

The Hong Kong Cleanup 2013 Report



清潔香港
HONG KONG
CLEANUP

www.HKcleanup.org

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A word from our Celebrity Ambassadors

Global Ambassador



Many of us have a strong personal tie to the ocean. For me, that connection came from my father, who shared his passion for the sea, especially through his love of sailing and surfing.

People around the world, in association with great organizations both big and small, are cleaning up our oceans one piece of trash at a time. But we can't rely on these wonderful groups to do all of the work. The solutions are not only about reacting to the problem. We need prevention.

Great strides are being made with legislation including bans against single-use plastics and other pollutants that riddle our waterways. I encourage you to stay educated on these issues and to use your voice to affect policy change.

But your daily actions have the greatest impact to create a cleaner future for our oceans: simple things such as carrying your own reusable bag and water bottle, buying products with less packaging, and consuming less in general.

At our shows, we invite fans to bring reusable water bottles, and we provided water stations with filtered tap water. The response has been great. We also offer recycling and composting options wherever we can on tour, to reduce the amount of trash headed for the landfill.

Our label, **Brushfire Records**, uses FSC-certified recycled paper for all music and movie releases. The company donates at least one percent of every album's income to environmental nonprofit groups. We feel it is important to try to make the industry we are a part of less wasteful and more responsible.

As a global community that shares one ocean, we are getting there. I've been amazed by the outpouring of response to the greening measures at our shows and online to our **All At Once** campaign [www.allatonce.org]. Your actions, your voices, your choices all have a huge impact.

My wife Kim and I are committed to inspiring change in our own community through the **Kokua Hawaii Foundation** and around the world through the **Johnson Ohana Charitable Foundation**. At home, we watch our children's respect for the ocean grow every day. It is for them that we are personally committed to minimizing our ecological footprint. Wherever you live, you can make a positive impact, too.

And I hope you'll start today. Because an individual action, multiplied by millions, creates global change. Together, we can clean up our ocean...for our children, and their children.

Aloha,
JACK JOHNSON
MUSICIAN, SURFER,
ENVIRONMENTALIST

Local Ambassadors



"The Hong Kong Cleanup takes a hands-on approach to educating and empowering Hong Kong people in solving the problem of waste. It's been gratifying to watch the initiative grow, with more and more people getting involved every year!

Creating a greener, healthier Hong Kong depends on everybody working together hand in hand – companies, government, communities, schools and individuals. It's a pleasure to be part of a campaign that highlights this!"

- **Daniel Wu, actor and director**

"I am proud to have been supporting the Hong Kong Cleanup for many years now. It's inspiring to see so many people coming together for a cleaner future for ourselves and our children, and the cleanups help to educate about how pressing the issue of trash really is. It's also wonderful to see the event growing every year – to me, this shows that more and more Hong Kong people are willing to make a difference. Great job!"

- **Lisa Selesner-Wu, tv presenter, model, radio host**



"We are both water babies and ocean lovers, so the issue of marine debris is close to our hearts. The ocean is downhill from everything – and it's filling with trash.

Our participation in the Hong Kong Cleanup has been eye-opening and rewarding. For us all to have a cleaner world, we need to understand the issues, and taking part in a cleanup is a fun and effective educational experience. We look forward to continuing to support this great initiative!"

- **Jocelyn and Anthony Sandstrom, top Hong Kong models**

"This is my first year supporting the Hong Kong Cleanup and I'm proud to be a part of such a vital initiative. I spend a lot of time in Hong Kong's beautiful country parks while training and racing, and I've seen firsthand the increase in trash in our natural environment. Each and every one of us can make a difference with our choices every day, and being a part of the Hong Kong Cleanup is a great step to understanding how our individual actions can affect the planet. Thanks team!"

Michal Bucek, Ironman and champion triathlete



Executive Summary

The 2013 Hong Kong Cleanup was a success by all counts. With another record-breaking number of participants, it was further cemented as a vital and well-loved part of the Hong Kong event landscape. The Challenge, which runs every year from the 3rd Saturday in September for six weeks, is not only a local success story but represents a global civic movement involving millions of participants around the world.

The team works year round on education, awareness and action. The week-long World Environment Week event series in June kicks off team signups for the fall Challenge. During this year's Challenge 45,680 people cleaned up 1,282,477kg of trash from 1,833km of shorelines, country park trails and city streets – representing an increase of 11% over 2012.

LOCAL TOTALS: 45,680 people | 1,282,507kg | 1,833km

GLOBAL PARTICIPATION: 6,620,000 people | 110 countries

This year also saw the launch of the “Office, School and Home Challenge”, engaging tens of thousands in waste reduction and awareness-raising activities around the region, helping participants reduce their waste footprint to help put Hong Kong on a path toward zero waste.

The issue of trash is a global one, with plastic and debris floating in every square kilometre of ocean and plaguing our daily lives. Here in Hong Kong, trash is a particularly urgent issue, with our three remaining landfills nearing capacity amid controversy over plans to build an incinerator. Thus, the need to *reduce* our trash at the source, and have citizens take personal responsibility, is a vital part of Hong Kong Cleanup's education. As such, a primary focus for educating the community has been the Cleanup Challenge itself, which allows people a glimpse into the effects of our “throwaway” societal habits and an opportunity to make a difference, both immediately and by pledging longer-term changes in behaviour.

This year we were delighted to work with over 20 media partners and organizations in promoting the Cleanup's key messages and inviting community participation, as well as promoting our valuable sponsors and partners. Our long-term relationships with the government and other NGOs increased in strength, and celebrity support also helped to drive greater awareness and action.

During the Challenge, our team held regular well-attended free education seminars, and at the end of the season all teams were invited to join the Thank You Party and Award Ceremony, recognizing the winning teams in various categories such as Best Team Spirit and Most Trash Collected.

