

# 永續鄉郊

Rural Sustainability



Summer 2021 夏 | 免費取閱 Free Copy

## 封面專題 Cover Story

浴火重生——台灣竹山的鄉鎮復興  
The Resurrection of Zhushan Town in Taiwan

## 專題故事 Feature

從鄉郊看新生活——「在家村樂節」  
Stay-Home Village Fest:  
Rural as a Way of Novel Living

## 本地菜籃 Local Products

土生土長的香港咖啡？  
Coffee Grown Locally?



初創團隊「埔姜仔」以永續取材的方式利用荔枝窩村內遍地叢生的植物「埔姜」製成多種產品，提升鄉村的生產價值。

The start-up team "Pu Gong Zii" makes use of "Pu Gong", a kind of shrub commonly found in Lai Chi Wo, to produce a variety of products, enhancing the production value of the village.

相片提供 Photo source: 埔姜仔 Pu Gong Zii

出版機構 Published by



支持機構 Supported by



「滙豐永續鄉郊計劃」由永續坊主辦並由滙豐支持 The "HSBC Rural Sustainability" programme is initiated by the Policy for Sustainability Lab and supported by HSBC.



# 浴火重生——台灣竹山的鄉鎮復興

## The Resurrection of Zhushan Town in Taiwan



由廢舊三合院修繕而成的民宿「天空的院子」帶動了竹山的旅遊業和本土傳統及特色產業的發展。  
The beautiful homestay Sky Yard renovated from an abandoned courtyard has stimulated Zhushan's tourism and the development of its traditional and characteristic industries.\*

面對少子化、老龄化、城鄉發展差距持續擴大，台灣預期未來十年的發展將會面臨艱鉅的挑戰，在政策法規和產業結構上都急需應變。為了促進城鄉均衡永續發展，台灣政府借鏡日本的地方創生計劃，把2019年定為「地方創生元年」，推動台灣各地的鄉鎮發揮自身特色，吸引產業進駐和人口回流。民間踴躍進行許多振興鄉鎮的方案，其中南投縣竹山鎮是著名的例子，早在十多年前便開始努力復甦。

竹山的茶竹產業曾非常興盛，但受1999年「九二一大地震」重創後，產業沒落，人口大量外移。2005年，來自南投縣水里鄉的年輕人何培鈞把他在竹山旅行時發現的廢舊三合院修繕成一家美麗的民宿「天空的院子」，自此帶動了竹山的復興，竹山漸漸成為許多年輕人的創業基地，近年更積極與大學及多家企業協力響應聯合國永續發展目標推動創生計劃。

### 大地震後的復甦

台灣早期振興地方的作法一般採用了觀光手段，竹山復甦的起步亦同樣，但「天空的院子」與眾不同，其經營是為了推廣傳統文化和促進本土產業發展。它由廢舊三合院修繕而成，傢俱大都是在地生產，房客可直接購買。因此，隨著民宿帶動了旅遊業，一些傳統老店的生意也好轉過來，亦吸引了年輕人回來開發自己的產品和品牌。這促使何培鈞創辦「小鎮文創」公司，繼續推動竹山的復興。

2013年，「小鎮文創」把竹山交通樞紐「臺西客運車站」活化起來。老車站原本因人口外移而荒廢，活化成在地食材創意料理餐廳後，不單支持了竹山的農業，也推廣竹山文創產業，愈來愈多遊客被吸引到來。竹山的交通運輸隨之改善，臺西車站也恢復了其車站功能，還成了社區支持型農業的交收點，有數十個家庭預繳費用支持竹山小農進行環境友善耕作。

除此以外，臺西車站旁邊一個廢棄倉庫亦改建成社區教室，九年來每月定期舉辦「光點小聚」，招聚年輕人、竹山居民和其他熱心人士就地方議題和產業創新交流想法。「小鎮文創」曾為許多返鄉創業的年輕人做個案輔導，但後來個案多得應接不暇，他們便著手建構支持系統，以便更有效率地支持更多返鄉青年。

With a low birth rate, aging population, and imbalance of urban and rural development, Taiwan is expected to face huge developmental challenges in the coming decade. The Taiwanese government therefore designated 2019 as the first year of regional revitalisation to facilitate towns and villages to develop their own characters and attract businesses and populations. The civil society has been keen to initiate and implement rural revitalisation plans, among which Zhushan Town in Nantou County is a well-known case with revitalisation effort began more than ten years ago.

Zhushan was hard hit by the 921 Earthquake in 1999 and its economy and population greatly declined afterwards, but since Mr Ho Pei Gun, a young man from Nantou's Shueili Town, founded the beautiful homestay Sky Yard in Zhushan in 2005, Zhushan has gradually revived and become an entrepreneurial base for young people. In recent years, its revitalisation has involved active collaborations with universities and corporates.

### Post-earthquake Recovery

Tourism played a major role in Taiwan's early approach to rural revitalisation and Zhushan was no exception, but Sky Yard renovated from an abandoned courtyard house is special as it sources most of its furniture items locally and encourages its guests to buy them. As the homestay stimulated tourism, the traditional local businesses improved and young people started to come back for business opportunities. Mr Ho then established the TownWay Cultural and Creative Corporation to promote the revival of Zhushan.

