“Think Before Plastic” Campaign
Hong Kong Convention and Exhibition Centre (Management) Limited

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
“Think Before Plastic” Campaign Video
Achieved Impressive Results

July – December 2018

- Reached 3 million event attendees
- Endorsed by pressure groups
- 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
- Reached > 333,000 people* on Facebook (*figure Jul 2018 - Apr 2019)
- Recognised by stakeholders (i.e. organiser, exhibitors, visitors)

*figure Jul 2018 - Apr 2019
Strategic Action Timeline

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

Mar - Jun 2018

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

16 - 24 Jul 2018
@ Book Fair

**Campaign**
- Container lending service
- Organiser engagement
- Contractors engagement

Aug - Oct 2018

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

Nov 2018 onwards
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, knifes, 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
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**

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

**A day before public announcement** (16 July 2018)

**Same day as public announcement** (17 July 2018)
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
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

- Media coverage
- Online promotion
- Student competition

- BYO discount
- On-site engagement
- Signage/poster

- Incentives
- Signage/poster
- Regular meetings

- BYO discount
- On-site engagement
- Signage/poster

- Local
- International Trade
- Online

- All-staff meeting
- Seminars
- Newsletter
- Signage
APPENDIX
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
Extensive Media Coverage of Campaign Kickoff

13 local media coverage
Extensive Media Coverage of Campaign Kickoff

13 local media coverage
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/](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 promotes green lifestyle.


The group gave positive feedback to Think Before Plastic campaign, shared HKCEC Facebook post about free water fountains, and no plastic straw and cutleryes during Book Fair.
Campaign News Covered by Trade Media

Coverage by 12 international exhibition and convention trade media

HML lights plastic waste

Hong Kong Convention and Exhibition Centre (Management) Limited (HML/HKCEC) 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 1 July 1, 2018.

One such measure is the replacement of plastic disposable cutlery with non-plastic alternatives at all HML/CCE exhibition 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 300,000 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.
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 (繼續鼓勵 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...

**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...
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

【Think Before Plastic】

Hong Kong Convention and Exhibition Centre

【感激節日小貼士！】

Hong Kong Convention and Exhibition Centre

【感謝節日小貼士！】

2,776 People Reached
225 Engagements

3,776 People Reached
313 Engagements

6,660 People Reached
462 Engagements
Facebook Feeds (July 2018 - April 2019)

Hong Kong Convention and Exhibition Centre
Published by Shannon Chiu (I) - July 27, 2018

【香港國際書展】
香港書展即將開幕，出版界及書商積極準備現場活動。

Facebook Feeds

Hong Kong Convention and Exhibition Centre
Published by Shannon Chiu (I) - August 17, 2018

香港書展即將開幕，出版界及書商積極準備現場活動。

 Hag CE C Body: "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 Hall" at Level 5: empty the containers before putting them into glass bottle or plastic bottle recycling bins available at exhibition halls and Food Hall. Let's go green together. Bring your own bottle and make use of the water fountains in the HGCEC for free refills.

2,800 People Reached
207 Engagements

2,587 People Reached
60 Engagements

3,402 People Reached
256 Engagements

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/2v4NLSr for details of the on-site lending service.

BottleLess NV5S 剃龍新活
#瓶情江湖 #進食有免費食具 #自由購物享受 #自由飲食享受便捷 #使用衛生亦記得要環保推薦 #BringYourOwnBottle #FreeWaterRefills #BringYourOwnBag #BringYourOwnFoodContainerAndCutlery #RememberToReturnTheFoodContainersAndGetYourDepositBackBeforeYouLeave.
Facebook Feeds (July 2018 - April 2019)

Hong Kong Convention and Exhibition Centre
Published by Dongfang Fang 13 · November 2, 2018 ·

"Let’s make a change - let’s get to work on Think Before Plastic!"

Hong Kong Exhibition & Convention Centre
Published by Shannon Chiu 17 · November 20, 2018 ·

"Think Before Plastic - Supported by contractor worker"

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"Think Before Plastic - Supported by contractor worker"
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 to video

Link
Students’ Winning Entries to Promote Plastic Reduction

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

Drawings:

Videos: