

## 新聞稿

### Press Release

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#### **MTR's "Green T Baby Fun Day" Promotes Low-Carbon Habits in Daily Life Environmental Groups Join to Promote Sustainable Green Living Through Fun-Filled Family Activities**

MTR Corporation organised the "Green T Baby Fun Day" community event today (16 March 2024). The event was led by green ambassador "Green T Baby" together with the MTR Volunteer Team and 10 environmental groups, non-profit organisations, and green enterprises to promote to the community a low-carbon and environmentally friendly lifestyle.

Under Secretary for Environment and Ecology Ms Diane Wong Shuk-han and Under Secretary for Transport and Logistics Mr Liu Chun-san were invited to officiate at the opening ceremony of the "Green T Baby Fun Day" together with Ms Linda Choy, Corporate Affairs and Branding Director of MTR Corporation; Hon Chan Han-pan, member of the Legislative Council; Hon Lau Kwok-fan, member of the Legislative Council; Ms Grace Chan, Ambassador of the Fun Day and "Green T Baby". Representatives from the MTR Volunteer Team and 10 environmental groups, non-profit organisations, and green enterprises also attended and witnessed the successful launch of the "Green T Baby Fun Day". The Fun Day added multiple meanings of promoting low-carbon and environmental education to an enjoyable weekend.

"MTR Corporation has been rooted in Hong Kong and is approaching the milestone of its 45th anniversary since operation. For years, MTR has been providing fast, convenient, and low-carbon public transportation services to the citizens. Our railway network carries millions of passengers every day in Hong Kong with the energy consumption accounting for only 3.4% of the total transport consumption in the city. As a low-carbon transport operator, MTR is committed to implementing green initiatives across different businesses to reduce carbon emissions. We will continue to actively leverage our platforms such as railways, stations, and properties to support and promote environmental protection. We will also collaborate with various stakeholders to strive towards achieving Hong Kong's carbon neutrality goal by 2050," said Dr Jacob Kam, Chief Executive Officer of MTR Corporation.

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The highlight of the event was a six-metre-high "Green T Baby" inflatable installation, which served as a popular photo spot. The event also featured various activities, including booth games and DIY green workshops organised by MTR volunteer team "More Time Reaching Community", various non-profit organisations, environmental groups, and green enterprises. These activities aimed to educate the public about waste reduction, recycling methods, and the concept of "upcycling". Participants also gained a deeper understanding of giving a second life to useful resources. The Fun Day further promoted renewable energy and various environmental information through display boards and special performances.

To encourage green living, MTR reminded participants to bring their own water bottles and cutlery to the event. Water dispensers were set up at the venue to reduce the use of disposable plastic bottles. Reusable food containers were provided and collected to promote waste reduction. The food stalls on-site served food with plant-based compostable packaging and tableware, which can be processed together with any food waste generated and transformed into compost. This approach helps promote low-carbon living even in the smallest details of daily life. MTR worked hand in hand with collaborating organisations to implement various carbon reduction initiatives and corresponding arrangements to achieve carbon neutrality for the event.

"Since Green T Baby's debut last year, the MTR Green Ambassador has been promoting environmental awareness. It has extended its reach into the community, advocating for low-carbon living and environmental protection through a large-scale event today. The initiative aims to encourage the public, especially the younger generation to embrace a low-carbon and green lifestyle. We thank the government, environmental groups, and non-profit organisations for their support. Moving forward, MTR and 'Green T Baby' will continue to inspire the public in various ways to adopt low-carbon habits in their daily lives through various means, collectively reducing carbon footprints," said Ms Linda Choy, Corporate Affairs and Branding Director of MTR Corporation.

The children had a great time at the Green T Baby Fun Day while gaining important messages on environmental protection. 5-year-old Ralston said, "I am so happy driving the "mini Airport Express". I was told and learned that MTR is a low-carbon transportation." Little Yu said "I played games at the booths and ate cotton candy. It's my first time getting to know the adorable 'Green T Baby' and I learned that we need to protect the Earth."

