

Nature Rescue's public clean-up at Shui Hau beach on Lantau Island

“山•滩拯救队”大屿山水口清洁行动



More than 100 students, teachers and volunteers support Nature Rescue, collecting about 150kg of waste and recyclables at Shui Hau beach on Lantau Island
超过100名师生和义工参与“山•滩拯救队”活动，在大屿山水口清理约150公斤垃圾及可回收废物



As part of its commitment to promoting healthy and sustainable living, the Group joined hands with Green Power in mobilizing over 100 people for an earlier clean-up activity at an ecologically important beach in Shui Hau on Lantau Island. Leading the action were Christopher Kwok, Group Executive Director, Dr Yip Yin, Assistant Director (Country & Marine Parks) of the Agriculture, Fisheries and Conservation Department, Dr Man Chi Sum, Vice Chairman of Green Power, and Johnny Chow, Chairman of the Hong Kong Hiking Association, China. They were joined by 100 students, teachers and other volunteers. About 150 kg of waste and recyclables were collected overall. In addition to students from Tung Chung Catholic School, the participants were from the Hong Kong Hiking Association, China, the Agency for Volunteer Service, the Friends of KMB volunteer team, and the SHKP Volunteer Team.

Christopher Kwok, Group Executive Director said he looks forward to providing a better environment for the next generation. He added that he believes environmental protection can be done in a fun way. The Group launched the SHKP Love Nature Campaign more than 10 years ago to spread green messages to students and other young people through fun-filled initiatives. Nature Rescue, the first terrestrial and coastal clean-up mobile app in Hong Kong, was rolled out in 2018 to encourage the public to participate in activities to protect the environment. He added that with the lifting of all anti-pandemic measures and Hong Kong's return to normal, the SHKP Love Nature Campaign will strengthen its collaboration with different sectors of society, including companies, customers, students

and non-profit-making organizations, and encourage more people to use the Nature Rescue app. The programme aims to hold several coastal and countryside clean-ups every month.

集团一直致力推动健康及可持续生活，集团执行董事郭基泓此前联同渔农自然护理署助理署长（郊野公园及海岸公园）叶彦博士、绿色力量副主席文志森博士、中国香港旅行远足联会主席周国强，以及100名师生和义工在大屿山水口清理垃圾。本次活动共清理约150公斤垃圾及可回收废物，其中参与“山•滩拯救队”大屿山水口清洁行动的团体包括：东涌天主教学校、中国香港旅行远足联会、义工工作发展局、九巴义工队及集团义工队。

集团执行董事郭基泓在活动中表示，希望香港下一代都有美好的环境，所以一直关注环保议题。环保也可以充满趣味，所以10多年前发动集团推出“新地齐心爱自然”计划，以轻松有趣的方式，与学生及年青人分享环保资讯，更于2018年推出“山•滩拯救队”，为全港首个“郊野及海岸清洁主题”app，鼓励市民积极身体力行实践环保。他续说，香港的防疫措施已完全解除，标志社会全面复常。因此，“新地齐心爱自然”计划今年将加强和社会不同层面团体的合作，包括：企业、消费者、学生及非盈利组织，希望“山•滩拯救队”得到更广泛的认可及应用，目标是每个月举办数次清洁活动，积极清洁全港郊野和海岸，营造可持续发展的整体气氛。