Data collected by volunteers indicated that tiny pieces of plastic, foam and glass were the most prevalent debris, following by many types of disposable plastic products such as bags, bottles, wrappers, straws and containers.

Key recommendations include swift implementation of proposed government policies including waste charging and an extension of the plastic bag levy, as well as increased education about the importance of each of us reducing our personal waste footprint.

The Hong Kong Cleanup is organized annually by Ecovision, and in 2013 sponsored by Nomura, Hopewell Holdings, Ecozine, Oriental Press Group, Dopper Asia, and others.

The 2013 Hong Kong Cleanup

1. Introduction

The Hong Kong Cleanup is a community-based environmental campaign organized by the 14-year established NGO Ecovision, and focused on action and awareness, mobilizing citizens to protect the environment through the 4 R's – rethink, reduce, reuse and recycle. The campaign brings together businesses, community groups, schools, government and individuals in a range of educational activities and clean up programmes.

Participants are engaged in first-hand learning about the human-created problems of land-based litter, plastic pollution, habitat destruction and toxic debris, and discover that the solutions are within their grasp.

With year-round education campaigns and community cleanups, a primary aim is to provide school aged children, the wider community and policymakers with a better understanding of the problems associated with littering, overconsumption and waste, and to encourage public-private partnerships aimed at finding and employing sustainable solutions.



The Hong Kong Cleanup Challenge incorporates three types of team challenges: the 13-year established *Coastal Cleanup*, focused on beaches and coastal areas, the *Country Cleanup* targeting country parks and hiking trails, and the *City Cleanup* carried out in homes, schools, offices and city streets. The education campaign gains substantial momentum each year, and 2013 was a record year in terms of outreach, marketing, PR, volunteer participation, research and awareness.

The Hong Kong Cleanup is part of a much larger global initiative, as the official Hong Kong coordinator for Ocean Conservancy's International Coastal Cleanup, Clean Up the World, and Let's Do It! World Cleanup, which together comprise tens of millions of volunteers representing the fastest-growing civic movement on earth. As such, the Hong Kong Cleanup shares data, best practise, and key learnings with other coordinators the world over, helping to drive change globally.

Ecovision is proud to provide this world-class community environmental event for Hong Kong.

The Hong Kong Cleanup's Mission is threefold:

- To empower Hong Kong citizens to become active agents in keeping our beautiful coastal areas, country parks and city streets safe, clean and trash free
- To increase awareness and instil a level of understanding that communities are pivotal to changing attitudes towards environmental protection
- To advocate for change in policy related to waste management, littering and pollution, and for environmental sustainability to become a greater priority for Hong Kong policymakers.



The clear message in the Cleanup's mission and its practise is that no single event or organization can solve the issue of waste alone; it is up to us all, as individuals, families, schools, communities, governments, NGOs, and corporations, to take a role in creating a cleaner environment and minimizing the pressure that excessive waste puts on the earth.

There are several characteristics that specially distinguish the Hong Kong Cleanup:

- We align with a global movement as Official Coordinator for Ocean Conservancy's International Coastal Cleanup, Clean Up the World, and Let's Do It! World Cleanup;
- It is a year-round education platform comprising events, media strategy, and community engagement; and,
- Data is collected at every cleanup and used to create reports such as this one, to inform policies and to develop strategies for change.

The Cleanup's regular success is based on Ecovision's three-point execution strategy:

Education: The educational campaign is promoted through a wide range of media channels as well as working closely with schools, government and supporting organizations, to broaden the reach and impact of the message of how and why to reduce excess waste and litter.

Participation: We provide the management, tools and information and empower citizens to lead community cleanups and join the Challenge, because hands-on participation is the key to understanding the problem of littering and debris. By experiencing it firsthand, volunteers gain true awareness of the issue.

Driving change: Our team advocates and supports government policy aiming for sustainable, integrated waste management, and for environmental education to become a greater priority. The steady growth in cleanup participation also helps to show to government, industry and the world that the Hong Kong community is willing to take action and lead the way for a cleaner environment.

2. The Issue of Trash

Global Perspective

Waste is not a new issue, but it is one that becomes more pressing every day, every minute. As the world's population increases and economies shift, our worldwide capacity for consumption grows – and by consequence, so does our production of trash.

Globally, the vast majority of garbage still gets thrown away. The problem is... there is no away. The sheer volume of waste being processed and moved on a daily basis in our urban centres means that, inevitably, and with the addition of human carelessness and littering, trash is making its way into the natural environment, and it is happening at an unsustainable rate.

What is it all? Over the past thirteen years, one fact has become unavoidable in the data collected by cleanup volunteers: *single-use disposable plastic* is the greatest culprit by far. Plastic constitutes approximately 90% of all trash floating on the ocean's surface, with 46,000 pieces of plastic per square mile. Over 100,000 marine mammals and one million seabirds die each year from ingesting or becoming entangled in plastic.

Current figures suggest that as much as 2.3 million kg of plastic is entering the world's oceans every single hour – and even the more conservative estimates are much higher than those of ten years ago. Despite rising awareness and new policies coming into place around the world, our trash production, and particularly plastic, is still on the increase. Over the last 10 years we have produced more plastic than during the whole of the last century.

Our Earth, and especially our ocean – the source of much of the food, water, and oxygen we need to survive – is suffering the long-term effects of being treated as an infinite wastebin. Captain Charles Moore, founder of the Algalita Marine Research Foundation, sums it up best: "Our oceans are becoming the virtual garbage can for the developed and developing world."



Local Perspective

Over the years, Hong Kong people have become more, not less, wasteful. In the past 30 years, our municipal solid waste increased by nearly 80% while our population grew by 36% - meaning that there are not only more people throwing things away, but each of us is throwing away 30% more than we did 30 years ago.

