates and I am encouraged to see the active participation of more than one-third of the households with their concerted efforts in reducing carbon emissions. The initiative has taken on significance as it encourages residents to develop a low-carbon healthy lifestyle, such as more walking, recycling used clothing and waste, saving water and energy, and using less disposable cutlery. I would also like to express my gratitude to more than 600 merchants for their participation and support by offering shopping discounts and fabulous prizes to help promote a community-based green economy. The Housing Society will remain committed to its mission of ‘Creating Homes for Sustainable Living’ and continue to work with our residents towards Hong Kong’s carbon-neutrality goals.”

The six-month Community ESG Programme received overwhelming responses from HKHS residents. The grand prize, an electric car by courtesy of Negawatt Utility Limited, was awarded to Mr Fok from Jat Min Chuen, who came in first in the leader board of CO₂ reduction. Residents who ranked from the second to 10th place received hot prizes including popular household appliances, theme park accommodation packages and more. The total value of prizes for the top 10 winners is approximately HK\$450,000.

The Community ESG Programme took place from 1 July to 31 December 2023. Through the newly developed mobile app “Zero2”, daily carbon reduction activities in four areas, namely “Clothing, Food, Living and Walking”, were digitally quantified to allow participants to track their carbon footprints and carbon reduction results so as to enhance their awareness and engagement in ESG. Residents may continue to use the app to record their carbon footprints and redeem rewards from merchants after the programme has ended.

The event highlight video is available [here](#) for viewing.

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**HONG KONG
HOUSING SOCIETY**
香港房屋協會

Press Release

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Photo:



HKHS Chief Executive Officer James Chan (first from left), Negawatt Utility Limited Chief Executive Officer Arthur Lam (second from right) and Go Green Ambassador Andrew Yuen (first from right) presented the grand prize of an electric car to Jat Min Chuen resident Mr Fok (second from right), the champion of achieving the highest accumulated CO₂ reduction.



Residents who ranked from second to 10th place in the Community ESG Programme joyfully received fabulous prizes at the award presentation ceremony.



Carmen Tsang, Assistant District Officer (Sha Tin), graced the ceremony and encouraged the public to work together towards Hong Kong's carbon neutrality goals.