

For Immediate Release

**Vitasoy Beverage Carton Clean Recycling Education Programme
Presents Certificates and Trophies 100% Made from Locally Recycled Materials to
Over 400 Participants**

Hong Kong, 17 May 2022 – More than 400 participants in the 2021 Recognition Scheme (“the Scheme”) of the Vitasoy Beverage Carton Clean Recycling Education Programme (“the Programme”) received certificates made from pulp upcycled from collected beverage cartons, with 32 of the participants also rewarded with trophies made of upcycled pulp and boards from wooden pallets. The Scheme, which is in its first year, supports the development of a local circular economy in Hong Kong.

In 2021, 412 participants joined the Scheme under four categories: Community Recycling Organisations, Residential Estates, Schools and Others. Participants from each category competed for the “Top Collection Weight Award”, with Gold, Silver, Bronze and Merit honours up for grabs. The 121C Society for Recycling (North Point) topped the charts across all categories and won the “Overall Champion of the Annual Total Collection”.

As a tangible symbol of Vitasoy’s commitment to developing a circular economy in Hong Kong, the certificates and trophies awarded to all winners under the Scheme were 100% sourced locally and made from recycled materials. The Certificates of Appreciation and Certificates of Merit were made from pulp recycled from collected beverage cartons by the first local beverage carton pulp mill – MilMill – while the unique trophies given to Gold, Silver and Bronze award winners across all four categories were made from recycled pulp together with wood cut away and processed from pallets provided by Vitasoy. All certificates and trophies were designed and produced under the guidance of local material designers from WORK,SHEET.STUDIO. Members of the Delightful Integrated Vocational Rehabilitation Services Centre of St. James’ Settlement, which provides vocational assistance to people with disabilities, supported the production.

To provide convenience to members of the public, Vitasoy has developed a beverage carton collection network covering more than 460 points across Hong Kong’s 18 districts, including schools, shopping malls, housing estates and office buildings. Vitasoy will continue to scale up its pilot carton recycling programmes and raise the public awareness through different kinds of activities such as mobile education centre and road shows so as to help support the development of beverage carton returning network in Hong Kong.

Vitasoy also announced the launch of its 2022 Scheme. It follows the same general structure as the previous edition, with the addition of “The Most Active Promotion Award”, which aims to further incentivise participating organisations to promote clean carton recycling while simultaneously contributing to a sustainable lifestyle.

“Overall Champion of the Annual Total Collection”:

121C Society for Recycling (North Point)

Awardees of “Top Collection Weight Award”:

Category - Community Recycling Organisations:

- Gold Award: 121C Society for Recycling (North Point)
Silver Award: 121C Society for Recycling (Sai Ying Pun)
Bronze Award: Concord House - Green@Lo Tak Court

Category - Residential Estates:

- Gold Award: Lung Poon Court
Silver Award: Kwun Tong Garden Estate
Bronze Award: Goodview Garden

Category - Schools:

- Gold Award: Kennedy School
Silver Award: Tai Po Sam Yuk Secondary School
Bronze Award: Hong Kong International School

Category - Others:

- Gold Award: Olympian City
Silver Award: D·PARK
Bronze Award: Ward Office of Mr MAK Yun-pui, Chris, Council Member

Vitasoy beverage carton clean recycling locations: <https://bit.ly/2YBsKEj>

Click [here](#) to download photos

Photo 1: Recognition certificates made from pulp upcycled from collected beverage cartons.



Photo 2: Innovative trophies made with pulp upcycled from collected beverage cartons and boards of wooden pallets.



Photo 3: Vitasoy's beverage carton recycling network covers more than 460 points in all 18 districts in Hong Kong.



About Vitasoy

Vitasoy International Holdings Limited is a leading manufacturer and distributor of plant-based food and beverages. Established in 1940 by the late Dr Kwee-seong Lo in Hong Kong, China, the Company strives to promote sustainable plant-based nutrition through the provision of a variety of high-quality products with Nutrition, Taste and Sustainability as the guidelines for its product offerings. Vitasoy has manufacturing operations in Hong Kong China, Mainland China, Australia, Singapore and the Philippines. Its products are available in about 40 markets worldwide.

Vitasoy is listed on the main board of the Hong Kong Stock Exchange (00345.HK) and is included as a constituent of the MSCI Hong Kong Small Cap Index, Hang Seng Stock Connect Hong Kong Index, and Hang Seng Stock Connect Hong Kong Big Bay Area Index, Hang Seng Corporate Sustainability Benchmark Index and Dow Jones Sustainability Indices - Asia Pacific, among others.

Vitasoy website: www.vitasoy.com

For more information, please contact:

Cherrie Choi
Public Relations Department
Vitasoy International Holdings Limited
Tel: +852 2468 9644

E-mail: publicrelations@vitasoy.com

Carol Lee
Red Asia Communications Limited

Tel.: 2696 2969

Fax: 3186 6810

Email: carol@redasia.com.hk