According to government figures, Hong Kong's current per capita disposal rate of domestic solid waste is 1.36 kg/day, which stands in stark comparison to cities around Asia such as Taipei (1kg), Seoul (.95kg) and Tokyo (.77kg). With over 7 million people living in a small area of only 1104km², that 1.36kg/day per person presents a massive trash problem in terms of management and disposal. Meanwhile, the region's three remaining landfills are reaching capacity and will be full as soon as 2015. Simply put, we produce too much garbage, and there's nowhere to put it.



The Hong Kong government this year published a new document entitled the *Blueprint for Sustainable Use of Resources, 2013-2022*. It maps out a plan for the next 15 years to not only implement better solutions for managing waste, such as increased recycling and organic waste treatment, but – importantly – to *reduce* our waste production overall, with a target of 0.8 kg per capita, per day by 2022.

With municipal solid waste (MSW) comprising roughly 67% of all material currently going to our three remaining landfills, reduction of waste in this category is a primary focus of the Blueprint, as it is the area with the greatest possible savings (the other areas being construction waste, at 25%, and 'special waste', such as dewatered sewage sludge, at 8%).

The main initiatives outlined by the EPD's document include landfill extensions for short-term relief of overfilling, enhanced recycling infrastructure for diversion of recyclable materials from landfill, waste charging for reduction overall of domestic and commercial MSW, and an "integrated waste management facility", ie an incinerator, to ease the pressure away from landfills. Although there is considerable opposition to some of these initiatives, it is widely considered that landfill extension will be inevitable in the short term, that increased recycling is a sensible commitment, and that waste charging can be an effective tool for minimizing MSW output, based on numerous examples of success in other territories.

3. Hong Kong: The Situation

Coastal Regions

Hong Kong is a region of islands – more than 260 of them. As such, its total coastlines comprise roughly 1190km. That's a lot for a small area, and it give us a unique opportunity to have close-up observation of the effects – and causes – of marine debris, as it washes up along these areas. In Hong Kong, over 80% of coastal and marine debris is land-based, consisting mostly of everyday household items like plastic bags, bottles and food wrappers.

The Leisure and Cultural Services Department manages 40 gazetted beaches in Hong Kong on Hong Kong Island and across the New Territories and outlying islands. They are cleaned up to multiple times per day, and visitors to such beaches might believe that our coastline is clean, due to the diligent work of city employees to maintain these areas. However, the majority of Hong Kong's sandy and rocky shorelines, the ungazetted areas, reflect more accurately the condition of the sea around us. With each tide, trash is left on the shore, sometimes leaving a wake of refuse knee-deep, and other times depositing only a film of microplastics, impossible to clean up and, over time, damaging to fragile coastal ecosystems.



Hong Kong's coastlines look good from afar...



...But up close, their condition is far from good.

Country Parks

Hong Kong is truly blessed with a wealth of natural resources and astonishing biodiversity. Countryside comprises 75% of the region, and 40% is designated country park. Our scenic hiking trails are internationally renowned; every year millions of people enjoy them for scenic day trips, trail-running and family outings. In 2013, 12.7 million people visited the country parks and special areas of Hong Kong, engaging in recreational activities such as hiking, leisure walking, fitness exercises, barbecuing, family picnics and camping.

However, with so many visitors enjoying the natural beauty of Hong Kong, unfortunately a great deal of trash gets left behind. Barbeque sites are a particular culprit, as are the more popular hiking trails seasonally as people train for the many races that take place. In 2013, 3,700 metric tonnes of trash were removed from country parks. Education and facilities are needed in order to prevent increasing numbers of visitors from littering our countryside and damaging the environment.



Urban Areas

Each day, more than 10,000 street cleaners and contracted workers manually sweep our streets and public areas, removing copious amounts of litter and trash. Waste originating from our homes, schools and city streets is bagged and sent to already-full landfills, or swept down storm drains and washed out to sea. As a result of this very efficient management and removal, many people have the perception that Hong Kong is clean and are not aware of the excessive trash issue that we face.



In fact, however, our city streets are littered with trash – while we often do not see it, the quantity of refuse in Hong Kong's streets, alleys, gutters and storm drains is large, and has increased in recent years likely as a result of the tremendous pressure on the entire waste chain caused by the sheer volume of waste being produced every day: In 2011 we sent an estimate 13,458 tonnes of trash to landfill per day. This vast amount of urban refuse must be reduced, as it is a strain not only on our economy and the city's infrastructure, but on the very ecosystems that sustain us.



3. A Year-Round Campaign



The Hong Kong Cleanup team works year-round engaging with media, the public, schools and corporations. To ensure regular touch-points with the Hong Kong community, we maintain an ongoing schedule of presentations as well as numerous events around the region, both as host and as a supporting organization to other NGOs. Our team designs and develop custom education presentations for schools, companies, community groups, NGOs, eco fairs and expos, Chambers of Commerce, and other relevant external events and groups.

The Hong Kong Cleanup was promoted throughout the season at major environmental conferences and expos as well as community fairs and seminars. We also strive to expose Hong Kong citizens to internationally-recognized experts, and as such were proud to sponsor visits to Hong Kong by Captain Charles Moore, Founder of the Algalita Marine Research Foundation, as well as Paul Rose, Vice President of the Royal Geographic Society and celebrated explorer, during which they delivered talks and met with key environmentalists in Hong Kong.