In 2013, TownWay revitalised Zhushan's old transportation hub Taixi Bus Station by opening a restaurant of creative cuisine made with local ingredients. The station also serves as a place for promoting local cultural and creative industries. As tourism continued to grow, the station has resumed its transportation function. It is now also a vegetable pick-up point for a community-supported eco-agriculture project in which dozens of local households have joined.

An abandoned warehouse next to the Taixi Bus Station has been converted into a community classroom, where for nine years young people, Zhushan residents and other enthusiasts have been gathering on a monthly basis to exchange ideas on local issues and business innovations. As more and more young people have come back to start their own businesses, TownWay has developed a system to support them.

### 培育人才回流竹山

竹山人口少，資源少，年輕人返鄉創業殊不容易，「小鎮文創」團隊於是連結了中國大陸、馬來西亞和日本的企業，舉辦跨國視訊培訓，讓返鄉的年輕人配合大企業的社會責任，以聯合國永續發展目標做創業計劃書，與這些國家的團隊在線上直接溝通，改善產品和服務，拓展外國市場。有了這個支持系統，年輕人縱使失敗了，很快又能站起來繼續奮鬥。自從前年開始這個做法之後，台灣青年紛紛嚮往到竹山發展，參與「光點小聚」的人數翻了一倍。

可是，經過許多年的創生努力，往外求學謀生的年輕人還是遠多於回來竹山的人，主因之一是台灣的教育制度過於偏重訓練鄉鎮裡的孩子到城市工作，而忽略培養他們對故鄉的認知和返鄉謀生的技能。因此，團隊邀請了台灣國立雲林科技大學的張文山老師到竹山推行大學社會責任計劃，由大學牽頭，協助高中、初中和小學開發不同程度的鄉土教育教材，趁學生還留在故鄉的時候就讓他們知道故鄉的需要，並訓練他們從城市回流的能力。

### 善用科技跨國協作

「小鎮文創」近年為竹山的地方創生開發了區塊鏈技術和人工智能，把地方創生的數據可靠地儲存下來，建立企業社會責任的決策系統。團隊最近發行了社區代幣「光幣」，用區塊鏈記錄產品生產履歷，旅客消費時便可知道自己如何回饋了竹山的產業，在地店家也能按消費數據調整銷售模式。竹山數位身分證是另一創新項目，讓關心竹山發展的人士即使並非身處竹山，亦能註冊成為竹山數位鎮民，透過為項目的永續發展指標作出貢獻而獲得相應權重的「光幣」金額和服務優惠。試行了半年多，在疫情下仍有兩千多人成為了竹山數位鎮民。區塊鏈平台記錄了不同活動及地區的永續發展數據，這項技術讓竹山對應永續發展目標及社會企業責任的創生經驗變更能被其他地區信任和借鏡。

台灣、日本、中國大陸和東南亞等亞洲地區都在進行地方創生，各自累積了應對當地社會經濟狀況的獨特經驗。借鏡亞洲多樣化的經驗，連繫地區資源互相協作，便可以凝聚力量，推行更多有助解決地方問題的方案。

「小鎮文創」網頁 Website of TownWay



雖曾受大地震重創，但竹山已漸漸吸引了許多年輕人回鄉創業，並定期與竹山居民和其他熱心人士就地方議題和產業創新交流想法。Although once hard hit by earthquake, Zhushan has gradually attracted many young people to come back for business opportunities, and they regularly gather to exchange ideas on local issues and business innovations with residents and other enthusiasts.\*



有年輕的茶農後代返鄉承接家族事業，創立自家品牌，發展網路推廣，並於臺西車站策劃展覽。A young tea farm successor who came back to inherit and rebrand his family's tea business has curated an exhibition inside the Taixi Bus Station.\*

### Nurturing Talents for Zhushan

It is not easy for young people to start businesses in Zhushan where population is small and resources are scarce. TownWay has connected with companies from Mainland China, Malaysia, and Japan to provide multinational online training to the homecoming young people, helping them develop business plans that tally with the large companies' Corporate Social Responsibility (CSR) and the United Nations Sustainable Development Goals (SDGs). With the multinational direct online communication, the young people can know how to improve their products and services to access foreign markets.

Despite many years of hard work, Zhushan's emigration rate is still much higher than the immigration one. A major reason is that Taiwan's education system has been focusing on training students to work in cities. Therefore, Wenshan Chang, Associate Professor at National Yunlin University of Science and Technology, has been implementing a University Social Responsibility project in Zhushan to guide high schools, junior high schools and primary schools to develop native place education materials for cultivating students' knowledge and skills required to make a living in their hometown.

### Using Advanced Technology for Cross-border Collaboration

TownWay has recently been making use of blockchain technology and artificial intelligence to further facilitate Zhushan's revitalisation. The team has started to issue a community currency and used the blockchain technology to record the production history of products. This enables tourists to know how their consumptions contribute to the local industries. Local shops can also adjust their sales model according to the consumption data. Moreover, people who care about Zhushan can now register as its digital townsmen even if they are not in the town. By contributing to the SDGs of local projects, they can receive a correspondingly weighted amount of community currency and may enjoy service discounts. After more than half a year of trial operation, over two thousand people have become Zhushan's digital townsmen. As the blockchain platform reliably records the data of different activities, Zhushan's revitalisation experience on contributing to SDGs and CSR can be tracked and thus, adopted by other regions.

