

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

**1. Project Details**

- 1.1 Project Reference No.** : PS183005
- 1.2 Project Title** : Knowledge Exchange Programme for Enhancing Urban Horticulture Industry: Expediting Technologies and Sustainability Mindset Series
- 1.3 Grantee** : Technological and Higher Education Institute of Hong Kong (THEi)
- 1.4 Collaborating Organisation(s)** : (i) Hong Kong Institute of Horticultural Science  
(ii) Hong Kong Greening Contractors Association
- 1.5 Implementation Agent(s)** : Nil
- 1.6 Sponsoring Organisation(s)** : Nil
- 1.7 Consultant(s)** : Nil
- 1.8 Project Co-ordinator** : (Name) ZHANG Hao, Allen (Post title) Associate Professor
- 1.9 Deputy Project Co-ordinator** : (Name) LAW Man-ye, Caroline (Post title) Assistant Professor
- 1.10 Project Period (duration)** : from 01/08/2019 to 31/12/2020 (17 months)
- 1.11 Major Beneficiary Sector(s)** : Building and construction-related services
- 1.12 Approved PASS Grant (HK\$)** : 321,000

## 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:

1. Exchange urban horticulture technology between overseas and local professionals;
2. Advocate latest urban horticultural practices with sustainable measures; and
3. Explore opportunity for Hong Kong urban horticultural services in external markets.

### 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)
01/08/2019 to 31/12/2020  Three 1-day seminar-cum-workshops in Hong Kong	300 participants (including 210 Hong Kong and 90 non-Hong Kong architects and landscape architects)  (On average 100 participants per seminar-cum-workshop)	<u>Completed:</u>  Seminar-cum-workshop 1 (physical format): 12/10/2019  Seminar-cum-workshop 2 (online format): 30/07/2020 and 01/08/2020  Seminar-cum-workshop 3 (online format): 24/08/2020 and 28/08/2020	735 participants (including 172 Hong Kong architects and landscape architects and 563 non-Hong Kong architects and landscape architects and other participants)  (For total participants: <b>245%</b> of the target met)  For Hong Kong professionals: <b>82%</b> of the target met)

## 2.3 Project Promotion and Dissemination

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

<p style="text-align: center;"><b>Agreed Activities</b></p>	<p style="text-align: center;"><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></p>
<p>(a) For Project Promotion:</p> <p>To issue invitations, advertise the seminar-cum-workshops on THEi's website and social media</p>	<p>Issued invitations through email, advertise through Facebook and THEi website. Poster, leaflet, banner were designed and released</p> <p><b>THEi Website:</b>  <a href="https://www.thei.edu.hk/events/absorbent-landscapes-design-seminar-cum-workshop-1-knowledge-exchange-programme-for-enhancing-urban-horticulture-industry-expediting-technologies-and-sustainability-mindset-series">https://www.thei.edu.hk/events/absorbent-landscapes-design-seminar-cum-workshop-1-knowledge-exchange-programme-for-enhancing-urban-horticulture-industry-expediting-technologies-and-sustainability-mindset-series</a></p> <p><a href="https://www.thei.edu.hk/events/native-ornamental-plants-utilization-in-urban-landscape-seminar-cum-workshop-2-knowledge-exchange-programme-for-enhancing-urban-horticulture-industry-expediting-technologies-and-sustainability-mindset-series">https://www.thei.edu.hk/events/native-ornamental-plants-utilization-in-urban-landscape-seminar-cum-workshop-2-knowledge-exchange-programme-for-enhancing-urban-horticulture-industry-expediting-technologies-and-sustainability-mindset-series</a></p> <p><a href="https://www.thei.edu.hk/events/sustainable-practices-in-parks-and-gardens-seminar-cum-workshop-3-knowledge-exchange-programme-for-enhancing-urban-horticulture-industry-expediting-technologies-and-sustainability-mindset-series">https://www.thei.edu.hk/events/sustainable-practices-in-parks-and-gardens-seminar-cum-workshop-3-knowledge-exchange-programme-for-enhancing-urban-horticulture-industry-expediting-technologies-and-sustainability-mindset-series</a></p> <p><b>Facebook:</b>  <a href="https://www.facebook.com/permalink.php?story_fbid=952985441707549&amp;id=100009883060944">https://www.facebook.com/permalink.php?story_fbid=952985441707549&amp;id=100009883060944</a></p>