With a total estimated reach of 150,000 people, a few highlights of local events that the Hong Kong Cleanup presented, hosted, supported or participated in this year included:

- Clean World Conference, Estonia, January
- Intercham Panel Discussion on Waste with Christine Loh, February
- 2013 Macau International Environmental Cooperation Forum, March
- Braintrekking 2013, March
- Poho Bazaar, May
- Celebrating Hong Kong launch, May
- Trashed film premiere, June
- Plasticity Forum, June
- Ecozine LIVE! 2013 Conference, June
- Hong Kong Green Drinks, July
- TEDxWanchai, July
- Jones Lang Lasalle Wellbeing Day, August
- Goldman Sachs Women's Conference, September
- NOWPA International Conference, Okinawa, October
- Eco Expo Asia, October
- Credit Suisse Sustainability Session, October
- Spirit of Hong Kong Awards, December
- Samsung Solve For Tomorrow launch, December

4. Expanding internationally



With Estonian President Toomas Hendrik Ilves, at the 2013 Clean World Conference



Cleanup activity as part of NOWPAP conference in Japan



Zero Waste expert Pal Martensson of Sweden



Ocean Conservancy recognizes Hong Kong's global 4th-place participation numbers last year

The Hong Kong Cleanup is, far from a standalone event or campaign, proud to be part of a massive global initiative to clean up our planet and reduce our waste footprint. As such, we align with three worldwide organizations working to achieve this goal: Ocean Conservancy, the Let's Do It! World Cleanup, and Clean Up The World. Here are a few highlights of our experiences this year in working with these international partners:

- **On the map – 4th place worldwide:** For ten years we have partnered with ocean Conservancy as the key Hong Kong and Macau coordinator for the International Coastal Cleanup. This year we were thrilled to learn that, based on their annual report data, Hong Kong came 4th overall in the world last year for number of cleanup participants.
- **Participating in global conferences:** In January our founder and CEO, Lisa Christensen, was invited to speak at in the Clean World Conference in Tallin, Estonia – hosted by the President of Estonia, Toomas Hendrik Ilves. At the conference we had the opportunity to learn of cleanup and education activities throughout the EU and beyond, and to develop an action plan for the whole cleanup movement, with the help of experts and decision-makers.
- **Meeting experts and advising regionally:** We also participated in the ICC NOWPAP (Northwest Pacific Action Plan) conference in Okinawa, Japan in October. Under discussion were key topics including zero waste, public-private partnerships, global strategy and local actions. We were fortunate to have in-depth discussions with top global environmental leaders and even conducted a beach cleanup with the core participants.

5. Hong Kong Cleanup: Challenges

The Hong Kong Cleanup offers several types of Challenge for the public to choose from:

Coastal Cleanup Challenge



With its expansive coastal areas, fishing and shipping industries, marinas, boating and water sports, Hong Kong has a special relationship with the marine environment, and as such it is vital for us to take part in its protection. With the ocean “downhill from everything”, it is the last resting place of much land-generated trash. Beach cleanups bring awareness to the vast and vital issue of marine debris, and allow participants to engage with our beautiful coastal ecosystems.

Country Cleanup Challenge



Hong Kong’s country parks are one of our most valuable assets. They offer not only beautiful vistas and recreational activities such as hiking, cycling and camping, but also absorb carbon dioxide and are home to many species of wildlife. Detrimental amounts of litter and trash can be found in all of our country parks, and the issue needs to be addressed. Cleanups educate about littering and its effect on the natural world we all need and enjoy.