Asian regions such as Taiwan, Japan, Mainland China, and Southeast Asia are all working on rural revitalisation. Drawing on Asia's diverse experience and connecting regional resources for mutual support, more solutions can be implemented to tackle local challenges.



「臺西客運」老車站二樓結合竹編藝術活化成餐廳，推廣在地食材料理及竹山文創產業。Decorated with bamboo installations, the second floor of Taixi Bus Station is now a restaurant that promotes cuisine made with local ingredients as well as Zhushan's cultural and creative industries.\*



返鄉青年參與跨國視訊培訓，向海外企業團隊學習創業及營商的知識和技巧，並爭取協作機會。Homecoming young people join multinational online training to learn entrepreneurial knowledge and skills from overseas companies and seek collaboration opportunities.\*



# 從鄉郊看新生活——「在家村樂節」

## Stay-Home Village Fest: Rural as a Way of Novel Living



經歷七年多的活化，長年荒廢的荔枝窩重拾了活力和生命力，榮獲「2020聯合國教科文組織亞太區文化遺產保護獎」的「可持續發展特別貢獻獎」。為了與城市人分享村中的新生活氣息，我們於去年底至今年春季舉辦了「在家村樂節」，除了慶祝鄉村社區的復興，更以「城鄉共生」的永續理念作為美好生活的提案。我們相信「村樂」可以為當代生活賦予不同的意義與視角，注入新的能量，並提供豐富多元的新靈感，讓人構思及策動永續生活的各種可能。

「村樂」本為村裡最平凡不過、毫不起眼的日常樂事，但總讓身處其中的人豁然開朗，因此「在家村樂節」便以「村樂日常」為主題，呈現村民真實的生活方式。因應疫情，我們透過線上及線下節目分享荔枝窩和鄰村梅子林的人文風景，讓參加者可選擇參與實體活動，或收看社交媒體平台上的網上節目，隨時隨地，甚至安坐家中，感受鄉村生活的快樂本質，還可憑「村樂節」限定版特製地圖，以自助遊方式實地走訪村民，體驗他們「在家」的故事，領略永續鄉郊的寶貴價值。

### 現代農夫的「村樂」

「在家村樂節」不但透過「自然村樂」系列的線上節目呈現印洲塘日出和荔枝窩星空等美景，還拉闊觀眾對農夫身份的構想，以及對於鄉郊或農村生活的認知。「表哥」2013年起於荔枝窩耕作和居住，不時以自己種植的無基改、無污染作物為靈感，推出令人驚喜不絕的自家製「花花雪糕」。他早已視假日落田種植為消遣方式，後來更慢慢發現自己嚮往用心耕作，並希望透過耕作深度融入自然。「表哥」強調種植改變了自己的生命，在荔枝窩實現了耕種也「搵到食」的可能。

地理系畢業的溫芷欣來到荔枝窩當女農，五年多來見證了在地收割的美好與滿足，更從實驗與實戰當中，不斷累積有關現代農業的知識。曾旅居日台泰等地的「紀子」活用多年的種植經驗，摒棄噴藥，並堅持適時合地的耕作原則，以社區農夫的身份，在荔枝窩進行了一場又一場無農藥野菜實驗。

Curated to celebrate the revitalisation of the Lai Chi Wo rural cultural landscape and its winning of the “Special Recognition for Sustainable Development” in the 2020 “UNESCO Asia-Pacific Awards for Cultural Heritage Conservation”, the Stay-Home Village Fest shared and passed on the newfound vibrancy in the 400-year-old Hakka village to urban communities. Running from late last year to this spring, the Village Fest zoomed in on the inspirational and transcending essence of a natural kind of happiness found in the village, where interesting ideas have been bred to offer a whole new perspective to the ideals of living.

However, it was a different kind of happiness that captured visitors to the village. This “village happiness” rendered a sense of contentment that was raised from the subtlety of day-to-day living and routine drill. It was this soft, light touch of serenity and peacefulness that inspired the Village Fest and one could readily identify with his awareness anytime, anywhere. Online and offline programmes were designed to engage viewers amid the pandemic, allowing them to enjoy these programmes at home and remotely experience the values and spirits that sustain Lai Chi Wo. They were also welcome to pay a visit to the village and the neighbouring Mui Tsz Lam with a self-guided village tour map after joining our online eco-tours led by Charles, curator of Mui Tsz Lam Story Museum, and artist Human Ip.

### The Happiness of Villagers and Modern Farmers

Besides featuring videos of rural landscapes and documentaries of village lifestyles, the Village Fest also interviewed villagers whose true stories present a deeper look into their contemporary lives. These episodes summarised their principles and life purposes which were reflected in what they have been quietly but effectively practising in the village. There was Keith, who referred his sustainable and organic farming in Lai Chi Wo as life-changing; Jamie, who has been learning about farming and sustainable agriculture since she graduated from university five years ago; Fiona, a well-travelled community farmer who innovates and experiments her farming style with an insistence of applying absolutely no chemicals; “Wing Chun”, a practitioner of mindfulness who is grateful for the land’s tranquility and crudeness; and Anna, an Indigenous villager of Lai Chi Wo running a village cafe that promotes local farm produce.

