

Chinachem Group Sustainability Conference 2022

Creating Social Impact on the Zero Carbon Journey in Hong Kong






























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Summary

Sustainable Building Projects Enhancing Community and Culture Development

-  Chinachem Group (CCG) adheres to a Triple Bottom Line which balances the 3Ps of People, Prosperity and Planet. This corresponds to the three main pillars of sustainability: economic, environmental, and social.
-  A business must be profitable to be sustainable. That said, profit cannot trump the other two pillars. Activities that fit under the economic pillar include compliance, proper governance, and risk management.
-  To protect the environment, CCG is focusing on reducing our carbon footprint, waste generation, and water usage, etc. These practices can also have a positive financial impact, e.g. reducing the use of packaging materials means lower spending. We are Hong Kong's 2nd real estate developer to have completed SBT validation with a 1.5°C-aligned target.
-  Companies that invest in their social responsibilities tend to have a greater chance of success:
 -  Better profit margins – socially conscious customers buy more from companies that share their concerns and take action to make a difference.
 -  Positive public image – a company that cares about its customers and the environment tend to get more as well as better media coverage.
 -  Good partnerships - potential partners use a company's social responsibility as part of the criteria for deciding whether to collaborate with the company
 -  Employee loyalty – with greater focus on retention and engagement strategies, including more responsive benefits, etc.
-  CCG creates *Places with Heart*
 -  Central Market (CM)
 -  Our approach emphasised public participation. CM has a special place in every HongKonger's heart, making the project's most critical goal to balance the needs and expectations of different ages, cultures and backgrounds.
 -  With the core values of "Affordable, Energetic and Gregarious", CM features a boundary less spatial concept, interweaving food experience, retail-tainment, co-working and cultural experience through choreographed spaces, a "Playground for all".
 -  We embraced a new preservation and revitalisation thinking in architecture by linking the past with the present.
 -  The Character Defining Elements of grand staircase, market stalls, façade, atrium and column grid were lovingly preserved and integrated into the open plan floor design.
 -  A "Curated Heritage Experience" leverages QR codes and technology to portray the ever-changing story of Hong Kong with an animated history of CM.
 -  An open, green oasis at the heart of Central, CM connects seamlessly with Queen Victoria Street and Jubilee Street.
 -  CCG offers interesting features to support local brands and start-ups at CM, e.g. a plug-to-operate concept that offers them basic fixtures and fitting-outs as well as a comprehensive point-of-sales (POS) system and flexible lease plan.
 -  Committed to promote a sense of belonging to the city that we cherish, CCG brings together people of all ages and backgrounds at CM, through a lively green and open marketplace. It follows two major principles in its operating model, which are in response to the public's aspirations towards conservation and public enjoyment: that it will foster community building, cultural legacy, and innovation. At the same time, while preserving the collective memory of old Hong Kong, the rejuvenated landmark will breathe new life into the community through vibrant new experiences.
 -  Modular Integrated Building (MiC)
 -  Adhering to its People-centric philosophy, Chinachem Group caters for the community's housing needs in its pursuit of sustainable development.
 -  As the pioneer in applying MiC, we strive to make Hong Kong as a more liveable city.
 -  MiC has most processes completed off-site in a factory environment which is safer and more controlled than the traditional construction site. With weather-related problems, labour shortages, and site limits mitigated to a large extent, it enables more efficient quality control, resulting in higher-quality buildings.
 -  With MiC, we expect 30% faster construction speed, and reductions of 70% in on-site labour, 68% in construction waste, and 75% in noise.
 -  CCG's Tonkin Street Redevelopment, our first joint residential development with the Urban Renewal Authority (URA), is Hong Kong's first private residential project to adopt MiC.
 -  We have combined PropTech with humanistic design with the goal of creating a better community.
 -  We envisage this project will set an example to the industry for mass adoption in the future, so that it can ultimately benefit to a wider community.
 -  CCG is committed to sustainability and carbon reduction. With high green building standards, we build homes that accentuate quality and comfort to meet residential needs while creating positive value for society and the environment.



