



Press Invitation

March 20, 2019

Launch of the First “Water Wise Campus” and “Water Wise Tram” in Hong Kong to Celebrate UN World Water Day

World Water Day, on 22 March every year, is declared by the United Nations as a means of focusing attention on the importance of freshwater and advocating for the sustainable management of freshwater resources.

The “Jockey Club Water Initiative on Sustainability and Engagement (JC-WISE)” project, initiated by the Faculty of Social Sciences of the University of Hong Kong (HKU) and funded by The Hong Kong Jockey Club Charities Trust, will launch a celebration series to raise the public awareness on water conservation and the importance of water sustainability. The launch of “Water Wise Campus” and “Water Wise Tram”, the first-of-its-kind in Hong Kong, will kick off the celebration campaign and its inaugural ceremony will be held at the University of Hong Kong on March 22, 2019.

At the launch ceremony of “Water Wise Campus”, the Project will introduce the integration of water footprint concept into the daily dining habits in HKU campus, made possible by the use of the innovative water footprint calculation and through the collaboration with different catering outlets across the campus. The Campaign will allow the university community and general public to understand the connections between our daily dietary habit and their impacts on freshwater resources, as well as the notion of avoiding water wastage by reducing food waste.

The Project will also present the “Water Wise Tram”, converted from a regular tramcar into an imaginary and fantastic water lab illustrated by Miss Vivian Ho, a talented Hong Kong young artist, to media. This captivating tramcar, designed with the theme in illustrating both “multiple values of beautiful rivers in Hong Kong” and “water footprint of food”, will bring a delightful and infotaining experience into passengers’ daily rides in the coming month starting from the World Water Day, in order to promote the importance of water-friendly culture, water conservation and water sustainability.

Other celebration activities will be highlighted in the Ceremony including “My River My Community” Community-wide river guided tours to Sheung Yue River, Lam Tsuen River, and Lai Chi Wo River, and “Water Fun Fest” co-organised with the Ocean Park Hong Kong during the Easter.



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

Date: March 22, 2019 (Friday)

Time: 1:50pm

Venue: Haking Wong Podium, The University of Hong Kong (map)
(Transportation to Whitty Street Tram Depot from HKU will be arranged)

Guests: Mr. Wong Chung Leung, JP, Director of Water Supplies, HKSAR Government
Miss Donna Tang, Executive Manager, Charities (Grant Making – Sports and Environment), The Hong Kong Jockey Club
Professor Willian Hayward, Dean of Social Sciences, HKU
Dr. Frederick Lee, Project Co-Investigator
Dr. C.N. Ng, Project Co-Investigator

For media enquiries, please contact

Miss Claudia Lo, LOCUS Communications (Tel: 9560-1518 / Email: claudialo@locuscomm.com)

Miss lavender Po, LOCUS Communications (Tel: 6030-9998 / Email: lavenderpo@locuscomm.com)

Mr. Tommy Fan, Faculty of Social Sciences, HKU (Tel: 3917-1204 / 9701-0777 / Email: yhfan@hku.hk)

About “Jockey Club Water Initiative on Sustainability and Engagement”

Jockey Club Water Initiative on Sustainability and Engagement (JC-WISE) is a 3-year, HK\$14.7 million project funded by The Hong Kong Jockey Club Charities Trust and hosted by the Faculty of Social Sciences, HKU. It aims to raise the public’s awareness, and appreciation, of the importance of attaining long-term water sustainability for Hong Kong.

Through multi-disciplinary, multi-institutional and cross-sectoral collaborations, JC-WISE aims at elevating the level of public awareness of the importance of water conservation and sustainability by:

- enhancing the understanding of the multiple values of water through re-connecting the public with our rivers; and
- recognising the impacts of consumption behaviour on local and distant freshwater resources through the Water Footprint concept, the first such innovative and evidence-based campaign in Hong Kong.

~ End ~