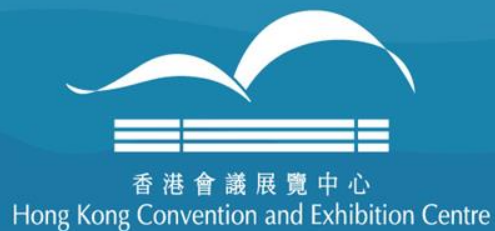


“Think Before Plastic” Campaign

Hong Kong Convention and Exhibition Centre (Management) Limited



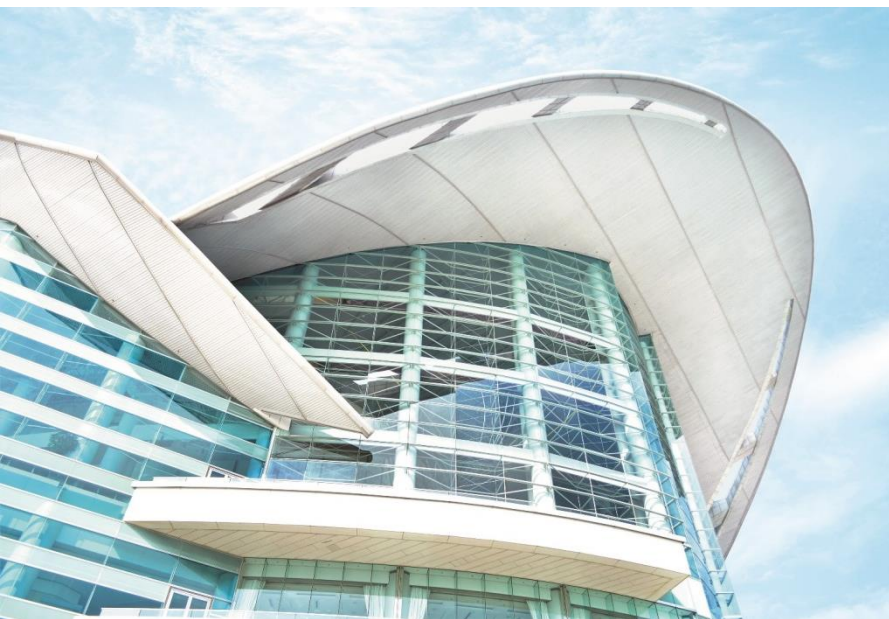
三減塑
THINK BEFORE
PLASTIC



Best Sustainable Development Communication

UFI Sustainable Development Award 2019

Hong Kong Convention and Exhibition Centre (Management) Limited (“HML”)



- Professional & private management company of Hong Kong Convention and Exhibition Centre (“HKCEC”)
- Sustainability is one of HML’s “Guiding Principles”
- 1st organisation in Hong Kong to attain ISO 20121 Event Sustainability Management System certification in 2015



SEMS 637346

“Think Before Plastic” Campaign Video



Achieved Impressive Results

July – December 2018



Reached **3 million** event attendees



Endorsed by pressure groups



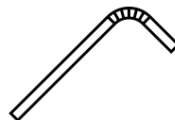
Recognised by stakeholders
(i.e. organiser, exhibitors, visitors)



Reached **> 333,000 people*** on Facebook
(*figure Jul 2018 - Apr 2019)



Cut out **883,000 pcs** of disposable
plastic cutleries (= 67% of full year target)

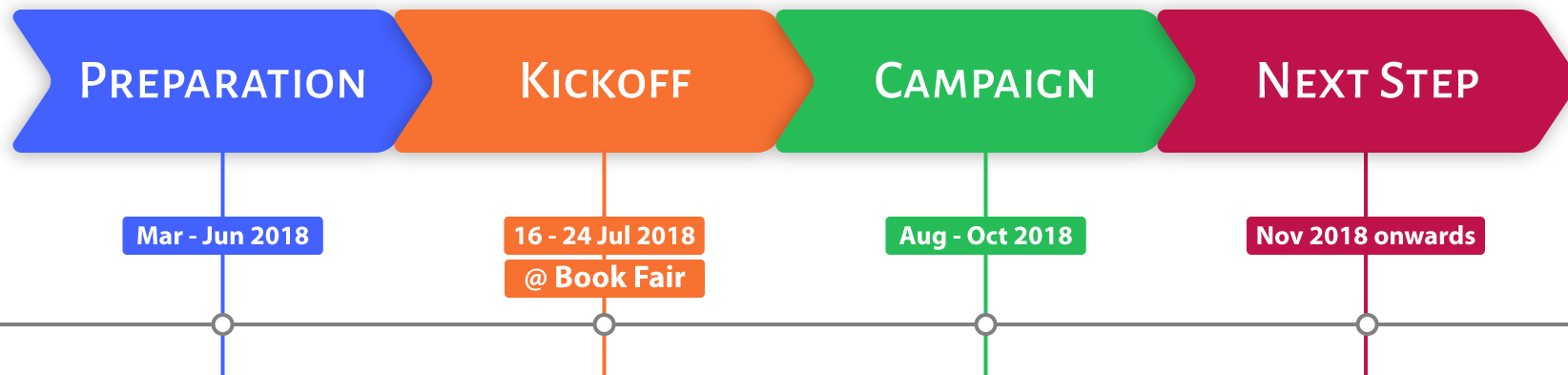


Cut out **176,500** disposable
plastic straws (= 53% of full year target)



Reduced **67,100** disposable plastic
meal boxes

Strategic Action Timeline



- Plastic Reduction Task Force set up
- Targets & measures
- Logo development
- Staff education

- Public announcement
- Local/Trade media
- Online promotion
- On-site engagement
- Signage

- Container lending service
- Organiser engagement
- Contractors engagement

- Incentives
- More options for water refills
- Community event
- Ongoing staff education

Established Clear Targets & Practical Measures

- Set up Plastic Reduction Task Force in March 2018, comprised of 10 members from different departments, chaired by Deputy Managing Director
- Determined to discontinue provision of disposable plastic straws and cutleries
- Established clear targets, developed measures and timeline for implementation



Targets of Campaign

(July 2018 – June 2019)

1. To cut out **1,300,000** disposable plastic cutleries in 12 months
2. To cut out **330,000** disposable plastic straws in 12 months
3. To identify environmental friendly **alternatives** for disposable plastic containers



Measures

1. Replaced disposable plastic cutleries (i.e. forks, knives, spoons, stirrers, cocktail pick and soda spoons) with wooden ones in all HKCEC restaurants and concession stands
2. Stopped providing plastic straws and provided paper straws on request
3. Discontinued sales of plastic bottled water
4. Promoted “Bring Your Own Bottle” and filtered water fountains for free water refills
5. Sourced environmental friendly alternatives through engaging new suppliers and industry exchange

Developed Communication Objectives & Strategies



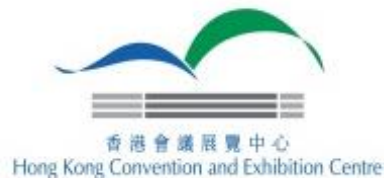
Communication Objectives

1. To reach as many audiences as possible, **leveraging HKCEC's high traffic** (8.2M attendance in July 2017 – June 2018)
2. To engage key stakeholders (i.e. event organisers, exhibitors, contractors, buyers, visitors, community) to take actions to reduce usage of disposable plastic, using powerful communication tools
3. To be a thought leader and to influence industry partners
4. To use cost effective communication channels and a strategic plan

Communication Strategies

1. Kicked off the campaign at the public exhibition with highest attendance of local public, i.e. Hong Kong Book Fair
2. Developed actions targeting all stakeholder groups
3. Sustained the campaign through online & offline promotions, ongoing stakeholder and staff engagement

Created Unique, Memorable Campaign Logo & Slogan



Logo

- Creative concept:
 - Use a fish-shaped bottle to create a simple yet strong visual impact, leveraging people's attention to the impact of plastic pollution on oceans and marine life
 - To deliver a clear message: slash the use of plastic, before all fishes in the ocean become plastic fishes!
- Usage:
 - To be adopted in all promotional materials in multimedia

Slogan

- “Think Before Plastic” – catchy and easy to remember

Gained Staff Buy-in for a Successful Start



1. To gain staff members' buy-in of social responsibility towards plastic reduction
2. To mobilize staff to ensure alignment of daily operation and company's direction



