

Guidelines on Promotion of BEAM Plus Registered & Assessed Projects

Part A Guidelines for 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:

<http://www.hkgbc.org.hk/eng/beamPlusDirectory.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築評認證。"

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 guidelines issued by the Hong Kong Green Building Council Limited and relevant government authority.

Part B Guidelines for Projects with Provisional Assessment (PA) Results **New!**

1. When a project has gone through the Provisional Assessment (PA), a certificate will be issued to the Project Owner. The rating is provisional and the project will be subject to Final Assessment (FA) at a later stage. An English version of certification seal indicating the rating (for projects achieving Bronze or above rating), version and certification year will appear on the PA Certificate. As such the Project Owner (or other relevant party) may describe the PA result in words, supplemented by symbol of certification seal (both English and Chinese versions are available) where applicable. Appropriate wording of the description is given in 2a and 2b below.

Chinese version of the certification seals (NB only):



English version of the certification seals (NB only):



- 2a. If a project is awarded any of the ratings¹ in the PA, the following statement may be used for promotion purpose:

"This project has achieved the [Platinum/Gold/Silver/Bronze] Rating of Provisional Assessment under the BEAM Plus NB/ EB [Vx.x] of the Hong Kong Green Building Council Limited on [date]."

“此項目於 [日期] 獲得由香港綠色建築議會有限公司所頒授的綠建環評新建建築/ 既有建築 [x.x 版] 的暫定[鉑金/ 金/ 銀/ 銅] 級認證。”

- 2b. If a project is given the “Unclassified” rating in the PA, the following statement may be used to describe the rating:

"This project has gone through the Provisional Assessment under the BEAM Plus NB/ EB [Vx.x] of the Hong Kong Green Building Council Limited and has received the Unclassified rating on [date]."

“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環評新建建築/ 既有建築 [x.x 版] 初步認證，暫定為「未予評級」。”

¹ Such assessment ratings include Provisional Platinum, Provisional Gold, Provisional Silver, and Provisional Bronze.

3. The applicant can incorporate the certification seal and adopt the statements shown in 2a or 2b 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 the Hong BEAM Plus or HKGBC into disrepute;
- to promote the organisation generally without specific reference to the assessed building;
- when the validity of the PA certificate has expired #; or
- when the FA result is available.

The applicant should notify HKGBC by email for the use of the certification seals on its promotion materials.

#The PA certificate will remain valid until the issue of FA result or the expiry of the time period allowed for completion of FA as defined in Technical Circular on Subject 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 project has already started and is in progress.

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

Part C Guidelines for Projects with Final Assessment (FA) Results **Updated!**

- Once a project has gone through the Final Assessment (FA), the BEAM Plus certification seal (refer to Figure 1, with certification year and version number indicated in the seal) appropriate to the rating will be printed on the BEAM Plus Certificate of FA. As such, the Project Owner (or other relevant party) may describe the FA result in words, supplemented by symbol of certification seal where applicable. Appropriate wording of the description is given in 2a and 2b below.



Figure 1 - Samples of NB certification seals indicating FA results (**Updated**)

- If a project is awarded any of the ratings² in the FA, the following statement may be used for promotion purpose:

"This project has achieved the [Platinum/ Gold/ Silver/ Bronze] Rating of Final Assessment under the BEAM Plus NB/ EB [Vx.x] of the Hong Kong Green Building Council Limited on [date]."

“此項目於[日期]獲得香港綠色建築議會有限公司所頒授的綠建環評新建建築/既有建築 [x.x版] 的[鉑金/金/銀/銅] 級認證。”

- If a project is given the “Unclassified” rating in the FA, the following statement may be used to describe the rating:

"This project has gone through the Final Assessment under the BEAM Plus NB/ EB [Vx.x] of the Hong Kong Green Building Council Limited and has received the Unclassified rating on [date]."

“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環評新建/既有建築 [x.x版] 認證，獲定為「不予評級」。”

- The applicant can incorporate the certification seal and adopt the statements shown in 2a or 2b 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 validity of the FA certificate has expired.

The applicant should notify HKGBC by email for the use of the certification seals on its promotion materials.

² Such assessment ratings include Platinum, Gold, Silver, and Bronze.

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

SUPERCEDED