



### **Background**

World Green Organisation has been supporting the “Reduce, Reuse & Recycle” concept of waste management. In order to encourage more people to embrace a green lifestyle, we have organised “The Green Heroes – Triathlon Race & Bazaar”. By participating in a challenging race and a range of fun activities, participants can transform themselves into Green Heroes and accomplish the mission of promoting waste reduction.

**Date:** 30 – 31 May 2015 (Saturday – Sunday)

**Time:** 10:30 am – 4:00 pm

**Venue:** New Life Interactive Farm

### **Event Contents**

- The Green Heroes – Triathlon Race
- Green Living Workshops
- Game Booths
- Green Market

## PRE-EVENT

### 1. WGO Website Promotional Page: Click [here](#)



### 2. Above-the-line Promotional Materials

#### i. Promotional Article in U Magazine (24 April 2015)



ii. Article in Colume of am730 (4 May 2015)

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NEWS

## 學做「環保達人」，齊來減少廢物

根據環境保護署(環保署)公布「香港固體廢物監察報告——二〇一三年的統計數字」。目前，本港每日平均於堆填區棄置的固體廢物量為14,311公噸，較2012年增加了百分之三點四。由此可見，源頭減廢實在刻不容緩，而為了達到減少廢物，廢物徵費勢在必行。去年11月，可持續發展委員會已完成都市固體廢物收費社會參與過程，並建議全面推行垃圾徵費，目的是希望透過經濟誘因促使社會改變過度消耗的生活習慣，從而減少廢物棄置量及推動廢物回收。

然而究竟怎樣才可以做到減少廢物？本會認為，一方面可透過回收有用物資，另一方面可以鼓勵循環再用。而本會將於本月底舉辦為期兩天的「環保達人」比賽暨嘉年華，寓學習於遊戲，希望藉有趣的遊戲、競技比賽；讓參賽團隊，在輕鬆的環境下，掌握正確的廢物分類及減少廢物知識。除了鼓勵機構參與之外，本會亦會邀請100名基層市民參加嘉年華會，分享綠色生活樂趣！

比賽方面以接力形式進行，旨在提高團隊精神，參賽者需在指定的賽道完成3大挑戰。以「二人三足」、跳「麵粉袋」及「雙人跳繩」的方式，把可回收的物品，包括：紙盒、鋁罐和膠樽投進回收箱去。除了比賽以外，出席人士更可參加嘉年華會的各项精彩活動。像環保工作坊，有機會體驗城市人難得一試的農耕滋味，還有如何培植環保盆栽。此外，可以學做Q版樹枝稻草人、再造紙；還有弄製美味健康的有機迷迭香曲奇、有機香草薯蓉。

最後，為尼泊爾民眾的平安祝禱！世界綠色組織行政總裁

不少固體廢物都被棄置到堆填區。

綠色建言  
余速聘



iii. Full Page Print Ad in Hong Kong Economic Journal – Featuring Platium Sponsor, EMBA, College of Business, City University of Hong Kong (12 May 2015)

A11

主辦機構  
WGO WORLD GREEN ORGANISATION 世界綠色組織

# 綠行者聯盟

## 環保三項達人賽

暨嘉年華

白金贊助  
CityU School of Business EMBA the Elite 香港城市大學

環保工作坊  
攤位遊戲  
綠色市集

周嘉儀小姐  
張德熙博士  
梁偉強博士  
李耀榮先生

日期: 5月30 - 31日(星期六及日) 時間: 上午10:30 - 下午4:00  
地點: 新生互動農場(新界屯門新福路33號)

環保大使

贊助商  
TWS, CLP, HKT, SUSE, etc.

請前往以上企業機構參與是次活動  
請瀏覽 www.thewgo.org

iv. Full Page Print Ad in Hong Kong Economic Journal – Featuring Silver Sponsor, IWS Group (14 May 2015)



### 3. Below-the-line Promotional Materials

i. A2 Poster



ii. Admission Ticket



iii. T-Shirt



v. Backdrops (for Opening Ceremony & Award Presentation Ceremony)



## ON THE DAY





## POST-EVENT

### 1. Full Page Print Ad in Hong Kong Economic Times (14 May 2015)

The advertisement is a full-page layout for the "2015 Green Walkers Alliance Environmental Three-Item Competition and Carnival". At the top, it features logos for the World Green Organisation (WGO), CityU EMBA the Elite, EVA3, and IWS. The main title "綠行者聯盟 環保三項達人賽 暨嘉年華" is prominently displayed in green and yellow. Below the title, there are several photographs showing participants and winners. A central text block provides details about the event, including the date (May 30 and 31, 2015) and the location (Wong Yick Park). It also mentions the event's purpose: to promote environmental awareness and encourage participation in environmental protection activities. The bottom section of the ad lists the names of the winning teams and their respective schools or organizations, such as "香港電燈有限公司" and "全球城市大學國際協會". The ad is decorated with various logos of sponsors and partners, including WGO, CityU EMBA, EVA3, IWS, and others.

