

香港環境卓越大獎

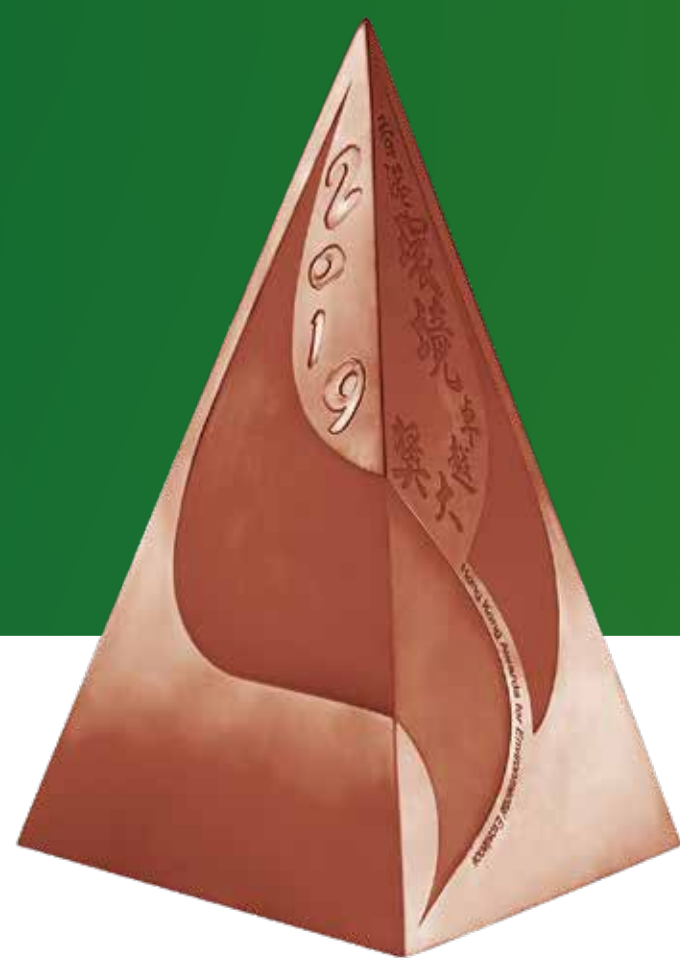
Hong Kong Awards for Environmental Excellence 2019

銅獎 Bronze Award

媒體及通訊業
Media and Communication



雅仕維廣告媒體有限公司
Asiaray Advertising Media Limited



作為領先的戶外廣告媒體公司，雅仕維廣告媒體有限公司致力制定全面的環保措施及政策，降低對環境的影響。公司更不斷發掘環保印刷方案，自家研發創新電子平台及定期舉行互動企劃，積極向公眾宣揚環保信息。

As a leading outdoor advertising media company, Asiaray Advertising Media Limited (Asiaray) is dedicated to formulating comprehensive environmental protection measures and policies to reduce the impact on the environment. The Company also strives to develop continuously new green printing solutions, invent in-house innovative electronic platforms and organise regular interactive projects to pro-actively promote green messages to the public.



積極鼓勵廣告客戶及媒體商支持環境保護項目。例如得到港鐵的支持及同意，在港鐵東鐵線、西鐵線及屯馬綫一期進行廣告板升級及安裝工程，採用更省電的發光二極管照明裝置，累計安裝超過1 100個二極管廣告燈箱。

Pro-actively influencing the Company's advertisers and media landlord in supporting environmental protection. For example, with support and approval from MTR, the Company has installed or upgraded the advertising panels in MTR East Rail Line, West Rail Line and Tuen Ma Line (Phase 1) with the use of more energy-saving LED lightings. Over 1 100 LED panels have been installed cumulatively.

在2018年終加入「世界無翅宣言」，展示對鯊魚保育的支持，並透過參與慈善短片提高廣告業界對鯊魚保育的意識。

Joining the Global Shark Pledge in late 2018 to show support on conservation of sharks and participating in a charity video to raise the advertising industry's awareness on conservation of sharks.



自2017年起為其港鐵項目制訂廣告物料回收計劃，回收項目中所有的印刷物料。

Developing a recycling plan of advertising materials for the Company's MTR projects since 2017 with all relevant printed advertising materials recycled.