

Guidelines on Promotion of BEAM Plus Projects Rated as Unclassified / Pre-requisites Achieved

Mention Your Project Rating in Text

For projects that achieved Unclassified / Pre-requisites Achieved rating in Provisional or Final Assessment, when mentioning the project rating, the project team should include the name of the assessment tool, version and the rating in text. For example:

This project has been rated as Provisional Unclassified under BEAM Plus New Buildings V1.2.

此項目於綠建環評新建建築 1.2 版認證，獲暫定為「不予評級」。

This project has been rated as Final Unclassified under BEAM Plus New Buildings V1.2.

此項目於綠建環評新建建築 1.2 版認證，獲最終評定為「不予評級」。

This project has been rated as Provisional Pre-requisites Achieved under BEAM Plus New Buildings V2.0.

此項目於綠建環評新建建築 2.0 版認證，獲暫定為「先決條件達標」。

This project has been rated as Final Pre-requisites Achieved under BEAM Plus New Buildings V2.0.

此項目於綠建環評新建建築 2.0 版認證，獲最終評定為「先決條件達標」。

Mention the HKGBC in Text

The official name of the **HKGBC** is **Hong Kong Green Building Council**. Use the complete name on first references, and acronym on subsequent references.

Guide on Promoting BEAM Plus Projects

The project team can adopt the statement shown above for promotion, provided that 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. However, the statement should 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 validity of the Provisional Assessment (PA) result is expired

Include the Assessment Result in the Sales Brochure

As stipulated by the **Residential Properties (First-hand Sales) Ordinance (Cap 621)**, for any new residential properties which have been granted with GFA Concessions in accordance with PNAP-APP151 issued by Building Authority, the BEAM Plus assessment rating should be included in the sales brochures. In this regard, a **Green Building Certification Label** is provided for printing purpose on the sales brochure.

Types of Labels

Different sets of the Label are available for developers to incorporate in their sales brochure for respective project status or assessment rating:

- Projects completed the registration and pending for the assessment process
- Projects completed Provisional Assessment with rating certified by HKGBC
- Projects completed Preliminary Final Assessment with rating certified by HKGBC
- Projects completed Final Assessment with rating certified by HKGBC

Upon successful application, HKGBC shall provide the Green Building Certification Label in jpg format to the applicant by email.

For details and application of the Green Building Certification Label, please visit:

<https://hkgbc.org.hk/eng/beam-plus/beam-plus-new-buildings/green-building-cert/index.jsp>