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Press Release

HKGBC launches “Green Building Product Labelling Scheme”

***Five different ratings with value adding to BEAM Plus
Seizing Green Business Opportunities and
Promoting the Use of Green Building Products***

Hong Kong, 6 January 2015 – The Hong Kong Green Building Council (HKGBC) launched the *Green Building Product Labelling Scheme* (the Scheme) today, introducing a standardised measure for green building products, in which they would be awarded *Green Building Product Labels* according to their degree of greenness. The launching ceremony was officiated by Mr WONG Kam-sing, JP, Secretary for the Environment of the Hong Kong Special Administrative Region Government (HKSAR Government); Ir Conrad WONG Tin-cheung, BBS, JP, Chairman of the HKGBC; Prof. Benny CHOW, HKGBC Director and Chairman of the HKGBC Industry Standards Committee. Representatives from various supporting organisations including developers, suppliers and professional bodies also joined the launching ceremony to show their support to the Scheme.

Ir Conrad WONG Tin-cheung, BBS, JP, Chairman of the HKGBC highlighted that the promotion of green building should start from the design stage and the usage of green building products was particularly important for a building to go green. He urged all stakeholders to take an active role in the Scheme by adopting and enhancing quality of green building products. Ir Conrad WONG also hoped that stakeholders could join hands to achieve the target of the HK 3030 Campaign by reducing 30% of the absolute amount of electricity consumption in buildings, as compared to 2005 levels, by 2030, which in turn helped build a low-carbon and sustainable Hong Kong.

Mr WONG Kam-sing, JP, Secretary for the Environment of the HKSAR Government pointed out the increasing demand of green building products by various stakeholders with the continuous advancement of green building technologies in Hong Kong. He emphasised that the HKSAR Government has been supporting green building development by implementing environmental policy and promoting green procurement. He further encouraged industry practitioners to take both health and environmental concerns as the selection criteria apart from competitive prices for searching quality products and services.

To accelerate green building development in Hong Kong, the HKGBC introduced the brand-new *Green Building Product Labelling Scheme*, providing a practical and recognised standard of green building products for industry practitioners and end users. Prof. Benny CHOW, HKGBC Director and Chairman of the HKGBC Industry Standards Committee indicated that the Scheme consisted of five different ratings, namely Platinum, Gold, Silver, Bronze and Green. 15 product categories have been covered in Phase 1 (more product categories would be covered in Phase 2) and the product categories were listed as follows:

Product categories covered in Phase 1 of the <i>Green Building Product Labelling Scheme</i>		
Chiller	Glazing	Furniture
Electronic ballasts	Extruded Aluminium Products	Composite Wood
Cables and Wires	Wall Surface Material	Tiles (Ceramic)
LED lamps	Paints and Coatings	Stone
CFL	Adhesives & Sealants	Gypsum Plasterboard

The Scheme promotes the circulation and development of green building products in two aspects. On one hand, it encourages stakeholders including developers, contractors and architects to adopt green building products, while on the other hand, it drives manufacturers to enhance the quality of green building products for seizing green business opportunities. The Scheme is further linked up with the “Materials Aspects” of BEAM Plus, a local assessment scheme on green buildings, which helps industry practitioners to distinguish safer, healthier, more pragmatic, more efficient and sustainable building products from existing traditional ones. To learn more about the *Green Building Product Labelling Scheme*, please visit <http://gbpl.hkgbc.org.hk>.



(From the left) Kick Off Ceremony hosted by Prof. Benny CHOW, HKGBC Director and Chairman of the HKGBC Industry Standards Committee; Mr WONG Kam-sing, JP, Secretary for the Environment of the Hong Kong Special Administrative Region Government and Ir Conrad WONG Tin-cheung, BBS, JP, Chairman of the HKGBC



Group photo of Mr WONG Kam-sing, JP, Secretary for the Environment of the Hong Kong Special Administrative Region Government, Ir Conrad WONG Tin-cheung, BBS, JP, Chairman of the HKGBC, and Prof. Benny CHOW, HKGBC Director and Chairman of the HKGBC Industry Standards Committee and the representatives of the supporting organisations

About the Hong Kong Green Building Council (HKGBC)

The Hong Kong Green Building Council Limited (HKGBC) is a non-profit, member led organisation established in 2009 with the vision to help save the planet and improve the wellbeing of the people of Hong Kong by transforming the city into a greener built environment. The Founding Members of HKGBC include the Construction Industry Council (CIC), the Business Environment Council (BEC), the BEAM Society Limited (BSL) and the Professional Green Building Council (PGBC). Its mission is to lead market transformation by advocating green policies to the Government; introducing green building practices to all stakeholders; setting design, construction and management standards for the building profession; and promoting green living to the people of Hong Kong.

To learn more about the HKGBC, please visit www.hkgbc.org.hk.

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This press release is distributed by New Point Marketing Ltd representing Hong Kong Green Building Council.

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