

FOR IMMEDIATE RELEASE

**Construction Industry Council Announces Official Name of Hong Kong's
First Zero Carbon Building**

Hong Kong • 22 May 2012 – Today, the Construction Industry Council announced the official name of Hong Kong's first zero carbon building which is currently under development. The English name of the building will be “**ZCB**” which is the acronym for “**Z**ero **C**arbon **B**uilding”. Its Chinese name will be “零碳天地” which literally means “Zero Carbon World”. Both names are the winning submissions of a naming competition that attracted more than 1,700 entries.

“We received many creative ideas from the naming competition. It was a tough decision, but we eventually came to the conclusion that instead of going for a fancy name, we should select a name that is simple and straightforward.” said Christopher To, Executive Director of the Construction Industry Council.

CIC also unveiled the logo design of ZCB today. The logo, which features a leaf slanting upwards, represents progressive and positive change from carbon-heavy lifestyle towards sustainable living. The fluidness and interconnectedness of the leaves symbolizes renewability.

ZCB will showcase state-of-the-art eco-building design and technologies to the construction industry internationally and locally, and also help to raise community awareness of sustainable living.

ZCB will be completed and open at the end of June this year, initially for restricted visits. A JPEG file of the logo is available with this release.

For more information about ZCB, please visit www.hkcic.org/eng/zcb.

For further enquiries, please contact:

Dr Guiyi Li
Director, Zero Carbon Building - CIC Secretariat
Tel: (852) 2100 9036
Fax: (852) 2100 9090
Email: guiyili@hkcic.org