Shared company's directive and plastic reduction measures to **all 940 staff members** through:

- Bi-annual All Staff Meeting in June 2018
- Staff newsletters



An **educational seminar** about plastic reduction tips conducted by an expert for 57 staff in June 2018



Strategic Kickoff at Book Fair to Reach Millions



Hong Kong Book Fair (18-24 July 2018) is a mega public show which attracted >1 million local and overseas visitors over 7 days (= 1/7 HK's population)



A day before the start of Book Fair to leverage its high attendance (17 July 2018)



Media release to 29 mainstream local media (17 print, 8 TV/radio, 4 online)



- Drew public awareness towards the Think Before Plastic campaign (no disposable plastic straw and cutleries)
- Encouraged visitors to bring their own bottles for free water refills at 18 water fountains inside event venues
- **Drove behaviour change**



13 major local print & online media carried the news, spreading “no plastic” message across to millions of Hong Kong public



Achieved Viral Effect on Facebook



To call for support from online community in reducing plastic usage at the Book Fair



- Announced the Think Before Plastic Campaign on HKCEC Facebook fan page, targeting fans and online community who followed news about the Book Fair
- 2 feeds reached **over 5,800 fans** and received positive reactions
- News welcomed and shared by Environmental Pressure Group “Water For Free” (see appendix)



Teaser campaign video to introduce the Think Before Plastic campaign to arouse interest



A day before public announcement
(16 July 2018)

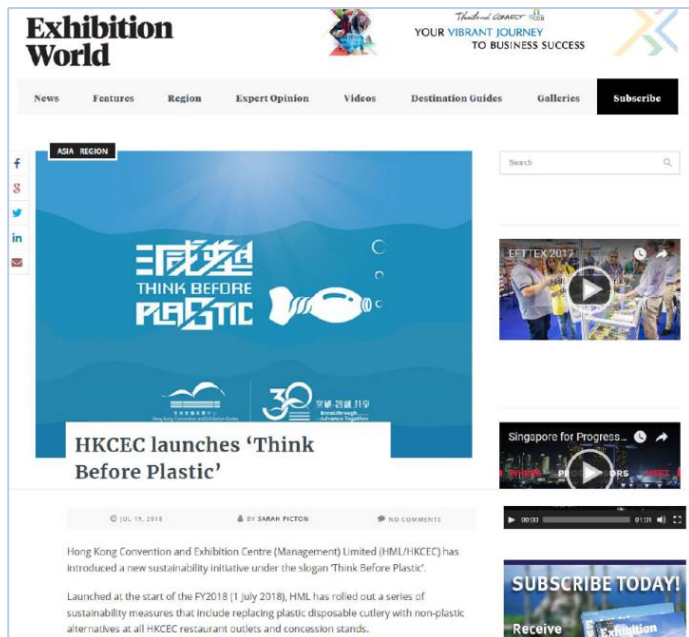


- Announced “No more” disposable straw & cutleries at HKCEC F&B outlets
- Shared HML’s commitment to the targets
- Appealed to visitors to Book Fair



Same day as public announcement
(17 July 2018)

Influenced Industry Partners as a Thought Leader



A day before the Book Fair (17 July 2018)



Media release to **112** international exhibition & convention trade media



- Introduced Think Before Plastic campaign and new green measures to international industry players, event organisers, exhibitors and media
- Urged industry players to take actions to reduce plastic usage
- **Be the first to take a bold step** to commit to aggressive targets in plastic reduction, hoping to influencing the others



Coverage by **12** international trade media monitored, including two in-depth interviews about the Think Before Plastic campaign

Reached out to 680 Exhibiting Companies



During Book Fair move-in/out



HKCEC mascot toured around exhibition halls to promote waste separation and recycling of plastic wrapping

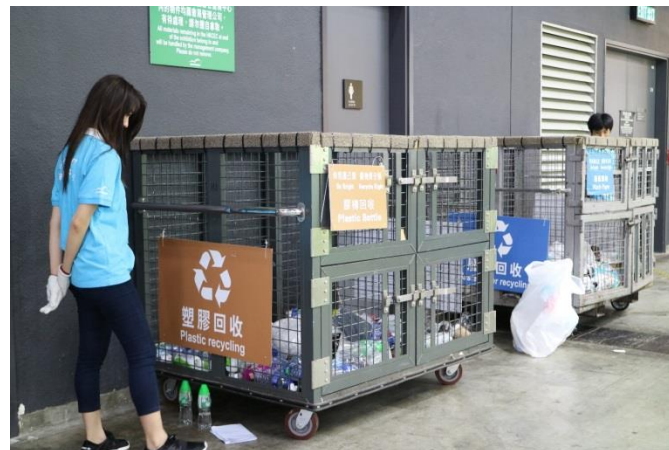


During Book Fair move-out



Mobilized **54 Green Ambassadors** to assist exhibitors to separate plastic waste for recycling

- A briefing was conducted by a green NGO to provide proper recycling knowledge for the Green Ambassadors



Engaged Visitors to Recycle Plastic



During Book Fair



HKCEC mascot toured around exhibition halls and Food Court (seating of 900) to promote waste separation and recycling of plastic bottles



Prominent signage to promote waste separation and recycling across all Book Fair venues e.g. exhibition halls, concession stands, Food Court



Campaigned to Reduce Plastic



During Book Fair



Prominent signage to promote water fountains for free water refills



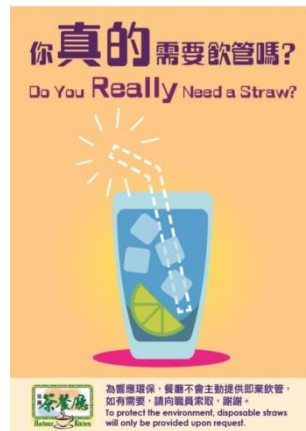
Exhibition halls and meeting room corridors (total 30 pcs of signage)



Tent cards and signage to promote no disposable plastic straws and cutleries



All HKCEC's 7 restaurants, concession stands and Food Court (total 75 pcs of signage)



Supported Reusable Food Container Lending Service



Food Expo (16-20 August 2018) had 1,562 exhibiting companies which offered food sampling to over 400K visitors in 5 days. Organiser provided a pilot on-site food container lending service in 2018.



- To educate public visitors and drive behaviour change
- To reduced usage of disposable plastic utensils for food sampling



- Visitors were encouraged to borrow a reusable meal box for free
- To support organiser's initiative, HML offered **2,000 complimentary sets of wooden cutleries**, and **free cleaning service** of the reusable meal boxes at the end of each show day. Therefore the reusable meal boxes could be repeatedly used



- Event organiser's promotion channels
- On-site banner and posters
- HKCEC Facebook



News coverage spreading the message across to millions of Hong Kong public



Built Partnership with Organisers to Create a Greater Impact



- To update event organisers about HML's new green measures
- To invite event organisers to support Think Before Plastic campaign, and **to influence their contractors and exhibitors** to reduce plastic usage



Personal engagement

through email and meetings
by HML Event Managers

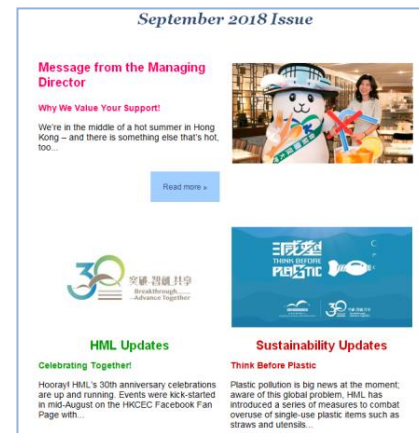


Information session at bi-annual
Organiser & Contractor
Co-Ordination Meetings



E-newsletter

[\(Link to e-newsletter\)](#)



"HML is a thought leader in the global event industry in promoting plastic reduction... We at UBM fully support HML's 'Think Before Plastic' campaign for a good cause."

