



香港廢物管理學會

Hong Kong Waste Management Association
P.O. Box 28705, Gloucester Road, Hong Kong
<http://www.hongkongwma.org.hk>

NOTICE TO MEMBERS

Technical Webinar:

DECARBONIZING YOUR BUSINESS THROUGH CIRCULAR ECONOMY

by

Dr. Bradley Way (Director, CLP Innovation)
Mr. Cameron McKenzie (Chief Executive Officer, ASPIRE)

6:30 - 8:00 pm on 15 October 2021
Online Webinar Co-Organized by HKIE-EVD, -AMC

Dear members,

This webinar presented by Dr. Way and Mr. McKenzie will introduce the initiative of the circular economy to support the closing of material and energy loops within the economy. The goal is to retain material and energy flows at their highest possible value and utility for as long as possible while providing safe and regenerative end-of-life disposal.

Waste and carbon emissions are two major issues in Hong Kong. The Hong Kong SAR Government has introduced the municipal solid waste charging scheme to mitigate the waste and committed to reaching carbon neutrality by 2050. Transitioning from a linear economy to a circular economy can both assist in reducing waste and carbon emissions. Reducing the generation of waste also saves the embodied carbon and ensures the efficient use of resources. The CLP and ASPIRE platform will share how a circular economy can save and measure the Scope 3 emissions. The circular economy concept is a way that businesses and consumers can change their behavior and practices to reduce waste impact and carbon emissions.

If you are interested in attending this webinar, please submit your registration form to our YMC at the e-mail address: ymc@hongkongwma.org.hk before **5:00 pm on 11 October 2021 (Thursday)**. The webinar is free of charge but is with a maximum of participants of 200. Successful registration will be on a first-come-first-served basis. The webinar meeting link will be provided to you through e-mail after the successful registration.