



Towngas promotes green education by animation to cultivate ESG awareness among the next generation

(19 January 2022) The Hong Kong and China Gas Company Limited (Towngas) collaborated with The Hong Kong Polytechnic University (PolyU) and the Hong Kong Design Institute (HKDI) to produce original animations on the theme of environmental protection to promote the importance of low-carbon living and cherishing environmental resources among schoolchildren through learning Environmental, Social and Corporate Governance (ESG) in a relaxing and interesting way. Towngas first launched the “Green Flame Project — Greenspiration Vids for Caring Kids” last year which received positive feedback and response from the public. So it once again joined hands with tertiary institutions, to continue apply the principle of “learners helping learners”.

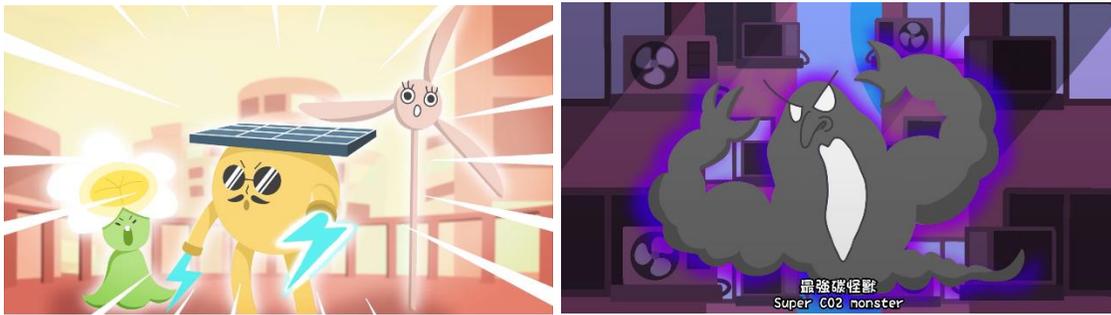
“We are now in the digital age, and using video clips as a learning medium has long been popular. For children, cute and interesting animations are particularly attractive. The recent hot ESG topic is actually not a difficult concept. Green education such as protecting the environment, cherishing the Earth’s resources and turning waste into treasure, etc., should start from an early age, so that children can develop environmentally friendly living habits when young. Recently, the Government suspended physical classes in kindergartens and primary schools in view of the COVID-19 pandemic. Our launch of a new series of online animations at this moment is just timely to support children’s learning at home,” said Mr Isaac Yeung, Head of Corporate Affairs, Towngas.

“In fact, the University / college students who participated in the project also deepened their understanding of ESG in the process of producing animations. They could present the content in a concise way only when they have accurately grasped the concepts such as carbon reduction and turning waste into treasure for developing the story outline and showing the concepts in detail in the animation. This is an excellent demonstration of the principle of ‘learners helping learners’,” Mr Yeung added.

The themes of these animation clips include: renewable energy and low-carbon living and the environmental friendly concept of turning waste into treasure. Towngas’ projects like the utilisation of landfill gas in the Southeast New Territories landfill and Combined Heat

and Power project at a hospital were also introduced. Towngas has been investing resources to promote carbon reduction, and is determined to develop projects that turn waste into treasure. Its subsidiary, Towngas China Company Limited recently renamed as Towngas Smart Energy Company Limited, would also accelerate its development of smart energy solutions. The launch of this new series of animations illustrates clearly the group's commitment to innovation and environmental protection while caring for the community and making contributions to various stakeholders.

Photo captions:



A group of PolyU School of Design fourth-year students produced an animation titled “Mission to Decarbonisation”. In the video clip, Team Renewable defeated the Carbon Monster by inviting the audience to answer questions and carry out tasks to reduce carbon emissions. The group of students include: Lee Wing-lam, Ho Man-ching, Hong Ka-lok; Ong Ching-yi, Ko Hiu-yee and Wong Wing-tung.



Some second-year students from the Higher Diploma in Animation and Visual Effects of HKDI introduced the concept of turning waste into treasure in their animation. The protagonist in the clip captured a fleeing landfill gas monster and brought it to Towngas’

plant in the Southeast New Territories Landfill in Tseung Kwan O to convert it into synthetic natural gas which is a usable energy. The involved students are: Chan Sze-yu, Leung Chung-yan, Ng Pui-yan and Yeung Suet-yi.

Members of the public can visit the Towngas website (<https://www.towngas.com/tc/Media-Resources/Videos>) or the Towngas YouTube channel (<https://www.youtube.com/user/Cookinghk/featured>) for free access to the animation series under “Green Flame Project — Greenspiration Vids for Caring Kids”. Or simply scan the QR code for the animations.

