

PureBamboo Company Background & Founder Profile (For Promotion)

公司簡介(背景、理念、獎項、Hero product...)

PureBamboo 背景及理念:

綠色生活由選用一張「紙」開始！

香港獲獎ESG品牌，始於2017年，PureBamboo以天然產品帶動UNSDG可持續消費及循環模式，讓環保竹產品更貼地成為生活日常。帶領更多人從選用一張「綠色紙巾」認識選用可持續消費品生產對環境及人類的影響力，讓人、環境及地球生態更進一步，以減碳減廢，緩減氣候暖化及生態平衡等問題為目標。

Sustainable living begins with the choice of “Tissue Paper”

Award-winning Hong Kong ESG brand advocates UNSDG sustainable consumption and circularity through offering quality nature products. By advocating the use of FSC100% natural, healthy, and unbleached bamboo tissue paper, PureBamboo hopes to take the lead in encouraging more people to start greener living through eco-friendly products.

獎項:

- 香港智營設計大賞 2018 - 企業銀獎, 企業評審團大獎, 綠色環保大獎
Hong Kong Smart Design Awards 2018 - Corporate Silver, Corporate Silver, Green Award
- 中銀香港企業環保領先大獎 2019
Corporate Environmental Leadership Awards 2019
- 維多利亞國際青年商會 SDG 企業大獎 2023 – 傑出企業
JCI Victoria SDG Enterprise Awards 2023 Outstanding Enterprise

Hero product:

PureBamboo FSC100% 天然無漂染食品級竹紙巾

我們希望通過提供優質健康的竹製品替代木材，與大眾共同實現拯救更多樹木和森林的目標，從而減低碳排放以緩減氣候暖化危機。

PureBamboo FSC100% & FDA Nature Bamboo Tissue Paper

Our mission is to promote the use of eco-friendly and cost-effective bamboo alternatives to wood products. By doing so, we can reduce deforestation and protect our natural resources, mitigating the effects of climate change and ensuring a sustainable future for generations to come.

創辦人/設計師簡介 (現時職位、背景、心路歷程、獎項...)

莫蕊圖 Jennifer Mok Yui To

創辦人及設計師 Founder & Designer

背景及獎項:

/ 畢業於香港大學永續發展領導力與治理碩士 MSocSc SLG (HKU)

/ 福佈斯中國 2023大灣區ESG企業家 Forbes China 2023 GBA ESG Entrepreneur 30

/ 恒生大學企業管治碩士課程客席講師 Guest Lecturer, Master of Entrepreneurship, The Hang Seng University of Hong Kong

/ 擁有12年在品牌、設計及市場營銷工作經驗 12 years of work experience in the brand, marketing and business field

心路歷程:

莫蕊圖 (Jennifer) 以行動付諸應對全球氣候變化等問題。她畢業於香港大學的可持續發展領導和治理的社會科學碩士課程。在過去的 12 年裡，她一直在品牌和營銷領域工作。她將自己的專業和興趣融入於她對「品牌創新」這範疇的專注發展和職業生涯中，從而幫助企業通過新的營銷策略實現可持續發展目標。她對生態系統和生物多樣性由其關注，她希望通過竹漿紙巾來替代木漿紙巾帶出「以竹代木，免伐木林保護森林」的理念，讓更多人去認識一件消費品的生產對林業和環境所帶來的影響，從而去提高大眾對綠色消費品的意識。

Jennifer Mok is an award-winning entrepreneur and designer with over a decade of experience in branding and marketing. She focuses on promoting sustainability and spearheading brand innovation for businesses. Jennifer holds a Master's degree in Social Sciences in Sustainability Leadership and Governance from The University of Hong Kong, equipping her with the skills to tackle complex environmental challenges. Her commitment to protecting the planet has led her to create an eco-friendly bamboo tissue paper to protect the planet and create positive impact on society.