

## Project Final Report for Professional Services Advancement Support Scheme (“PASS”)

<b>1. Project Details</b>	
<b>1.1 Project Reference No.</b>	: <u>PS174011</u>
<b>1.2 Project Title</b>	: <u>Standardisation of Soft Landscape Planting Materials Specification for Guangdong Province and Hong Kong</u>
<b>1.3 Grantee</b>	: <u>The Hong Kong Institute of Landscape Architects (HKILA)</u>
<b>1.4 Collaborating Organisation(s)</b>	: (i) <u>Guangdong Association of Landscape Architecture (GDALA)</u> (ii) <u>Association of Landscape Consultants (ALC)</u> (iii) <u>Hong Kong Greening Contractors Association (HKGCA)</u> (iv) <u>Association for the Promotion of Landscaping and Greening in Macao (APLGM)</u> (v) <u>Asian Habitat Society</u>
<b>1.5 Implementation Agent(s)</b>	: (i) <u>Colar Marketing Solution Limited</u> (ii) _____
<b>1.6 Sponsoring Organisation(s)</b>	: (i) <u>Hong Kong Greening Contractors Association (HKGCA)</u> (ii) _____
<b>1.7 Consultant(s)</b>	: (i) <u>Earthasia Limited</u> (ii) _____
<b>1.8 Project Co-ordinator</b>	: <u>(Name) Evans IU</u> <u>(Post title) Co-opt Council Member</u>
<b>1.9 Deputy Project Co-ordinator</b>	: <u>(Name) Paul CHAN</u> <u>(Post title) Co-opt Council Member</u>
<b>1.10 Project Period (duration)</b>	: <u>from 01/09/2018 to 31/05/2021 (33 months)</u>
<b>1.11 Major Beneficiary Sector(s)</b>	: <u>Building and construction-related services</u>
<b>1.12 Approved PASS Grant (HK\$)</b>	: <u>HK\$825,000</u>

## 2. Project Implementation

### 2.1 Project Summary

(Please give a summary of the project including objectives, deliverables and target professional service sectors within 100 words.)

This project aims to review the specification used in industry practice in Hong Kong in relation to soft landscape planting materials through the two 1-day conferences (one in Guangdong and one in Hong Kong). A standardized specification would therefore be delivered for professional specifiers in the government, consultants and contractors, and for the nursery industry in the Guangdong province to adopt this “common standards” for plant material production and eventually be implemented in the Greater Bay Area. The project outcome will be disseminated to the building and construction-related services sector through the 2 half-day seminars.

### 2.2 Project Deliverables

(Please compare the actual results achieved with the agreed targets for each item.)

Agreed Targets		Actual Results Achieved (Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.)	
Date / Deliverables (with quantity)	Beneficiaries (estimated no. of local / non-local participants)	Date / Deliverables (with actual quantity)	Beneficiaries (actual no. of local / non-local participants)
<u>Guangdong</u> 01/10/2018 – 31/10/2018  <u>Hong Kong</u> 01/02/2019 – 28/02/2019  Two 1-day conference	<u>Guangdong</u> 300 participants including landscape architectural professionals and other professionals such as architects, engineers, surveyors, landscape contractors and horticultural practitioners  <u>Hong Kong</u> 80-100 participants including landscape architectural professionals and other professionals such as architects, engineers, surveyors, landscape contractors and horticultural practitioners	<u>Guangdong</u> 27/10/2018  <u>Hong Kong</u> 23/03/2019	<u>Guangdong</u> 215 participants (72% of the target met)  Hong Kong – 89 participants (89% of the target met)
01/06/2019 – 30/06/2019  One standardized specification for soft landscape planting materials	Browsers on Internet including 422 members of HKILA, and around 10,000 number of architects, engineers, surveyors, and other members of the construction industry.	20/05/2021  Publication of “Standard Specification of Nursery Plant Materials for	Browsers on Internet including around 500 members of HKILA, and around 10,000 number of architects, engineers, surveyors, and other members of the construction industry.

Agreed Targets		Actual Results Achieved (Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.)	
Date / Deliverables (with quantity)	Beneficiaries (estimated no. of local / non-local participants)	Date / Deliverables (with actual quantity)	Beneficiaries (actual no. of local / non-local participants)
		Guangdong, Hong Kong and Macau	
Guangdong 01/08/2019 – 31/08/2019  Hong Kong 01/09/2019 – 30/09/2019 Two half-day seminars	Guangdong 300 participants  Hong Kong 80-100 participants	Guangdong and Hong Kong 20/05/2021  Two webinars	Guangdong 300 participants  (100% of target met)  Hong Kong 190 participants (190% of target met)

## 2.3 Project Promotion and Dissemination

(Please compare the actual means used / outcomes with the agreed activities for each item.)

