

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

1. Project Details

1.1 Project Reference No.	:PS234001
1.2 Project Title	:Enhancing the Professional Development of Interior Design in Hong Kong – Green Design Training and Practice Manual
1.3 Grantee	:Interior Design Association (HK) Limited (HKIDA)
1.4 Collaborating Organisation(s)	:N.A.
1.5 Implementation Agent(s)	:N.A.
1.6 Sponsoring Organisation(s)	:N.A.
1.7 Consultant(s)	:N.A.
1.8 Project Co-ordinator	:(Name) Louisa Young (Post title) Chairman
1.9 Deputy Project Co-ordinator	:(Name) CM Jao (Post title) Vice-chairman
1.10 Project Period (duration)	:from 01/07/2024 to 30/06/2025 (12 months)
1.11 Major Beneficiary Sector(s)	:Design services (interior design)
1.12 Approved PASS Grant (HK\$)	:560,000

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.)

To strengthen interior designers' knowledge on carbon emission and carbon neutrality, HKIDA organised two online training workshops and published two practice manuals of green interior design, aiming to provide practical knowledge and skills focusing on green interior design and related products and materials.

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)
01/07/2024 to 30/06/2025 Two Green Interior Design Practice Manuals	Browsers on Internet	Completed: Two Green Interior Design Practice Manuals 1 st e-book of Green Interior design Manual published on 30/11/2024 2 nd e-book of Green Interior Design Manual published on 15/06/2025	Browsers on Internet
01/11/2024 to 31/05/2025 Two online training workshops	240 local interior designers (120 participants per workshop)	Completed: First online training workshop 1 st session: 06/12/2024 2 nd session: 24/01/2025 Second online training workshop 1 st session: 30/05/2025 2 nd session: 30/06/2025	257 participants (including 243 Hong Kong interior designers and 14 other participants) (For Hong Kong professionals: 101% of the 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:	
To promote the workshops to local interior designers in digital formats, include eDM to members and subscribers, supporting organisations, local institutes with interior design related programs, media partners and post on HKIDA website, Facebook, Instagram and LinkedIn fan pages	An e-poster for promotion and recruiting the participants as posted on HKIDA's website, Facebook, Instagram, and LinkedIn fan pages, and distributed through Mailchimp (an online eDM marketing platform). Website: https://hkida.org/events/pass-fund-project-24-25 eDM: https://mailchi.mp/dceeaca5e546/hkida https://mailchi.mp/a2396470224b/hkida https://mailchi.mp/e4ec9789300c/hkida https://mailchi.mp/91f51d36ea81/hkida-hkida-webinar-green-products-materials
(b) For Dissemination of Project Deliverables:	
To publish the full version of the digital practice manuals on HKIDA official website	Both two e-books have been published on HKIDA official website: https://hkida.org/events/pass-fund-project-24-25 Green Interior Practice Manual 1 - Green Interior Design: Strategies & Practice https://cdn.prod.website-files.com/68634da925c899adac0f20b1/690087296ab26ebb41a9d743_GI%201st%20Manual_GID%20Graphic%2020112024.pdf Green Interior Practice Manual 2 - Green Materials & Products: Use & Waste https://cdn.prod.website-files.com/68634da925c899adac0f20b1/69008752f7b6095a0425b180_GI%202nd%20Manual_GPM%20(2).pdf
To notify relevant parties such as local designers, institutions and university and industry associations	HKIDA has sent the project deliverables to local designers, institutions and university and industry associations by email.
To consolidate the project materials and upload all photos, video recordings, workshop training materials, report of feedback from workshop participants, etc. on HKIDA official website and social media platforms	The project materials have been published on HKIDA official website: https://www.hkida.org/events/pass-fund-project-24-25

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 Green Interior Design Practice Manuals	Browsers on Internet
(ii) Two online training workshops	243 Hong Kong Interior Designers

3.2 Feedback from participants / users / professional services sectors

From 4 questionnaire summaries, it is noted that 100% interviewees replied that the workshops were useful. The workshop time was suitable for them. Some interviewees suggested that HKIDA could have other webinar topic such as technical and project management and advanced construction technology. HKIDA will consider and study if we can arrange webinar with these topics in the future to help industry practitioners to reach cutting-edge knowledge.

3.3 Dissemination of project deliverables to relevant professionals

HKIDA has a mailing list with over 700 designers' email addresses, and over 2 600 industry partners including institutions, universities, design related organizations, students, non-member designers and media partners. The project deliverables had been uploaded to HKIDA website and informed these parties by eDM.

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:

To attract interior designers and relevant professionals to join the online workshops, the promotional materials were distributed via eDM, and the enrolment advertisement was displayed on HKIDA's Facebook, Instagram and LinkedIn fan pages.

3.5 Overall achievements of the project

In recent years, as clients have more concerns and professional requirements for interior designers to design and use appropriate products. However, most interior designers have only basic knowledge on green design and green materials. During their project pitching to their clients, they can only name the products or design are sustainable, but cannot provide details and analysis. On the other hand, the residential clients show a rapid growth in the use of environmental protection products and materials in recent years as well.

The project deliverables - 2 green interior design manuals helped them to provide detailed information and data for their clients, and help them to present professional knowledge to their potential clients during pitching procedures. Interior designers can refer to some special statistics and samples on the manuals as reference to persuade their clients to consider or apply green design materials and products. The videos of all online workshops had been uploaded to HKIDA website, industry professionals can also watch the videos again whenever they want, and share to their colleagues.

The Project Final Report is prepared by the Grantee.