Mr Michael Duck, Executive Vice President, UBM Asia and UBM plc Group Chief Representative for China

Offered Incentives to Gain Contractors' Support



- To engage stand contractors to reduce usage of disposable plastic cutleries and meal boxes
- To inspire behaviour change



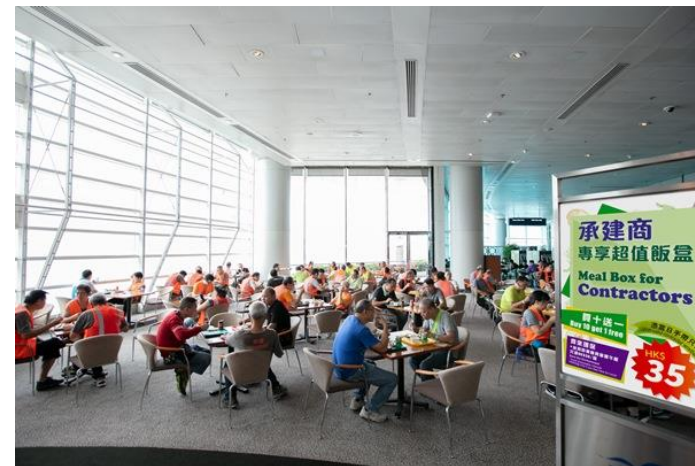
- **Tailor made contractor meals** for stand contractors during exhibition move-in
- Provided designated and comfortable dining areas
- HK\$5 (EUR 0.5) **cash discount** off contractors meal (i.e. 14% off) for
 - ✓ Contractors who chose **dine in** service (no meal box and disposable plastic cutleries required)
 - ✓ Contractors who **brought their own cutleries / meal box**



- Poster at contractor entrances to maximize reach
- HML event managers promoted the incentive personally to individual event organisers and official contractors
- Bi-annual Organiser & Contractor Co-ordination Meetings
- HKCEC Facebook



In 5 months (Oct 2018 - Feb 2019), a total of 6,394 discounted meals were served, equal to **54% of the total contractors meals served** during the period



Encourage “Bring Your Own Cup / Meal Box ”



- To engage restaurant guests to reduce usage of disposable plastic utensils for take away service
- To drive behaviour change



Cash discount HK\$3 (EUR 0.3) off for customers who brought their own cup or meal box for take away service



Promotional signage & tent cards at selected restaurants
(total 64 pcs of signage)



Within 6 months (Oct 2018 - Apr 2019), **127 guests** supported



Innovative Option to Encourage “Bring Your Own Bottle”



- To encourage the public to bring their own bottle when visiting HKCEC
- To inspire behaviour change



- Partnered with a major beverage supplier to place 2 eco-friendly distilled water vending machines at HKCEC's main entrance and exhibition hall concourse
- **Hong Kong's first eco-friendly distilled water vending machine**
- Launched on 2 November 2018



- Leveraged the media coverage and media buy by the beverage supplier
- The supplier engaged a KOL to promote the innovative idea
- Promoted on HKCEC Facebook page



Most of the mainstream and sustainability focused media covered the news, **reaching at least 500,000 people**



Expand Influence to Wider Community



- To reach out to the community and to raise their awareness in plastic reduction
- To promote HML's efforts in plastic reduction and Think Before Plastic campaign



Used **“Plastic-Less Planet”** as the theme for the annual competition organised for students in the same district where HKCEC is located in Jan-May 2019



- Promoted the “Plastic-Less Planet HKCEC Graphics and Video Creative Design Competition 2019 to 36 schools via online and offline channels
- Online promotion via a dedicated event website and HKCEC Facebook page
- Nearly **200 students from 15 primary and secondary schools** participated
- 140 award-winning students, parents and teachers will attend the Award Presentation Ceremony in May 2019



- Site tour to HKCEC's green facilities
- Sharing on tips in reducing plastic usage in daily life by a green NGO
- Award-winning drawings and videos will be displayed in HKCEC in July-August 2019 (the peak public exhibition season) to **further spread the plastic-less message to millions of visitors** worldwide

[\(Link to competition website\)](#)



Ongoing Staff Education on Plastic Recycling



- To raise staff awareness of plastic recycling
- To provide proper knowledge



- Tent cards illustrating different types of plastic**, with photos of plastic items commonly found/used in HKCEC, to be placed in staff canteen
- Another round of **educational seminar** conducted by an expert



To be rolled out in May 2019

<h3>塑膠編碼知多少</h3> <h4>The Plastic Coding System</h4> <div> 2 HDPE OR 02 PE-HD </div>	<h3>塑膠編碼知多少</h3> <h4>The Plastic Coding System</h4> <div> 3 V OR 03 PVC </div>	<h3>塑膠編碼知多少</h3> <h4>The Plastic Coding System</h4> <div> 4 LDPE OR 04 PE-LD </div>
<div> 可回收 Recyclable </div> <p>E.g. : Detergent bottles, industrial wrapping and film, sheets, shopping bags 例如: 洗潔精樽、工業包裝及薄膜、膠板、背心膠袋</p>	<div> 不可回收 Non-Recyclable </div> <p>E.g. : Water pipes, bath curtains, credit cards, packaging film, water containers 例如: 水管、浴簾、信用卡、包裝薄膜、盛水容器</p>	<div> 可回收 Recyclable </div> <p>E.g. : Cling film, bread bags, plastic bags, shrink wrap, T-shirt bags 例如: 保鮮紙、麵包袋、收縮膠膜、背心膠袋</p>
Don't be a Big Waster Please categorise and put the tableware in the collection point after meal Keep clean and tidy	珍惜食物 切勿浪費 *用膳後，請將所有餐具放到收集處及自行分類 *保持廚枱餐具整潔，人人有責	珍惜食物 切勿浪費 *用膳後，請將所有餐具放到收集處及自行分類 *保持廚枱餐具整潔，人人有責

Ongoing Online/On-site Promotion



Thematic campaign video



- **Reaching over 225,000 people** with over 18,500 views in 6 months (as of 21 Jan 2019) via the HKCEC Facebook page
- Displayed on the giant LED Billboard located at the HKCEC's main entrances, potentially reaching hundreds of thousands of event visitors



9 related feeds posted onto the HKCEC Facebook page since campaign launch covering diverse topics related to plastic reduction



- Reached over **333,000 people**, with many positive responses



E-newsletters to event organisers and subscribers to inform about the new plastic reduction measures



- Over **2,400 views**



Cost & Benefit Analysis

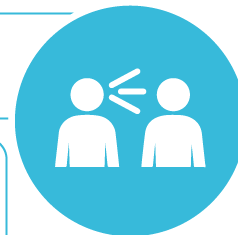


- HKD\$4,000 (=EUR 450) has been spent on media buy
- All promotional materials were designed & produced in-house



Estimated 3 million event attendees visited the HKCEC in July to December 2018, and were exposed to our message through various on-site channels

