

MicroSigX Champions ESG at Lower Pak Nai – Turning Awareness into Action for Hong Kong’s Coastal Biodiversity

On 11 Nov 2025, MicroSigX united its team for an ESG mission at Lower Pak Nai (下白泥) – one of Hong Kong’s most fragile coastal ecosystems. This area hosts mangroves, oyster reefs, the city’s largest seagrass bed, endangered horseshoe crabs, and thousands of migratory birds. Yet, it faces mounting threats from marine debris and uncontrolled human activity.

This coastal cleanup is part of MicroSigX’s ESG program, designed to turn awareness into measurable action and strengthen our commitment to sustainability.

Our purpose was clear: Protect Our Ocean (保護海洋). Before the cleanup, colleagues were briefed and educated on why this matters and how they contribute. This wasn’t just a clean-up; it was an ESG learning experience and a statement of advocacy.

Together, we collected over 10 large bags of rubbish, classified for recycling and analysis. Why? Because ESG means more than removing waste; it means understanding the problem.

The results were striking:

- 97% plastics, 2% metal, 1% glass**
- Among plastics: bottles, buckets, a broken suitcase, and even a boot**

Plastic pollution is the most damaging—hard to dissolve, toxic, and persistent. Every piece we removed prevents microplastics from entering

the food chain and harming marine life.

By classifying waste, we gained valuable insights into pollution patterns, showing plastics dominate our shorelines. These findings will help shape our next ESG actions and community education programs, ensuring awareness translates into impact.

Aligned with UN SDG 14: Life Below Water, this initiative reinforces MicroSigX's ESG roadmap for biodiversity protection and sustainable communities.

Hong Kong's coastal treasures need all of us. MicroSigX is committed to leading by example, but real change requires collaboration. Join us in scaling community-driven conservation—because together, we can make a lasting impact.

MicroSigX 守護下白泥海岸生態，將認知化為行動

在 2025 年 11 月 11 日，MicroSigX 團隊齊心協力，前往 下白泥 (Lower Pak Nai) 展開 ESG 行動，守護香港最脆弱且生態價值極高的海岸區域。這裡擁有紅樹林、蠔礁、全港最大的海草床、瀕危馬蹄蟹，以及成千上萬的候鳥，卻正面臨海洋垃圾與人類活動的威脅。

這次海岸清潔活動是 MicroSigX ESG 計劃的一部分，旨在將認知轉化為具體行動，並強化我們對永續發展的承諾。

我們的目標非常清晰：保護海洋 (**Protect Our Ocean**)。行動前，我們為同事進行簡報與教育，說明為什麼這件事重要，以及每個人如何貢獻。這不僅是一場清潔行動，更是一個 **ESG** 學習體驗與倡議聲明。

我們收集超過 **10** 大袋垃圾，並進行分類回收及統計分析，因為 **ESG** 不只是清理，更是理解問題。

這次單一行動的結果顯示：

- **97% 塑膠、2% 金屬、1% 玻璃**

- 塑膠垃圾包括瓶子、水桶、破損行李箱，甚至靴子

塑膠污染最具破壞性，難以分解、有毒且持久存在。每一件被清除的垃圾，都能防止微塑膠進入食物鏈，危害海洋生物。

透過垃圾分類，我們獲得 污染模式的重要洞察，顯示塑膠是海岸污染的主因。這些數據將支持我們未來的 社區行動與教育計劃，讓 **ESG** 不只是口號，而是持續的實踐。

此行動與 聯合國 **SDG 14**：水下生物 完全一致，彰顯 **MicroSigX** 對生物多樣性保護及永續社區的承諾。

香港的海岸瑰寶需要我們每一個人。**MicroSigX** 堅守以身作則，但真正的改變需要合作。我們誠邀你加入，共同推動社區保育，因為攜手才能創造長遠影響。

#MicroSigX #ESG #永續發展 #海洋保育 #香港 #水下生物 #企業責任