



HSBC Rural Sustainability @ Lai Chi Wo

Speakers: Dr Duong Bich Hanh (Chief of Culture Unit, UNESCO Bangkok), Luanne Lim (CEO, Hong Kong, HSBC), Tsang Wai Yip (Representative, Lai Chi Wo Village), Dr Winnie Law (Deputy Director and Principal Lecturer, The Centre for Civil Society and Governance, HKU)

[Text on screen] HSBC Rural Sustainability Programme at Lai Chi Wo

[Dr Duong Bich Hanh] The Lai Chi Wo cultural landscape was recognised with the inaugural Special Recognition for Sustainable Development for its pioneering approach to reviving a once abandoned rural cultural landscape.

The jury members applauded the project for upholding the key dimensions of sustainable development, economic, social and environmental in undertaking the holistic rejuvenation of the historic Hakka agricultural settlement using nature-based solutions.

[Luanne Lim] Since 2013, HSBC has partnered with the University of Hong Kong to restore Lai Chi Wo, by integrating sustainability into cultural heritage conservation.

The HSBC Rural Sustainability Programme successfully brings together villagers, farmers, academics, artists, and volunteers for a common purpose showing the way to sustainable rural development in Hong Kong. Many of our colleagues, including myself, have come to Lai Chi Wo as a volunteer or a visitor and we witnessed the progress we've made here.

This beautiful village exemplifies the diversity of Hong Kong as a metropolitan city. It has also become a role model for other rural villages to revitalise.

We're proud to be able to bring positive change to the community and will continue to work with different stakeholders to build a sustainable future for everyone.

[Tsang Wai Yip] Lai Chi Wo, and many other villages were deserted in the past decades. Some of the villages were even abandoned. We are lucky to have received help from all sides to revitalise our village.

The external support always reminds me to work harder for our village.

[Dr Winnie Law] We are very honoured to have received this international recognition.

The success factor is certainly the collaborative approach that we've adopted including the support from HSBC as well as from the Government and the wider civil society.

We hope to continue to join force with all sectors to achieve further social impact for the society at large.

Thank you!