Effective engagement with key stakeholders

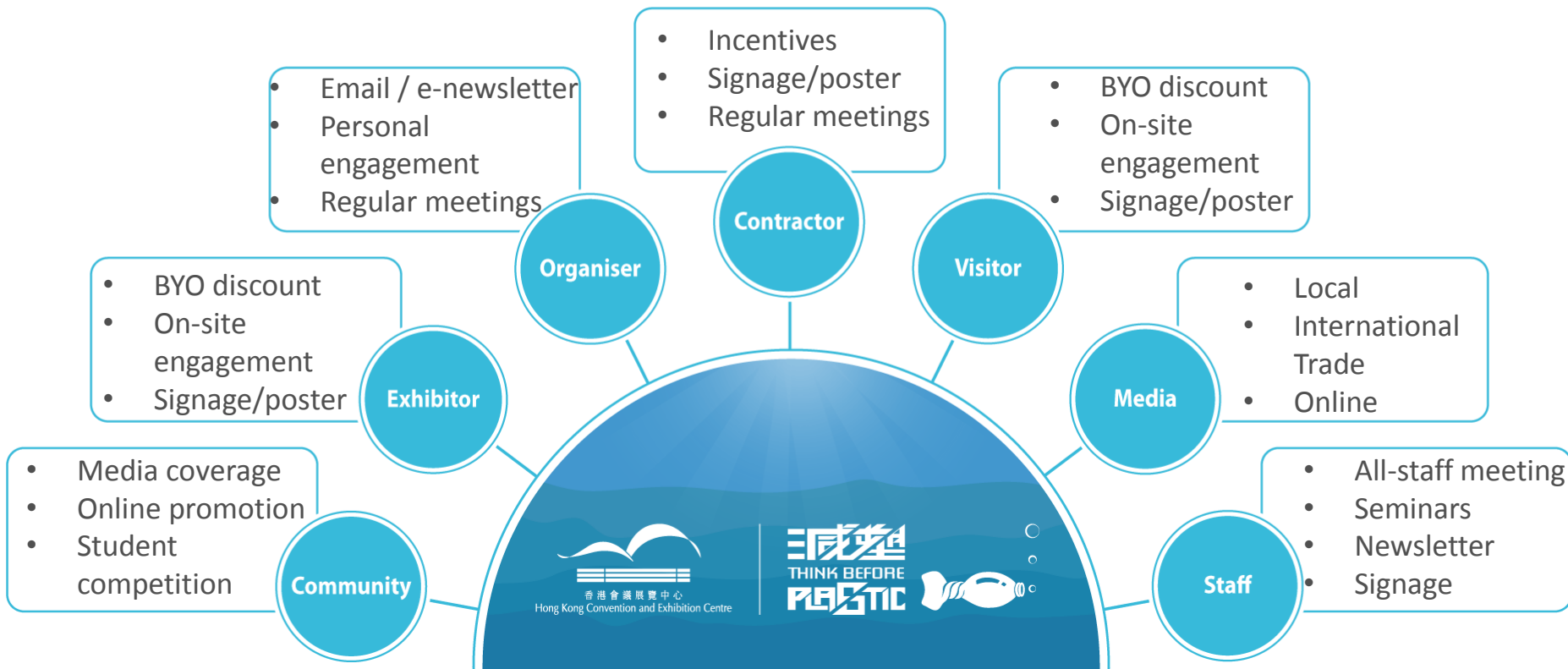


Invited by HK Government to share HML experience with organisations and media in an event in September 2018

Cash discounts welcomed by contractors & visitors



Achieved Maximum Exposure to Key Stakeholders



APPENDIX

Staff Newsletter

Plastic reduction was featured as the cover story in the Staff Newsletter published in June 2018 to supplement the All Staff Meeting in June 2018 to inform all staff members about:

- Members of Plastic Reduction Task Force
- Company's direction in plastic reduction
- Mobilization of staff members to support and embrace the vision in daily operation
- Introduction of HML's new green measures

會聚 2018年6月
「膠」- 我們陪你一起減

為響應政府對環保的關注，中心成立了「走『塑』」專案小組，負責制定及推行減膠政策，讓小組成員來自各主要部門，謝謝他們的努力。

Plastic Reduction Task Force (PRTF)
成員：Paul, Katherine, Karen, Jessica, Benedict, Mabel, Thomas, Vernon, Richie, Andrew

(左起) 葉廣華 Paul, 鄧若敏 Katherine, 張麗雯 Karen, 黃寶儀 Jessica, 楊振偉 Benedict, 洪美欣 Mabel, 湯錦偉 Thomas, 鄭祖明 Vernon, 李志光 Richie, 陳騰堅 Andrew

減膠呢，就並唔單止畀口號，而且耍心、口同行動一致嘅！我地畀推行減膠政策時，當然會遇到唔少困難，但只要有心、堅持同投入，再加上持續教育，相信一定會有效果！我地仲可以爭取生活上，每一個機會提醒身邊嘅人減膠，例如主辦單位、承辦商、貨運代理，甚至畀家人朋友添！快啲攜手為環保出一分力啦，你仲等咩呢？

走『塑』專案小組主席 - 湯錦偉 Thomas

一系列支持減塑行動

- 增設飲水機標誌
- 參與香港海洋公園保育基金主辦的無吸管日活動，同時，所有餐廳不會提供飲管
- 走「塑」專案小組與環境保護署保持緊密聯繫
- OPCF Hong Kong Conservation Foundation
- 舉辦環保講座，提升同事減膠意識
- 於2018年員工大會宣傳走「塑」
- 中心所有餐廳改用木製外賣餐具

1

Extensive Media Coverage of Campaign Kickoff

13 local media coverage



Plastic in bad taste as show item

Operators of restaurants and concession stands at the landmark Hong Kong Convention and Exhibition Centre in Wan Chai are clearing plastic cutlery off their counters and tables.

That comes with the just-launched "Think Before Plastic" initiative as the SAR tackles the growing problem of synthetic waste.

Naturally, plastic straws will also

disappear, but paper straws will be available upon request.

Visitors to exhibitions, including the Hong Kong Book Fair starting today, are also being encouraged to bring their own bottles and to make use of the 18 water fountains for free refills.

The initiative will cut out 1.3 million pieces of plastic cutlery and 330,000 plastic straws in 12 months.

鼓勵減塑 場內設14免費飲水機

【本報港聞部報道】書展正式開鑼，會展管理公司鼓勵市民支持環保，自攜水樽減少使用塑膠產品。會展中心已經在書展場內不同位置設有14個免費飲水機，讓入場人士可隨時添加具安全認證的飲用水。

盼大家一起愛護地球

會展中心在書展場內不同位置設有14個免費飲水機，其中10個免費飲水機設於展覽廳1、3和5之內的近洗手間位置，四個在S200及S400系列會議室走廊，另有四個置於書展範圍以外，以方便不同訪客所需。會展管理公司較早前加裝了飲水機的標誌在展覽廳和會議室走廊的當眼處，方便訪客。

會展管理公司董事總經理梅李玉霞表示：「會展管理公司奉命加入減塑行列，希望有助展覽會業推動環保及減塑。停用塑膠飲管和即棄塑膠餐具只是起點，不是終點。我們承諾在減塑措施下，將繼續檢視其他即棄塑膠用品，例如飯盒和外賣杯蓋，積極選用替代物料。我們希望主辦機構、參展商和參觀活動的訪客都能與我們一起愛護地球，減少使用即棄塑膠物品。」

會展餐廳停用膠餐具

會展管理公司包括會展中心在內的所有餐廳及小食亭，本月起開始全面停用塑膠飲管和即棄塑膠餐具，估計一年可為地球減少超過130萬件即棄塑膠餐具和逾33萬支塑膠飲管。



■部分參展商已經提供優惠。

(何哲安攝)



■市民在書海之中尋覓心頭好。



會展中心 鼓勵自備水樽行書展

書展今日開鑼，讓平時都好隨手帶書，所以每年都要去書寶，但今年仲可以響應環保，事關會展管理公司就呼籲一眾「書迷」參與減塑行動，例如自備水樽、仲宣布今個月起會將「減塑」措施列入公司可持續發展政策。

策安知照，新措施包括場內會展中心內所有餐廳、小食亭全面停用塑膠飲管同埋即棄塑膠餐具，估計1年可以減少超過1,300,000件即棄塑膠餐具同埋330,000支塑膠飲管，絕對係救地球嘅重要一步。

公開姊妹同業安調，會展中心嘅7間餐廳同埋小食亭已經喺7月1日起全面停止提供塑膠飲管，等客人要求先會提供紙飲管；而且仲用水製成刀、叉、匙羹同埋攪拌棒代替即棄塑膠餐具；同時，會展中心內嘅自動飲水機，都已經係停膠新水就無難度㗎！

今年書展場內唔同位置設有14個免費飲水機，等書迷可隨時飲水，其中10個免費飲水機就設喺展覽廳1、3同埋5，即係近洗手間位置；仲有4個會設喺S200同埋S400系列會議室走廊，而書展範圍以外都有4個免費飲水機，方便書迷自備水樽解渴。會展已好貼心加咗飲刀、叉、匙羹同埋攪拌棒代替即棄塑膠餐具，以後自備水樽要新水就無難度㗎！

所有飲水機都有標誌，大家唔怕會唔識到呀！

會展管理公司董事總經理梅李玉霞話，今次只係起點，唔係終點，承諾唔減唔止，會繼續檢視其他即棄塑膠用品，好似飯盒同埋外賣杯蓋，積極選用替代物料。仲呼籲主辦機構、參展商同埋書迷齊減少用即棄塑膠物品。

免費飲水機，等書迷可隨時飲水，其中10個免費飲水機就設喺展覽廳1、3同埋5，即係近洗手間位置；仲有4個會設喺S200同埋S400系列會議室走廊，而書展範圍以外都有4個免費飲水機，方便書迷自備水樽解渴。會展已好貼心加咗飲刀、叉、匙羹同埋攪拌棒代替即棄塑膠餐具，以後自備水樽要新水就無難度㗎！

Extensive Media Coverage of Campaign Kickoff

13 local media coverage



全城積極「走塑」，會展公司都例外！會展宣佈本月起將「減塑」列入公司可持續發展政策，減少塑膠對環境影響。會展中心內所有餐廳同小食亭，將全面停用塑膠飲管同即棄塑膠餐具，估計一年減少超過130萬件即棄塑膠餐具同逾33萬支塑膠飲管，而原來呢啲餐廳同小食亭，早喺7月1日已話全面停止提供塑膠飲管，只會俾客人要求下先提供紙飲管。仲以木製飲刀、叉、匙羹同攪拌棒飲品，甚至會展內嘅自動飲品售賣機亦都停止發售塑膠樽裝飲品，包括水同果汁，以罐裝飲品代替。

連逢青龍日（18日）開鑼，會展呼籲各位青友仔，自備水樽，齊齊減塑，但會場書展場內不同設置14個免費飲水機，等大家隨時添飲。會展管理公司董事總經理梅李玉霞女士話，會展中心內所有餐廳同小食亭，早喺7月1日已話全面停止提供塑膠飲管，只會俾客人要求下先提供紙飲管。仲以木製飲刀、叉、匙羹同攪拌棒飲品，甚至會展內嘅自動飲品售賣機亦都停止發售塑膠樽裝飲品，包括水同果汁，以罐裝飲品代替。

會場還檢視其他即棄塑膠用品，例如飯盒同外賣杯蓋方面，積極選用替代物料。



會展積極「走塑」 增免費飲水機

塑膠污染搞到海洋生態巨變，Kelly好心痛，好彩香港仍有不少有心人，積極「走塑」，好似香港會議展覽中心咁，喺今日開鑼書展，在場內十四免費飲水機，等入場人士減少買樽裝水，減少製造廢物。

餐廳停用膠餐具

原來，會展旗下七間餐廳同各小食亭由七月一日起唔再提供膠飲管同膠餐具，轉為提供紙飲管同木製刀、叉等，亦以金屬罐裝飲品代替膠樽飲品。走塑走得好好，但會展管理公司董事總經理梅李玉霞就擔心口話：「只是起點，不是終點。」強調未來會有更多措施減塑，Kelly like爆。



EXECUTIVE
日記

聯絡電郵：
editorial@hkheadline.com

■梅李玉霞呼籲訪客，齊支持停用塑膠飲管及即棄塑膠餐具。

場內全面走塑 設免費飲水機

話
你知

今屆書展因應場地調仔會展中心本月起全面「走塑」，故場內所有餐廳及小食亭，將停用塑膠飲管及即棄塑膠餐具；自動飲品售賣機亦已停止發售膠樽裝飲品，以罐裝飲品代替。

由於場內無樽裝水供應，書展場內共設14個免費飲水機及相關標誌提示，以便入場人士隨時添加具安全認證的飲用水。當中10個免費飲水機設於展覽廳1、3和5內（近洗手間位置），四個

在S200及S400系列會議室走廊。會展管理公司董事總經理梅李玉霞女士表示，會展牽頭加入減塑行列，期望能推動展覽會議業環保及減塑，估計一年可為地球減少超過130萬件即棄塑膠餐具及逾33萬支塑膠飲管。



會展內「走塑」

料一年減百萬即棄餐具

香港會展內所有餐廳及小食亭，本月起停止提供塑膠飲管及即棄塑膠餐具，料一年可減少逾160萬件即棄塑膠餐具及飲管。

會展「走塑」添免費飲水機

「走塑」風日盛，會展管理公司宣布減塑新策，香港會議展覽中心本月起所有餐廳及小食亭停用塑膠飲管及即棄塑膠餐具，估計一年可減少逾130萬件即棄餐具及逾33萬支塑膠飲管。

為期7天的書展今天開鑼，會展亦設置14部免費飲水機，讓訪客隨時添加具安全認證的飲用水。會展管理公司呼籲參加書展的市民齊齊支持環保，自備水樽。

14部免費飲水機中，有10個設於展覽廳1、3和5內（近洗手間位置），4部在S200及S400系列會議室走廊，另有4部置於書展範圍外，方便訪客。會展展覽廳和會議室走廊當眼處早前已加裝飲水機標誌。

月初起停用塑膠餐具

會展的7家餐廳及小食亭本月1日起已停止提供膠飲管，客人要求才會提供紙飲管；並以木製刀、叉、匙羹和攪拌棒代替即棄膠餐具。同時，會展內的自動飲品售賣機已停售膠樽裝飲品，以罐裝飲品代替。

會展管理公司董事總經理梅李玉霞稱，公司帶頭加入減塑行列，冀助展覽會議業推動環保及減塑，揚言停用塑膠飲管及即棄塑膠餐具只是起點。她承諾繼續檢視其他即棄膠品，如飯盒和杯蓋，積極選用替代物料，望主辦機構、參展商和訪客一起愛護地球，減少使用即棄膠品。

Endorsement from Pressure Groups

“Water for Free” is an environmental pressure group in Hong Kong which aims to share and communicate with the public the issues regarding water fountains, raising awareness and promoting its use in order to reduce plastic waste. The Group monitors locations with provision of free water refills, and persuades public venues and facilities, shopping malls, etc to provide free water refills, so as to reduce usage of plastic bottles. It also conducts educational talks for students and organises events to promotes “Water for free”.

<https://waterforfree.org/en/about-us/>

The group gave **positive feedback to Think Before Plastic** campaign, **shared HKCEC Facebook post** about free water fountains, and no plastic straw and cutleries during Book Fair.



Endorsement from Pressure Groups

“Eco-Greenery” is an environmental pressure group and social enterprise in Hong Kong which promotes plastic reduction, food waste recycling, eco-friendly products, and green practices.

The Group monitors and shares news and stories about venues and products which promote eco-friendly concepts. It also conducts educational talks for students and organises events to promote green lifestyle.

<https://www.eco-greenery.com/pages/our-story>

The group gave **positive feedback to Think Before Plastic** campaign, **shared HKCEC Facebook post** about free water fountains, and no plastic straw and cutleries during Book Fair.



Eco-Greenery 綠行俠

13 hrs · 🌐

Thank you Hong Kong Convention and Exhibition Centre 🙏

要懂得欣賞在環保方面不斷努力與時並進的機構啊 🙌
嚟緊去書展記得 #自備水樽 & #自備餐具啦！

=====

"會展中心的七家餐廳及小食亭已於7月1日起 #全面停止提供塑膠飲管，只在客人要求下才提供紙飲管；並以 #木製 的刀、叉、匙羹和攪拌棒代替即棄塑膠餐具。同時，會展中心內的自動飲品售賣機亦已 #停止發售膠樽裝飲品，包括水和果汁，以罐裝飲品代替。"



書展減塑放水機供應免費水 會展停用飲管膠餐具 - 香港經濟日報 - TOPick - 新聞 - 社會

「走塑」風繼續吹。香港會議展覽中心（管理）有限公司宣佈減塑新措施，本月起在香港會議展覽中心內所有餐廳及小食亭全面停用塑膠飲管和即棄塑膠餐具，估計...

TOPICK.HKET.COM

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HKCEC kicks off 'Think Before Plastic'

Asia, News

Sarah Picton / July 18, 2018

Hong Kong Convention and Exhibition Centre (Management) Limited (HML/HKCEC) has introduced a new sustainability initiative under the slogan 'Think Before Plastic'.

Launched at the start of the FY2018 (1 July 2018), HML has rolled out a series of sustainability measures that include replacing plastic disposable cutlery with non-plastic alternatives at all HKCEC restaurant outlets and concession stands.

HML expects the measures to result in a cut in the use of 1.3m pieces of plastic disposable cutlery and more than 330,000 plastic straws in 12 months. HML has also discontinued the sale of plastic bottled beverages from all vending machines for staff members and contractors working in back of house areas.

m+a | UFI Exhibition Newsletter

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weekly update

Asia - Pacific

HML fights plastic waste

Hong Kong Convention and Exhibition Centre (Management) Limited (HML) is committed to sustainability and strives to be at the forefront of a more sustainable event industry. To this end, HML has introduced a new sustainability initiative under the slogan 'Think Before Plastic', with a series of new measures being rolled out from the start of its new fiscal year on July 1, 2018.