City Cleanup Challenge

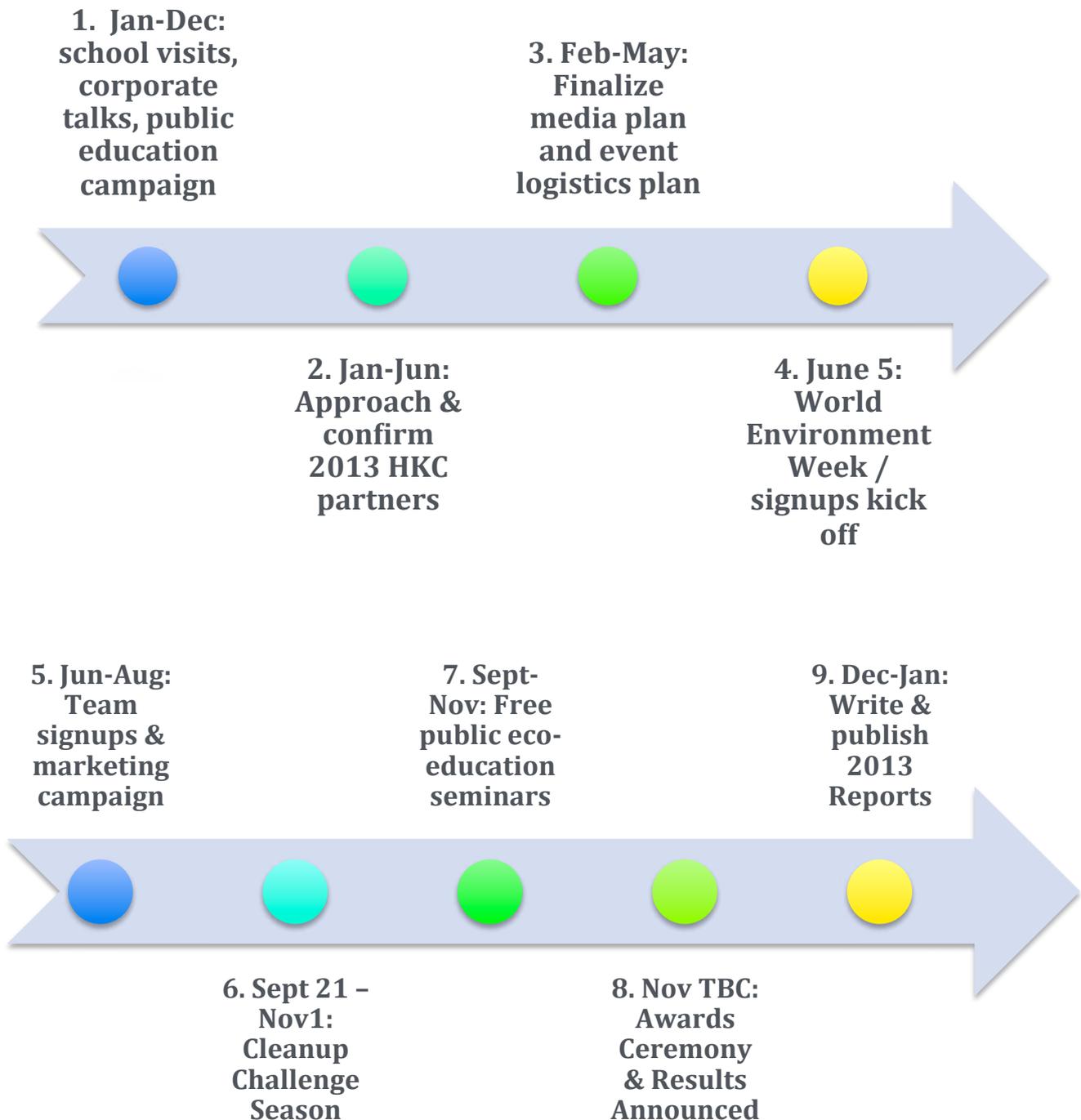


Every day, more than 10,000 street cleaners manually sweep and remove copious amounts of litter and trash from our city streets. Trash from our homes, offices, schools and neighbourhoods is bagged and sent to already-full landfills, or swept down storm drains and washed out to sea. We need to look at our urban behaviour and stem the flow of trash at the source. Cleaning our city streets, offices homes and schools provides an eye opening experience for many.

City Cleanup Challenges can take the form of a single day cleanup or a longer-term monitoring activity. Newly launched this year, the “Slim Your Bin” challenge provides an activity within the office, school or home that is simple, flexible and can lead to longer-term positive effects. By taking one of the fun and easy challenges, such as “plastic bag reduction” or “food waste reduction,” participants gain a better understanding of the effects of their daily habits and are empowered to reduce their trash footprint.

6. Timeline

The annual Hong Kong Cleanup effort is a year-long one, culminating with the Challenge activities each fall. As such, our team works January-January, this year adhering to the below timeline:



7. World Environment Week



We kicked off this year's team signups with a spectacular series of successful, sold-out events, jointly entitled "World Environment Week" in recognition of the UN's World Environment Day and World Oceans Day, June 5th and 8th respectively.

World Environment Week, and effectively the 2013 Hong Kong Cleanup, was launched on Monday June 3rd with a press conference and party hosted at Boujis. Celebrity Ambassadors Jocelyn and Anthony Sandstrom MC'd, and media, friends and supporters partied all evening to live drumming and specially-created cocktails.

A special premiere screening of the award-winning documentary, *Trashed*, was held on June 5th at Palace IFC cinemas. The sold-out screening welcomed many celebrity and socialite supporters, and gave a unique insight into the global issue of excessive waste, through stunning cinematography and the dry wit of Academy Award winner Jeremy Irons.

The highlight of World Environment Week was Ecozine LIVE!, a full-day TED-style conference on Saturday June 8th. The conference featured inspiring speakers from a range of backgrounds sharing ideas and stories in the space of sustainability and wellness. Hosting 120 guests, the event also included live performances of dance, music and comedy, and guests were treated to delicious healthy snacks sponsored by Mana! Fast Slow Food and Secret Ingredient, as well as a green pop-up shop curated by A Boy Named Sue.

The week capped off with an afterparty generously hosted by PURE Bar IFC, where guests enjoyed complimentary cocktails and canapés and lucky draw prizes were given out.



8. Official Kickoff



We successfully kicked off the 13th annual Hong Kong Cleanup together with Presenting Sponsor, Nomura, on Saturday September 14th. The cleanup took place at Sok Kwu Wan, Lamma Island.

In two short hours the group removed 104 bags of trash from the roughly 500m long beach area, totalling an estimated 1,321 kg of debris collected and counted – or 26,278 pieces. The enthusiastic group's haul remained unmatched and they ended the season as the winners of the Coastal Cleanup Challenge 'Most Trash Collected' prize!

9. Free Public Eco Education Seminars



This year's eco education seminars were generously hosted by Compass Offices, in their conveniently located Infinitus Plaza facilities in Sheung Wan. At each of the six regularly scheduled seminars, guests were able to:

- Watch an informative presentation about the issues and the solutions
- Get tips on having a safe, meaningful and memorable cleanup event
- Learn about the importance of data collection and how to do it
- Receive materials for promoting and executing a successful Cleanup
- Meet other teams and share about experiences
- Win lucky draw prizes sponsored generously by our Prize Partners

Our seminar venue host also contributed in an exciting new way by launching a "Check-In for Charity" campaign. The campaign invited all visitors at Compass locations to "check-in" on Facebook, and for each check-in, a donation was made to the Hong Kong Cleanup. Thank you to our seminar guests who participated in this innovative campaign!

10. How It Works

The 2012 Cleanup season extended over an 8-week period, completing on November 4th and, including pellet cleanups, engaged a sum total of almost 40,000 participants – nearly four times more than the previous year.

Team participation represented a broad cross-section of the Hong Kong community. Team types included students and teachers from local and international schools, staff from businesses, chambers of commerce, NGOs and charities, families, recreational activity groups, government departments, clubs, organizations and celebrities, all competing in the Challenge and be part of the change.

This year saw the signup and participation process become streamlined in order to manage the large response. The simple process, managed by the Ecovision team, works as follows:

“It’s as easy as 1-2-3!”



1. Sign up a team

Individuals wanting like to organize a team cleanup simply choose a Challenge and cleanup date, and estimated number of participants they plan to bring along from their company, school or group. Then they visit the registration form at HKcleanup.org and enter their details. On signing up, they become a “team captain” and receive a confirmation email and instructions from the Hong Kong Cleanup team.



