

# 香港環境卓越大獎

Hong Kong Awards for Environmental Excellence



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

銅獎  
Bronze  
Award



媒體及通訊業  
Media and Communication

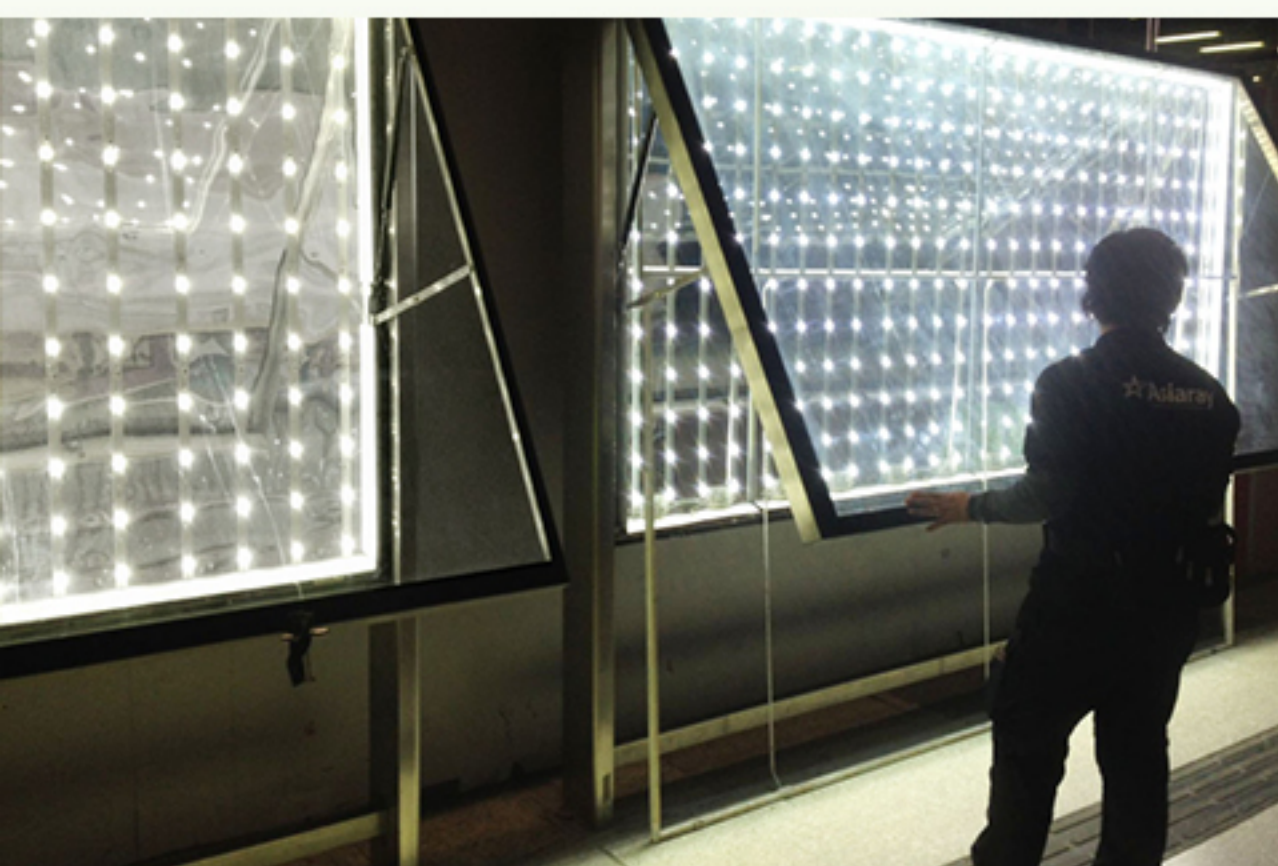
雅仕維廣告媒體有限公司作為領先的戶外廣告媒體公司，積極實踐環境管理，冀為業界樹立榜樣。公司除了制定了環境政策聲明，降低日常運作對環境的影響外，更不斷發掘新型環保印刷方案以有效控制排放，同時亦透過研發創新電子平台向公眾宣揚環保意識，推動整個業界及社會關注環境。

As a leading outdoor advertising media company, Asiaray Advertising Media Limited pro-actively implements environmental management and hopes to establish a role model for the industry. Apart from formulating environmental policy statement to reduce environmental impact of daily operations, the Company also makes great effort in identifying new environmentally-friendly printing solutions to effectively control emissions. Meanwhile, the Company also promotes environmental awareness to the public through development of innovative electronic platforms and fosters the whole industry sector and the community to care for the environment.