One such measure is the replacement of plastic disposable cutlery with non-plastic alternatives at all HKCEC restaurant outlets and concession stands. Plastic straws are also no longer provided, with paper straws available upon request. As a result of these measures, HML expects to cut out the use of over 1,300,000 pieces of plastic disposable cutlery and more than 330,000 plastic straws in 12 months. Additionally, HML has also discontinued the sale of plastic bottled beverages from all vending machines for staff members and contractors working in back of house areas. Monica Lee-Müller, HML's managing director and also the primary driver of the 'Think Before Plastic' initiative, said, 'All of us – venue operators, event organisers, exhibitors, buyers, visitors, event attendees, dining guests – have a responsibility towards our environment. HML is striving to be at the forefront of a greener event industry, and one way we are doing this is by encouraging our customers, event organisers, contractors, suppliers and stakeholders, as well as other event industry players, to think before using disposable plastic items.' (M)

hkcec.com/DisposablePlastic

INTERNATIONAL

HONGKONG

Zum Wohle von Natur und Ozean

Die Betreibergesellschaft des Hong Kong Convention and Exhibition Centre, HML, hat im Sommer eine neue Nachhaltigkeitsinitiative gestartet: 'Think Before Plastic'.

Am Beginn des Fiskaljahres am ersten Juli ist eine ganze Reihe von Maßnahmen eingeführt worden. Beispiele sind in den Restaurants und an den Verkaufsständen des Hong Kong Convention and Exhibition Centre (HKCEC) zu sehen. Plastik-Einwegbesteck wurde durch Nichtplastik-Alternativen ersetzt. Plastikstrahlrohre werden ebenfalls nicht länger angeboten, auf Nachfrage gibt es nun Papierstrahlrohre. 'Ich bin eine Naturliebhaberin', begründet Monica Lee-Müller, 'in der Ver-

gangenheit habe ich mein Team ermutigt, die Möglichkeiten der Energie- und Wassersparung zu untersuchen', erzählt die HML-Geschäftsführerin. 'Und dazu, auch Nachhaltigkeitsinitiativen zu entwickeln.' Sie hält sich sehr schick gefühlt, als sie die Neugierten über die Zerstörung von Natur und Ozeanen gelesen habe – ausgelöst durch menschliche Bequemlichkeit. Deshalb dürfte es nun keine weiteren Verzögerungen beim Verzicht auf Einwegplastik geben.

Allen sei bekannt, dass Plastik einen der gefährlichsten Produkte für Umwelt und Ökosystem darstelle. 'Es braucht Hunderte von Jahren, bis sich Plastik in kleinere Teile zersetzt, die in der Erde verbleiben', erklärt Monica Lee-Müller. 'Unser Ökosystem ist beschädigt und die Auswirkungen werden am Ende auf die Menschen zurückkommen.' Es sei an der Zeit, das Bewusstsein zu schärfen und Handlungen zur Plastikreduzierung zu ergreifen. Geringe, gratis Sojapudding-Besucher und Veranstaltungsteilnehmer im HKCEC bezieht ausdrücklich angesprochen, ihre eigenen Flaschen zu den dort abgehaltenen Ereignissen mitzubringen – und diese Flaschen an den 18 Wasserfontänen des Messe- und Kongresszentrums aufzufüllen. 'Diese Botschaft haben wir auf der HKCEC-Facebook-Fanpage gepostet', berichtet Monica Lee-Müller. 'In die Wasserfontänen zu spargeln, sind bevorzogene Schüler in den Ausstellungshallen und Tagungsräumen der angebracht worden.' Und bei der Buchmesse im Juli – mit über einer Million Besuchern – wurden die Themen Abfallreduzierung und Recycling und die neue 'Think Before Plastic'-Kampagne publik gemacht. Darüber hinaus kam 54 grüne Besucher zum Einsatz, die den Buchmesse-Ausstellern bei der Abfallreduzierung hilfreich zur Seite standen.

Zu den von HML schon zuvor eingeführten Maßnahmen gehört die Verringerung des Papierverbrauchs in den Büros. Die monatliche Gebühr jeder Abteilung wird ziemlich genau ausgerechnet. Abteilungen mit hohem Verbrauch werden von Nachhaltigkeitsmanagern ermahnt, sich Ideen und Strategien auszudenken, um die Menge zu reduzieren. Zudem wird schon seit Jahren ökologisches, FSC-zertifiziertes Papier für Druckunterlagen verwendet. 'Jenseits bewegt sich unser Team hin zu einer papierlosen Kommunikation untereinander', schwärmt Monica Lee-Müller. 'Mit zusätzlichen E-Formularen, die entwickelt wurden oder werden.' Ein weiteres Nachhaltigkeitsprojekt ist die Reduzierung des Lebensmittelabfalls. 'Wir betreiben im HKCEC sieben Restaurants', verdeutlicht Lee-Müller. 'Jahreskommissionen der erwählten Kaufleute während der Messen und Kongresse.' Über 100 Bankveranstaltungen werden vom HML-Team jedes Jahr bedient. Ein Mittel zur Abfallvermeidung ist das Spenden von nicht konsumierten Lebensmitteln an Bedürftige. Seit 2011 unterstützt die HKCEC-Betreibergesellschaft das Programm der 'Food Angels' (www.hkcec.com).

TradeFair 3/2018

Active Exhibitor Engagement

- HKCEC mascot engaging exhibitors inside exhibition halls during Book Fair move-in/out
- Expert from a local NGO conducted a seminar for 54 green ambassadors to help exhibitors of Book Fair separate plastic waste for recycling



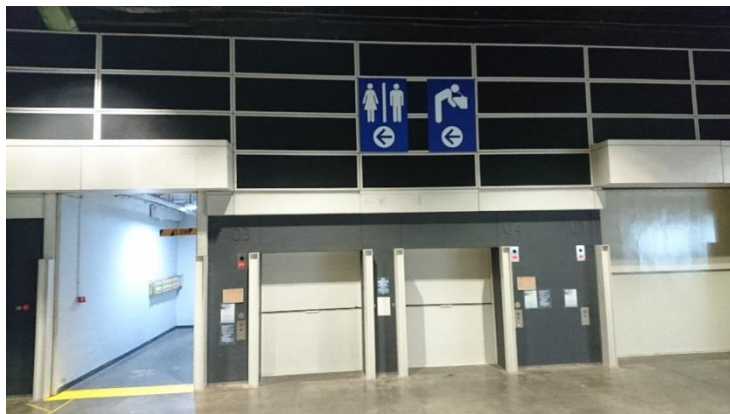
Campaigned to Reduce Plastic

- HKCEC mascot touring around 900-seat Food Court to spread the “no plastic” and waste separation/recycling message to visitors during Book Fair



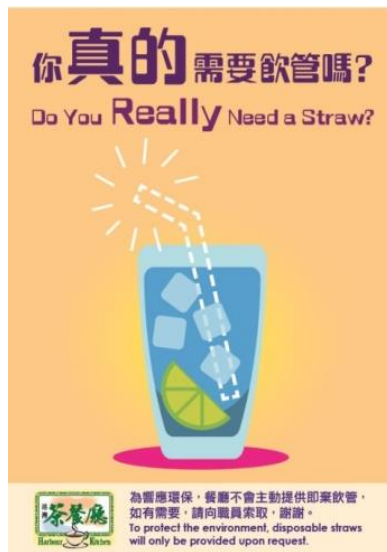
Prominent Signs of Free Water Fountains

Inside exhibition halls and in meeting room corridors



Eye-catching Collaterals to Promote “No Straw”

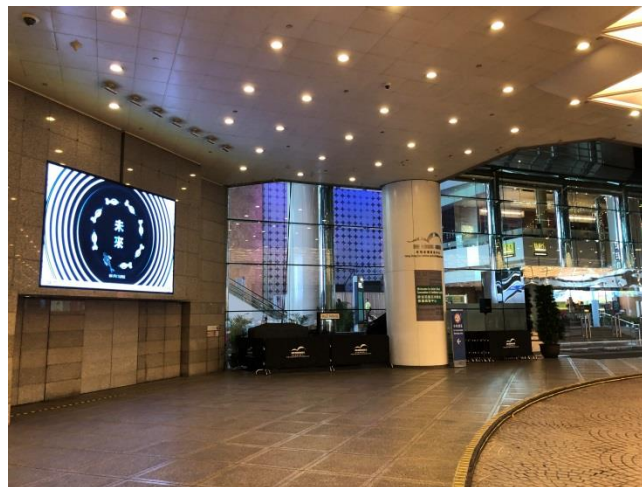
“No straw” posters and tent cards at all restaurant and concession stands



Poster & LED Billboard to Maximize Exposure

A total of **174 signs and posters** throughout the venue

A giant “Think Before Plastic” poster board (3m (W) x 2.3m (H)) and campaign video on LED Billboard at the HKCEC’s main entrance (which is accessible by millions of visitors), to maximize exposure



Email to Organisers to Seek Support

Subject: Sustainability of HKCEC Event - FINE ART ASIA 2018 (典亞藝博 2018)

Dear Esther

Please find the below email regarding the sustainability of HKCEC event for your information.



