



Press Invitation

Launch Ceremony for “Jockey Club Water Initiative on Sustainability and Engagement”

November 30, 2016

Being used to enjoying the convenience of obtaining fresh water with a simple turn of the tap, we may not be aware that Hong Kong is inherently a water-short city, given the increasing demand and an intensified competition for water.

Due to the pressing need to raise public’s awareness of the importance of attaining long-term water sustainability in Hong Kong, The Hong Kong Jockey Club Charities Trust has generously funded over HK\$14.7 million to support the Faculty of Social Sciences of the University of Hong Kong to launch a three-year project entitled “Jockey Club Water Initiative on Sustainability and Engagement” (JC-WISE). In collaboration with government agencies, professional groups and environmental NGOs, JC-WISE is the first large-scale project to promote the Water Footprint concept and the multi values of freshwater in the community.

During the Ceremony, a full HD drone video on rivers in Hong Kong will be screened at the 275” video wall to fly you through the rivers and understand their multiple functions. Through the innovative exhibition and animation, participant will be able to capture the innovative idea of Water Footprint and visualize the connections between our buying habits and the impact to freshwater resources.

Media representatives are invited to join the event, details is as follows:

Date: December 1, 2016 (Thursday)
Time: 10:00am
Venue: Rayson Huang Theatre, The University of Hong Kong (Map)
Officiating guests: Mr. Eric Ma Siu-cheung, Under Secretary for Development, Development Bureau, HKSAR
Mr. Leong Cheung, Executive Director, Charities and Community, The Hong Kong Jockey Club
Mr. Douglas So, Vice-President and Pro-Vice-Chancellor (Institutional Advancement), HKU

For media enquiries, please contact

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