

新聞稿

Press Release

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MTR's Green T Baby Environmental Education Programme Launches on "Earth Day" to Promote Green and Low-carbon Living Children's Picture Book and School Puppet Show Make Heartwarming Debut

MTR Corporation provides a low-carbon and environmentally friendly mode of transport and has long been committed to promoting green living. To advance environmental education and enhance students' understanding of low-carbon living, marking Earth Day today (22 April 2026), MTR launched the Green T Baby Environmental Education Programme. A launch ceremony was held at Ying Wa Primary School, where teachers and students joined to witness how MTR's "Green Ambassador" Green T Baby is bringing environmental messages to schools and the community through a children's picture book and puppet show, featuring warm and interactive engagement.

MTR Corporation has partnered with environmental NGO The Conservancy Association to jointly develop a new children's picture book. Centred on the everyday themes of "clothing, eating, living and travelling", the publication aims to help students better understand practical low-carbon living tips through an engaging narrative. The picture book will be distributed to public libraries across Hong Kong as well as to the libraries of participating primary schools and kindergartens. To further extend its reach, an e-book and an animated adaptation will also be launched, enabling families to read and view the story together at home and reinforcing low-carbon awareness beyond the classroom.

Building on the picture book's storyline, the programme will also roll out a campus puppet show featuring interactive elements designed to enhance students' learning experience. The puppet show is scheduled to tour nearly 40 primary schools this year, with an estimated audience of around 10,000 students.

Delivering a speech at the launch event, the Under Secretary for Environment and Ecology, Miss Diane Wong, said through the vivid picture book and puppet show under the Green T Baby Environmental Education Programme, students can learn low-carbon living tips on clothing, eating, living and travelling. She called on students to build up values on caring for the environment and cherishing resources through a pleasant learning process; and to develop green living habits gradually and to practise low-carbon living.

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Ms Linda Choy, Corporate Affairs and Branding Director of MTR Corporation, said: “MTR has long been committed to promoting environmental education and working with different sectors of the community to put sustainable living into practice. We are pleased to co-produce the children’s picture book with The Conservancy Association. Together with the e-book and animated versions, as well as the school tour, we hope children can ‘learn through play and put learning into action’—starting from everyday choices in clothing, eating, living and travelling. By doing so they will be reducing carbon emissions and becoming young changemakers who help protect our planet, as we move towards a greener future together.”

Reducing greenhouse gas emissions is one of MTR Corporation’s three key environmental and social objectives. A range of energy-saving and carbon-reduction initiatives has been implemented across the railway and property businesses of MTR Corporation in Hong Kong, supported by a long-term decarbonisation roadmap to advance the target of achieving carbon neutrality by 2050. MTR Corporation will continue to promote and encourage the adoption of low-carbon living habits within the community through multiple channels.

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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 over 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 46,000 dedicated staff*, MTR carries over 13 million passenger journeys worldwide every weekday in Hong Kong, Chinese Mainland and beyond. Together, we Go Smart and Go Beyond.

For more information about MTR Corporation, please visit www.mtr.com.hk.

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

Photo Captions:

1. Miss Diane Wong, JP, Under Secretary for Environment & Ecology (left) and Ms Linda Choy, Corporate Affairs and Branding Director of MTR Corporation (right) attend the launch ceremony of MTR's Green T Baby Environmental Education Programme, joining teachers and students together with MTR's Green T Baby to promote education about low-carbon living.



2. Officiating guests attend the launch ceremony of MTR's Green T Baby Environmental Education Programme including: Miss Diane Wong, JP, Under Secretary for Environment & Ecology (centre), Ms Linda Choy, Corporate Affairs and Branding Director of MTR Corporation (4th left), Dr Sylvia Chan, MH, Principal of Ying Wa Primary School (3rd left), Mr Ken K. Y. So, Chief Executive of The Conservancy Association (4th right), Mr Yamme Leung, Director of Education of WWF Hong Kong (2nd left), Ms Serena Mak, Honorary Secretary & Board Governor of Friends of the Earth (HK) (3rd right), Ms Kiki Cheng, Illustrator (2nd right), Mr Walter Cheung, Editor (1st right), and Ms Lily Chan, Director of Joyful Theatre (1st left).



3. Officiating guests interact with students at Ying Wa Primary School. Characters from the puppet show based on the new children's picture book made a delightful appearance and hosted a Q&A game, with students actively answering questions on different carbon-reduction measures.



4. MTR is rolling out the “Green Future, Kids Lead” promotional campaign in parallel to the Green T Baby Environmental Education Programme. Building on children’s imagination of an environmentally sustainable future, the campaign promotes eco-friendly and low-carbon living to the wider community, strengthening collective participation and creating greater synergy.



Appendix:

The Green T Baby Environmental Education Programme organised by MTR Corporation comprises three main components:

Children's Picture Book

Co-created by illustrator Kiki Cheng and editor Walter Cheung, the story follows a young protagonist who, at the invitation of MTR's "green ambassador" **Green T Baby**, embarks on a mission to "capture carbon monsters" and gradually changes various wasteful daily habits. Drawing on the power of the "green seed" in their heart, the protagonist teams up with **Green T Baby** to remove the carbon monsters hidden in the details of clothing, eating, living and travelling, ultimately completing the mission and encouraging everyone to start from everyday actions to practise a low-carbon lifestyle.

Told from a child's perspective, the picture book aims to help children understand the impact of carbon emissions on daily life and the environment and then turn environmental concepts into practical daily actions—step by step building low-carbon living habits.



Touring School Puppet Show

To enhance interactive experiences, the children's picture book story has been adapted into a school puppet show. Co-produced by MTR Corporation and Joyful Theatre, the production uses situational scenes and puppet characters, together with on-site interactive games and environmental knowledge quizzes, to deepen students' understanding of low-carbon living in a relaxed and engaging way, while also encouraging real-time interaction with students.



Children's picture book Animation and E-book

To enhance engagement among children, MTR Corporation has specially invited Aiden, a nine-year-old Cantonese teaching online influencer, to provide the voiceover for Green T Baby, the main character of the animation, with a view to strengthening connection and resonance with young audiences.

E-book : <https://www.mtr.com.hk/go-smart-go-beyond/ebook/index.html>

