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For Immediate Release

Inaugural “Beyond Environmental Arts Festival” Promotes Environmental Awareness

Art Installations Will Be Exhibited at Various Locations for Public Appreciation

Hong Kong, 5th August, 2022 – The Bank of East Asia, Limited (“BEA” or the “Bank”) announces that over a thousand people participated in the activities of the first-ever “Beyond Environmental Arts Festival” (“BEA Festival”) organised alongside the Hong Kong Youth Arts Foundation (“HKYAF”). Over the past two weekends a series of fun activities were held to promote “Waste Not, Want Not” for a sustainable future.

This year, BEA Festival participants connected with nature through various art activities, including an original theatrical performance “Time4Change” and four different creative art workshops. Five installation artworks co-created by local artists, BEA volunteers and youth using recyclables were also on display at the venue. Starting from mid-August, these meaningful pieces will be exhibited at different locations, including the Bank of East Asia Building in Central and selected BEA branches. Details will be available on BEA’s Facebook page.

Mr Brian Li, Co-Chief Executive and Chairman of the Bank’s ESG Steering Committee, said, “We are delighted to join hands with HKYAF to organise our first-ever BEA Festival and we are truly grateful for the public support. BEA has always been committed to promoting sustainable development, and in the coming years, we will continue to organise more meaningful activities that integrate creativity, arts and green elements to promote green living.”

About The Bank of East Asia, Limited

Incorporated in 1918, The Bank of East Asia, Limited (“BEA”) is a leading Hong Kong-based financial services group listed on The Stock Exchange of Hong Kong, with total consolidated assets of HK\$907.47 billion (US\$116.39 billion) as of 31st December, 2021.

BEA provides a comprehensive range of corporate banking, personal banking, wealth management, and investment services to customers through an extensive network of about 150 outlets covering Hong Kong, the rest of Greater China, Southeast Asia, the United Kingdom, and the United States. For more information, please visit www.hkbea.com.

About Beyond Environmental Arts Festival

Organised by Hong Kong Youth Arts Foundation, sponsored by The Bank of East Asia Charitable Foundation and powered by The Bank of East Asia, Limited, the “Beyond Environmental Arts Festival” is a programme to raise public awareness of various environmental, social and governance topics through visual and performing arts activities. Each year, a series of fun and engaging activities will be offered to the public for free to promote sustainability to the next generation and demonstrate how small changes to our everyday life can make a huge difference for our planet. For more information and programme updates, visit the official Festival Page at HKYAF website www.hkyaf.com, and follow the HKYAF Facebook and Instagram pages @hkyaf.

About Hong Kong Youth Arts Foundation

Hong Kong Youth Arts Foundation (“HKYAF”) is a charity that provides access to high quality, non-competitive, free-of-charge arts experiences for all young people aged 5 to 25. Established in 1993 by Lindsey McAlister OBE, JP, HKYAF organises inclusive and inspirational projects for youngsters of all cultures, backgrounds, languages and abilities, and actively creates opportunities for those who are disadvantaged and underprivileged. Each year, HKYAF reaches over 800,000 people through its projects, exhibitions and performances.

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Mr Brian Li, Co-Chief Executive and ESG Steering Committee Chairman of BEA (centre), (from left) Mr Tong Hon-shing, Deputy Chief Executive & Chief Operating Officer, Ms Lindsey McAlister OBE, JP, Founder of HKYAF, Mr Cheung Siu-lun, BEA Festival Ambassador and Ms Zoe Lau, General Manager and Head of Human Resources & Corporate Communications Division of BEA officiated at a ribbon-cutting ceremony.



BEA management and volunteers, and the HKYAF team of artists and performers get together for a photo opportunity.



Performers urge audience members to adopt green habits to help protect our environment. It's "Time4Change"!



Ambassador Mr Cheung Siu-lun gives participants a thumbs up.



Parents and children transform recyclables into creative art pieces!

Installation Arts



Artist Violet Shum collaborates with about a hundred BEA volunteers to create two fence-weaving artworks – “One Earth, One Chance” and “Less Plastic, More Life” with old clothing, to encourage the public to reduce, reuse and recycle.



Artists Karen Pow and Chao Harn-kae work with students to create two relief animal murals with recyclables – “Animals Trapped in the Trash” – to convey the concept of “Waste Not, Want Not”. This pair of murals shows a giant tortoise created with multi-coloured fabrics and a giant elephant created with bubble wrap, inflatable bags and fruit nets.



Draco Wong, youth member and artist from The Warehouse Teenage Club gives discarded wooden pallets a second life. People are invited to hang their eco-pledges on his creation “Breath of the Wood”.

Starting from mid-August, these meaningful pieces will be exhibited at different locations, including the Bank of East Asia Building in Central and selected BEA branches. Details will be available on BEA’s Facebook page. Stay tuned!