



For Immediate Release

**McDonald's Opens Hong Kong's First LEED Zero Carbon Restaurant at Tai Wo**  
**Collaborates with Green Ambassador Aaron Kwok to**  
**Go an Extra Mile in Reducing Carbon Emissions and Plastic Consumption**  
**Launches New Happy Meal Books Featuring Pinkfong's Baby Shark to**  
**Promote Sustainability Education**



**Caption:** McDonald's cooperated with multiple corporate partners to establish Hong Kong's first LEED Zero Carbon restaurant in the catering industry.

(From left: Mr. Joseph Law, Managing Director, CLP Power Hong Kong; Mr. George Hongchoy, Executive Director & CEO, Link Asset Management Limited; Mr. YiChen Zhang, Chairman, McDonald's Hong Kong; Mr. Aaron Kwok, Green Ambassador; Ms. Randy Lai, CEO, McDonald's Hong Kong; Mr. Andy To, Managing Director, North Asia, U.S. Green Building Council; Mr. Ricci Wong, Founder & CEO, HK TIMBERBANK)

**[Hong Kong, August 16, 2023]** – Rooted in the local community for 48 years, McDonald's Hong Kong has been proactively incorporating sustainability concepts into its business strategy and operations, with an unwavering commitment to promoting a green dining experience. Following last year's "Going an Extra Mile to Reduce Plastic" initiative, where it made the switch to wooden cutlery at all restaurants to reduce the consumption of 100 million plastic pieces per year, McDonald's Hong Kong is taking one step further this year by renovating its Tai Wo restaurant to be **Hong Kong's first LEED Zero Carbon restaurant certified by the U.S. Green Building Council**. Its eco-friendly design is expected to cut down 848.22 metric tons of carbon dioxide equivalent (CO<sub>2</sub>e) at the restaurant, equivalent to planting 36,879 five-meter-tall trees. This move represents a new stride in McDonald's Hong Kong's efforts to reduce carbon emissions and plastic consumption, achieving a new milestone in its green



operations. Additionally, McDonald's Hong Kong has once again partnered with superstar father **Aaron Kwok** as its **green ambassador**, and has launched a brand-new video on environmental protection and a series of Happy Meal storybooks and family coloring games with **Pinkfong's Baby Shark**, encouraging everyone to embrace a green lifestyle.

**Ms. Randy Lai, CEO of McDonald's Hong Kong**, said, "As a leader in fostering green operations, McDonald's has always been committed to building a sustainable community. We are thrilled to open **the industry first LEED Zero Carbon restaurant in Hong Kong**. Through collaborative efforts across sectors, we join forces with corporate partners who prioritize environmental protection, including **Link Asset Management Limited, CLP Power Hong Kong and HK TIMBERBANK**, to strive for energy conservation and carbon reduction, guiding the industry towards sustainable development. Furthermore, we continue to inspire and educate the next generation to be environmentally conscious through the introduction of **Happy Meal storybooks and family coloring games**. Together, we can take a big step forward in reducing carbon emissions and plastic consumption for the betterment of our planet."

#### **Cross-sector partnerships to integrate over 20 green elements into the restaurant and create a green dining experience**

More than 20 green elements have been incorporated into McDonald's Hong Kong's first LEED Zero Carbon restaurant in Tai Wo in both its interior and exterior. It features energy-saving and waste-reduction technologies in the design and operation of the restaurant, that are introduced for **the first time in a McDonald's restaurant** in Hong Kong. In terms of operations, McDonald's has signed a green lease with Link Asset Management Limited, committing to share sustainability-related data, establish green and low-carbon fit-out and operational guidelines, and implement other green operational measures. McDonald's has also taken upcycling to the next level by collaborating with the eco-social startup, **HK TIMBERBANK**, to utilize trees fallen due to typhoons or felled due to aging from the Tai Po area to construct the facade, giving the trees a second life. It also uses recycled materials for interior decoration and furniture. To save energy, McDonald's has partnered with **CLP Power Hong Kong** to install a solar power system on the rooftop of the restaurant, integrating renewable energy into the power grid. Additionally, the restaurant extensively employs smart devices to monitor energy usage and encourage employees and the public to practice green living, thus reducing carbon emissions. As the first LEED Zero Carbon restaurant in Hong Kong, it is expected to cut down 848.22 metric tons of carbon dioxide equivalent annually (equal to planting approximately 36,879 five-meter-tall trees) and save 987,000 kilowatt-hours of electricity.