2. Attend a free eco-education seminar session

All team captains have the opportunity to attend one of the seven free seminars held throughout the season. As well as learning about the issue, the Cleanup Challenge, and the how-to of successful participation, volunteers attending the briefings can also ask questions, collect their free educational materials and data tools, and meet other participants in a friendly environment.



3. Go clean Hong Kong!

On their chosen date, the team cleans their chosen beach, street, trail, school, home or office, using the checklists and data collection materials provided by Ecovision. Once the cleanup is complete, they are reminded to return their cleanup data to Ecovision, both for the annual report and for the competitions and award ceremony.

11. Materials



Every team is provided with a bilingual 2012 Cleanup Kit for their Challenge containing:

- Standardized data cards
- Detailed cleanup guides
- Safety, material, and operational checklists
- Volunteer registration and waiver forms
- Participant Award Certificates
- Cleanup posters and postcards
- Printable education materials
- Video educational and promotional content

12. Merchandise



The 13th annual cleanup came with some fantastic merchandise, including t-shirts and reusable bags for cleanups and shopping, sponsored by Farbo Uniforms.

Reusable water bottles sponsored by Doppet Asia and towels from Wallymik also came in handy on hot cleanup days!

And, our own team of committed staff and volunteers were generously outfitted by Patagonia and KEEN, in cool comfortable clothes for our outdoor cleanup events.

13. Data Collection



This year we implemented new data cards for each of the Challenges, aligning with Ocean Conservancy’s globally-standardized layout and categories.

Cleanup participants use the cards to records the types and quantities of trash they collect at their cleanups, and at the end of the cleanup season, the Ecovision team retrieves, analyses and compiles the data to publish a detailed report, which is shared with media, sponsors and teams, and highlights the particular results and findings pertinent to Hong Kong.

This report is also made available to educational institutions, government, and the wider public electronically. The research findings are used to develop outreach and education materials and to influence government policy in addressing the issues illustrated by the data.

Ecovision also contributes data to Ocean Conservancy, which produces annually the world’s only country-by-country database indexing ocean trash, using data collected by volunteers around the globe, as well as to the Clean Up the World and Let’s Do It World initiatives.

15. Media and Outreach

The 2013 Hong Kong Cleanup marketing campaign was a breakthrough in it approach. It featured a large piece of artwork by local artist Liina Klauss, who used marine debris found on a local beach to create a rainbow wheel in the sand, with the help of local school children. The colourful, seemingly beautiful image has the effect of attracting and drawing in the viewer, and then as one looks closer, it reveals the truth – that the entire frame is filled with plastic trash.

The aim of the Hong Kong Cleanup Challenge marketing campaign is to attract the wider Hong Kong community to the event whilst inspiring and engaging, as well as to acknowledge and promote the event’s sponsors and supporters.

Leading print media partners supported with regular editorials and ad space in print and online publications leading up to and during the event period. Additional media partners covered various demographics and sectors of the public in order to maximise the reach of the campaign.



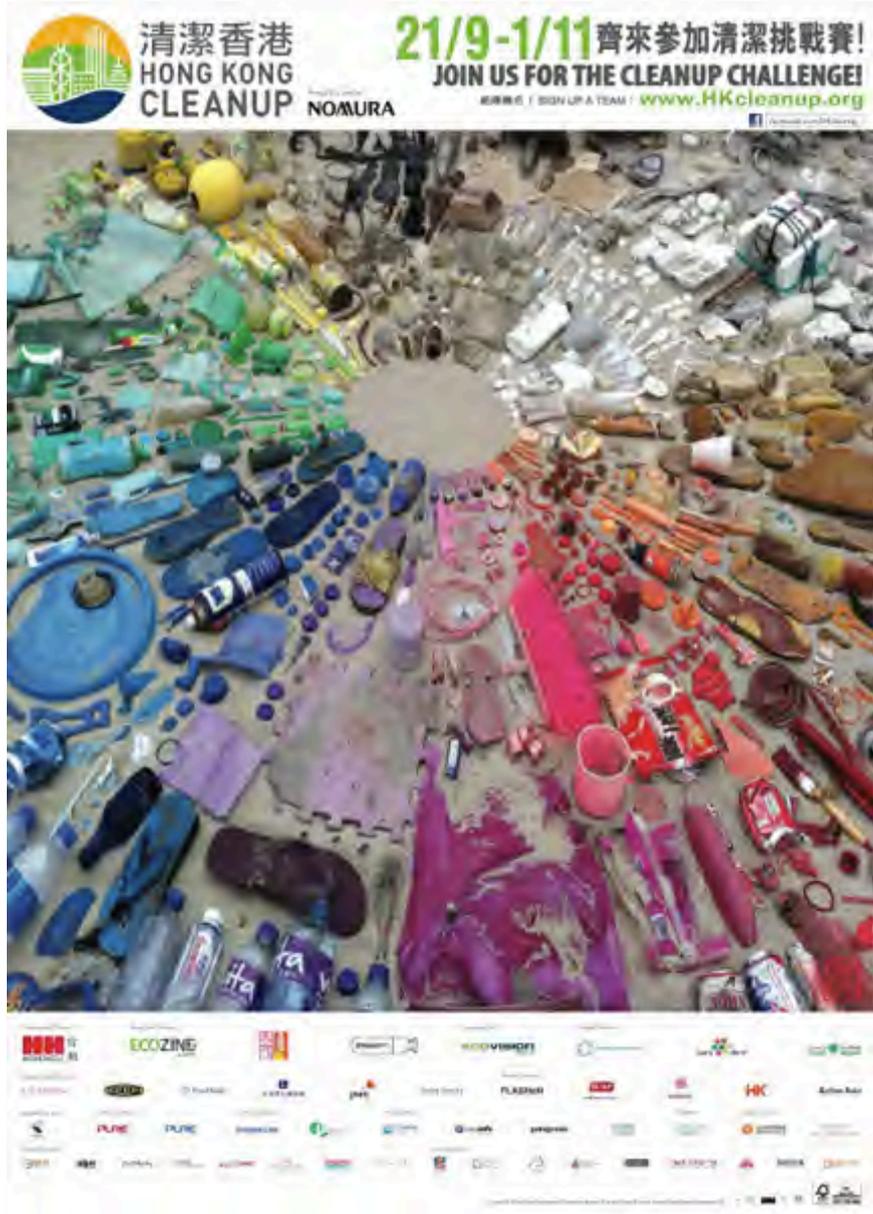
Above the line advertising through media partnerships (both bartered and carefully selected paid advertising) was rolled out cross-media, reaching target attendees at multiple touch-points. Messaging was synchronized with a heavyweight below the line promotional campaign designed to connect the target audience with the event and acknowledge and support the event’s local partners and sponsors.

