

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

1. Project Details

- 1.1 Project Reference No.** : PS202017
- 1.2 Project Title** : International Conference on Advancing Net Zero – Decarbonising High-rise, High-density, Sub-tropical Cities
- 1.3 Grantee** : Hong Kong Green Building Council Limited (HKGBC)
- 1.4 Collaborating Organisation(s)** : (i) World Green Building Council (WorldGBC)
(ii)
- 1.5 Implementation Agent(s)** : (i) SMART Streaming Limited
(ii)
- 1.6 Sponsoring Organisation(s)** : (i) N.A.
(ii)
- 1.7 Consultant(s)** : (i) N.A.
(ii)
- 1.8 Project Co-ordinator** : (Name) Karen CHEUNG
(Post title) Manager – Research and Practices
- 1.9 Deputy Project Co-ordinator** : (Name) Heidi HUI
(Post title) Head of Marketing
- 1.10 Project Period (duration)** : from 19 July 2021 to 18 July 2022 (12 months)
- 1.11 Major Beneficiary Sector(s)** : Cross Sector - building and construction-related, waste management and environmental consultancy services
- 1.12 Approved PASS Grant (HK\$)** : HK\$467,000

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.)

International Conference on Advancing Net Zero, Hong Kong's first international conference of its kind, took place from 23 to 26 November 2021.

Themed "Decarbonising High-rise, High-density, Sub-tropical Cities", the Conference aims to enhance the knowledge of Hong Kong's building and construction professionals, and those from other parts of the world, on the latest concepts, trends, strategies and technical solutions to decarbonise and advance towards a net zero and sustainable built environment in a high-rise, high-density, sub-tropical city context.

Over 60 renowned local and international speakers shared their insights and case studies in advancing towards net zero throughout the four-day online conference. Videos of presentations and panel discussions were made available for the public to view online.

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)
16/11/2021 to 30/11/2021 One 4-day online conference	A total of 2 000 participants for 4 days (i.e. 1 680 Hong Kong professionals and 320 non-local professionals)	Completed: 23/11/2021 to 26/11/2021 One 4-day online conference	Total participants: 8 545 (7 782 Hong Kong professionals and 763 non-local professionals) (For total participants: 427% of the target met) (For Hong Kong professionals: 463% of the target met)
By 18/07/2022 One final report on the project outcome	Browsers on internet	Completed Published on HKGBC's website in March 2022 https://www.hkgbc.org.hk/eng/global-movement/International-Conference-on-A-NZ/programme.jsp	Browsers on internet

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:	
HKGBC eNews and monthly eNewsletter	Emails and invitations were sent to around 18 000 HKGBC members
HKGBC website news & event	https://www.hkgbc.org.hk/eng/news-events/events-trainings/events-detail?eventId=400
Supporting Organisations	94 organisations were accepted to be the supporting organisations for the conference and helped promote through the channels of supporting organisations
Posts on social media platforms (including LinkedIn & Facebook)	LinkedIn: 7 Oct 2021, 1 Sep 2021, 1 Nov 2021, 18 Nov 2021, 23 Nov 2021 Facebook: 23 Nov 2021 https://www.facebook.com/hkgreenbuildingcouncil
(b) For Dissemination of Project Deliverables:	
Videos and photos available on website for revisit after the conference	January 2022 on the conference's webpage. https://www.hkgbc.org.hk/eng/global-movement/International-Conference-on-A-NZ/programme.jsp https://www.youtube.com/watch?v=5IcU98ZiCAs&list=PL3Khq2hTaWZYjVzqr-8M21qhsN7OMO-YJ Photos: https://www.hkgbc.org.hk/eng/resources/photo-gallery/detail?id=257 Day 1 : https://www.hkgbc.org.hk/eng/global-movement/International-Conference-on-A-NZ/day1.jsp Day 2: https://www.hkgbc.org.hk/eng/global-movement/International-Conference-on-A-NZ/day2.jsp Day 3: https://www.hkgbc.org.hk/eng/global-movement/International-Conference-on-A-NZ/day3.jsp Day 4: https://www.hkgbc.org.hk/eng/global-movement/International-Conference-on-A-NZ/day4.jsp
Posts on social media platforms (including LinkedIn & Facebook) to announce the videos for revisiting	6 January 2022 https://www.linkedin.com/company/hong-kong-green-building-council-hkgbc/ https://www.facebook.com/hkgreenbuildingcouncil
eNews to announce the videos for revisiting	Emails were sent to HKGBC members and participants on 10 January 2022 https://www.hkgbc.org.hk/eng/news-events/greenmag-plus/2021/Nov-2021/Nov-2021.jsp

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) One four-day online conference	7 782 Hong Kong professionals from the building and construction-related and waste management and environmental consultancy services sectors
(ii) One final report on the project outcome	Browsers on internet

3.2 Feedback from participants / users / professional services sectors

A post-event survey was conducted after the conference from 9 – 19 December 2021. Feedback was positive. 97.9% participants rated the speakers and overall content as “Excellent” or “Good”. While over 85% of participants agreed or strongly agreed that the subjects discussed in the conference were relevant to their current work / organisation and they could apply these insights to work.

3.3 Dissemination of project deliverables to relevant professionals

Videos of all presentations and panel discussions have been uploaded to HKGBC website for post-event dissemination. An eNews was sent to promote these recorded videos.

<https://www.hkgbc.org.hk/eng/global-movement/International-Conference-on-ANZ/programme.jsp>
Please click the programme of each day to revisit videos.

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 conference served as a platform for exchange of ideas and experiences through presentations and panel discussions. Local and international studies, solutions and case studies for achieving net zero for the built environment were shared with industry participants from Hong Kong and other parts of the world.

3.5 Overall achievements of the project

The International Conference on Advancing Net Zero, Hong Kong's first international conference of such kind, was successfully held from 23 to 26 November 2021 with 7 782 Hong Kong building and construction-related and waste management and environmental consultancy professionals.

The conference has successfully delivered presentations, case studies and panel discussion sharing around the theme "*Decarbonising High-rise, High-density, Sub-tropical Cities*", providing insights and solutions for local and international industry practitioners on how to achieve net zero carbon for buildings. The post-event feedback survey is rated satisfactory.

Recorded videos of the 4-day conference were uploaded onto the conference's webpage for public access. These content would serve as good reference and learning materials for industry practitioners or students from Hong Kong or other parts of the world around the topics of advancing net zero for the built environment.

The Project Final Report is prepared by the Grantee.