

The Group promotes online activities to encourage the public to stay physically and mentally healthy

集團推廣線上活動 鼓勵大眾保持身心健康

The SHKP Reading Club, under the Group, partnered with The Federation of New Territories Youth Foundation and the Tai Po Youths Association to launch the 'Read For More' anti-pandemic writing contest, inviting all Hong Kong secondary, post-secondary and university students to recommend an inspiring book in their writing. Outstanding writings will be published in 'Read For More', using words to cheer for Hong Kong. Meanwhile, the SHKP Supernova Cycling Team, sponsored by the Group, has actively organised virtual cycling races online to encourage the public to fight against the pandemic through sports positivity.

集團新聞會聯同新界青年聯會和大埔青年協會推出「全城抗疫·閱讀給力」《點讀》徵文比賽，邀請全港中學、大專或大學學生推介一本鼓勵人心的書並將優秀作品刊載於《點讀》閱讀平台，藉文字為香港打氣；同時，由集團贊助的SHKP Supernova 單車隊積極透過舉辦虛擬線上單車賽，鼓勵大眾以運動正能量抗疫。



The SHKP Reading Club launched the 'Read For More' anti-pandemic writing contest
新聞會推出「全城抗疫·閱讀給力」《點讀》徵文比賽



The SHKP Supernova Cycling Team, sponsored by the Group, has actively organised virtual cycling races online amid the pandemic
由集團贊助的SHKP Supernova 單車隊疫情下舉辦虛擬線上單車賽

The Group and Green Power jointly host a video creation contest

集團聯同綠色力量舉辦短片創作比賽

The Group joined hands with Green Power to invite the public to participate individually or as a family-based team through Nature Rescue in the "Be a STEM & Eco-friendly YouTuber" short video creation contest. By producing a three-minute short video on the theme of environmental protection at home to promote a green lifestyle that combines green concepts and STEM elements. Meanwhile, adhering to its belief in sustainable development, the Group participated in Earth Hour, a worldwide lights-off campaign organized by the World Wide Fund for Nature (WWF), for the 14th consecutive year. Over 300 premises owned or managed by the Group switched off non-essential lights for an hour on the night of the event, putting energy conservation into practice. Among property companies, the Group had one of the largest number of buildings participating in the campaign in Hong Kong.

集團聯同綠色力量透過「山·灘拯救隊」邀請大眾以個人或與家人組隊形式參加「在家做STEM環保YouTuber」短片創作比賽，透過製作以居家環保為題材的三分鐘短片，提倡糅合環保概念與STEM元素的綠色生活。同時，集團秉承可持續發展的理念，連續第14年參與由世界自然基金會主辦的「地球一小時」全球熄燈行動，逾300座由集團持有或管理的物業，於活動當晚把非必要的照明裝置關掉一小時，為最大廈參與的香港地產商之一，以行動支持節約能源。



The Group joined hands with Green Power to hold the "Be a STEM & Eco-friendly YouTuber" short video creation contest through Nature Rescue
集團聯同綠色力量透過「山·灘拯救隊」舉辦「在家做STEM環保YouTuber」短片創作比賽



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