### 2. TV Programme at Roadshow - 民生速遞: Click [here](#)





3. Press Release: Click [here](#)

### 綠行者聯盟 - 環保三項達人賽暨嘉年華

19/06/2015



世界綠色組織（本會）於 2015 年 5 月 30 日及 31 日（星期六及星期日）一連兩天舉辦全港首屆「綠行者聯盟-環保三項達人賽暨嘉年華」，透過一連串以環保為主題的新聞競技比賽及活動，推廣環保、回收及回收環保理念，鼓勵參加者親身體驗環保生活。

是次活動由環境保護署署長 王倩儀太平紳士及路政署署長 盧瑞雄先生擔任主禮嘉賓，三位嘉賓在活動開始前擔任主禮「光臨」活動以助興。其他出席嘉賓包括環保局局長及區長、香港城市大學商學院 EMBA 總監主任 梁維德博士、綜合環保集團有限公司總經理 戚本忠先生，亦於開幕禮上分享環保及環保心得。



左起為當屆活動總策劃王倩儀太平紳士（後排左四）、路政署署長盧瑞雄先生（後排左三）、綜合環保集團有限公司總經理戚本忠先生（後排右四）、本會會長汪振基先生（後排右五）、行政總裁余國輝博士（後排左一），以及一眾參加者代表與媒體大會。

兩位嘉賓在活動後，與眾分享所有綠行者（參賽者）在人人愛護的加藤藤見閣下管理，並承諾這比賽將傳承及推廣環保生活。

#### 4. WGO Facebook Page: Click [here](#)



### **EVENT RESULTS**

- Around 500 participants joined the event
- 19 corporate sponsors
  - Platinum Sponsor: EMBA, College of Business, City University of Hong Kong
  - Silver Sponsor: Integrated Waste Solutions Group Holdings Limited
  - Other Sponsors:
    - China Aircraft Leasing Group Holdings Limited
    - The Chinese Gold & Silver Exchange Society
    - CLP Power Hong Kong Limited
    - Crystal Group
    - German Pool
    - Globalcity Angel Pageant Organization
    - Groundwork Architects & Associates
    - HKT
    - The Hong Kong and China Gas Company Limited
    - The Hongkong Electric Co., Ltd
    - Kai Shing Management Services Limited
    - Pioneer Global Group Limited
    - SUSE(HK and Macau)
    - Synergy Group Holdings International Limited
    - Tiostone Environmental Ltd.
    - Wasibi Creation Ltd.
    - Yau Lee Holdings Limited
- 4 product sponsors
  - Medialink Animation International Ltd.

- Red Moon International Holdings Limited
  - SUSE(HK and Macau)
  - Watsons Water
- 1 media partner
  - RoadShow
- 7 supporting organisations
  - Green Hotel Group Inc.
  - Green Inc.
  - Green Public Utility
  - New Life Psychiatric Rehabilitation Association
  - Hong Kong Myanmar Chamber of Commerce
  - The Mekong Club
  - TG Events Limited
- 9 stalls in Green Market
  - EMBA, College of Business, City University of Hong Kong
  - HelenKing Handmade Bag
  - 一分鐘美白~豆蜜 Mung Honey
  - 薑寶仔
  - 《梘樸》手造天然香梘
  - Fair Taste 公平棧
  - 虹亮國際有限公司
  - 環保 D.I.Y.
  - 繽紛臉彩繪

## **THANK YOU**

### **Guest of Honour**

Ms. Anissa Wong Sean-ye, JP, Director of Environmental Protection (30 May 2015)

Mr. Thomas Lo, Chief Operating Officer, RoadShow Holdings Limited (31 May 2015)

### **Honorable Guests**

Dr. John Leung, Director of Executive MBA Program, City University of Hong Kong

Mr. Edward Chi, General Manager – IT & Logistics, Integrated Waste Solutions Group Holdings Limited

Ms. Sania Yau, Chief Executive Officer, New Life Psychiatric Rehabilitation Association

### **Green Ambassadors**

Ms. Sherry Tsai Hiu Wai

Ms. Yilia

## **Sponsors, Participating Companies and Supporting Organisations**

#### *Platinum Sponsor -*

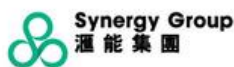
EMBA, College of Business, City University of Hong Kong



#### *Silver Sponsor -*

Integrated Waste Solutions Groups Holdings Limited

#### *Participating Companies*



#### *Water and Water Dispenser Sponsor*



#### *Sanitization Sponsor*



#### *Claw Machine Sponsor*



#### *Media Partner*



#### *Garfield Costume Sponsor*



#### *Supporting Organisations*



- END -