### 村民生活的「村樂」

「村民故事館」系列找來多位新舊村民進行訪談，從每人對「村樂」的不同演繹，了解地方與其生活理念的關係。2019年住進荔枝窩的「詠春」欣賞村裡寧靜自然的風景，選擇在此進行靜修的生活練習。其實這是她對自己的期許——培養出人本有的自在與沉靜，以應對日常生活翻天覆地的轉變。

咖啡店主麥欣欣小時候追隨外公外婆出入荔枝窩，她的「村樂日常」就是推廣荔農的低碳時令產品。她不以牟利「跑數」為目標，只希望以此經營模式，引起更多海外村民關注，進而討論未來返村生活的可能。

### 以創新方式連結城鄉

「村樂自助遊」系列由梅子林故事館館長李以強及藝術家葉曉文等人帶領攝製隊從烏蛟騰出發，經由「媽騰古道」抵達以自然藝術壁畫帶動活化的梅子林，沿途分享鮮為人知的歷史文物、生物物種及有趣見聞，讓城市人感受古道行的魅力。節目亦鼓勵觀眾離開安舒區，尋找自己理想中的新生活。

「村樂節」更透過推廣風土物產連結城鄉，激活鄉郊社區經濟。在荔枝窩隨地叢生的野生埔姜以往被客家人視為寶貝，幾位年輕人靈機一觸，以適切技術糅合舊日智慧，製作出多種埔姜產品，推廣其防蚊、除瘴、祛寒等功效。以荔枝窩出產的咖啡豆製作的手沖咖啡掛耳包首度面市，我們以線上工作坊的模式，讓咖啡愛好者品嚐百分百香港製造的「波旁」品種咖啡（工作坊片段請掃描第8頁二維碼）。

疫情下，「在家村樂節」呈現的不止於「是他也是你和我」的日常軼事，更活用新媒體及資訊科技，突破藝術節和傳統節慶的製作框架，拉近大眾與鄉村社群的距離。「在家村樂節」又透過生活經驗的分享、智慧的承傳與傳播，還有傳統料理、風味以至景觀的體驗，釋放「村樂」的潛能，刷新鄉村在當代社會的既有印象及功能，持續鼓勵城鄉之間互動與對話，讓人重新思考城市、鄉村和自己的關係。

### 「在家村樂節」節目重溫 Watch the Village Fest Programmes

[Lai Chi Wo Farmers' Market](#) [hkvlagefest](#)



### Innovative Ways for Urban-Rural Connection

The Village Fest also set its sights on promoting innovative rural initiatives like the “Pu Giong Zii” project and the Lai Chi Wo drip bag coffee. (please refer to P8 for the coffee workshop video). The former was designed to revisit Hakka culture and develop lifestyle and wellness products from Pu Giong, a kind of shrub commonly found in Lai Chi Wo and Mui Tsz Lam, while the latter was presented through an online workshop featuring the first ever batch of locally-processed bourbon coffee beans entirely grown in Lai Chi Wo. These were set out to be potential markers of activating rural economy.

As always, there exists possibilities in an era hit by much unpredictability. The Stay-Home Village Fest was another one. It intended to relay the joyful village life and attempted to bridge the gap between the urban and rural. It did not stop itself from celebrating what villages have been, while it aspired to visualise what future villages might be. We believe that only when ongoing conversations among urban and rural communities happen, in which impressions and functionalities of contemporary villages are reimagined, and villages are increasing seen as creative sites with livelihood capacities, the Village Fest could be said to fulfil its fullest cause.



### 獎項引文 Winner Citation

「荔枝窩項目以創新方法復興一個曾經荒廢的鄉郊文化景觀，因而獲頒首設的「可持續發展特別貢獻獎」。此項目採用以自然為本的方案，從可持續發展的三個重要方向——經濟、社會與環境——全面復興這條歷史悠久的客家農村聚落。農田、林地和海岸生態系統的復原、各歷史建築的適度修葺、村落人口的再度增長、鄉郊生活方式的更新，以及新社會企業興起，都預示著荔枝窩新時代的來臨。通過多管齊下的策略，此項目將文化遺產保育的觀念從往常偏重物質性保護轉化為兼顧活態遺產，並展現於各種保育形式之中。此項目運用了原居民的生活訣竅、傳統風水學原則和保育科學，證明了自然與文化遺產緊密互動聯繫的重要性，並為香港特區乃至其他地區製定新的城鄉可持續發展議程。」

“The Lai Chi Wo project is awarded an inaugural Special Recognition for Sustainable Development for its pioneering approach to reviving a once-abandoned rural cultural landscape. The project upholds the key dimensions of sustainable development – economic, social, and environmental – in undertaking the holistic rejuvenation of the historic Hakka agricultural settlement using nature-based solutions. The reinstatement of the farmland, woodlands, and coastal eco-system; the light-handed restoration of various historic buildings; the repopulation of the village; the renewal of rural lifeways; and the flourishing of new social enterprises herald a new era for Lai Chi Wo. Through its multi-pronged strategy, the project transforms notions of heritage practice from its conventional focus on material conservation to encompass living heritage in all its manifestations. Drawing upon indigenous know-how, geomancy principles, and conservation science, the project demonstrates the importance of interweaving nature and cultural heritage in setting a new urban-rural sustainability agenda for Hong Kong SAR and beyond.”