Sustainability is one of the guiding principles of Hong Kong Convention and Exhibition Centre (Management) Limited (HML). We are committed to a green environment and a more sustainable event industry. Plastic reduction is one of our new sustainability initiatives.

We now no longer offer plastic straw and have replaced all plastic disposable cutleries with non-plastic alternatives at all HKCEC restaurant outlets and concession stands. We have already discontinued sale of plastic bottled water from all our vending machines for staff and contractors working back of house. We are also in the process of gradually phasing out plastic bottled water offered in the HKCEC's restaurant outlets and concession stands set up during large scale events, and replacing them with glass bottled water or other viable alternatives once they are identified.

We sincerely invite you to join hands with us to produce greener events. You can definitely create greater impact by sharing our sustainability initiatives with your exhibitors, visitors in your communication materials.

Please contact us if you have any queries. Thank you.

Best regards
Twinkle Tang
Assistant Event Manager

E-newsletter of Green News to Organisers & Subscribers

September 2018 Issue

Message from the Managing Director

Why We Value Your Support!

We're in the middle of a hot summer in Hong Kong – and there is something else that's hot, too...



[Read more »](#)



HML Updates

Celebrating Together!

Hooray! HML's 30th anniversary celebrations are up and running. Events were kick-started in mid-August on the HKCEC Facebook Fan Page with...

Sustainability Updates

Think Before Plastic

Plastic pollution is big news at the moment; aware of this global problem, HML has introduced a series of measures to combat overuse of single-use plastic items such as straws and utensils...

[Link to e-newsletter](#)

December 2018 Issue

Message from the Managing Director

Your Success is Our Success!

I want to thank you all for joining us to celebrate this landmark year – the HKCEC's 30th anniversary...



[Read more »](#)



HML Updates

HML's New Corporate Video

HML's new corporate video themed "Let the world see your world" portrays HKCEC is a place which can realise everyone's dreams, with the help and passion of the HML professional team...



Sustainability Updates

"Think Before Plastic" Continues

With our "Think Before Plastic" campaign, HML is committed to encouraging customers, event organisers, contractors, suppliers, stakeholders, and other event industry players to think before using disposable plastic items...

[Link to e-newsletter](#)

Recognition from Key Stakeholder

*“UBM Asia values sustainability and runs over 290 events across Asia in an environmentally responsible way. We work together with venues, suppliers and customers to reduce environmental impact wherever possible. HML is a **thought leader in the global event industry in promoting plastic reduction**, puts forward sustainability policies and takes bold steps to encourage event organisers, contractors, exhibitors and visitors to reduce the usage of disposable plastic. **We at UBM fully support HML’s “Think Before Plastic” campaign** for a good cause.”*

Mr Michael Duck, Executive Vice President, UBM Asia and UBM plc Group Chief Representative for China

Facebook Feeds (July 2018 - April 2019)

Hong Kong Convention and Exhibition Centre
Published by Shannon Chiu [?] · July 16, 2018 ·

【減塑】
會展管理公司一向積極推動展覽會議業界在舉辦活動時加強環保措施，並於7月起將減塑列入公司可持續發展政策中，致力減少塑膠對環境的影響。我們當然需要大家的支持🙌🏻想知道我們有什麼減塑措施？請密切留意我們的Facebook專頁！
【Think Before Plastic】
HML is committed to sustainability, and strives to be at the forefront of a more sustainable event industry. We have introduced a new sustainability initiative "Think Before Plastic", with a series of new measures being rolled out. Stay tuned on our Facebook fan page to get to know what we are doing!
#thinkbeforeplastic



2,776
People Reached

225
Engagements

Boost Post

Hong Kong Convention and Exhibition Centre
Published by Winnie So [?] · July 17, 2018 ·

「減塑點少得你？」
會展管理公司總經理梅李王露女士與會展小伙伴「嘜妮」特別在香港書展開鐸前化身環保大使，呼籲大家來會展中心參加活動時一起減塑，支持我們停用塑膠飲管和即棄塑膠餐具！
會展中心的7間餐廳和所有小食亭已於7月1日起全面停止提供塑膠飲管，只在客人要求下才提供紙飲管；我們亦已經以木製的刀、叉、匙羹和攪拌棒代替即棄塑膠餐具。我們估計一年可為地球減少超過1,300,000件即棄塑膠餐具和逾330,000支塑膠飲管。要成功達到減塑目標，點少得你？
Think before plastic, will you?
We have HML Managing Director, Ms Monica Lee-Müller, and the HKCEC buddy, ExhiBit, as our green ambassadors today to promote the new sustainability initiative "Think Before Plastic" at one of the HKCEC's restaurants. Since 1 July, we have replaced disposable plastic cutlery with non-plastic alternatives at all 7 restaurant outlets and concession stands in the HKCEC. Plastic straws are also no longer provided, with paper straws available upon request. We expect to cut out the use of over 1,300,000 pieces of plastic disposable cutlery and more than 330,000 plastic straws in 12 months. Help us reduce using plastic, will you?
#thinkbeforeplastic



3,076
People Reached

313
Engagements

Boost Post

Hong Kong Convention and Exhibition Centre
Published by Shannon Chiu [?] · July 19, 2018 ·

「認住呢個『Sign』！」
大家知唔知會展中心內其有害飲水機？來會展中心參觀展覽時要記得兩件事：自備水樽和認住這個飲水機標誌，於中心內可以對水飲，支持減塑！飲水機位於展覽廳1、3及5內（近洗手間位置），S200及S400系列會議室走廊。準備到香港書展的朋友，記得帶水樽和購物袋！
Bring your own bottle and look for this sign!
The Hong Kong Book Fair opens now and kicks off the amazing summer with a number of public exhibitions. When attending exhibitions at the HKCEC, remember to bring your own bottle, look for this sign and you can refill your bottle at any one of our water fountains. The water fountains are located inside Hall 1, Hall 3 and Hall 5, and in the corridor of S200 and S400 Series Meeting Rooms. Help reduce plastic!



6,660
People Reached

462
Engagements

Boost Post

Facebook Feeds

(July 2018 - April 2019)

Hong Kong Convention and Exhibition Centre
Published by Shannon Chiu [?] · July 21, 2018 ·

【飲品樽回收小貼士】
會展小伙伴「嚟呢」又再香港書展出現，呼籲各位書迷幫忙把廢物分類和回收。「嚟呢」去到會展中心五樓的「Food@Hall5BC」提醒大家要先將樽入面的液體全部清空，倒進指定的垃圾桶內，才把玻璃樽和膠樽分別放進指定的回收箱。各個展覽廳和「Food@Hall5BC」都有分類回收箱和供倒液體的垃圾桶。自備水樽在展覽廳內的飲水機打水就更加環保！

【Tips for recycling beverage bottles】
HKCEC Buddy「Exhibit」visited the Hong Kong Book Fair again today to invite book lovers to support waste separation and recycling. She offered tips for recycling beverage bottles to visitors in「Food@Hall5BC」at Level 5: empty the containers before putting them into glass bottle or plastic bottle recycling bins available at exhibition halls and Food@Hall5BC. Let's go green together. Bring your own bottle and make use of the water fountains in the HKCEC for free refills.



2,900 People Reached 207 Engagements [Boost Post](#)

Hong Kong Convention and Exhibition Centre
Published by Shannon Chiu [?] · July 27, 2018 ·

留意番！香港動漫電玩節今日開幕，準備到會展中心參觀的動漫迷記得自備水樽和認住這個飲水機標誌，於中心內可以斟水飲，支持減塑！還有，記得記得記得自備購物袋！

The Ani-Com & Games Hong Kong opens today. Fans coming to visit the event please remember to bring your own bottle and look for this sign for free refill at any one of our water fountains. Please also carry your own shopping bag to help reduce plastic.