CHINACHEM GROUP
華懋集團

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可持續發展論壇 2022

香港零碳之旅 · 創造社會效益



蔡宏興
執行董事兼行政總裁
華懋集團

重點

可持續建築項目促進社區及文化發展

- 華懋集團致力秉持「三重基線」，平衡「人、繁榮和環境」三者並重的營運理念，即透過經濟、環境和社會三個主要支柱實踐可持續發展。
- 企業必須維持盈利方可持續發展。然而不可只顧利潤而忽略其他兩大支柱。經濟範疇的活動和行為，需符合合規性、良好企業管治和風險管理等考量。
- 為了保護環境，華懋集團致力減少碳足跡、減少產生廢物和用水量等。這些做法亦可為財務表現帶來正面影響，例如減少包裝材料，有助降低成本。我們是全港第二間獲得科學基礎目標倡議組織 (SBTi) 批核認證，承諾將全球暖化升幅控制在攝氏1.5度以內的發展商。
- 企業投放資源在社會責任上，對長遠發展和成就較為有利：
 - 更高的利潤率** - 有社會責任的客戶對同樣關注社會利益並致力為社會帶來正面影響的企業會有共鳴，傾向惠顧這些企業的產品及服務。
 - 正面的公眾形象** - 關顧客戶和環境保護的公司，往往能得到更良好的印象及更多傳媒報導。
 - 良好的合作夥伴** - 企業物色合適的合作夥伴時，會將企業社會責任視為衡量潛在合作夥伴的考量準則之一。
 - 員工忠誠度** - 重視挽留人才及員工投入度策略，為員工提供更迎合需要的福利等。
- 華懋集團「至誠以心 心之所在」
 - 中環街市**
 - 我們強調公眾參與。中環街市在每一個香港人心中都有一個特殊的位置，因此項目最重要的目標是要平衡不同年齡、文化和背景人士的需求和期望。
 - 以「親」、「動」、「融」為核心價值，中環街市「無邊界空間」的設計概念將美食、零售娛樂和文化共融體驗共治一爐，打造一個「Playground for All」。
 - 我們採用新的保育和活化建築思維，將過去和現在連結起來。
 - 將主樓梯、街市攤檔、外牆、中庭和柱網結構等「定義特徵元素」精心保存，並融入開放式樓層設計。
 - 利用二維碼和科技帶來「精心設計的保育體驗」，將中環街市的歷史活現眼前，呈現香港城市蛻變的故事。
 - 中環街市儼然中環市中心的一片綠洲，並將域多利皇后街和租庇利街連接起來。
 - 華懋集團在中環街市特地提供多項配置來支援本地品牌和初創企業，例如引入 Plug-to-operate 概念，為租戶提供基本的固定裝置和裝修，配合完善的POS營銷系統，以及靈活彈性的租賃計劃。
 - 華懋集團希望加強大眾對城市的歸屬感，透過中環街市這個充滿活力的綠化空間和開放式市集，將不同年齡和背景的人們聚集在一起。中環街市的營運模式遵循兩大原則，回應公眾對保育和空間共享的期望：促進社區建設、文化傳承和創新。在保留舊香港集體回憶的同時，這煥然一新的地標將透過充滿動力的全新體驗為社區注入新的活力。
 - 「組裝合成」建築法 (MiC)**
 - 華懋集團秉承「以人為本」的理念，滿足市民的住屋需要，致力可持續的發展。
 - 我們率先應用 MiC，力求令香港成為更宜居的城市。
 - MiC 的大部分流程都是在工廠環境中完成，比傳統在建築工地進行更安全及更可控。MiC 在很大程度上緩解惡劣天氣、勞動力短缺和場地限制等問題，品質控制更為有效，因而能夠興建更高質素的樓宇。
 - 我們預計採用 MiC 可加快 30% 施工速度、減少 70% 工地現場人手、減少 68% 建築廢物及 75% 噪音。
 - 東京街重建項目是華懋集團與市區重建局 (市建局) 的第一個合作發展住宅項目，是香港首個採用 MiC 的私人住宅項目。
 - 為了創建一個更好的社區，我們將房地產科技 (PropTech) 與人文設計相結合。
 - 我們期望這個項目可以成為 MiC 典範，在未來可獲業界更廣泛和大規模採用，從而惠及社區。
 - 華懋集團致力於可持續發展和減少碳排放。我們訂定高規格的綠色建築標準，所建造的住宅樓宇強調品質和舒適度，以滿足住戶需求，同時為社會和環境創造正面價值。

