

Guidelines on Promotion of BEAM Plus Projects with Unclassified rating

Part A Guidelines for Projects with Provisional Assessment (PA) Unclassified Results

- When a project has gone through the Provisional Assessment (PA), a PA notification letter will be issued to the Project Owner for projects given “Unclassified” rating. As such the Project Owner (or other relevant party) may describe the PA result in words. Appropriate wording of the description is given in 2 below.

Provisional Assessment (PA) is available for the following tools:

- BEAM Plus New Buildings V1.1./V1.2
- BEAM Plus Existing Buildings V1.1/V1.2 (optional)
- BEAM Plus Existing Building V2.0 – Comprehensive Scheme A (optional)

- The following statement can be used by project applicants to describe the rating in its promotional materials:

<p><i>“This project has gone through the Provisional Assessment under the BEAM Plus...”</i></p>	<p><i>(Please select the assessment tool)</i></p> <ul style="list-style-type: none"> - New Buildings (NB) V1.1 - New Buildings (NB) V1.2 - Existing Buildings (EB) V1.1 - Existing Buildings (EB) V1.2 - Existing Buildings (EB) V2.0 - Comprehensive Scheme A 	<p><i>...of the Hong Kong Green Building Council Limited and has received the Unclassified rating on [date].”</i></p>
<p>“此項目於 [日期] 完成香港綠色建築議會有限公司所頒發的綠建築評...”</p>	<p><i>(Please select the assessment tool)</i></p> <ul style="list-style-type: none"> - 新建建築 1.1 版 - 新建建築 1.2 版 - 既有建築 1.1 版 - 既有建築 1.2 版 - 既有建築 2.0 版 - 綜合評估計劃甲 	<p>...初步認證，暫定為「不予評級」。”</p>

3. The applicant can adopt the statement shown in 2 for promotion provided it is used with specific reference to the assessed building, in settings such as advertising, internet, display material, publications, public speaking, events and internal communications, subject to the condition that the BEAM Plus PA result shall **NOT** be used -

- in any way without specific reference to the assessed building;
- to promote a building design or project other than the assessed building;
- in a way that is misleading;
- in a way that is likely to adversely affect the interests of the HKGBC or to bring BEAM Plus or HKGBC into disrepute;
- to promote the organisation generally without specific reference to the assessed building;
- when the 6-year validity of the PA notification letter has expired #; or
- when the FA result is available.

The PA notification letter will remain valid for 6 years or until the issue of FA result or the expiry of the time period allowed for completion of FA as defined in Technical Circular on Sunset Clause for BEAM Plus Assessment, issued by BEAM Society Limited (BSL), whichever is earlier. However, the use of PA result for marketing will still be allowed if upon expiry of the above time period, the FA has already started and is in progress.

4. In the case of indicating BEAM Plus registration status on sales brochures for first-hand sales of residential properties, the Project Owner and relevant authority 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>

Part B Guidelines for Projects with Final Assessment (FA) Unclassified Results

- When a project has gone through the Final Assessment (FA), a FA notification letter will be issued to the Project Owner for projects given “Unclassified” rating. As such the Project Owner (or other relevant party) may describe the FA result in words. Appropriate wording of the description is given in 2 below.

Final Assessment (FA) is available for all assessment tools.

- The following statement can be used by project applicants to describe the rating in its promotional materials :

<p>“This project has gone through the Final Assessment under the BEAM Plus...”</p>	<p><u>(Please select the assessment tool)</u></p> <ul style="list-style-type: none"> - New Buildings (NB) V1.1 - New Buildings (NB) V1.2 - Existing Buildings (EB) V1.1 - Existing Buildings (EB) V1.2 - Existing Buildings (EB) V2.0 - Comprehensive Scheme A - Existing Buildings (EB) V2.0 - Comprehensive Scheme B - Interiors (I) V1.0 	<p>... of the Hong Kong Green Building Council Limited and has received the Unclassified rating on [date].”</p>
--	--	---

<p>“此項目於 [日期] 完成，香港綠色建築議會有限公司所頒授的綠建築評...”</p>	<p><u>(Please select the assessment tool)</u></p> <ul style="list-style-type: none"> - 新建建築 1.1 版 - 新建建築 1.2 版 - 既有建築 1.1 版 - 既有建築 1.2 版 - 既有建築 2.0 版 - 綜合評估計劃甲 - 既有建築 2.0 版 - 綜合評估計劃乙 - 室內建築 1.0 版 	<p>...認證，獲定為「不予評級」。”</p>
---	--	--------------------------

3. The applicant can adopt the statement shown in 2 for promotion provided it is used with specific reference to the assessed building, in settings such as advertising, internet, display material, publications, public speaking, events and internal communications, subject to the condition that the BEAM Plus FA result shall **NOT** be used -
 - in any way without specific reference to the assessed building;
 - to promote a building design or project other than the assessed building;
 - in a way that is misleading;
 - in a way that is likely to adversely affect the interests of the HKGBC or to bring BEAM Plus or HKGBC into disrepute;
 - to promote the organisation generally without specific reference to the assessed building; or
 - when the 5-year validity of the FA notification letter has expired.
4. 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 guidelines² issued by the Hong Kong Green Building Council Limited and relevant government authority.

² Details of Green Building Certification Label: <https://www.hkgbc.org.hk/eng/beamplus-certlabel.aspx>