

To: Editors

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For immediate release

### **Hysan’s Urban Farm Film Takes Gold at Prestigious International Sustainability Film Awards**

“Farming on a Hong Kong Skyscraper”, Hysan Development’s short film on its urban farm, has won the top Trophée Or (Gold Award) in the Organisations and Social Responsibility category of the 2021 Deauville Green Awards.

More than 500 films from five continents were entered in this renowned international competition celebrating the world’s best videos on sustainable development and environmental preservation.

Hysan’s winning film focuses on the community and educational aspects of Hysan Place Urban Farm, which has taught Hong Kong urban dwellers of all ages the basics of farming at the iconic commercial building’s rooftop. As a result, they have come to appreciate what nature has to offer, only an elevator ride away from the heart of Causeway Bay, one of the world’s most vibrant commercial centres.

“This award reminds us that one of sustainability’s main elements is ‘social’,” says Ricky Lui, Hysan’s Chief Operating Officer. “Since its opening in 2013, our urban farm has become a place where community members can grow vegetables and fruits, as well as learn about insects and animals spanning the biodiversity spectrum. Beyond that, our rooftop has spawned friendships and camaraderie and created a community identity for Hysan Place and the Lee Gardens area. We cannot be more proud.”

“We would like to thank the World Green Building Council for producing the eye-opening Building a Better Future series, of which this film is a part. A big thank you also to BBC StoryWorks’ team for showcasing our unique farm and its enthusiastic people, and to the Hong Kong Green Building Council for encouraging us to take part in this project. We really appreciate the efforts of our partners to help tell the story about the skyscraper rooftop farm that has become the sustainable heart of our community.”



Hysan has been operating its urban farm at Hysan Place rooftop since 2013. Over the years, the urban farm workshops have become some of the most popular green programs initiated by the company. The farm also serves as a good platform to build a like-minded sustainable community.



The making of “Farming on a Hong Kong Skyscraper” at Hysan Place’s rooftop urban farm.

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**About Hysan**

Hysan Development Company Limited is a leading property investment, management and development company in Hong Kong with an investment property portfolio of over 4 million square feet of high-quality office, retail and residential space. With roots in the district since the 1920s, Hysan is one of the largest commercial landlords in Causeway Bay.

**For enquiries, please contact:**

Mark Tung  
General Manger  
Corporate Communications  
Hysan Development Company Limited  
Tel: (852) 2895 5777  
E-mail: [mark.tung@hysan.com.hk](mailto:mark.tung@hysan.com.hk)