# 日本「地方創生」政策

## Japan's *Chiho Sosei* Policy

「地方創生」是日本2014年提出的一系列經濟發展戰略總稱。「地方」是指相對於中央政府而言的地方行政區，「創」是指創造，「生」則有生活、生計和生命的意思。

日本人口老化，出生率下降，人口過度集中在幾個大城市，鄉鎮發展嚴重萎縮，安倍政府於是訂定了「地方創生」策略，鼓勵地方發展多元化產業，吸引人口流入。為促進地區環境、社區、經濟方面的發展，日本提出多層政策，包括中央政府提供特別財政補助、人才和資訊支援，並為參與地方創生的機構及市民給予稅務優惠，扶持初創企業，並鼓勵外資投入，亦為地方政府提供各地域的人口和經濟活動數據。

政策鼓勵官民合作因地制宜提出創生策略，建立在地事業。日本各地不乏成功事例，廣泛影響地方建築環境、農林水產、育兒、就業、醫療、社區營造、鄉郊移居和觀光等範疇。海士町被譽為模範案例，雖然位處偏遠離島，發展艱難，曾瀕臨破產，但居民成功自救，為隱岐和牛打造品牌，並以創新冷凍技術為海產保鮮，分銷至日本各地和海外。海士町鼓勵外來人士到島上創業及接受培訓，吸引許多年輕人流入。當地更推出留學計劃，將一所面臨廢校的高中打造成優質教育基地，半數學生來自日本本島和海外。

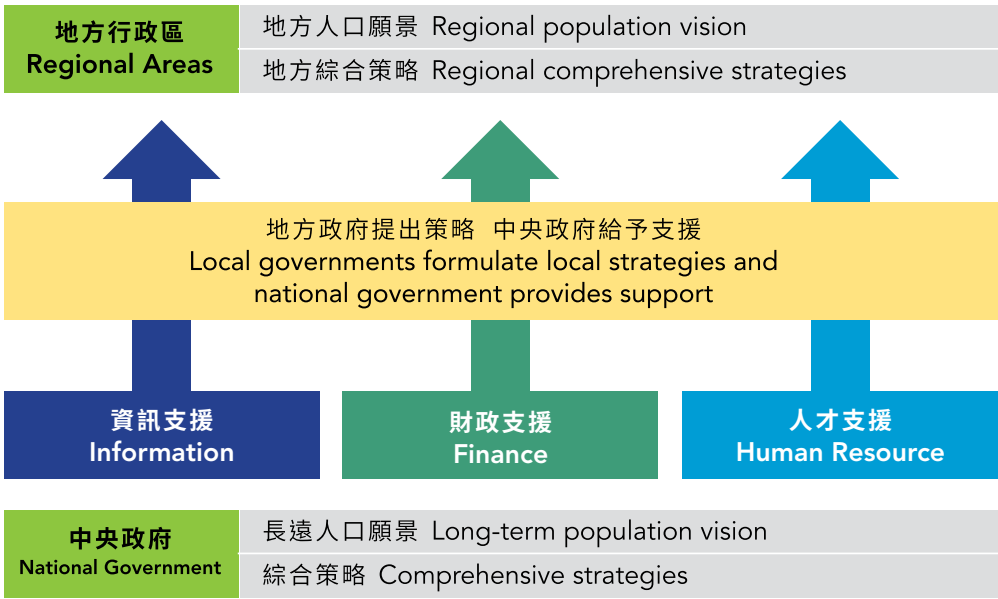
香港許多偏鄉也陷入衰落，我們又能否借鏡日本的經驗，為鄉郊注入生命力？

Japan has long been facing the challenges of an ageing population, declining birth rate, and high population density in metropolitan areas while remote towns and villages are deteriorating. The Japanese government has therefore initiated the *chiho sesei* policy in 2014 which includes a slew of economic strategies to restore its local regions' vitality and promote sustainable development.

The central government of Japan provides local regions with special financial subsidies, human resources and informational support. It offers tax incentives for organisations and citizens involved in local *chiho sesei* initiatives. It supports local start-ups and encourages foreign investment in local areas. It also consolidates open data regarding the demography and economy of different regions of Japan for local governments' easy access.

The policy encourages local governments to initiate *chiho sesei* strategies and establish local context-specific businesses. Among the many successful examples in Japan, Ama-cho's case stands out as a model. Although Ama-cho is located on a remote island of Japan, its residents have successfully overcome many developmental challenges. They have rebranded Oki Wagyu and adopted innovative freezing technology for long-distance seafood distribution. Non-locals are encouraged to receive training and to start a business on the island. A local high school has been transformed into a base for high-quality education. The business and studying opportunities have attracted a lot of young people from other parts of Japan and beyond.

Many remote villages in Hong Kong are also suffering from rural decay. Perhaps we can learn from the Japanese experience to revitalise them with local branding and other socio-economic strategies based upon villages' unique characters and capitals!



