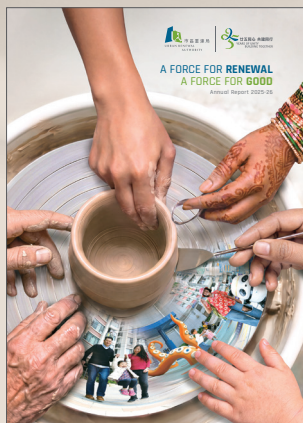




A Force for Renewal, A Force for Good

In pursuit of quality urban living and vibrant communities for Hong Kong, the Urban Renewal Authority (URA) approaches its work as a potter crafts clay. It shapes communities with vision and care, guided by the “people first, district-based, public participatory” approach to co-create with the people it serves, striving to be “A Force for Renewal, A Force for Good”.

The core value of this approach finds visual expression on the cover, where hands young and old, and from diverse ethnic backgrounds, unite at the potter’s wheel to collectively shape the city’s future with the URA. In the pages that follow, different facets of the pottery craft mirror the many dimensions of the URA’s work in making Hong Kong a better home for generations to come.



The 25th Anniversary Logo

The year 2026 marks the 25th anniversary of the establishment of the URA. To commemorate this milestone, an anniversary logo was designed to reflect the URA’s core value of “people first”. At the centre of the design is the Chinese character “人” (People), which echoes the corporate logo and serves as a visual anchor for its longstanding people-first approach. Accompanied by the tagline “25 Years of Unity, Building Together”, the logo celebrates a quarter-century of trust, partnership, and shared progress with the community we serve.