

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

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**1. Project Details**

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- 1.1 Project Reference No.** : PS202018
- 1.2 Project Title** : Hong Kong Urban Landscape Leadership Series – Sustainable Urban Streetscapes
- 1.3 Grantee** : The Association of Landscape Consultants Hong Kong Limited (ALC)
- 1.4 Collaborating Organisation(s)** : (i) Asian Habitat Society (AHS)  
(ii) Hong Kong Institute of Horticultural Science (HKIHS)  
(iii) Guangdong Hong Kong Macau Greater Bay Area Ecology and Landscape Alliance  
(iv) Technological and Higher Education Institute of Hong Kong (THEi) (Faculty of Design and Environment)  
(v) Hong Kong Trees Conservation Association (HKTCA)
- 1.5 Implementation Agent(s)** : Colar Marketing Solution Limited
- 1.6 Sponsoring Organisation(s)** : Hong Kong Trees Conservation Association (HKTCA)
- 1.7 Consultant(s)** : Nil
- 1.8 Project Co-ordinator** : (Name) Ringo LEE (Post title) Project Co-ordinator
- 1.9 Deputy Project Co-ordinator** : (Name) Paul CHAN (Post title) Deputy Project Co-ordinator
- 1.10 Project Period (duration)** : From 19/04/2021 to 18/04/2022 (12 months)
- 1.11 Major Beneficiary Sector(s)** : Building and construction-related services
- 1.12 Approved PASS Grant (HK\$)** : 444,000

## 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.)

The Project aims at enhancing the standards and external competitiveness of Hong Kong architects, landscape architects and planners by investigating and uncovering challenges and ways forward on three key sustainable areas: (i) Urban forest biodiversity; (ii) Blue-green infrastructure/ sponge city (BGI); and (iii) Sustainable landscape design workflows.

Three half-day webinars are scheduled for this purpose, while complementary research will be carried out to explore local and international progress as well as investigate the potential applicability of strategies to advance local professionals. These combined findings shall be consolidated into a reference e-booklet for professionals to make reference.

### 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 (estimated no. of local / non-local participants)
01/08/2021 to 30/11/2021  3 half-day webinars	450 Hong Kong architects, landscape architects and planners  (150 Hong Kong professionals per webinar)	21/08/2021 1 <sup>st</sup> Webinar   11/09/2021 2 <sup>nd</sup> Webinar   02/10/2021 3 <sup>rd</sup> Webinar	<b>115</b> participants, including 113 Hong Kong professionals (i.e. 7 Hong Kong architects, 105 landscape architects, 1 planner); and 2 <i>other participants</i>  <b>108</b> participants, including 107 Hong Kong professionals (i.e. 10 Hong Kong architects, 95 landscape architects, 2 planners); and 1 <i>other participant</i>  <b>122</b> participants, including 120 Hong Kong professionals (i.e. 7 Hong Kong architects, 112 landscape architects, 1 planner); and 2 <i>other participants</i>  (For total participants: <b>77%</b> of the total number of participants met)  (For local professionals: <b>76%</b> of the target number of Hong Kong professionals met)
By 18/04/2022 Reference e-booklet	Browsers on the internet	21/04/2022  Reference e-booklet was published on ALC's website	Browsers on the 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:	
Posting promotional materials for 3 webinars on ALC's website and social media	<p><b>ALC's website:</b>  <a href="http://www.hkalc.com/eventdetail.php?ID=16">http://www.hkalc.com/eventdetail.php?ID=16</a>  <b>ALC's Facebook</b>  <a href="https://www.facebook.com/permalink.php?story_fbid=195761039256658&amp;id=110355117797251">https://www.facebook.com/permalink.php?story_fbid=195761039256658&amp;id=110355117797251</a></p>
Sending emails to promote 3 webinars through collaborating organisations	Email invitations with promotional material sent to collaborators
(b) For Dissemination of Project Deliverables:	
Uploading recordings and presentation materials (with speaker consent) of 3 webinars	<p><b>ALC's Facebook:</b>  <a href="https://www.facebook.com/watch/110355117797251/1227698471045041">https://www.facebook.com/watch/110355117797251/1227698471045041</a></p>
Publishing e-booklet on ALC's website	<p>Uploaded on 21/04/2022 to the following links: <b>ALC's website:</b>  <a href="http://www.hkalc.com/eventdetail.php?ID=16">http://www.hkalc.com/eventdetail.php?ID=16</a>  <b>ALC's Facebook:</b>  <a href="https://drive.google.com/file/d/1jovbSb9gNN_CorRmbjeG2ney2MOZ3Yuy/view">https://drive.google.com/file/d/1jovbSb9gNN_CorRmbjeG2ney2MOZ3Yuy/view</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)
(i) Webinar 1: Sustainable Urban Forest Biodiversity – Rethinking Urban Planting for Resilience (held on 21/08/2021)	<b>113</b> Hong Kong landscape architects, architects and planners
(ii) Webinar 2: Blue-Green Infrastructure (BGI) / Sponge City (held on 11/09/2021)	<b>107</b> Hong Kong landscape architects, architects and planners
(iii) Webinar 3: Sustainable Landscape Design Workflows (held on 02/10/2021)	<b>120</b> Hong Kong landscape architects, architects and planners

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

Under a 5-point scale, speaker choice, webinar content, promotion and coordination and the overall webinar are rated on an average of >4 points for each webinar. The duration of speaker presentation is considered slightly too long, and the Q&A sessions slightly too short.

### 3.3 Dissemination of project deliverables to relevant professionals

The project deliverable (e-booklet) was disseminated to professionals through ALC's website and Facebook: [https://drive.google.com/file/d/1jovbSb9gNN\\_CorRmbjeG2ney2MOZ3Yuy/view](https://drive.google.com/file/d/1jovbSb9gNN_CorRmbjeG2ney2MOZ3Yuy/view)

### 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:

Exchange between professionals and presentations and Q&A sessions by Hong Kong and international speakers including academics, experts and local policy makers and help local professionals gain relevant knowledge.

### 3.5 Overall achievements of the project

The webinars brought attention to the newest developments on the three topics and attendees were engaged during the webinars.

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