示意圖改編自日本政府地方創生官方網站  
Diagram adapted from Japan Government's *chiho sesei* website

# 小灘的滄海桑田

## Siu Tan – A Serene Village that Has Seen A Lot

小灘位於荔枝窩旁邊，是一條寧靜的客家村落。從荔枝窩碼頭外望，可以看到一道海堤，那裡就是小灘。1960年代以前，小灘曾有二、三十人居住，如今村內只剩下四間村屋，人去樓空，海堤後面的方格魚塘也已荒廢，但是小灘依山傍水、清幽閑靜的環境令遊客印象深刻。

小灘是荔枝窩在人口膨脹的過程中分支出來的曾姓客家村落，有過百年歷史，村民的祠堂就是荔枝窩村內的曾氏宗祠。昔日小灘的村民主要務農為生，但村內缺乏平地，他們便聰明地因應村落的地理環境圍海造田，在海灣處築起堤壩，待內側的海水排走後，就在那裡種植鹹水稻（紅米）。除了小灘的村民以外，也有荔枝窩、牛屎湖和三桠等村的村民在小灘耕作。

上世紀六十至七十年代，香港許多農田都改為魚塘，小灘的農田便是一例。小灘的村民在上世紀六十年代陸續移居外國謀生或到市區工作，於是農田便出租予當地漁民，由他改造成鹹淡水魚塘。可是，到了1980年代，魚塘養殖業面對內地入口魚類的激烈競爭，逐漸走下坡，小灘的魚塘也被迫荒廢。政府數年前成立「漁業持續發展基金」，有團體獲批款項，嘗試租用小灘的魚塘培育魚苗，但項目現已終止，魚塘再度荒廢。

當大家經過小灘，除了欣賞它優美的村落景緻之外，不妨也緬懷一下那道海堤背後的滄海桑田和前人的漁農生活。

Siu Tan is a small village located next to Lai Chi Wo. Before the 1960s, there were around 20 to 30 people in Siu Tan, while only four houses remain today with no residential villagers. Despite the desertedness, the tranquillity and beautiful sceneries of Siu Tan still leaves a strong impression on tourists.

Branching out over a hundred years ago from the Lai Chi Wo population expansion, Siu Tan is a Hakka village of the Tsang clan with its ancestral hall in Lai Chi Wo. Siu Tan villagers mainly made a living out of agriculture in the past, but as they lacked flat land, villagers cleverly built a dam near the bay, retrieving land to plant salty rice (red rice) after the seawater was drained away.

A lot of farmlands in Hong Kong were converted into fish ponds in the 1960-70s and Siu Tan is a typical case in point. As the villagers of Siu Tan successively migrated overseas for better economic opportunities in the 1960s, the farmlands were rented to a local fisherman and was then turned into fish ponds. However, in the 1980s, as the local aquaculture industry faced fierce competition against imported fish from China, Siu Tan's fish ponds were abandoned. The government's Sustainable Fisheries Development Fund approved funding to an organisation a few years ago for fish hatching in Siu Tan, but the project has already been terminated and the fish ponds are once again left abandoned.

If you come to Siu Tan, apart from enjoying its beautiful scenery, you may also reminisce about the farming and fishing ways of life in the past.



小灘是荔枝窩旁邊的一條小村，昔日村民圍海造田，後來農田改為魚塘，如今魚塘已經荒廢。  
Siu Tan is a small village next to Lai Chi Wo. The abandoned fish ponds there were once farmlands.

# 鄉郊初創培育計劃

## Rural in Action Start-up Scheme

第二及第三期「鄉郊初創培育計劃」共選出了五個優勝的初創項目。「滙豐永續鄉郊計劃」為項目團隊提供種子基金及其他支援，幫助他們實踐既具創意又能推動鄉郊永續發展的業務計劃。

Five start-up project winners have been selected in the second and third rounds of the “Rural in Action Start-up Scheme”. The “HSBC Rural Sustainability” programme provides seed funding and other support to the approved projects to help them implement innovative business plans for rural sustainability.

### 本地漁村魚排活化項目 – 「漁珠如寶」 A Pearl Treasure

運用創新科技活化本地閒置魚排，養殖可持續水產，並舉辦生態文化體驗活動。

Using innovative technology to revitalise the old and idle fishing rafts in Sam Mun Tsai for sustainable seafood production and experiential education.

A Pearl Treasure



### 餘果香港 Fruitable Hong Kong

創立本地果製品品牌，推動本地果飲食文化及連結果農社群。

Creating a brand for local fruits and establishing a stronger bond between local fruit farmers.

fruitable.hk



### 市區菇菌種植場 Circular Urban Mushroom Farm

利用回收咖啡渣在市區種植食用菇菌；栽種後的菇包將加工成堆肥供本地農場使用。

Producing edible mushrooms in urban area from coffee grounds, and supplying the spent mushroom substrate to local farms as composts.

urbanforest.hk  
 www.urbanforesthk.com



### 升級再造香味計劃 Upcycled Scent Project

採用本地種植的原材料製香，並以藝術手法推動社區發展。

Creating scented products using locally farmed raw materials to promote community development with an artistic expression.

Aroma Office



### 「藍小屋」本地藍復育計劃 Hong Kong Indigo Re-cultivation Project

在本地種植藍染植物，結合加工、銷售和體驗活動，建構本地「農業六級產業鏈」。

Rehabilitating Indigo plant species to establish a local “six-level industrial chain” for indigo dyeing.

Indigoood House



「鄉郊初創培育計劃」是一項獎勵計劃，鼓勵社會人才創建社會經濟模式，推動鄉郊永續發展。三期的各個初創項目詳情可瀏覽學院網頁。

The “Rural in Action Start-up Scheme” is an award scheme that encourages talents in society to build socio-economic models for rural sustainability. Approved projects of all three rounds of the scheme are introduced on the Academy's webpage.