<p style="text-align: center;"><b>Agreed Activities</b></p>	<p style="text-align: center;"><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></p>
<p>To invite local press to the seminar-cum-workshops</p>	<p>Photos were taken during the event and published on THEi's Facebook page and website to promote the event.</p> <p><b>THEi Website:</b>  <a href="https://thei.edu.hk/news/absorbent-landscapes-design-seminar-cum-workshop-1-knowledge-exchange-programme-for-enhancing-urban-horticulture-industry-expediting-technologies-and-sustainability-mindset-series">https://thei.edu.hk/news/absorbent-landscapes-design-seminar-cum-workshop-1-knowledge-exchange-programme-for-enhancing-urban-horticulture-industry-expediting-technologies-and-sustainability-mindset-series</a></p> <p><a href="https://thei.edu.hk/news/native-ornamental-plants-utilization-in-urban-landscape-seminar-cum-workshop-2-knowledge-exchange-programme-for-enhancing-urban-horticulture-industry-expediting-technologies-and-sustainability-mindset-series">https://thei.edu.hk/news/native-ornamental-plants-utilization-in-urban-landscape-seminar-cum-workshop-2-knowledge-exchange-programme-for-enhancing-urban-horticulture-industry-expediting-technologies-and-sustainability-mindset-series</a></p> <p><a href="https://www.thei.edu.hk/news/sustainable-practices-in-parks-and-gardens-seminar-cum-workshop-3-knowledge-exchange-programme-for-enhancing-urban-horticulture-industry-expediting-technologies-and-sustainability-mindset-series">https://www.thei.edu.hk/news/sustainable-practices-in-parks-and-gardens-seminar-cum-workshop-3-knowledge-exchange-programme-for-enhancing-urban-horticulture-industry-expediting-technologies-and-sustainability-mindset-series</a></p>
<p>(b) For Dissemination of Project Deliverables:</p>	
<p>To produce the e-report on the seminar-cum-workshops and upload it onto THEi's website for wider dissemination of the project deliverables</p>	<p>An e-report has been produced and uploaded onto THEi's website. The e-report is also distributed through emails (an email list with over 2,000 people, which are mostly industry professionals) and Facebook.</p> <p><b>THEi Website:</b>  <a href="https://thei.edu.hk/news/e-report-knowledge-exchange-programme-for-enhancing-urban-horticulture-industry-expediting-technologies-and-sustainability-mindset-series">https://thei.edu.hk/news/e-report-knowledge-exchange-programme-for-enhancing-urban-horticulture-industry-expediting-technologies-and-sustainability-mindset-series</a></p>

### 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)
Three one-day seminar-cum-workshops in Hong Kong	172 Hong Kong architects and landscape architects

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

Our series received a very positive feedback from participants. According to our evaluation form, the scores of "overall satisfaction" of our six sessions of the three events are ranged from 4.1 to 4.5 out of a total of 5. For specifically, the scores of "presentation content" and "choice of speakers" are 4.1 to 4.6 and 4.2 to 4.7 respectively.

We also obtained written comments from the evaluation form and chat box during the live webinar. For the first seminar-cum-workshop, some highlighted comments include *"good to have such sharing on practical experience in the design of sponge city, Highly recommend THEi to invite more government departments to attend such design workshop to understand and integrate such multi-discipline design into urban planning design"*, *"Updated information, well-organised seminar-cum-trip"*, *"interesting topic"*.

For the second seminar-cum-workshop, participants also expressed the usefulness of the event. Here are some comments: *"Rich knowledge"*, *"Content from the second speaker is interesting and informative as Guangdong is close to HK and can serve as reference"*, *"The webinar topic really support my research in plant/tree architecture"*, *"a big thank you to Mr Williams for being so knowledgeable and informative"*, *"Thank you, Craig, for the great introduction to the native plants with potential for horticultural use"*.

For the third seminar-cum-workshop, we received comments like *"the information is very useful"*, *"Very impressive seminar. Informative, interesting & inspiring"*, *"The presentation on Ma Wan Park was information and impressed"*, *"Many practical examples"*. In short, the written comments from participants reflected that our series can provide rich and practical information for the industry professionals.

#### 3.3 Dissemination of project deliverables to relevant professionals

An e-report has been produced and uploaded onto THEi's website. The link of the website has been released on our department Facebook and sent to a list of email address with over 2 000 participants, which are mostly industry professionals. The e-report has provided the highlights of content of all talks and in the language of Chinese (Traditional and Simplified) and English to maximise the range of beneficiaries. In addition, webinar recordings, PowerPoint materials or supplementary materials are also provided. Hence, the e-report can allow those who cannot join our event to obtain the information produced as much as possible.

### 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:

For the first objective, non-local speakers from places including the Mainland, the US, Singapore, the UK, Taiwan were invited. Their experiences have brought new insights to our local professionals. Live Q&A sessions were available and this allowed additional experience exchange between speakers and participants. Speakers also provided their emails to the participants, which allow the participants to contact them further for the exchange of experiences or having other cooperation. For the second objective, the professional knowledge of the participants has been enhanced through our series of seminar-cum-workshop. The practical experiences provided can help our local professionals to take reference from and improve the recent standard of the professional services. In particular, the themes that we have chosen are those technology and practice which are suggested to be important but not yet well applied in Hong Kong.

### 3.5 Overall achievements of the project

Three seminar-cum-workshops have been organised. Over 700 participants has joined our live event. Meanwhile, an e-report of the series with useful resources including webinar recordings, PowerPoint materials and supplementary materials has been put online and made available to thousands of industry professionals. Through the events, rich knowledge and practical experiences on the topic of absorbent landscapes, native ornamental plants utilization and sustainable practices in parks and gardens have been provided to the industry professionals. It helps the professionals further improve the standard of technology and practices of horticultural industry. Our events have also provided a platform for industry professionals to exchange ideas and establish networks with overseas professionals.

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