As a pioneer in supporting environmentally friendly travel, MTR Corporation has been actively encouraging and supporting the public in adopting low-carbon lifestyles from various perspectives. The "Green T Baby Fun Day" is a carbon-neutral event that incorporated various initiatives, including waste reduction, recycling, and upcycling. Reduction of greenhouse gas emissions is one of the three environmental and social objectives of MTR Corporation, and various energy saving, and carbon reduction measures have been implemented in the Corporation's railway and property businesses in Hong Kong with the longer-term goal of achieving carbon neutrality by 2050.

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## About MTR Corporation

To Keep Cities Moving, MTR makes encounters happen and rendezvous for a more connected tomorrow. As a recognised world-class operator of sustainable rail transport services, we are a leader in safety, reliability, customer service and efficiency.

MTR has extensive end-to-end railway expertise with 45 years of railway projects experience from design to planning and construction through to commissioning, maintenance and operations. Going beyond railway delivery and operation, MTR also creates and manages dynamic communities around its network through seamless integration of rail, commercial and property development.

With more than 50,000 dedicated staff\*, MTR carries over 10 million passenger journeys worldwide every weekday in Hong Kong, Mainland China, Australia, the United Kingdom and Sweden. Together, we Go Smart and Go Beyond.

For more information about MTR Corporation, please visit [www.mtr.com.hk](http://www.mtr.com.hk).

\*includes our subsidiaries, associates and joint ventures in Hong Kong and worldwide

Photo Caption:

1. MTR Corporation organised the "Green T Baby Fun Day" to introduce various environmental information to the public. Ms Diane Wong Shuk-han, Under Secretary for Environment and Ecology (3<sup>rd</sup> left); Mr Liu Chun-san, Under Secretary for Transport and Logistics (3<sup>rd</sup> right); Ms Linda Choy, Corporate Affairs and Branding Director of MTR Corporation (1<sup>st</sup> left); Hon Chan Han-pan, member of the Legislative Council (2<sup>nd</sup> right); Hon Lau Kwok-fan, member of the Legislative Council (2<sup>nd</sup> left); Ms Grace Chan, Ambassador of the Fun Day (1<sup>st</sup> right), officiated the opening ceremony.



2. The event marked the first appearance of "Green T Baby" alongside "T Chai", "K T Chai" and "Captain Go" on stage. Moreover, they engaged in a dance battle with B Boy Think, the three-time consecutive breakdancing champion of Hong Kong.



3. Guests of honour and representatives from environmental groups attended the Fun Day to show their support. They also participated in a guided tour, during which they visited booths organised by MTR's green lifestyle reward platform, "Carbon Wallet".



4. The highlight of the venue was a six-metre-high "Green T Baby" inflatable installation, a fun and engaging way to introduce environmental information and promote a low-carbon green lifestyle, which provided extra meaning to the participants' joyful weekend. The inflatable installation will also undergo upcycling after the event.



5. The children had a great time at the "Green T Baby Fun Day" while gaining important messages on environmental protection. 5-year-old Ralston (1<sup>st</sup> photo) said, "I am so happy driving the 'mini Airport Express'. I was told and learned that MTR is a low-carbon transportation." Little Yu (girl in the 2<sup>nd</sup> photo) said, "I played games at the booths and ate cotton candy. It's my first time getting to know the adorable 'Green T Baby' and I learned that we need to protect the Earth."



6. In addition to increasing participants' understanding of environmental knowledge, the event also provided a variety of games for families to enjoy and have fun together.



7. MTR Volunteer Team hosted a game booth at the "Green T Baby Fun Day", introducing MTR's green initiatives.



8. Display boards featuring "Green T Baby" were set up to introduce MTR's green initiatives across various businesses to the public.



9. To encourage participants to practice green living, water dispensers were set up at the venue to reduce the use of disposable plastic bottles. Reusable food containers were provided to promote waste reduction.



10. The event featured eco-shows, including a special fashion show for kids that showcased second-hand clothing in green and white. Participants enjoyed a day of environmental-friendly activities while also immersing themselves in an artistic and musical atmosphere.

