

Guidelines on Promotion of BEAM Plus Registered Projects

1. “BEAM Plus Registered Project” is the appropriate name for a project officially registered with Hong Kong Green Building Council Limited (HKGBC) for BEAM Plus certification. An applicant will receive an Acknowledgement Letter from HKGBC when the registration is completed. To verify whether a project has been registered, an applicant may also visit the HKGBC BEAM Plus Project Directory on:

BEAM Plus New/Existing Buildings: <http://www.hkgbc.org.hk/eng/BeamPlusDirectory.aspx>

BEAM Plus Interiors: <http://www.hkgbc.org.hk/eng/BeamPlusInteriorDirectory.aspx>

or contact HKGBC Secretariat on 3994 8842 or via email beamplus_enquiry@hkgbc.org.hk.

2. HKGBC does **NOT** have a logo for BEAM Plus Registered projects. The use of any BEAM Plus or BEAM logo to describe or promote a registered project is **NOT** allowed.
3. When describing projects which have completed the registration process, the following statement may be used:

“This project is registered with the Hong Kong Green Building Council Limited for BEAM Plus certification.”

“此項目已在香港綠色建築議會有限公司登記作綠建環評認證。”

4. The following statements (or similar) should **NOT** be used:

“The project is BEAM Plus [Platinum/ Gold/ etc] Registered.” (Note: Projects cannot be registered to achieve a specific rating.)

“The project is BEAM Plus [Enrolled/ Qualified].”

“The project is applying for BEAM plus assessment.”

“The project is under application for BEAM Plus certification.”

5. In the case of indicating BEAM Plus registration status on sales brochures for first-hand sales of residential properties, the Project Owner and relevant parties shall observe separate guidelines¹ issued by the Hong Kong Green Building Council Limited and relevant government authority.

¹ Details of Green Building Certification Label: <https://www.hkgbc.org.hk/eng/beamplus-certlabel.aspx>