2,587 People Reached 60 Engagements [Boost Post](#)

Hong Kong Convention and Exhibition Centre
Published by Shannon Chiu [?] · August 17, 2018 ·

支持減廢，食得更滋味@美食博覽！
今屆美食博覽以試行形式於現場設有借用餐具服務及提供木製餐具，鼓勵入場人士減廢。多謝所有支持環保的入場人士。
借用餐具服務詳情可瀏覽 <http://bit.ly/2KYJfFB>。
Reduce waste for better taste@Food Expo
As a pilot run, an on-site tableware lending service of reusable food containers is available at the Food Expo to reduce the use of disposable utensils. Thank the visitors who support the initiative.
Click <http://bit.ly/2MNL19r> for details of the on-site lending service.
BottLess NWS 創建新活
#自備水樽 #場內有免費飲水機 #自備購物袋 #自備餐盒餐具更環保 #借用餐盒臨走前記得歸還退回收金 #BringYourOwnBottle #FreeWaterRefills #BringYourOwnBag #BringYourOwnFoodContainerAndCutlery #RememberToReturnTheFoodContainerAndGetYourDepositBackBeforeYouLeave



3,402 People Reached 256 Engagements [Boost Post](#)

Facebook Feeds (July 2018 - April 2019)

Hong Kong Convention and Exhibition Centre
Published by Gloria Fong [?] · November 2, 2018 ·

飲水新概念 – 全港首創【維他蒸餾水環保補水站】@會展中心
以後來會展中心記得自備水樽！
Hong Kong's first eco-friendly distilled water station by Vita, launched today at the HKCEC.
#BringYourOwnBottle #自備水樽 #減塑 #ThinkBeforePlastic



339,385 Views

Vita Family
November 2, 2018 ·

飲水新概念 – 全港首創【維他蒸餾水環保補水站】
因也研究有最入屋主層之稱嘅方健儀 Akina Fong 周圍問人也「水」？快啲睇下發生咩事嘅！
原來而家有新全方法可以又方便又環保咁飲到至高純嘅蒸餾水！維他蒸餾水推出香港首個蒸餾水補水站，提供經過高溫蒸餾同多重重過濾嘅純蒸餾水，機身仲內置24小時UV殺菌裝置，每一滴都純淨無雜質，高商高品質！
而家你可以將會展中心展覽廳1大堂及港灣進口港灣便利店送到維他蒸餾水環保補水站，快啲同我哋一齊Reuse, Refill, We Care 㗎！
#方健儀 #飲水新概念 #維他蒸餾水環保補水站 #維他水樽你擇香港 #維他蒸餾水 #全港首創 #ReuseRefillWeCare #ReduceSoGood #維他

955 People Reached 155 Engagements Boost Unavailable

Hong Kong Convention and Exhibition Centre
Published by Shannon Chiu [?] · November 20, 2018 ·

減塑。由今天開始。
Think Before Plastic, starting today.
#ThinkBeforePlastic



222,236 People Reached 1,397 Engagements Boost Post

photos to the album: 減塑 – 承建商用餐優惠Think Before Plastic – Supported by contractor worker.
Published by Shannon Chiu [?] · November 21, 2018 ·

【減塑第二擊 – 承建商也支持】
多謝顧客支持我們在餐廳和小食亭停用塑膠飲管和餐具，對我們繼續向其他持份者推廣減塑是很大的鼓勵。最新減塑措施是，會展管理公司為展覽搭建攤位的承建商工友提供優惠，工友在小食亭享用午餐如選擇堂食，免用即棄餐具，餐費即減\$5。目前我們為「建同展覽有限公司」在忙碌的展覽搭建日子安排午餐，工友們舒舒服服的享用，齊齊減少使用外賣即棄餐具，響應減塑。工友們用餐後還幫助分隔廚餘，真係要比個！
【Think Before Plastic – Supported by contractor workers】
Encouraged by customers' enthusiastic response to our initiative of cutting out disposable plastic straws and cutleries at HKCEC restaurants and concession stands, HML continues to promote "Think Before Plastic" to ...
See More

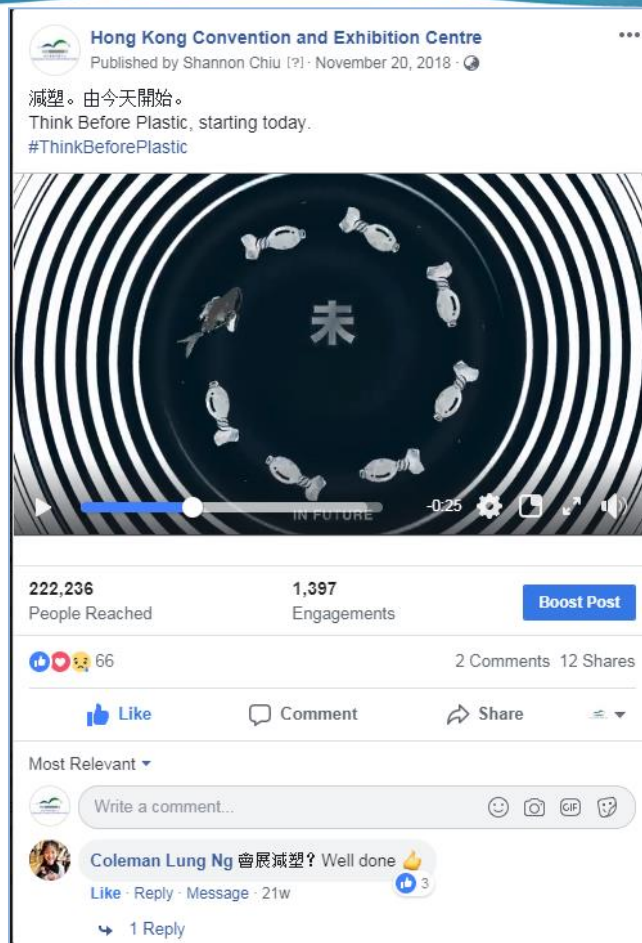
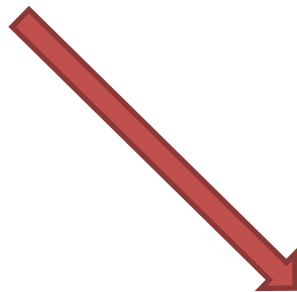


減塑 – 承建商用餐優惠Think Before Plastic – Supported by contractor worker
4 Photos

88,853 People Reached 498 Engagements Boost Post

Positive Feedback from Online Community

The campaign being welcomed by netizens



Coverage – HK's 1st Distilled Water Vending Machine

Covered by all mainstream media and social media



[Link to video](#)



[Link](#)



[Link to video](#)



自攜水樽又想飲蒸餾水？「環保補水站」會展有得試

2018-11-12

出外唔想買樽裝水？維他蒸餾水決定設置「環保補水站」，為自備水樽的消費者提供方便而乾淨衛生之水，又可減廢，支持環保。



[Link](#)



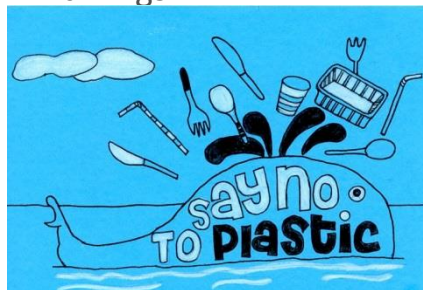
[Link](#)

Students' Winning Entries to Promote Plastic Reduction

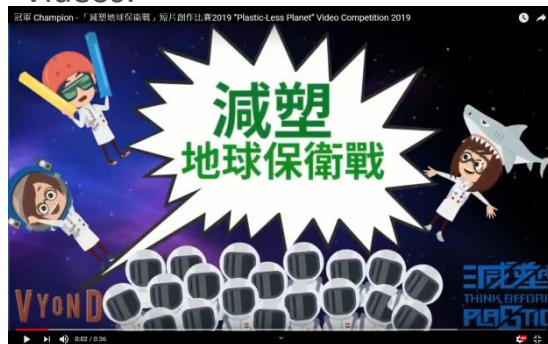
"Plastic-Less Planet" HKCEC
Graphics and Video Creative
Design Competition 2019

[\(Link to competition website\)](#)

Drawings:



Videos:



[\(Link to winning video\)](#)



[\(Link to winning video\)](#)



[\(Link to winning video\)](#)