

# 香港綠色日 2018



Hong Kong special way to celebrate  
World Environment Day  
on 5<sup>th</sup> of June!



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# 1. Timetable of Green Council Activities



# 1. Timetable of Green Council Activities

<b>Initiative</b>	<b>Date</b>	<b>Sponsorship Period</b>
Green Run	January or February	November to December
Green Carnival	January or February	December to January
Creative Eco-Model Tournament	January or February	December to January
Captain Green	School Calendar Year	April to May
<b>Hong Kong Green Day</b>	<b>June</b>	<b>March to May</b>
International Coastal Cleanup (ICC)	September – December	July to August
Green Council Pavilion Eco Expo	October	June to August
Hong Kong Green Awards	June - December	Enrollment period June to September



## 2. Background of Hong Kong Green Day (HKGD)



# Background

## Hong Kong Green Day (HKGD)



- World Environment Day (WED) was first initiated by the United Nations in 1972
- Hong Kong should acknowledge and celebrate World Environmental Day together with the World!
  - ✿ Green Council proudly created and staged the HKGD since 2013 in conjunction with World Environment Day
  - ✿ HKGD activities annually encourage corporations, consumers and the general public to consider and take actions to make Hong Kong “greener”
  - ✿ HKGD also marks the beginning of a month-long series of events and activities to inspire everyone to **“Go Green, Act Green!”**



# Background

## Hong Kong Green Day (HKGD)



Event Date: 5 June 2018

Motto: **Go Green, Act Green!** 著綠香港

### Event Mission:

- Establish a more environmentally responsible lifestyle and culture in Hong Kong
- Echo with the world-joint action on the World Environment Day

### Estimated Audience :

- General public: **6,580,000+**
- Students: **100,000+**
- Corporate staffs: **30,000+**
- Retail Shops and Restaurants: **300+**





### **3. Proposed Events for HKGD 2018**





# Hong Kong Green Day 2018

## Proposed Events



Green Month Events	Date/ Period
Hong Kong Green Day Kick-off Ceremony	5 June
Go Green Act Green Competition	Start from Jan
Dress Green Campaign (Corporations, Retails, Schools, Public)	Start from 5 June
Green Tips Videos – Ambassador - Charmaine Sheh 佘詩曼	May - June
“Green Cook” Cooking Competition	10 June
Green Shop and Restaurant Campaign	Whole of June
HKGD-Ocean Park-Closing Ceremony cum Green Mission Challenge (TBC)	24 June (TBC)



# Hong Kong Green Day 2018

## Pre- Event



### Media Exposure: April - June, 2018

- Create awareness through a series of editorial articles to appear in daily newspapers/weekly magazines
- Announce scheduled event activities (with suggestion of more to follow on the website)
- Recruit retail shops and restaurants to become Green Shops
- Encourage companies to “Go Green and Act Green”

	Media Outlets	Type of Media
1.	Hong Kong Economic Times, Sing Pao Daily News, Wen Wei Po, am730, or other general newspapers & Magazines (TBC)	Mass Media
2.	Ferry Video & Karaoke box video etc.	Mass Media (Broadcast)
3.	Facebook / Instagram / YouTube/ E-flyer & Video in ATV A1 Channel etc.	Social Media
4.	Selected Shopping Malls, Public and Private Housing Estates, Schools, Universities, MTR Stations ,Public buses/bus stops, Ferry Piers, Gas Stations (TBC), etc.	Posters and Street Banner

# Hong Kong Green Day 2018 Kick Off Ceremony



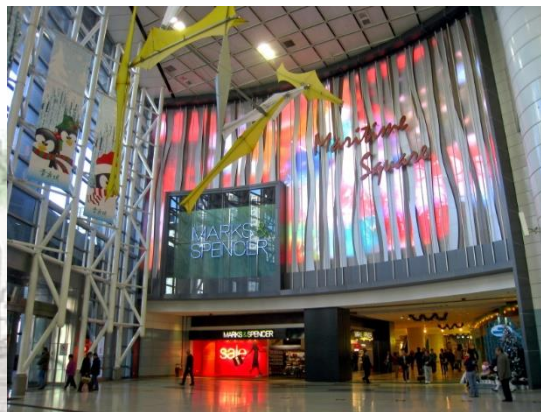
## HKGD Kick Off Ceremony on June 5th

**Date:** 5<sup>th</sup> June 2018 (Tuesday)

**Venue:** Level 1 Fantasy Island (Venue A&B), Maritime Square, Tsing Yi

**Participants:** Ambassadors, Celebrities, Sponsors, Corporations, Supporting Organizations, Schools and the General Public

The launching of Hong Kong Green Day, organised by the Hong Kong Green Council, will be held on the 5th June 2018 (Tuesday). HKGD Ambassador, **Ms Charmaine Sheh (TBC)**, will be present to share her green tips to encourage participants to 'Go Green, Act Green' by dressing in green and putting on green accessories such as the HKGD Badge, which will be provided on the day. The Green Council will also bring a series of tailor made performances related to the theme in the ceremony.