**Mr. George Hongchoy, Executive Director and CEO of Link Asset Management Limited**, said, "The opening of McDonald's Hong Kong's first LEED Zero Carbon restaurant not only demonstrates McDonald's commitment to sustainability, but also Link's priority to collaborate with its partners for greater sustainability impact. Moving forward, we hope to work with McDonald's on further sustainability initiatives and expect our tenants to be inspired by McDonald's example and will realize more sustainability projects."

#### **Introducing a variety of eco-friendly family facilities and a Baby Shark eco-themed party Combining education and entertainment to promoting green living**

The first LEED Zero Carbon restaurant also introduces new family-friendly facilities, including family charging bikes, and an eco-education corner, together with Pinkfong's Baby Shark photo spots at the backyard of the restaurant, making the restaurant a place to educate the next generation's environmental awareness. Families can take photos,



enjoy their tasty meals and learn sustainability at the same time. Starting from August 17 (Thursday), the popular McDonald's party will also launch a brand-new Baby Shark eco-themed party option, allowing children to enjoy meaningful party experiences. For information about restaurants with the Baby Shark eco-themed party option, please refer to: <https://mcdonalds.com.hk/en/about-us/clubs-party/birthday-party-babyspark-theme/>

**[Aaron Kwok](#) as [green ambassador](#) and launch of brand-new [video](#) and [storybook series](#) with [Baby Shark](#)**

Following last year's "Going an Extra Mile to Reduce Plastic", McDonald's has once again invited superstar father [Aaron Kwok](#), who is known for his support of environmental causes, as its [green ambassador](#). Aaron was engaged to collaborate with the cultural icon [Baby Shark](#) on a new educational and entertaining eco-friendly promotional video which aims at promoting green living among the younger generation. Please visit McDonald's official YouTube channel to watch this latest video featuring [green ambassador Aaron Kwok](#) and [Baby Shark](#) with kids' favourite classic Baby Shark melody: <https://www.youtube.com/@McDonaldsHK/videos>

As one of the largest children's storybook publishers in the world, McDonald's has always encouraged family reading time to enhance parent-child relationships through its books from Happy Meals. Since 2021, McDonald's has introduced eco-themed storybooks to educate the next generation on environmental protection. This year, McDonald's collaborated with [Baby Shark](#), the world-renowned character, in the partnership with The Pinkfong Company, to launch a brand-new series of Happy Meal storybooks and coloring games with three themes focusing on sustainability: *The Power Kid*, *The Precious Little Water Drop* and *Rediscovering a Fresh Campus*. The series aims to convey messages about saving energy, cherishing water resources and reducing carbon emissions, allowing children to learn sustainability through interesting and engaging content. Starting from August 17 (Thursday) for three consecutive weeks, a limited-edition Baby Shark storybook or a family coloring game will be given away each week on a rotational basis with Happy Meals.

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Photos:



Caption: Ms. Randy Lai, CEO of McDonald's Hong Kong today announced that McDonald's Tai Wo restaurant has become Hong Kong's first LEED Zero Carbon restaurant certified by the U.S. Green Building Council, representing a significant step forward in McDonald's Hong Kong's commitment to reducing carbon emissions and plastic consumption.



Caption: McDonald's collaborates with Aaron Kwok to Go an Extra Mile in Reducing Carbon Emissions and Plastic Consumption.



Caption: Aaron Kwok is once again McDonald's green ambassador and he expressed that it is very meaningful to be able to contribute to sustainability education.





Caption: McDonald's is committed to sustainable development and has incorporated over 20 green elements from design to operations at its first LEED Zero Carbon restaurant in Tai Wo.



Caption: McDonald's has collaborated with the eco-social startup, HK TIMBERBANK, to upcycle wasted wood in the construction of the façade, giving the trees a second life.



Caption: The restaurant introduces several new family facilities, including family charging bikes, and an eco-education corner. Baby Shark photo spots are incorporated at the backyard of the restaurant where families can take photos, enjoy their tasty meals and learn sustainability at the same time.





