

Environment and Conservation Fund launches ECFriends Facebook and Instagram fanpages

The following is issued on behalf of the Environment and Conservation Fund:

The Environment and Conservation Fund (ECF) launched ECFriends Facebook and Instagram fanpages on World Environment Day today (June 5) in order to strengthen communication with the community and beneficiaries through social media platforms.

The ECF has been providing funding to local non-profit-making organisations, including universities, schools, community bodies and green groups to support green projects and initiatives, which are categorised by nature, namely the Environmental Education and Community Action Projects, Community Waste Reduction Projects, Environmental Research, Technology Demonstration and Conference Projects and Nature Conservation Management Agreement Projects. Since its establishment, the ECF has provided funding support to more than 5 500 projects and activities in relation to environmental and conservation matters.

The ECFriends fanpages aim at promoting ECF-funded projects, offering a platform for ECF beneficiaries to publicise and disseminate information about their projects and enable knowledge exchanges and collaboration among beneficiaries. Members of the public are also welcome to interact with the ECF as well as its beneficiaries through following the fanpages and joining exclusive activities for ECFriends. The fanpages will also share green messages and successful stories of funded projects to enable members of the public to have a better understanding about the work of the ECF and its beneficiaries, and enhance their environmental awareness.

A concerted effort is required to fight the virus and support a green recovery. Through sharing among ECFriends, it is hoped that the rehabilitation process of Hong Kong could be bolstered by combining the essence of environment and conservation with an aim of achieving a sustainable future.

The ECF would like to invite members of the public to browse, like, follow and share information on the fanpages through the links (www.facebook.com/ECF1994 and www.instagram.com/ECF1994) or scan the QR codes in the Annex. Come and help contribute to the environment and conservation of Hong Kong.