項目詳情  
Project details



# 「滙豐永續鄉郊計劃」團隊 參與威尼斯雙年展

## “HSBC Rural Sustainability” Project Team Participates in the Venice Biennale

「滙豐永續鄉郊計劃」團隊與轄下的社區共創項目「荔枝窩藝術計劃『尋田·探土』」及計劃支持機構滙豐銀行，獲邀組隊成為19個參展隊伍之一，參與第17屆威尼斯國際建築雙年展香港展覽。

為回應威尼斯大會的主題「我們將如何一起生活？(How will we live together?)」，香港展覽以「重新分配：天、地、人」為主題，提出透過重新分配土地、環境和人力資源改善本地生活質素的創新意念。

我們團隊的四位藝術家——張煒詩、區灝藍、李彥錚、姚俊樺——為是次展覽創作了四件全新作品，以藝術手法引領觀眾認識香港豐富的鄉郊文化及環境資源。香港作為一個高度城市化的大都會，創作團隊希望透過此展品幫助大家將城市永續發展的視野從市區擴闊至周邊廣闊的鄉郊腹地，重新發現鄉郊永續發展以及城鄉共生對香港的重要性，及了解建立永續社區對推動永續生活的關鍵角色。

威尼斯國際建築雙年展是兩年一度的盛事，今屆展覽雖因疫情影響而延期，但香港已於去年年初開始網上虛擬實境展覽，實體回應展則計劃於2021年底前進行，各位可於下列網址欣賞我們團隊的作品：

The “HSBC Rural Sustainability” project team and its “Co-creation of the Community” scheme partner “On Earth – Lai Chi Wo Art Project”, with the supporting organisation HSBC have been invited as one of the 19 exhibitors at the Hong Kong Collateral Event at the 17th Venice Biennale International Architecture Exhibition.

In response to the title of the Venice Biennale, “How will we live together?”, the Hong Kong exhibition is themed “Redistribution: Land, People and Environment”. Exhibitors have been tasked with proposing innovative ideas centred on the redistribution of the three critical resources to enhance Hong Kong's overall liveability.

Our artists – Rachel Cheung, Suzanne Au, Dexter Lee and Wallace Yiu – have created four new artworks for this exhibition to explore the rural-urban and human-environment interactions. As Hong Kong is a highly urbanised metropolis, the creative team hopes to help people understand the importance of rural sustainability and urban-rural symbiosis to our sustainable living and the building of sustainable communities in Hong Kong.

Although the 17th Venice Architecture Biennale has been postponed due to the global pandemic, Hong Kong has begun an online virtual reality exhibition from last year and will participate in the physical exhibition scheduled at the end of 2021. You can enjoy the work from our team at the following website:

虛擬實境展覽  
Virtual reality exhibition



作品介紹短片  
Short video about the work



作品「重新發現：永續鄉郊」由荔枝窩村民、香港大學公民社會與治理研究中心永續坊及「尋田·探土」藝術團隊通過「永續鄉郊計劃」經歷兩年共同創作而成。  
The installation artwork is co-created by Lai Chi Wo villagers, the “On-Earth” artists team, and the Policy for Sustainability Lab of the Centre for Civil Society and Governance at The University of Hong Kong over a two-year process in the “HSBC Rural Sustainability” programme.



# 土生土長的香港咖啡？ Coffee Grown Locally?

早在復耕初期，荔枝窩便引入了首批阿拉比卡咖啡，進行「林蔭咖啡」的本地化生產實驗，在荒廢的梯田上試驗結合本土樹木保育的「農林間作」永續農業方式。

很多人疑問：「香港能種到好咖啡嗎？」其實香港位處北回歸線和南回歸線之間的咖啡帶內，大部分種類的咖啡樹都適合生長。但香港缺乏高海拔的地理環境，日夜溫差較細，並不是阿拉比卡咖啡先天最優勢的氣候，因此要沖出一杯真正優質的本地精品咖啡，便更需要多方面考慮，咖啡農夫、後製師、炒豆師及咖啡師後天合作提高咖啡豆的品質。

現時荔枝窩有多個社區農場種植了合共約700棵咖啡樹，去年底部分咖啡樹正式進入收成期，實驗了日曬、水洗及蜜處理等多種後製方法，並邀請了不同的炒豆師及咖啡師一起發掘本土「林蔭咖啡」的風味。假如你對本地咖啡生產有興趣，歡迎報名參與永續社區學院推出的多個相關課程：

- 永續咖啡價值鏈證書
- 永續發展與咖啡行政管理人員培訓
- 咖啡種植、採收及後製專業培訓

Since the early stage of Lai Chi Wo's farmland rehabilitation, the "HSBC Rural Sustainability" project team has planted Arabica coffee trees on the abandoned terraced farmlands together with native trees for experimenting the sustainable agricultural practice of agroforestry.

Many people doubted whether coffee grown in Hong Kong can be of good quality. In fact, located on the Bean Belt between Tropic of Cancer and Tropic of Capricorn, Hong Kong is suitable for growing most coffee varieties. However, as Hong Kong lacks high-altitude environments and has a small diurnal range of temperature, its climate is not ideal for growing Arabica coffee. Nevertheless, with the skills of the farmers, processors, roasters, and coffee makers there are much potential for producing specialty coffee in Hong Kong.