**Redemption period of the Happy Meals collaboration with Baby Shark**

<p>From 17 August onwards</p>		
<p>From 24 August onwards</p>		
<p>From 31 August onwards</p>		



#### **Terms and Conditions**

- The promotion period starts 4:00am on August 17 (Thursday).
- Customers who purchase any Happy Meal will receive either a Baby Shark storybook or a family coloring game.
- Available while stocks last.
- Photos are for reference only.

#### **Opening details of the outdoor Baby Shark photo spots at Tai Wo McDonald's:**

Date:	Starting from August 18 (Friday)
Time:	Monday to Friday, from 12:00noon to 6:00pm Saturday, Sunday and Public Holidays from 10:00am to 6:00pm
Fee:	Free of charge
Remarks:	<ul style="list-style-type: none"><li>● The opening arrangement of the outdoor Baby Shark photo spots will be subject to the latest operational situation of Tai Wo McDonald's. Please pay attention to the notice inside the restaurant for any changes or updates.</li></ul>

#### **Key Sustainability Milestones**

Year	Sustainability Initiative
2022	<b>Plastic waste reduction at all McDonald's Restaurants and McCafés</b> All McDonald's Restaurants and McCafés cease the provision of plastic cutlery and introduce wooden cutlery, reducing plastic consumption by nearly 100 million plastic cutlery items per year.
2022	<b>Second Collaboration with Green Monday: New Tuna Series</b> An innovative green option, New Tuna, is available at all McDonald's restaurants and McCafés.  <b>McCafé's Collaboration with Swedish Oat Milk Brand Oatly</b> Oatly oat milk option is available for flexible choices from April 2022.
2021	<b>Using FSC Certified Packaging Materials</b> McDonald's began adopting FSC certified packaging materials from January 2021.  <b>McDonald's 'Say Bye to Straws' Campaign</b> In the first quarter of 2021, all McDonald's and McCafés began carrying out the McDonald's 'Say Bye to Straws' campaign, where all iced drinks are now served with newly designed strawless lids.
2020	<b>100% Rainforest Alliance Certified</b> 100% Rainforest Alliance certified sustainable coffee beans from Arabica are now being used in McCafé coffee products.  <b>First Collaboration with Green Monday</b> First introduced in McDonald's breakfast menu in October 2020, the New Luncheon series was well received by customers. More than 4.75 million meals of the New Luncheon series have been sold to date, which is equivalent to 24,000 tons of CO2 emission reduced, and planting 1 million trees.
2020	<b>Paperless Transactions</b>





	Increased use of the McDonald's app helped to reduce paper waste in all its offices and restaurants. The total reduction of paper usage per year was equivalent to 3,500 standard-size basketball courts.
2019	<b>100% Committed to Green</b> The McDonald's Hung Hom store is the very first officially LEED Platinum Certified restaurant in Hong Kong, taking McDonald's a step further in its journey to fully green operations.
2018	<b>100 % No Straw</b> McDonald's began carrying out its 'No Straw Everyday' campaign, and also replaced plastic stirring rods with wooden stirring rods.  <b>100% No Foam Packaging</b> McDonald's aimed for complete elimination of foam packaging by 2018.  <b>Bring Your Own Cup</b> McCafé began offering ceramic cups or glasses and ceramic plates with stainless steel cutlery for dine-in customers where possible. Customers also started being encouraged to bring their own cups. McCafé also launched its own line of travel mugs to support the use of reusable cups.
2016	<b>Launch of Wholesome Choice</b> McDonald's began offering a free swap of Fries for a Fresh Corn Cup in set meals, and also launched its new Caesar Salad Meal.
2012	<b>100% LED Lighting</b> McDonald's has started using high-efficiency LED lighting in phases across its operations since 2012. This has cut carbon dioxide emissions by over 2 million kg annually. McDonald's also sets a guideline for energy conservation at its restaurants, for example, a schedule to turn unused equipment off to reduce unnecessary energy usage.
2009	<b>100% No Kitchen Waste</b> McDonald's adopted a Made-For-You system to prepare food only after receiving orders, to minimize waste from pre-made meals, attempting to achieve 100% no kitchen waste.
2008	<b>Waste Oil Recycling</b> In collaboration with a waste oil recycling company approved by the Environmental Protection Department, McDonald's now converts waste oil from all its restaurants into reusable energy such as biodiesel. McDonald's has also been the recipient of the Friends of EcoPark Award from the Environmental Protection Department for eight consecutive years.