

**Public Education Programme for the Policy Framework for the Management of  
Municipal Solid Waste**

**Project PEP 014 – Save Food Project**

Project Number	PEP 014																																		
Project Title	Save Food Project																																		
Applicant Organisation	Greeners Action																																		
Project summary	<ul style="list-style-type: none"> <li>• To promote the fine tradition of thoughtful eating habits (有衣食) so as to reduce food waste at source through publicity programmes and webpages.</li> <li>• To encourage the restaurant trade to reduce food waste through offering “less food and less pay” options for those who want to eat less.</li> <li>• To encourage restaurant associations to produce a reference guide for the trade on the appropriate volumes of food.</li> </ul>																																		
Project Duration	November 2008 to October 2009																																		
Proposed Budget	<p>The total budget is \$449,710 is proposed, comprising the following items:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Items</th> <th style="text-align: right;">Amount Requested</th> <th style="text-align: right;">Amount Recommended</th> </tr> </thead> <tbody> <tr> <td>“Save \$1 for Less Rice Day” Campaign Open Ceremony</td> <td style="text-align: right;">\$13,720</td> <td style="text-align: right;">\$13,720</td> </tr> <tr> <td>“Save \$1 for Less Rice Day” (Territory Campaign)</td> <td style="text-align: right;">\$88,700</td> <td style="text-align: right;">\$88,700</td> </tr> <tr> <td>“Save \$1 for Less Rice Day” of Primary School</td> <td style="text-align: right;">\$29,600</td> <td style="text-align: right;">\$29,600</td> </tr> <tr> <td>“Save \$1 for Less Rice Day” of IVE</td> <td style="text-align: right;">\$33,700</td> <td style="text-align: right;">\$33,700</td> </tr> <tr> <td>Press Conference of “Save Food Day” Survey</td> <td style="text-align: right;">\$7,920</td> <td style="text-align: right;">\$7,920</td> </tr> <tr> <td>“Save Food Student Election” Training Programme</td> <td style="text-align: right;">\$46,070</td> <td style="text-align: right;">\$46,070</td> </tr> <tr> <td>Audit</td> <td style="text-align: right;">\$8,000</td> <td style="text-align: right;">\$8,000</td> </tr> <tr> <td>Salary of Part –time Senior Project Officer</td> <td style="text-align: right;">\$90,000</td> <td style="text-align: right;">\$90,000</td> </tr> <tr> <td>Salary of Full-time Project Officer</td> <td style="text-align: right;">\$132,000</td> <td style="text-align: right;">\$132,000</td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>		Items	Amount Requested	Amount Recommended	“Save \$1 for Less Rice Day” Campaign Open Ceremony	\$13,720	\$13,720	“Save \$1 for Less Rice Day” (Territory Campaign)	\$88,700	\$88,700	“Save \$1 for Less Rice Day” of Primary School	\$29,600	\$29,600	“Save \$1 for Less Rice Day” of IVE	\$33,700	\$33,700	Press Conference of “Save Food Day” Survey	\$7,920	\$7,920	“Save Food Student Election” Training Programme	\$46,070	\$46,070	Audit	\$8,000	\$8,000	Salary of Part –time Senior Project Officer	\$90,000	\$90,000	Salary of Full-time Project Officer	\$132,000	\$132,000			
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Assessments/Remarks	<ul style="list-style-type: none"><li>• The project would help reduce food waste at source and draw public attention to the food waste problem.</li><li>• The programme is generally well planned and practicable, and the proponent is in good capacity to run the programme with their experiences.</li><li>• The proponent has made efforts to solicit supports from the restaurant trade to join the programme.</li></ul>
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Secretariat, Environment and Conservation Fund Committee  
September 2008

## ECF Public Education Programme - Save Food Project

(Feedback from Greeners Action received on 11.09.2008 )

1. The proposal should cover more food outlets, particularly major fast food chains where food wastage was more prominent;

### Feedback:

We had approached major fast food chains but they have declined our invitation to join the proposed project.