Agreed Activities	Actual Means Used / Outcomes (Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.)
(a) For Project Promotion:	
Dispatch of promotion materials (posters/ leaflets) by post/ email to relevant professional institutes, educational institutes, government bureaux/ departments, and other stakeholders, and social media	Promotion materials (posters/ leaflets) were dispatched by post/ email to relevant professional institutes, educational institutes, government bureaux/ departments, and other stakeholders, and social media. ( <a href="https://gallery.mailchimp.com/165894470b3c93135c41522ee/files/9897e00c-c8e2-4835-8805-3d13aadbd1/2nd_Conference_Invitation_Letter_to_HKILA_Members.pdf">https://gallery.mailchimp.com/165894470b3c93135c41522ee/files/9897e00c-c8e2-4835-8805-3d13aadbd1/2nd_Conference_Invitation_Letter_to_HKILA_Members.pdf</a> ). ( <a href="https://www.facebook.com/578693822145353/photos/pb.100064799163703.-2207520000/2577380282276687/?type=3">https://www.facebook.com/578693822145353/photos/pb.100064799163703.-2207520000/2577380282276687/?type=3</a> )
(b) For Dissemination of Project Deliverables:	
Conduct seminars in Guangdong and Hong Kong to disseminate the outcome of the project	Two seminars were conducted in May 2021 in Guangdong and Hong Kong to disseminate the outcome of the project.
Upload the photo/ video records for uploading onto HKILA's website, and disseminate project deliverables to relevant sectors of the construction industry.	Photo/ video records were uploaded onto HKILA's website. ( <a href="https://www.hkila.com/file/news-pdf645.pdf">https://www.hkila.com/file/news-pdf645.pdf</a> ).  After uploading, electronic notices were issued to the participants, HKILA's members and all relevant professional organisations.

Agreed Activities	<b>Actual Means Used / Outcomes</b> <i>(Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.)</i>
Upload e-copy of the standardized specification onto HKILA's website	E-copy of the standardized specification was uploaded onto HKILA's website: <a href="https://www.hkila.com/wp-content/uploads/2021/09/Standard.Specification.of_.Nursery.Plant_.Materials_EngChi.Version_Final31.8.2021.pdf">https://www.hkila.com/wp-content/uploads/2021/09/Standard.Specification.of_.Nursery.Plant_.Materials_EngChi.Version_Final31.8.2021.pdf</a>  After uploading, electronic notices were issued to HKILA's members and all relevant professional organisations.

### 3. Achievements and Grantee's Evaluation of the Project

#### 3.1 Number of participants and eligible beneficiaries

Project Deliverables	Eligible Number of Beneficiaries (if known)
(i) Two 1-day conferences in Guangdong and Hong Kong	Guangdong – 215 participants  Hong Kong – 89 participants
(ii) One standardized specification for soft landscape planting materials	Browsers on Internet including around 500 members of HKILA, and around 10,000 number of architects, engineers, surveyors, and other members of the construction industry.
(iii) Two Webinars in Guangdong and Hong Kong	Guangdong – 300 participants  Hong Kong – 190 participants

#### 3.2 Feedback from participants / users / professional services sectors

<ul style="list-style-type: none"> <li>- According to the feedback survey of two 1-day conference, on the extent of agreement of having a clearer understanding on the existing soft landscape planting materials specification in HK and Mainland China after the event (out of 1-5 where 5 is agree and 1 is disagree), about 78% of the returns ticked 5 or 4.</li> <li>- According to the feedback survey of two webinars, on the extent of agreement of having a clearer understanding on the necessities of soft landscape planting materials specification in Hong Kong and Mainland China after the event (out of 1-5 where 5 is agree and 1 is disagree), about 91% of the returns ticked 5 or 4.</li> <li>- According to the feedback survey of two webinars, on the extent of agreement of being satisfied with the event's rundown and speakers' presentations (out of 1-5 where 5 is agree and 1 is disagree), about 87% of the returns ticked 5 or 4.</li> <li>- According to the feedback survey of two webinars, on the extent of agreement of the Q&amp;A session(s) facilitating understanding on the topics (out of 1-5 where 5 is agree and 1 is disagree), about 89% of the returns ticked 5 or 4.</li> </ul>
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### 3.3 Dissemination of project deliverables to relevant professionals

The final booklet of the standardized specification for soft landscape planting materials has been uploaded on HKILA's website and shared with relevant professional institutes and government bureaux/ departments. ([https://www.hkila.com/wp-content/uploads/2021/09/Standard.Specification.of\\_.Nursery.Plant\\_.Materials\\_EngChi.Version\\_Final31.8.2021.pdf](https://www.hkila.com/wp-content/uploads/2021/09/Standard.Specification.of_.Nursery.Plant_.Materials_EngChi.Version_Final31.8.2021.pdf))

### 3.4 PASS and other objectives reached *(May choose more than one)*

- ☒ Increasing the exchanges and co-operation of Hong Kong's professional services with their counterparts in external markets
- ☒ Promoting relevant publicity activities
- ☒ Enhancing the standards and external competitiveness of Hong Kong's professional services
- ☐ Others

Please elaborate on how the objective(s) was/were met:

The events facilitated exchanges and co-operation between landscape architects in Hong Kong, Macau, and other parts of the Guangdong Province.

The promotion of the events and the dissemination of the deliverables served as publicity for better exposure for the landscape architectural profession

Through the cross-boundary and cross-disciplinary exchange and collaboration, the knowledge-base of the landscape profession on plant materials and specification is enhanced. The attempt to standardize specification to plant materials across Guangdong province led by landscape architect in Hong Kong also enhance the quality, effectiveness, and competitiveness of the Hong Kong's professional services.

### 3.5 Overall achievements of the project

The conference in Shenzhen have attracted over 200 guests and participants including senior government officials of the Guangdong province, LegCo member, and the Permanent Secretary for Development. The conference in Hong Kong have attracted also close to 90 guests and participants including senior government officials from several of the related government departments. Local and regional professionals/ stakeholders gained better understanding on the topics and the attempt to standardize planting materials across different cities of Guangdong province set an example to seek standardization in other areas of the construction sector. It also facilitate a stronger representation of the landscape profession of Hong Kong in participating in relevant topics in the regional developments.

**The Project Final Report is prepared by the Grantee.**