

For Immediate Release

## **Vitasoy Beverage Carton Clean Recycling Education Programme 2022 Records Around 500 Participants Amid the Pandemic**

### **The "Most Active Promotion Award" Advocates the Concept of Environmental Protection**

**(Hong Kong, 17 April 2023)** – Vitasoy Hong Kong ("Vitasoy") recently announced the winners of its 2022 Recognition Scheme ("the Scheme") for the Vitasoy Beverage Carton Clean Recycling Education Programme ("the Programme"). Despite the pandemic last year, support for the Programme remained unwavering, attracted nearly 500 participants to join the Programme and promote environmental protection. All participants from Residential Estates, Schools, Shopping Malls and Retail groups also competed for the Gold, Silver and Bronze awards of the "Top Collection Weight Award", as well as the newly added "Most Active Promotion Award".

The Scheme was first organised by Vitasoy in 2021 with the aim of encouraging participating organisations to actively promote carton recycling activities. It attracted over 410 participants. The Scheme was held again in 2022 with support from all sectors of the local community. Despite the ongoing pandemic, the number of participants has increased to nearly 500.

In 2022, the winners of the Scheme's "Top Collection Weight Award" spanned across different categories, including universities, secondary, primary and international schools, community recycling organisations, private and public housing estates, shopping malls and retail chains; while the winners of the "Most Active Promotion Award" were Grand Horizon and The Fanling Assembly of God Church Primary School.

The Fanling Assembly of God Church Primary School said, "We are grateful to have received the award from Vitasoy, which not only recognises our efforts in environmental protection, but also motivates us to continue advocating for green awareness. We will continue to promote the Vitasoy Beverage Carton Clean Recycling Education Programme with the goal of enhancing student's understanding of clean recycling and encouraging participation. We believe that everyone can contribute to the protection of our environment."

To express gratitude to the participants for their dedicated support of the Programme in 2022, all winners were awarded a certificate or trophy that was 100% produced from paper pulp recycled from beverage cartons. Vitasoy collaborated with local designers and an NGO to utilise the paper pulp from the recycled carton to produce the awards. By incorporating processes developed by WORK,SHEET. STUDIO, paper pulp was broken down into fibres and reconstructed by a natural degradation agent to increase strength and hardness of the boards. The boards became durable and seamless, while minimizing environmental impact. The boards were then transferred to the Delightful Integrated Vocational Rehabilitation Services Centre of St. James' Settlement, where its members could participate in the production of certificates and trophies. The production reflected how local recycling, design, material R&D and production drive the development of the circular economy.



Trophies and certificates of the Recognition Scheme for the Vitasoy Beverage Carton Clean Recycling Education Programme 2022 are 100% produced from paper pulp recycled from beverage cartons.

Vitasoy currently has a beverage carton collection network for residents across Hong Kong's 18 districts, including schools, shopping malls, residential estates and office buildings. Vitasoy will continue to support and promote carton clean recycling and further expand the beverage carton recycling network in Hong Kong through different kinds of activities.

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## Awardee List of Vitasoy Beverage Carton Clean Recycling Education Programme 2022

“Overall Champion of the Annual Total Collection”:



121C Society for Recycling (North Point)

Awardees of “Top Collection Weight Award”:

Group - Residential Estates:



Gold Award:	The Incorporated Owners of Lung Poon Court (Blocks A-F)
Silver Award:	The Incorporated Owners of Siu Hong Court (Phase 3 & 4)
Bronze Award:	Goodview Garden

**Group - Schools:**

Gold Award: Kennedy School  
Silver Award: Hong Kong University of Science and Technology  
Bronze Award: Tai Po Sam Yuk Secondary School

**Group – Shopping Malls:**



Gold Award: D-Park  
Silver Award: MOS Centre (Shopping Arcade & Carpark)  
Bronze Award: Tai Po Mega Mall

**Group - Retail:**



Gold Award: FUSION Supermarket (Discovery Bay Branch)  
Silver Award: AEON Tseung Kwan O Branch  
Bronze Award: PARKnSHOP Supermarket (Oi Man Plaza Branch)

**Most Active Promotion Award: (listed in no particular order)**



Fanling Assembly of God Church Primary School



Grand Horizon

Vitasoy Clean Beverage Carton Recycling Locations: [Link](#)

Download photos: please click [here](#)

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## 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 provision of a variety of high-quality products with Nutrition, Taste and Sustainability as the guidelines for its portfolio offerings. Currently, Vitasoy has operations in China, including Mainland China and Hong Kong Special Administrative Region, 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 included as a constituent of Morgan Stanley Capital International (MSCI) Hong Kong Small Cap Index, and the Hang Seng Stock Connect Hong Kong Index, among others.

Vitasoy website: [www.vitasoy.com](http://www.vitasoy.com)