

公共屋邨的減廢和回收宣傳推廣

Publicity and Promotion on Waste Reduction and Recycling in Public Rental Housing (PRH) Estates



在過去一年，我們在公共屋邨積極進行不同源頭減廢及循環再造宣傳推廣，鼓勵公屋租戶實踐「惜物、減廢」的良好生活習慣。

In the past year, we have been proactively launching various promotion and publicity on waste reduction at source and recycling in public rental housing (PRH) estates so as to encourage PRH tenants to form a good habit of “Use less, Waste less” at their daily lives.

屋邨環保大使計劃

Estate Ambassador of Environmental Protection Scheme

「屋邨環保大使」計劃目的是招募公共屋邨居民成為「屋邨環保大使」，在屋邨協助推廣減廢、乾淨回收和妥善處置廢物的訊息。直至2022年11月我們已招募了約700位大使。為提升他們對源頭分類和乾淨回收的認識，我們安排他們分批到環保園參觀和出席我們與環保署協辦的減廢和回收講座。

The Scheme aims at recruiting PRH estate tenants as Estate Ambassadors (EAs) of Environmental Protection. EAs will assist in disseminating the messages of waste reduction, clean recycling and proper disposal of waste in PRH estates. Up to November 2022, around 700 EAs have been recruited. In order to enhance EAs' knowledge in waste separation at source and clean recycling, we have arranged them to visit the EcoPark and to attend seminar that we collaborated with Environmental Protection Department (EPD) on waste reduction and recycling in phases.



「屋邨環保大使」到環保園參觀
EAs were arranged to visit the EcoPark



「屋邨環保大使」出席減廢和回收講座
EAs attending the seminar on waste reduction and recycling



減廢主題角色巡訪

Mascot Tour for Waste Reduction

今個年度 我們恢復舉行主題 角色巡訪屋邨。兩個主題 角色「減廢先鋒」和「瘦身垃圾桶」以「屋邨是我家 減廢靠大家」為主題，於2022年11月至2023年1月到7個公共屋邨巡訪。主題 角色巡訪時，會向居民宣傳減廢貼士、進行問答遊戲，派發紀念品以及拍照留念，以提升居民減廢和回收的意識。



減廢主題角色到訪石籬(一)邨
Mascot Tour at Shek Lei (I) Estate



屋邨居民參與減廢主題角色巡訪活動
Estate residents participating activities of the Mascot Tour

We have resumed launching the Mascot Tour of Waste Reduction to PRH estates this year. Two mascots, Waste Reduction Bee and Slim Rubbish Bin would visit seven PRH estates under the theme "Let's join hands to reduce waste in our estates" from November 2022 to January 2023. During the visit, the Tour would promote tips of domestic waste reduction, conduct quiz games, distribute souvenirs and take pictures with tenants so as to enhance tenants' awareness of waste reduction and recycling.

透過各種渠道進行宣傳推廣

Publicity and Promotion via Various Channels

為提升租戶對減廢和回收的公民責任意識，我們在社交媒體發佈減廢的宣傳影片，例如在房委會的Facebook專頁和YouTube頻道。這些宣傳影片同時在房屋資訊台和房委會網站播放。此外，我們在公共屋邨的公用地方展示新設計的宣傳海報和橫額，鼓勵租戶在日常生活中養成「惜物減廢」的良好習慣。

To enhance tenants' awareness of civic responsibility on waste reduction and recycling, we have published the videos on waste reduction via social media such as Facebook of HA and YouTube channel. The videos have also been broadcasted at Housing Channel and HA website. Besides, new designed poster and banner have been displayed at common areas of PRH estates to encourage PRH tenants to form a good habit of "Use Less, Waste Less" in daily life.



新海報內加設二維碼以方便居民觀看「環保屋邨頻道」影片

New designed poster added with QR code for facilitating tenants to enjoy videos of Green Public Housing Estates Channel



在公共屋邨的公眾地方展示有關減廢的宣傳橫額
Promotional banner on waste reduction displaying at common areas of PRH estate