In addition to conventional and digital media support, a key factor in the database building, volunteer recruitment, education & marketing, team recruitment, event promotion and activation is based on community partnerships and supporting organizations. Several types are activated from Ecovision Asia’s extensive regional network:

- a. Chambers of commerce, NGOs, associations and community groups increase the scope of the marketing reach via outreach to corporate Hong Kong, promoting the event through their websites and newsletters, database support, and registration support (links to entry form, etc)
- b. Education and school partners help extend team participation and volunteer recruitment by utilizing databases to promote and register participants, and outreach to local schools, students and teachers
- c. Other activity groups such as sports clubs, hiking groups, fitness centres and youth groups encourage entry and reach people at grassroots level and have potential partner challenges and competitions

The 2013 Cleanup effort was supported and promoted by no fewer than **21 partners** with an **estimated reach of over 10,000,000 individual public views**, whose combined reach can be quantified per the following chart:

2013 Marketing Outreach Channels	
Action Asia (55,780 copies/month)	American Chamber (2000+ members)
Alivenotdead (300,000 visits/month)	British Chamber (1100+ members)
Asiaxpat (800,000 visits/month)	Canadian Chamber (1,200+ members)
Flash-On Magazine (270,000 copies/week)	Dutch Chamber (400+ members)
HK Magazine (236,000 readers/week)	Italian Chamber
LifestyleAsia (28,000 members)	Business Environment Council
On.cc (3.42 million unique visits/month)	(7,500 subscribers)
Oriental Daily News (3,732,156 readers)	Climate Change Business Forum
South China Morning Post (101,801 copies/day)	(2,200 subscribers)
The Sun (1,634,500 readers)	Royal Hong Kong Yacht Club (12,000 members)
Sassy Mama	Hong Kong Hiking Meetup (5,000+ members)



The 2013 Hong Kong Cleanup poster – artwork by Liina Klaus

14. Awards Ceremony



Hundreds of team captains and guests joined Ecovision, our key sponsors and our celebrity ambassadors for an official Award Ceremony and Wrap Party at Shore Restaurant and Bar on

Monday, November 18th, where results of the 2013 Cleanup and the winners of the Challenge were announced. The event was MC'd by Celebrity Ambassador Lisa Selesner-Wu, and distinguished speakers included Nomura's Chris Antonelli, representing our Presenting Sponsors, as well as Nissa Marion speaking on behalf of Ecozine.com and Ecovision Founder and CEO, Lisa Christensen, sharing heartfelt thanks.



Awards were presented to teams for categories including Weirdest Item Found, Best Team Spirit, Greenest Team, Biggest Team and Most Trash Collected. Gold winners included companies (Nike, H&M and JP Morgan), schools (LST Leung Kau Kui College), NGOs (DB Green, Living Lamma) and activity groups (the Cub Scouts, Buzz Dragonboat Team and HK Hiking Meetup). The cross section of winners truly represented the wide variety of groups that participate in the Cleanup effort.

The awards were followed by an eco fashion show featuring top model Rosemary Vandembroucke, Jocelyn Luko-Sandstrom and friends, wearing recycled couture by renowned designer Eric Wong. The evening was enhanced with music by special guest DJ Anthony Sandstrom, and with drinks and canapes generously sponsored by Shore.



**Please see Appendix 2 for award winner details.*

2013 Media Partners



Our key media partners included Hong Kong's top media in both Chinese and English language, and were of great support, running Hong Kong Cleanups advertisements, editorial coverage, and related educational content in daily, weekly, monthly, and online publications including Oriental Daily News, The Sun, FlashOn, South China Morning Post, HK Magazine, and Action Asia.

Of special note, this year the Hong Kong Cleanup was a key partner to the Celebrating Hong Kong campaign, launched by SCMP. As such, our founders were recognized as representing the "Spirit of Hong Kong". We were proud to be able to support such a meaningful campaign in our city.

In addition to print media partners, our specially designed Pledge postcards were distributed via GoCart postcards at major food and beverage outlets, hotels and other venues across town.

Our online media partners Apsis, Alivenotdead, AsiaXPAT, Lifestyle Asia and on.cc supported with web banners, email sendouts, social media support and editorial content about the Cleanup Challenge.

2013 Local Partners



Our Local Partners include Chambers of Commerce, activity groups and associations, and business associations use their networks to promote the Cleanup, engaging their members and activating team signups through events, newsletters, member magazine promotions and more.

Public Relations



This year we engaged the support of top PR agency Cohne&Wolfe-impactasia. Their team supported us in creating and issuing press releases in the lead-up, launch of the Challenge, as well as post-event, announcing the results. We enjoyed increased media exposure thanks to our interviews with various press.

We were also fortunate to again enlist the support of our wonderful celebrity ambassadors Daniel Wu and Lisa Selesner-Wu, Jocelyn and Tony Sandstrom, as well as many others who attracted media and public attention throughout the cleanup period by actively participating in events, taking media interviews, and supporting the Hong Kong Cleanup award ceremony.

