

For Immediate Release**"Beyond Environmental Arts Festival" 2024 Draws to a Successful Close**
Encouraging Changes in Everyday Life to Combat Climate Change

Hong Kong, 10 July 2024 – Commencing in late June, activities of the third "Beyond Environmental Arts Festival" ("BEA Festival") successfully concluded on 7 July. With the theme of "Climate Change", this year's activities were designed to promote sustainability, and to encourage participants to adopt low carbon living and make changes in everyday life to combat this global challenge.

Senior management of The Bank of East Asia, Limited ("BEA") attended the first day of the public sessions on 6 July. Mr Adrian Li, Co-Chief Executive, said, "BEA has always strived to foster a green corporate culture. The active participation of our colleagues is a key component in achieving our ESG goals. Over the past three years, the BEA Festival has been made possible through nearly 600 staff volunteering their time to promote sustainability to the over 5,800 participants attending our events."

Mr Brian Li, Co-Chief Executive of BEA and Chairman of the Bank's ESG Steering Committee, said, "BEA attaches great importance to environmental protection and sustainability. At the BEA Festival this year, nearly 850 teachers and students from 16 schools took part in sessions promoting the adoption of low-carbon living to combat the global challenge of climate change. We hope everyone was inspired to act by the motto 'Change begins with ME!'"

The Festival offered a series of fun activities for the general public, including "Voices of Change: Open-air Music and Films", a theatrical performance, creative arts workshops and dance video screening. Participants have also enjoyed a collection of climate change-themed artworks created by local artists, students and BEA volunteers. Selected works are on display at 2/F of the BEA Tower in Kwun Tong until 2 August.

Event Highlights



Officiating at the ceremony are Mr Adrian Li, Co-Chief Executive of BEA (3rd left); Mr Brian Li, Co-Chief Executive and ESG Steering Committee Chairman (3rd right); Mr Samson Li, Deputy Chief Executive and Chief Investment Officer (2nd left); Mr Tong Hon-shing, Deputy Chief Executive and Chief Operating Officer (2nd right); Ms Zoe Lau, General Manager and Group Head of People and Sustainability Division (1st right) and Ms Wendy Tsang, Director of Hong Kong Youth Arts Foundation (1st left).



Officiating guests are joined by all volunteers and performers.



"Voices of Change" is designed to raise audience's understanding of climate change through enchanting melodies by local youth bands and singers and selected short films presented underneath the setting sun.



The original play "The Eco Heroes" takes audiences on a journey that demonstrates the importance of sustainability, recycling, conserving resources and reducing waste.



Participants explore ways to combat climate change through creative arts workshops and exhibition.



Around 800 students participate in the dedicated sessions.

Artworks



The Bloom of Shield

Artist: Mandy Ma Wing-man

Credits: Lingnan Dr. Chung Wing Kwong Memorial Secondary School,
BEA Volunteer Team



Empathise with 52-hertz

Artist: Breakthrough Art Studio

Credits: BEA Volunteer Team



Wetland Eco-Tour

Artist: Little Woods Nature Education

Credits: Christian Family Service Centre Tin Shui Wai Community Service Centre,
Free Methodist Church Tuen Mun Children and Youth Integrated Services Centre,
BEA Volunteer Team



Prophecy of the Future

Artist: Candice Keung Lap-yu

Credits: Carmel Holy Word Secondary School



Dance Video: Echoes of the Earth

Director and Choreographer: Kelsey Ang

Assistant Director: Anabelle Fong

Producer: Carmen Suen

Cinematographers: Mark Joseph Lauron, Joshua Antolin

Dancers: Anabelle Fong, Anna Kwok, Athena Ma Man-ling, Chan Ming-yin,

Emily Li Man-yung, Katie Chen Kaiqing, Pang Lok-sze, Tam Wing-lam

Video Link: <https://youtu.be/U6PUf1u75PA>

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" was first introduced in 2022. The programme aims to raise public awareness of various environmental, social and governance topics through visual and performing arts activities. Each year, a series of free, fun and engaging activities are offered to the public to promote sustainability 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 the HKYAF website www.hkyaf.com, and follow HKYAF on Facebook and Instagram @hkyaf.

About The Bank of East Asia, Limited

Incorporated in Hong Kong 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\$860.4 billion (US\$110.1billion) as of 31 December 2023.

BEA provides a comprehensive range of wholesale banking, personal banking, wealth management and investment services to customers through an extensive network of about 130 outlets covering Hong Kong, the Chinese Mainland, Macau, Taiwan, Southeast Asia, the United Kingdom, and the United States. For more information, please visit: www.hkbea.com.

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 that reach out to 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.

– End –

Organised by:



Sponsored by:



Powered by:



Media enquiries:

The Bank of East Asia, Limited

Ms Marcella Yeung
T +852 3608 0271
E yeungmps@hkbea.com

Ms Sharon Ng
T +852 3608 5838
E ngswk@hkbea.com

Hong Kong Youth Arts Foundation

Ms Josephine Leung
T +852 2877 2625
E josephine@hkyaf.com

Ms Bernice Wun
T +852 2214 0266
E bernice@hkyaf.com

Ms Hayes Ng
T +852 2877 2207
E hayes@hkyaf.com