

Webinar on Waste Reduction: Pathways for achieving zero landfill

HKSAR government announced "Waste Blueprint for Hong Kong 2035" which set out the vision of "Waste Reduction • Resources Circulation • Zero Landfill". The medium-term goal is to gradually reduce the per capita MSW disposal rate by 40% to 45% and raise the recovery rate to about 55% through different measures e.g., MSW charging and Single Use Plastic banning in coming April, while the long-term goal is to move away from reliance on landfills. Green Council has organised and invited speakers to share their experience, initiatives, insights and leadership in waste reduction and management over the entire value chain of their businesses.

Organiser	Green Council
Date and Time	29 th February 2024, 14:00 to 17:00
Language	Cantonese and English
Registration	Zoom: https://us02web.zoom.us/webinar/register/WN_fNQSNLNaTRCG67ICgbX3PQ
For enquiries	Ms Dabbie Chung (Tel : 2810 1122) or email : dabbiechung@greencouncil.org

Rundown (tentative)

Time	Speaker
13:45 - 14:00	Registration
14:00 - 14:05	Welcome Speech <i>Mr. Felix Lam, Head of Sustainability, Green Council</i>
14:05 - 14:25	Waste Charging Scheme: Potential Challenges in Waste Disposal <i>Mr. Steven Choi, Senior Project Manager, Green Council</i>
14:25 - 14:45	Value Creation on Waste <i>Ms. Phyllis Ng, Chief Executive Officer, Baguio Green Group</i>
14:45 - 15:05	A World without Waste: our Circular Economy Model <i>Ir Kenny Wong, Director, Business Development & Projects - Hong Kong, ALBA Group Asia</i>
15:05 - 15:20	Break
15:20 - 15:40	Building Green Culture in Campus <i>Ms. Kay Choy, Director of Estates, Hong Kong Baptist University</i>
15:40 - 16:00	Innovating Towards Green Food Delivery with Sustainable Packaging <i>Ms. Doris Hui, Senior Manager, Sustainability, foodpanda Hong Kong</i>
16:00 - 16:20	Towards More Sustainable Use of Resources in Aviation <i>Ms Karen Pong, Head of Sustainable Development, Cathay Pacific Airways</i>
16:20 - 16:40	Sustainable Practices for Reducing Waste Footprint <i>Ms Jessica Chan, Head of Sustainability, MTR Corporation Limited</i>
16:40 - 17:00	Panel Discussion and Q&A: Waste Charging: will it be an effective pathway for achieving zero landfill? <i>Moderator: Mr. Steven Choi, Senior Project Manager, Green Council</i>
17:00	End of Webinar

Remarks:

*Speakers may modify the title of presentation.

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Speaker Biography

Mr. Steven Choi, Senior Project Manager, Green Council

Steven has 12 years of experience in the environmental industry and has been the Senior Project Manager for several government waste management projects, which include municipal solid waste (MSW) charging pilot schemes in public housing estates, training services for food waste source separation and delivery to O Park1, collection services for food wastes from hotels and private housing estate, and training services of MSW charging for cleansing service companies. He specialises in delivering training sessions and presentations on waste management and various waste-related topics.

Steven holds a Master of Science degree in Environmental Management from The University of Hong Kong.



Ms. Phyllis Ng, Chief Executive Officer, Baguio Green Group

Phyllis has over 29 years of experience in the integrated environmental services industry, with a seasoned background in waste management and recycling in Hong Kong.

Currently serving as the Vice Chairman at Environmental Industries Council of Federation of Hong Kong Industries, and the founding member of Sustainable Procurement Charter of Green Council, she plays a pivotal role in shaping the industry and advancing the adoption of sustainable practices.



Ir Kenny Wong, Director of Business Development & Projects – Hong Kong, ALBA Group Asia.

Ir Wong is an accomplished professional with over 25 years of experience in environmental management and technologies. He specializes in waste management, recycling, energy and carbon management, and corporate sustainability. Currently serving as the Director and Project Manager of WEEE-PARK, he oversees the recycling of more than 20,000 tons of waste electrical and electronic equipment annually. Additionally, he has played a key role in the research, development, and commercialization of environmental and automotive technologies. With extensive expertise in public policy research, Ir Wong has actively contributed to the development, implementation, and stakeholder engagement of government policies and initiatives. Notably, he served as the Deputy Programme Director of the HK\$2 Billion Recycling Fund for the HKSAR Government.



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Ms. Kay Choy, Director of Estates, Hong Kong Baptist University

Kay is an architect with over 25 years of experience, known for her unique approach to architecture thanks to her diverse background in law, psychology, and academic degrees in architecture. As the Director of Estates at Hong Kong Baptist University, Kay is committed to promoting sustainable development and environmental protection. Leading a team, she focuses on constructing green environments and managing a sustainable living campus. Kay believes that behavioral changes and eco-friendly practices are crucial for achieving carbon neutrality. She will address the challenges of building a green culture on campus and the importance of addressing these obstacles within the context of limited land resources, aligning with the University's vision for a resource-efficient future.



Ms. Doris Hui, Senior Manager, Sustainability, foodpanda Hong Kong

Doris currently leads the CSR & Sustainability function at foodpanda Hong Kong. Under sustainability, she focuses on three key environmental areas: plastics, food, and carbon. She manages Hong Kong's first reusable food packaging pilot, offering a more sustainable option to foodpanda vendors and users to reduce waste at the source and promote a circular economy. In addition to her environmental sustainability work, she is also leading the team in creating positive social impact through foodpanda's CSR initiatives, focusing on employee wellbeing, giving back to the community, and ethics and good governance.



Ms Karen Pong, Head of Sustainable Development, Cathay Pacific Airways

Karen is responsible for developing and executing strategies that promote sustainable operations within the Cathay group, driving the organisation towards its decarbonisation and circular economy goals. She focuses on facilitating resource circularity, waste reduction, and leading Cathay's communications and disclosures related to sustainability. Prior to joining Cathay, Karen worked in ESG advisory, serving corporate and non-profit clients. Her passion is to create more eco-conscious travel experiences and drive systemic changes that facilitate sustainability in the industry.



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Ms. Jessica Chan, Head of Sustainability, MTR Corporation

Jessica is an experienced sustainability professional with over 25 years of expertise in environmental and corporate sustainability. She spearheads sustainability strategies and initiatives at MTR Corporation, formulating a long-term decarbonisation roadmap and science-based carbon reduction targets. Jessica develops key performance indicators to evaluate and enhance the company's sustainability performance.

She actively contributes to international and local sustainability committees, including UITP's Sustainable Development Committee, WEF's Community of ESG Practitioners, and HKGCC's Environment & Sustainability Committee. Additionally, Jessica serves on the Programme Advisory Committee of a sustainability-related MSc program at The Chinese University of Hong Kong and is a member of the Board of Examiners for HKMA's Hong Kong Sustainability Award.



Supporting Organizations:



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