A total of around 700 coffee trees are now grown in the various community farms in Lai Chi Wo and the first batch of coffee cherries were produced last year. The project team has experimented the washed, natural sun dried, and honey sun dried methods for processing the cherries, and has invited roasters and coffee makers to discover the taste of local shade-grown coffee. If you are interested in local coffee, you are welcome to participate in the courses offered by the Academy for Sustainable Communities related to coffee and sustainable living:

- Certificate in Sustainable Coffee Value Chain
- Executive Training in Sustainability and Coffee
- Professional Training in Coffee Cultivation, Harvesting and Processing



學院課程  
Academy courses



## 荔枝窩咖啡掛耳包手沖教學 How to Brew Drip Bag Coffee

荔枝窩咖啡掛耳包咖啡粉份量為10克，可以1:16比例分兩次注入共160毫升熱水沖煮。  
Each drip bag of Lai Chi Wo coffee has a net weight of 10 grams. You simply need to add 160ml of hot water in two times for brewing.

### 工具 Equipment

掛耳包、咖啡杯、細咀水壺或手沖壺、93度熱水、電子磅(非必須)

Coffee drip bag, cup, coffee kettle or drip kettle, 93°C hot water, electronic scale (optional)

### 步驟 Method

1. 打開包裝並沿虛線撕開掛耳包。小心不要倒翻咖啡粉。  
Open the package and tear apart the drip bag along the dotted line. Be careful not to spill the powder.
2. 將濾袋兩邊的掛耳拉開並穩妥掛在杯口。  
Open the "ears" of the bag and hang the bag on the cup.
3. 水壺預備93°C熱水，先由掛耳包中心開始從內向外打圈注水約20毫升，浸濕咖啡粉悶蒸，新鮮的咖啡粉會膨脹。  
Add hot water of 93°C to the kettle, and pour about 20ml of the hot water into the drip bag in circular motion from the centre towards the side. Let the coffee powder absorb the water and bloom.
4. 悶蒸約30秒後可再次注入餘下140毫升的熱水，保持均速從內向外打圈。  
After blooming for around 30 seconds, gently pour 140ml of hot water into the drip bag in circular motion from the centre towards the side in a regular speed.
5. 注水完成後待水位降低到咖啡粉下，即可移開掛耳包享用。注意不需要等熱水全部滴完，也不要擠壓掛耳包，以免最後的萃取液太苦。  
Wait for the water level to drop to the level of the coffee powder, and then remove the drip bag to enjoy the coffee. There is no need to wait for the hot water to end dripping. Do not squeeze the drip bag, otherwise the extract may taste too bitter.



荔枝窩咖啡故事及掛耳包手沖教學片段  
Video of the Lai Chi Wo coffee story and the drip bag coffee brewing tutorial:



出版 Publisher	香港大學公民社會與治理研究中心永續坊 Policy for Sustainability Lab, Centre for Civil Society and Governance, The University of Hong Kong
顧問 Advisors	林維峯教授 Professor Wai-Fung Lam / 羅惠儀博士 Dr. Winnie Law
編輯 Editors	姚思言 Sianna Yiu / 戚曉麗 Katie Chick / 游慧瑜 Anna Yau
翻譯 Translator	李鈴蔚 Lianna Li
設計 Design	TGIF
承印 Printer	雅聯印刷有限公司 Allion Printing Co. Ltd.

版權所有 Copyright © 2021 香港大學公民社會與治理研究中心永續坊 Policy for Sustainability Lab, Centre for Civil Society and Governance, The University of Hong Kong

永續坊於2019年5月1日正式加入公民社會與治理研究中心，作為中心的重要支柱。中心以建構永續社會為使命，以社群為本的創新方案，應對不同的社會及環境挑戰。中心的工作以知識為本，聚焦於研究、知識傳播和創造社會效益。永續坊秉承中心的使命，致力提倡及促進社會和生態環境之間的良性互動，藉此邁向永續發展的目標。The Policy for Sustainability Lab (PSL) formally joined the Centre for Civil Society and Governance on May 1, 2019, and became one of the Centre's major pillars. The mission of the Centre is to contribute to the attainment of a sustainable society through forging community-based and innovative solutions to social and environmental challenges. The work of the Centre is knowledge-based, with a focus on research, knowledge dissemination, and social impact. Under the overarching mission of the Centre, PSL aspires to promote and facilitate beneficial socio-ecological interactions as a way to attain sustainability.

詳情請瀏覽 For more information, please visit [ccsg.hku.hk/project-psl/](https://ccsg.hku.hk/project-psl/)

「滙豐永續鄉郊計劃」由永續坊推行，建立生態農業生產、農產銷售和創意社區等鄉郊社區經濟模式，試驗及建構永續發展項目的評估框架，並設立永續社區學院開辦市區和鄉郊社區永續發展的培訓課程。

The "HSBC Rural Sustainability" programme is organised by the Policy for Sustainability Lab to incubate a mix of socio-economic models for rural communities, including the eco-agriculture, co-production and co-creation of the community. It supports the formulation of a sustainability assessment framework, and creates new avenues for setting up the Academy for Sustainable Communities which offers a suite of courses covering sustainable development in both urban and rural communities.

採用森林管理委員會認證紙張及大豆油墨印製 Printed with soy ink on FSC paper

讀者意見調查  
Readers  
feedback survey



計劃網頁  
Programme  
website

