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NGAI WING TING'S "LESS IS MORE" WINS THE 2025 SPRG FCF SCHOLARSHIP

(17th March 2025, HONG KONG) – **Strategic Public Relations Group (SPRG)** and the **Future Communicators Foundation (FCF)** are proud to award **Ngai Wing Ting** with the **2025 SPRG Future Communicators Foundation Scholarship**. Thanks to the financial support of [SPRG](#), the HK\$20,000 FCF Scholarship is awarded annually to senior undergraduates in the [School of Journalism and Communication](#) at [The Chinese University of Hong Kong \(CUHK\)](#). Along with the reward, FCF Scholarship winners receive a one-hour mentor meeting with a senior executive at SPRG. Ngai Wing Ting won for her campaign "**Less is More: AI Driven by Intelligence, Elevated by Care,**" which proposes a "Green AI" label plan to promote responsible use and sustainable energy.

The [SPRG FCF Scholarship](#) is focused around a yearly theme addressing PR strategies for sustainability and social justice, with the 2025 theme focusing on "**Developing Sustainable AI in Hong Kong.**" Students were tasked with designing an inventive communications campaign that builds awareness of AI's climate impacts, encouraging sustainable use and fostering potential for AI to support Hong in tackling societal issues.

"We warmly congratulate Ngai Wing Ting for her thoughtful campaign on sustainable AI," says **Richard Tsang, Founder and Chairman of SPRG**.



Ngai Wing Ting



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"Ngai's vision reflects both creativity and responsibility, reminding us that innovation must always be guided by transparency and care for our shared future," says **Richard Tsang**. "At SPRG, we are deeply committed to nurturing the next generation of communications leaders, and it is a privilege to support young talent who bring creativity and responsibility to the future of our industry," he adds.

Green AI Label Plan

If you want to increase sales of your AI Elder Care services or product, sustainable use and energy transparency are the keys.

Hong Kong Green Organisation Certification

Criteria

- Disclosing the number of AI energy use publicly
- Carbon footprint is within the emission allowance
- Applying AI from suppliers that have a data center using renewable energy

Collaborate with HKGOC

- Issue a Green AI Label
- Tech Companies in HK can apply for it
- Companies that are granted the label will be listed on a microsite on the HKGOC's website

Green AI

The graphic is a promotional poster for the Green AI Label Plan. It features a blue background with a city skyline image on the left. The title 'Green AI Label Plan' is at the top in a large, bold, dark blue font. Below it is a quote in italics. The 'Hong Kong Green Organisation Certification' section is on the left, with a list of criteria below it. The 'Collaborate with HKGOC' section is on the right, with a list of benefits below it. A green seal with 'Green AI' is on the right side.

Ngai Wing Ting won for her campaign "**Less is More: AI Driven by Intelligence, Elevated by Care.**" The campaign "encourages people to change the way they use AI" by developing sustainable user behaviours along with encouraging AI energy transparency in the technology sector. "Stop Saying Hello to AI," an informative exhibition on sustainable AI use, is aimed at University audiences. "Smart Us, Smarter AI, Smartest City," an online course free to the public, offers a "free e-book" to "teach users how to issue clear commands." The "Green AI Label Plan," similar to initiatives identifying ecologically safer products, guides "technology companies to actively disclose amounts of AI energy use and carbon emissions." While the public is encouraged to "Stop Saying 'Hello' to AI," technology companies are encouraged to adopt sustainable energy practices to receive the Green AI label certification.

"I would like to express my sincere thanks to the Future Communicators Foundation and SPRG," says **Ngai Wing Ting**. "The SPRG FCF Scholarship has not only deepened my understanding of climate issues but brought me closer to the critical intersection of sustainability and technology," says Ngai.



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"The **Less is More** campaign aims to encourage the public to use AI responsibly, while calling on technology companies to be transparent about their AI energy use and carbon emissions," says **Ngai Wing Ting**. "Through openness and responsibility, we can develop sustainable AI in Hong Kong and minimise the harmful effects it may bring," says Ngai.

"For me, generative AI acts as a powerful approach to help us address long-term challenges and make our lives more convenient," adds **Ngai**. "However, everything comes at a cost—overusing AI will inevitably damage our beautiful planet by consuming scarce resources. Therefore, we should bear in mind that AI is not human—it doesn't 'think,' it calculates. We have to use it smartly so that we can do more with less," says Ngai.

"Sustainability is one of the most pressing topics in today's society," adds **Allard W. van Veen, Founder of the Future Communicators Foundation**. "We hope that the FCF Scholarship will help to develop students' social conscience and encourage them to make an impact, in terms of promoting a more fair and sustainable world."

LINK

<https://theprtrust.org/2026/03/17/ngai-wing-ting-wins-2025-sprg-fcf-scholarship/>

ABOUT STRATEGIC PUBLIC RELATIONS GROUP ("SPRG")

Established in 1995 as an investor relations specialist in Hong Kong, SPRG has grown to become an integrated PR group that prides itself on providing holistic communications services to local and international clients in APAC. SPRG has 250 professionals working from eight locations across the region. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access over 165 cities globally. Visit www.sprg.asia for more information.

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THE FUTURE COMMUNICATORS FOUNDATION

The Future Communicators Foundation (FCF) provides aspiring young professionals with scholarships, learning opportunities, and outreach programs that foster communication skills in sustainability, climate, and social justice. The FCF is an initiative of The PR Trust, a Canadian-based, US registered 501(c)(6) non-profit organisation that provides knowledge and networking opportunities, student scholarships and awards programs that elevate and empower aspiring professionals and young leaders in communications.

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