

For Immediate Release

Grand Opening of ZCB Eco-home *Low carbon display home promotes eco-friendly lifestyle*

Hong Kong • 12 August 2014 – The Construction Industry Council (CIC) and Zero Carbon Building Limited today hosted an Opening Ceremony to unveil Eco-home 2014 at Hong Kong's first zero carbon building, ZCB, in Kowloon Bay. Mr. WONG Kam-sing, Secretary for the Environment, was the guest of honor at the ceremony.

The Eco-home at ZCB was recently revamped in line with the evolving technologies to demonstrate a holistic, sustainable way of living which can be easily adopted by the public, and to promote a modern design philosophy for a low carbon home to enhance the quality of life.

“ZCB is grateful for the generous support from the New World Group Charity Foundation by sponsoring the design and construction of the Eco-home, and its eco-friendly fixtures and fittings,” said Mr. YU Wai-wai, Chairman of Zero Carbon Building Limited, during his speech. “The Construction Industry Council and Zero Carbon Building Limited have been advocating eco-building technologies and low carbon living in Hong Kong. With Eco-home 2014 now opens, we hope to further showcase how advanced and practical technologies can reduce resource consumption and carbon footprint at home, as well as improve the standard of living.”

“According to research, if everyone on Earth lived the lifestyle we lead in Hong Kong, humanity would need 2.6 Earths to sustain our resource needs. The facts, indeed, show us that sustainable development and low carbon living are the only ways to our future.”

“New World Group is committed to promoting corporate sustainability and social harmony through green initiatives, sports, art and culture. We have been supporting a variety of eco events to increase the young generation's awareness of environmental preservation. Our sustainability principles are also shown in the designs of our developments, in which harmony between humans and nature is exemplified. We fully support the Eco-home at ZCB, with modern home design philosophy and advanced green technologies to show the public that a sustainable lifestyle does not necessarily mean primitive living with hardships. In fact, it can be stylish and modern,” said Mr. Gary CHEN, Executive Director and Joint General Manager of New World Development Company Limited.

The Eco-home, a typical Hong Kong apartment with a living room, an open kitchen, a bedroom and a bathroom, is characterised by five fundamental elements including Energy, Water, Comfort, Material and Sustainable Lifestyle. Each element is interlinked

to form a semi-self-sustained system. The key features include a bladeless ceiling fan, a water heating faucet, a vacuum water closet, an energy and water efficient washing machine, a food waste digester, some portable hydroponic farming and a piezo electricity generating floor. There are also interactive displays to show visitors how to reduce carbon footprint for smart living.

Located on the first floor of ZCB, Eco-home 2014 is opened to the public starting from today. Reservations for guided tours of the Eco-home and other indoor exhibitions at ZCB can be made online at <http://zcb.hkcic.org>.

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Photos Download:

ZCB Eco-home 2014 Opening Ceremony:
<https://hkstrategies.egnyte.com/fl/uwEcpF8MQG>

Features of ZCB Eco-home 2014:
<https://hkstrategies.egnyte.com/fl/wwNtQKBvPA>

(The links will be expired on 26 August 2014)



Photo 1: Mr. YU Wai-wai, Chairman of ZCB, delivering the welcoming speech to introduce the renovation project of Eco-home 2014.



Photo 2: Mr. Gary CHEN, Executive Director and Joint General Manager of New World Development Company Limited, introduced the sustainable features inside the Eco-home 2014.



Photo 3: Mr. WONG Kam-sing, Secretary for Environment, talked about how the Government promotes a sustainable lifestyle in the society.



Photo 4: Guests officiated at the Opening of the Eco-home 2014.

From left: Mr. SITT Nam-hoi, Head of Projects (Hong Kong & Asia), Project Management Department of New World Development Company Limited, Mr. LEE Shing-see, Chairman of CIC, Mr. WONG Kam-sing, Secretary for Environment, Mr. Gary CHEN, Executive Director and Joint General Manager of New World Development Company Limited and Mr. YU Wai-wai, Chairman of ZCB.



Photo 5: VIPs and guests celebrated the opening of the Eco-home and showed their support in promoting a low carbon lifestyle.



Photo 6: Guests were introduced to the different sustainable features in the Eco-home 2014.



Photo 7: Mr. WONG Kam-sing trying out the Energy Generating Cardio Bike, accompanied by (from right) Mr. LEE Shing-see and Mr. YU Wai-wai.



Photo 8: Guests were visiting the hydroponic farming area at the Eco-home 2014.

About the Construction Industry Council

The Construction Industry Council (CIC) was formed on 1 February 2007 under the Construction Industry Council Ordinance (Cap. 587). The CIC consists of a chairman and 24 members representing various sectors of the industry including employers, professionals, academics, contractors, workers, independent persons and Government officials.

The main functions of the CIC are to forge consensus on long-term strategic issues, convey the industry's needs and aspirations to Government, provide training and registration for the construction workforce and serve as a communication channel for Government to solicit advice on all construction-related matters.

Please visit www.hkcic.org for further details.

About Zero Carbon Building Limited

Zero Carbon Building Limited is a charitable company established by the CIC to manage and operate ZCB. Developed by the CIC in collaboration with the Hong Kong Government, ZCB is Hong Kong's first zero carbon building. It aims to showcase the state-of-the-art eco-building design and technologies to the construction industry locally and internationally and to raise the community's awareness of low carbon living. It serves as a platform for the construction industry to share knowledge and expertise in low carbon building design and technologies, and provides the public with a greenery leisure space for enjoyment.

Guided tours of ZCB can be booked online. For further information, please visit <http://zcb.hkcic.org>.

About New World Group Charity Foundation

In fulfilling New World Group's commitment to corporate sustainability, the New World Group Charity Foundation was established in 2011 with an aim not only to contribute to charities and worthy causes but also to provide practical support to various sports, art and cultural programmes initiated by the Group. This establishment helps the Group achieve its goals of improving social mobility of the under-resourced and fostering harmony in society.

New World Springboard, a flagship sustainable community project funded by the New World Group Charity Foundation, provides assistance to under-resourced youths with sports trainings to help them develop self-discipline and a positive outlook on life, and embrace challenges with an indomitable spirit.

For further information on New World Group Charity Foundation, please visit www.nwd.com.hk.



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