We have already got around 50 restaurant shops to commit and join our Reduce Food Waste program, please kindly see the following restaurants lists, many of them are belongs to different Food Associations key members. Though they are not the major fast food chains, they can also give big impact to the public if the campaign can be launched successfully. This is because people can know from many different channels such as their friends, openrice.com, etc. After the program is implemented after the approval, we will continue to invite more restaurants to join the program and we believe the good demonstration effects would be useful.

翠華餐廳 (Tsui Wah Restaurant): 13 shops

維苑飲食集團有限公司 (Rhine Garden Holdings Limited):

維苑餐廳 (Rhine Garden Restaurant) 10 shops

珊瑚堡餐廳 (Cafe Lagoon) 8 shops

麻酸樂 (Marsino Expert Noodle) 5 shops

越棧 (Cuisine De Vietnam Restaurant) 10 shops

環保農莊 (Eco Farm Restaurant) 1 shop

點心皇(Dim Sum King) 3 shops, etc.

Besides focusing on restaurants, this project also target on primary schools, secondary schools and IVE which aim to educate students the Save Food concept.

2. The activities of the proposal appeared to be superficial; more in-depth activities that facilitated behavioural changes should be organized.

### Feedback:

We believe that it is important to build up and educate the youngsters in order to develop their environmental habit and change their dinning behaviour. Thus, the project is aimed to deliver educational message to the students as well as the public.

The Save Food Project involves different programs, we believe it does not only give good publicity on the issue but also in-depth message that can reach different levels of people. We will conduct surveys and also press conferences to let public concerned to know more about the environmental problem of organic waste in HK, while the monthly "Save \$1 for Less Rice Day" can help the public to develop a long term dinning habit changes.

On the other hand, primary and secondary students can learn deeply about food wastage problem in Hong Kong. The school training program provides a wider vision to the students through visiting food waste handling plant, day camp activities and educational talk. After the training, students are required to be the ambassadors and spread the message to the public through organizing community publicity program which is designed for provide in-depth knowledge and practical exercise to the students.

For the weekly ““Save \$1 for Less Rice Canteen” in IVE and “Save Food Student Election”, it can increase the students’ awareness on food wastage problem among students and college, these programs also can help the students have a behavioral change in their dinning habit.

3. The proposal should demonstrate long-term sustainability, as opposed to an one-off event.

**Feedback:**

Environmental education could not be done by one single program. At the moment, there are no any organization focuses on food wastage, “food waste” or “organic waste” is rather new to the public and also the food and beverage industry. In order to make the Save Food concept to be sustainable, it is very important to have this program start and cooperate and give confidence to the industry, so they can continue and sustain the support and keep promote the reduce food wastage with green group and government in future.

We plan to hold 10 times of “Save \$1 for Less Rice Day” in 10 consecutive months in order to help people to build up their treasure food habit. We believe “Save \$1 for Less Rice Day” demonstrate long-term sustainability as it is not a one-off event, once people build up their concern and own habit, they will think about their appetite before ordering even it is not the “Save \$1 for Less Rice Day” and even other restaurants. This can be predicted from the outcome of “No Plastic Bag Day” which was used to be held only once a month. Nowadays many people bring their own bags when they go shopping even it is not “No Plastic Bag Day”. The frequency of “Save \$1 for Less Rice Day” could be increased after it run smoothly and the publicity are matured. We believe the “Save \$1 for Less Rice Day” can also be sustained in the future having our past experience.

Besides, the save food campaign in IVE consist a series of activities including 3 times of “Save \$1 for Less Rice Day” which committed by all the canteens of IVE and a “Save Food Student Election”. It is believed these activities will arise students’ awareness on Save Food issue. Those students education and training program will let students to spread out the save food message to their friends outside the campus and their families which also demonstrate long term sustainability.

In this program, we have different partners like IVE, Open Rice website, they are also able to continue to support us in the future after this first program on Reduce Food Waste. Once the campaign started, we can have many further opportunity to continue the reduce food waste related projects.