# Hong Kong Green Day 2018 Kick Off Ceremony



## HKGD Kick Off Ceremony on June 5th

### Proposed Activities:

Magic Performance

Promote green message by magic performance

Music Performance

Musicians using recycle materials to play music



# Hong Kong Green Day 2018

## “Green Cook” Cooking Competition



Theme: “Green Dish & Dessert”

- Develop **Green Habits** through Green Cooking practice
- Participants design their own “Green Dish & Dessert Recipe”
- Encouraging to find Creative Uses for Leftovers, shop for organic products, buy from local farmers



# Hong Kong Green Day 2018 Green Shop and Restaurant Campaign



Shops, restaurants and offices can get involved by:

- Display HKGD promotional items such as posters and videos
- Provide green offers or discounts to customers
- Encourage staff to dress green and/or wear green accessories
- Commit to or implement green measures within their business operations



# Hong Kong Green Day 2018 Closing Ceremony



Closing Ceremony: 24 June, 2018 (TBC)

- Announce the results of **Green Mission Challenge**
- Conclude the achievements of the HKGD 2018





## 4. Previous HKGD Activities and Promotions





# Hong Kong Green Day Event Summary 2013



## Green Month Events

- HKGD Survey
- Kick-Off Ceremony
- Photo Competition
- Rethink Logo Competition
- School Programme
- Dress Green Campaign
- Green Shops, Restaurants and Offices Campaign
- Green Hunt
- Rethink photo Exhibition
- Closing Ceremony



# Hong Kong Green Day Event Summary 2014



World Environment Day  
5 June



## Green Month Events

- HKGD School Survey
- Low Carbon Mini Concert
- Snap For Green 拍住「賞」生態
- Smartest Green Cook 識煮惜食有營烹飪大賽
- Kick-Off Ceremony
- Dress Green Campaign
- Green Shops Campaign
- Green Hunt
- Green School Program – Captain Green



# Hong Kong Green Day Event Summary 2015



World Environment Day 2015  
Seven Billion Dreams.  
One Planet.  
Consume with Care.  
June 5



## Green Month Events

- Kick-Off Ceremony
- Dress Green Campaign
- Green Shops Campaign
- “Green Cook” Cooking Competition
- Green Hunt
- “Go Green, Act Green” Photo Campaign
- “Go Green, Act Green” Video Competition
- Green School Program – Captain Green



# Hong Kong Green Day Event Summary 2016



WORLD  
ENVIRONMENT  
DAY



## Green Month Events

- Kick-Off Ceremony
- Green Run
- Dress Green Campaign
- Green Shops Campaign
- Green Day Logo Design Competition
- “Green Cook” Cooking Competition
- Ocean Park x Green Video competition
- “Go Green, Act Green” Photo Campaign
- “Go Green, Act Green” Video Competition
- Green School Program – Captain Green



# Hong Kong Green Day Event Summary 2017

I'm With Nature



## Green Month Events

- Kick-Off Ceremony
- Dress Green Campaign
- Green Shops Campaign
- "Green Cook" Cooking Competition
- "Go Green, Act Green" Photo Competition
- "Go Green, Act Green" Video Competition
- "Go Green, Act Green" 4-strip Comic Competition
- "Go Green, Act Green" Slogan Competition
- Green School Program – Captain Green
- Ocean Park (Closing Ceremony) x Green Mission Challenge



# Campaign alignment with different Green Groups (2013-2017)



Together, we are more powerful to generate public awareness and involvement!



We will invite all green groups in Hong Kong to encourage joint action on the **Hong Kong Green Day**. We will create a Green Month Calendar listing out all green events held by other green groups in June.

Together, we can create a powerful campaign for a greener and better Hong Kong!



# HKGD Promotional Items

Pins for all Participants to display his/her involvement and support



Stickers and Posters for Retail and Corporate Participants

Seeds Bookmarks for Schools



# Past Green Day Ambassadors



Go Green Ambassador  
2013 -2017  
Ms Charmaine Sheh



Go Green Act Green! Check our ambassadors' Green tips : [HERE](#)





# 6月5日 一齊著綠香港!



# HKGD Posters and Advertisements





# Our Partners



Environment Bureau  
The Government of the Hong Kong Special Administrative Region



機電工程署 EMSD



香港房屋委員會  
Hong Kong Housing Authority



教育局  
Education Bureau



HONG KONG HOUSING SOCIETY  
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**Thank You and We Need Your Support!**

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