

Issue Date: 15 August 2025



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Bracing Up

Message from the Director

To encourage and support young people in pursuing their entrepreneurial dreams, the Hong Kong Housing Authority (HA) launched the “Well Being · Start-Up” programme in 2024, which offers shop premises in the HA’s shopping centres for them to trial their business plans rent-free. This year, the HA has upgraded and expanded it into “Well Being · Start-Up 2.0”. In addition to introducing an entrepreneurial ladder with staged rental concessions, the programme has extended its reach to private shopping centres. This move to engage commercial partners to support Hong Kong’s young entrepreneurs will not only create more youth entrepreneurial opportunities, but also inject vitality and innovation into the community as well as new dynamics into Hong Kong’s retail landscape. Amid enthusiastic response from the sector, 16 business organisations have joined the programme. Including the 12 shops provided by the HA, “Well Being · Start-Up 2.0” now covers more than 60 shops in total, a six-fold increase from its first phase.



On 1 August, I attended the kick-off ceremony of the “Youth Entrepreneurship Journey” programme which was jointly launched by MegaBox and The Hong Kong



Federation of Youth Groups in response to the HA’s “Well Being · Start-Up 2.0” initiative. The programme offers young entrepreneurs valuable learning opportunities through practical business training courses, guidance from professional trainers and a real-life platform for testing their business plans.

Seven winning projects are selected to operate mobile start-up booths offered by MegaBox on weekends and public holidays during a three-month trial. Outstanding performers will have the opportunity to continue their business in the mall to realise their entrepreneurial dreams. I paid a visit to the winning start-up teams of the “Youth Entrepreneurship Journey” that day to view their products and speak with the young entrepreneurs. I am deeply impressed by the originality and unique market sense in bringing in products with new concepts capable of creating a niche. I believe these budding entrepreneurs who have been shortlisted are venturesome innovators who will continue to learn and grow and unleash their boundless potential!



I would like to thank members of the Estate Management Division for their efforts and dedication, which have enabled the smooth implementation of the HA's “Well Being · Start-Up 2.0” programme and allowed more young entrepreneurs to benefit through this meaningful initiative. My heartfelt gratitude also goes to all partners involved in this programme for supporting young people in pursuing their dreams and turning them into reality!

Charmaine Lee
 Director of Housing



New Moves



Gold Award in Privacy-Friendly Awards 2025 Honoured

The Housing Department (HD) received the Gold Award in the Privacy-Friendly Awards 2025 at the presentation ceremony held on 10 July.

The Awards were organised by the Office of the Privacy Commissioner for Personal Data, Hong Kong (PCPD). Under the theme of “Safeguarding Data Security: Marching towards a New Digital Era”, the Awards aim to recognise the commitment and performance of enterprises, public and private organisations, as well as government departments in protecting personal data privacy. The HD is one of the 157 award-winning organisations. Information on the Awards is available from [PCPD's website](#).

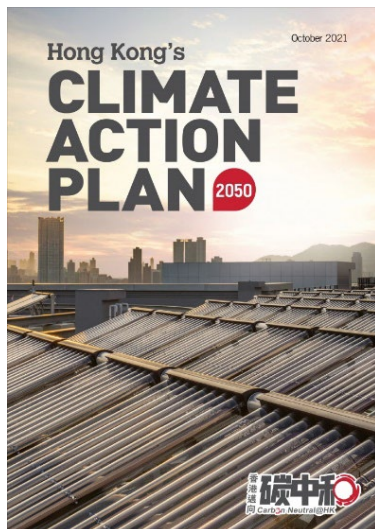


Representatives of award-winning organisations pictured at the awards presentation ceremony.

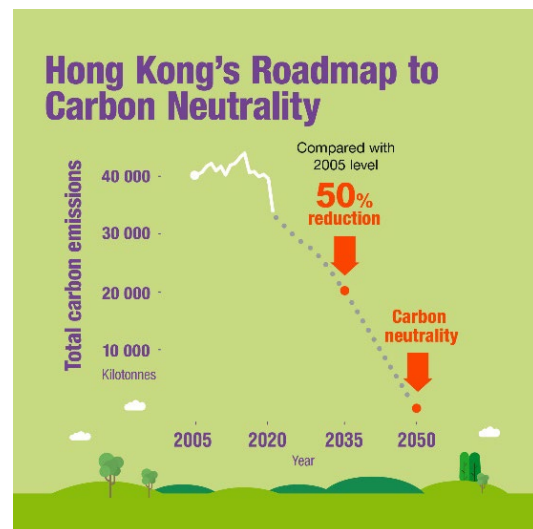


A Journey into Green Building

To support the decarbonisation strategy of “energy-saving and green buildings” outlined in *Hong Kong Climate Action Plan 2050* (CAP2050), the HA has been actively incorporating sustainable design and low-carbon measures into various aspects including design, material selection, and construction. Energy-saving initiatives have been implemented in both new and existing public housing estates, with an aim to attain carbon neutrality.



The government's CAP2050 issued in 2021 encourages support and involvement of the community in the climate action.



The Hong Kong's Roadmap to carbon neutrality excerpted from CAP2050.

To encourage the industry to embrace eco-friendly products, we are currently exploring the inclusion of the Construction Industry Council's Green Product Certification in tender specifications for housing projects. Various suitable green products and technologies are being explored and identified for housing projects in pursuit of reducing our carbon emissions. The items include CO₂ absorption paint, permeable drainage covers, and building-integrated photovoltaic (BIPV) systems which will be piloted in the Lei Yue Mun Phase 4 and Tak Tin Street projects, followed by evaluation and analysis to determine their broader applicability. Another item, concrete 3D printing technology, is being considered for outdoor seating, planters, and other suitable applications. All green products and technologies under review are compiled into a database for future reference and application. Meanwhile, we continue to review and update our internal technical guidelines to ensure our housing projects evolve with the times and achieve higher environmental goals.



CO₂ absorption paint.
(Photo source: [Promain](#))



Concrete 3D printed products.
(Photo source: [TU/e](#))



Permeable drainage covers.
(Photo source: [Green Plans](#))



Covered pedestrian walkway using
BIPV technology.

In addition, we are committed to collaborating with public institutions and the industry to promote sustainable building development. As an institutional member of the Hong Kong Green Building Council, the HA actively participates in the Council's various committees, keeping abreast of industry trends, applying innovative technologies and products in HA projects, as well as offering constructive ideas and suggestions to green building development. We also regularly attend seminars, workshops, and conferences related to sustainable building to gain the latest insights from the industry, and work closely with building services and structural engineering teams to drive the development of green building standards. We will further strengthen exchanges and collaboration with local and the Mainland stakeholders for creating a sustainable future.