



Press Release

March 22, 2019

Celebrate UN World Water Day First “Water Wise Campus” and “Water Wise Tram” in Hong Kong

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, launches the **“Water Wise Campus”** and **“Water Wise Tram”** today to celebrate the World Water Day, and to bring the message of water conservation and importance of water sustainability forward to the society.

“Water Wise Campus” is the first-of-its-kind campaign integrating water footprint concept into the daily dining habits in Hong Kong, based on the joint effort between university and its catering outlets across the campus, including Asia Pacific Catering Corporation, Bijas, Café 330, EAT, Maxim’s FOOD², OBC Grill, Pan Asian strEAT Food, Senior Common Room and The Bridge. Through illustrating the water footprints of food ingredients used in the catering outlets in the campus, the university community and general public will 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. Professor Willian Hayward, Dean of the Social Sciences of HKU, appreciated the support received from catering outlets in HKU. “We hope this interesting water footprint campaign will raise the awareness of students and staff on water sustainability and co-create an environmental friendly campus”, he said.

In its role as one of the world’s top ten charity donors, The Hong Kong Jockey Club Charities Trust has supported many initiatives over the years to promote both environmental protection and green active lifestyles. It encourages cross-sectoral discussion and collaboration to tackle environmental challenges with innovative approaches. JC-WISE is an innovative, multi-disciplinary, multi-institutional and cross-sectoral initiative to elevate public awareness and appreciation of the importance of water conservation and sustainability, the first such evidence-based campaign in Hong Kong.

The Project also proudly rolled out the **“Water Wise Tram”**, making use of an imaginary and fantastic painted tramcar designed by a young local illustrator Miss Vivian Ho, featuring the beautiful senses of local rivers and water footprints of delicious Hong Kong-style cuisines, to enhance the community’s awareness of water wise by rattling through the streets of Hong Kong Island. The tramcar painted in the themes of “River-friendly” and “Water Wise” will start running on the street after today’s launch ceremony until April 19, 2019. The artwork showcased on the body of tramcar about delectable local food combining with the concept of flowing water aims to instill residents’ understanding on of the unseen water consumption behind the food production and encourage them to conserve every drop of water they can, while the spectacular local river senses featuring different cultural landmarks like gate house of Kun Lung Wai, Lam Tsuen Wishing Tree, Yi Tai Study Hall, etc., and unique native species

including common kingfisher, *Platalea minor*, and Hong Kong Newt reconnects public to appreciate the multiple value of river for biodiversity, agriculture, culture and recreation.

Inside, the carriages are decorated with the water footprints of local popular dishes, snacks and drinks to facilitate passengers in making “water-wise” choice to reduce the water consumption. General public could also find out the water footprint of their daily dining habits through Water Footprint Calculator mobile app developed by the Project which is available to download by scanning the QR code printed on the outside, leading to a change in attitudes and behavior in favor of water conservation.

Meanwhile, the “My River My Community” Community-wide river guided tours to Sheung Yue River, Lam Tsuen River, and Lai Chi Wo River will be organised for public on March 23 and 24, 2019. Professional tour guides who had already completed the guided field-trip training provided by the Project will reconnect our citizens with our city’s rivers and showcase the unique features of different river catchments, including the cultural heritage of 300-year-old Hakka village in Lai Chi Wo, importance of agricultural development and ecology conversation in Sheung Yue River, and multiple values of Lam Tsuen River. Later on, the Project will also co-organise the “Water Fun Fest”, the first carnival in Hong Kong with the theme of “Water” with the Ocean Park Hong Kong during the Easter holidays from April 19 to May 1, 2019, aiming to elevate participants’ awareness on water conservation and sustainability through a wide array of multi-media infotainment exhibits and interactive activities. In addition to fun-thrilled infotaining games like “WISE River Sketch” 3D Interactive Rivers Drawing, AR Intelligent sandbox, Fisherman experience games, the team are proud to present a new interactive game “3D River Adventure”, a digital interactive river tunnel showcasing the ecological features, natural landscapes and culture heritages along the river starting from the upper course to the river mouth in Hong Kong. Participants will find themselves absolutely spellbound by the immersive river tour, while understanding about the multiples functions and values of our city’s rivers during this amazing journey.

Please refer the details to <http://www.jcwise.hk/wyday2019> for more details.

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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.

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