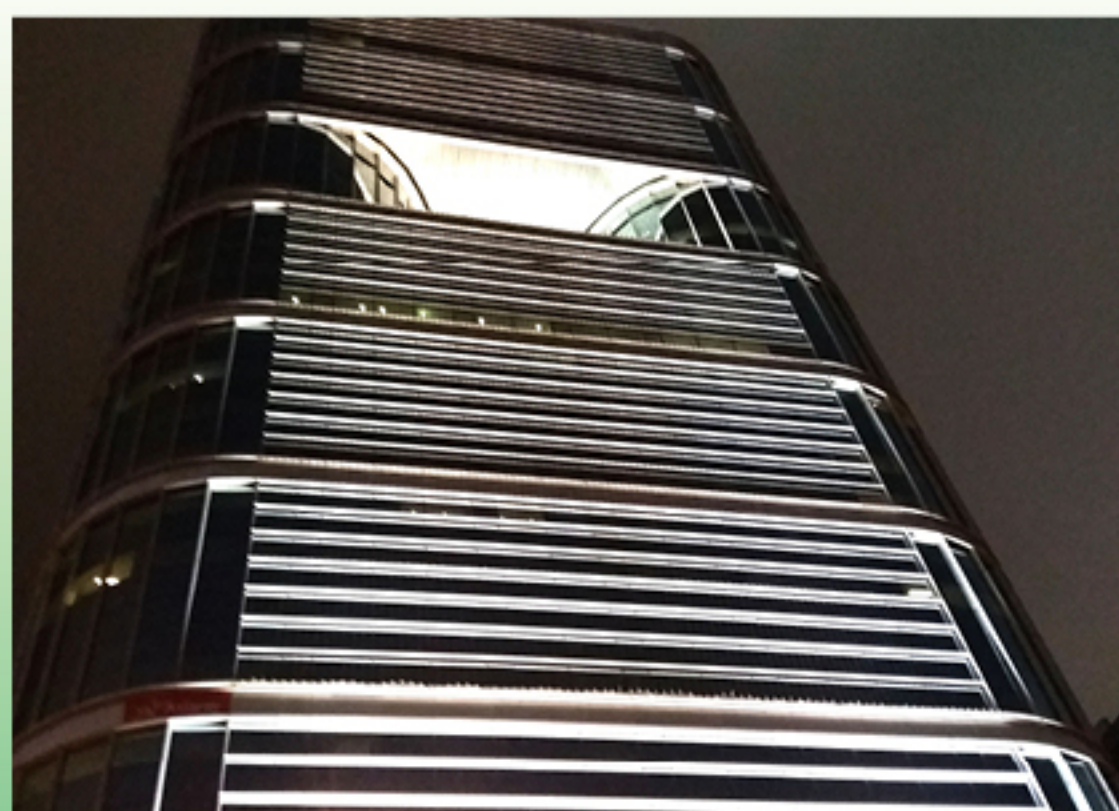
積極尋找回收商處理公司的廣告材料，以及於港鐵廣告項目中實踐全面回收或海報物料回收再造。

Proactively searching for recyclers to reprocess the Company's advertising materials as well as recycling or reprocessing all poster materials in MTR projects.



成功鼓勵港鐵採用LED廣告燈箱取代傳統廣告板，減少耗電量。

Successfully encouraging MTR to adopt LED advertising lightboxes to replace traditional panels to reduce power consumption.



支持非政府組織的環保活動，如世界自然基金會香港分會的「地球一小時」活動等，邀請其客戶關閉廣告牌一小時。

Supporting environmental activities organised by NGOs such as WWF Hong Kong's Earth Hour Campaign by inviting its clients to switch off advertising billboards signage for one hour.