

HOW TO JOIN THE “4- COLOUR BIZ-GREEN OUTFITS SOCIAL CHALLENGE”?

1. Background Information

i As a key programme of the **Hong Kong Green Building Week -香港綠色建築週 (HKGBW) 2023**, an annual public campaign co-organised by the Construction Industry Council (CIC) and the Hong Kong Green Building Council (HKGBC), **Biz-Green Dress Day (輕·型上班日)** engages the business communities to adopt a greener lifestyle in their workplace and explore how they utilise the green building features.

2. Theme

i Themed “**Unite Green Building Powers, Fight for Carbon Neutrality by 2050!**” 「**集合綠建能量，向 2050 碳中和進發!**」, the campaign focuses on four main Green Building Powers:

- **Health and Well-being (健康舒適)**
- **Resource Efficiency (高效資源)**
- **Environmental Friendliness (環境友善)**
- **Innovative Elements (創新元素)**



3. How to join

- i** Companies and organisations are invited to support Biz-Green Dress Day 2023 on **6 Sep 2023**, and also participate in the “**4- Colour Biz-Green Outfits Social Challenge**” (「輕·型四色 **Social Challenge**」) from **23 Aug to 6 Sep 2023** to demonstrate 4 different colour tones (Red/ Blue/ Green/ Yellow) Biz-Green outfits. Let’s make this Biz-Green lifestyle go viral together!

DRESS LIGHT! ✨

Dress light with the 4-Colour Biz-Green Outfits to echo the 4 Green Building Powers:

以「輕·型四色」的穿搭呼應今屆主題「四大綠建能量」:

Red 紅 ▶

Health and Well-being
健康舒適

Green 綠 ▶

Environmental Friendliness
環境友善

Blue 藍 ▶

Resource Efficiency
高效資源

Yellow 黃 ▶

Innovative Elements
創新元素

4. Steps to Follow

- i** When participating in the “4- Colour Biz-Green Outfits Social Challenge” (「輕·型四色 Social Challenge」), you can:

1. **RECRUIT** your colleagues to demonstrate at least one of the 4 colours (Red/ Blue/ Green/ Yellow) which are representing 4 Green Building Powers—namely Health and Well-being, Resource Efficiency, Environmental Friendliness, and Innovative Elements, in Biz-green outfits and/or with props/ graphic design.
2. **UPLOAD** the photos to your company’s social media platform(s)– LinkedIn, Facebook and /or Instagram. Join on more than one platform are most welcomed!
3. **POST** your photos and content with reference of the suggested template prepared by the HKGBC regarding Biz-Green Dress Day 2023 and this social challenge

4. **TAG** Hong Kong Green Building Council on the platform(s) you picked – links to each HKGBC’s social media platform are provided below
5. **HASHTAG** with the following: #輕型上班日 2023 #BizGreenDressDay2023 #輕型四色 Social Challenge #4ColourBizGreenOutfitsSocialChallenge #香港綠色建築週 2023 #HKGBW2023



5. Winning Tips

i To stand out from the crowd among all invited companies and organisations, you can:



📷 Shoot and upload various types of individual and group photos to increase variety and uniqueness!



👋 Add different interesting hand gestures and/or props for more lively and eye-catching photos!



😊 Show as much passion as possible in the photos to inspire the social community

👁️ Check out the photos of last year [here](#) for your reference!

6. Suggested Template Regarding Biz-Green Dress Day 2023 & “4- Colour Biz-Green Outfits Social Challenge”

LinkedIn

We are pleased to join the “4- Colour Biz-Green Outfits Social Challenge” (輕·型四色 Social Challenge), a programme of Hong Kong Green Building Week 2023! Dressing lighter, yet professionally and stylishly for work, not only makes people feel more comfortable but also reduces air conditioning usage and saves energy. Let's reduce carbon emissions in our everyday lives!

Let's unite! Biz-Green Rangers! Dress lighter for work together on 6 September, and Fight for Carbon Neutrality by 2050!

@Hong Kong Green Building Council (HKGBC)

#4ColourBizGreenOutfits #BizGreenDressDay2023 #HKGBW2023 #HKGBC

Facebook & Instagram

Written Chinese:

(公司／機構名稱／我們) 很高興參與了 #香港綠色建築週 2023 的「輕·型四色 Social Challenge」! 穿著輕便、有型又專業的服裝上班, 既讓人感到舒適, 還可以減少冷氣用量, 省電節能。減少碳排放, 從日常生活中做起!

集合吧! 辦公室綠建隊! 9月6日約定你一起輕·型上班, #向 2050 碳中和進發!

@hkgreenbuildingcouncil

#輕型四色 Social Challenge #輕型上班日 2023 #香港綠色建築週 #HKGBC

Verbal Chinese:

(公司／機構名稱／我哋) 參加咗 #香港綠色建築週 2023 嘅「輕·型四色 Social Challenge」! 穿著輕便、有型又專業嘅服裝返工, 令人覺得舒適之餘, 仲可以減少冷氣用量, 慳電節能。減少碳排放, 從日常生活中做起!

集合吧! 辦公室綠建隊! 9月6日約定你一齊輕·型上班, #向 2050 碳中和進發!

@hkgreenbuildingcouncil

#輕型四色 Social Challenge #輕型上班日 2023 #香港綠色建築週 #HKGBC

7. Social Challenge Period

i 23 Aug to 6 Sep 2023

8. Awards and Prizes

i **THREE Awards** are introduced to recognise the business communities' efforts in promoting 4 Green Building Powers.

Winners will receive:

- Digital certificates
- Photos of the winning companies featured in the highlight video of Biz-Green Dress Day 2023
- Acknowledgement on HKGBW webpage and e-Newsletter
- Potential exposure on HKGBC's social media channels



Biz-Green Style Award
最具風格大獎 🌿

The company/organisation which can best demonstrate the professional, green yet stylish outfits

Most Popular Award
最受歡迎大獎 ❤️

The company/organisation of which the social post(s) receive the highest number of "Likes" during the challenge period

Most Engaged Award
最積極參與大獎 👍

The company/organisation of which the colleagues can demonstrate the highest level of engagement, e.g. in terms of ambience and passion, etc.

9. How to be Biz-Green?



No tie, and open necked shirt
踢走領帶，打開衣領



Thinner outfits with breathable fabrics
透氣布料，輕盈衣著



Fewer layers
減少衣服層次件數



Professional yet stylish
著得有型又專業

10. HKGBC Social Media Platforms

<p>LinkedIn @Hong Kong Green Building Council (HKGBC)</p>	<p>Facebook @hkgreenbuildingcouncil</p>	<p>Instagram @hkgreenbuildingcouncil</p>
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