On Ground Events



In addition to the actual cleanup activities, on-ground events are used to educate and to promote the Hong Kong Cleanup via face-to-face engagement. This is achieved not just during the Hong Kong Cleanup Challenge period but throughout the year at events both organized by, and supported or attended by, our team.

Online Engagement



The HKcleanup.org website is the main functional point for teams to register for the Challenge and update their cleanups, and to learn about the issue and about the cleanup itself. The easy-to-navigate site features streamlined registration and data submission pages, live-updated Google maps of cleanup locations, downloadable Cleanup materials and guidelines, as well as educational information, photo and video galleries.

Social media channels such as Facebook and Twitter helped drive momentum for team signups and keep volunteers updated pre-, during and post- cleanup period. There are currently over 2,055 fans on the Hong Kong Cleanup Facebook page and growing daily.

16. Global Partners

Ocean Conservancy



Hong Kong Cleanup data is sent annually to Ocean Conservancy for inclusion in the annual Global Report and Marine Debris Index, and the Hong Kong Cleanup team is actively in communication with the global ICC network on a regular and ongoing basis.

Ocean Conservancy promotes healthy and diverse ocean ecosystems and opposes practices that threaten ocean life and human life. Through research, education, and science-based advocacy, Ocean Conservancy aims to educate and empower people to speak and act on behalf of the marine environment. In all its work, Ocean Conservancy strives to be the world's foremost advocate for the oceans.

Clean Up the World



As part of a global effort, Hong Kong Cleanup is also a member of Clean Up the World, a community-based environmental campaign that inspires and empowers communities from every corner of the globe to clean up, fix up and conserve their environment. Clean Up the World is held in conjunction with the United Nations Environment Programme and mobilises 35 million volunteers from 130 countries annually.

Let's Do It! World



The Let's Do It! movement has seen incredible success and growth in a short time; since it began in Estonia in 2008, Let's Do It! has evolved into a global network of civic leaders and NGOs in 96 different countries.

Now, having already connected around 7 million volunteers in their efforts, the movement is looking to engage its participants and partners into a more systematic co-operation, to go beyond the cleaning. As Regional Coordinator for Hong Kong, China and Macau, the Hong Kong Cleanup aims to strengthen and build this partnership of mutual support going forward.

17. Sponsors

Hong Kong Cleanup Presenting Partner: Nomura

NOMURA

Nomura has been a loyal and supportive partner to the Hong Kong Cleanup for half a decade, helping the campaign and event to achieve record growth year on year.

A partner in the truest sense of the word, Nomura does more than offer financial support. Throughout the year we have been fortunate to work with Nomura colleagues on waste management strategies within their offices and building and to host Ecovision educational events in the Nomura IFC offices; and we have had the opportunity to engage with staff on various levels, including the well-attended annual Nomura beach cleanup.

We are deeply grateful to Nomura for their support and participation and look forward to continued successful partnership.



“Our employees, their families and friends have been an integral part of the Hong Kong Cleanup for the last five years, helping to make a meaningful contribution to our local environment. As presenting sponsor, we are excited to see how the event has grown and expanded with increased visibility and participation. As part of Nomura’s CSR efforts, we believe we all have a responsibility to shape the environment in a positive and sustainable way for future generations.”

- Chris Antonelli, Global Co-head of Prime Services at Nomura and Executive Sponsor of Nomura CARES, the investment bank’s philanthropy network

Associate partner: Ecozine.com



“As Asia’s premier online magazine devoted to smart, sustainable lifestyle, Ecozine is committed to promoting more environmental and health conscious ways of life, not just through our articles, blogs and online tools but through on-ground events and partnerships. The Hong Kong Cleanup each fall engages tens of thousands of volunteers in cleaning up, raising awareness and collecting vital data to reduce the vast issue of excess waste. We are proud to be a partnering organization and in this way contribute to the betterment of Hong Kong and the environment that sustains us.”

- Lisa Christensen and Nissa Marion, Co-Founders, Ecozine.com

Associate partner: Oriental Press Group



“As a major local media group, we not only share with the mass audience on happenings around the world but we also want to educate on environmental responsibilities. This is the third year that Oriental Press Group has joined Ecovision for a meaningful beach cleanup activity, we are proud to support and protect the precious resources in our community and strongly encourage all residents to participate in this social change as well.”

- Amy Lee, Deputy Business Controller, Oriental Press Group

Associate partner: Dopper Asia



“As Asia’s premier online magazine devoted to smart, sustainable lifestyle, Ecozine is committed to promoting more environmental and health conscious ways of life, not just through our articles, blogs and online tools but through on-ground events and partnerships. The Hong Kong Cleanup each fall engages tens of thousands of volunteers in cleaning up, raising awareness and collecting vital data to reduce the vast issue of excess waste. We are proud to be a partnering organization and in this way contribute to the betterment of Hong Kong and the environment that sustains us.”

- Lisa Christensen and Nissa Marion, Co-Founders, Dopper Asia

Community Partner: Hopewell Holdings



“Hopewell is honoured to be the Community Partner of the Hong Kong Cleanup. In addition to the Group’s efforts in striving to create shared value by developing and managing building clusters and infrastructure that foster economic development, this sponsorship fully embodies the Group’s commitment in supporting initiatives that reinforce our commitment to community development and environmental protection. Hong Kong Cleanup also raises our volunteers’ awareness of the marine and coastal environment through this outreach program.”

- William Wong, Executive Director, Hopewell Holdings

Organizer: Ecovision Asia



Since 2000, Ecovision Asia has been providing environmental events and education to the Hong Kong community, including the well-loved signature event, the Hong Kong International Coastal Cleanup. Now, Ecovision is proud to have expanded the event to country parks and urban areas.

Ecovision Asia is an environmental organisation based in Hong Kong that works with companies, schools, NGOs and government to develop educational programs, public-awareness campaigns and events that support environmental responsibility and sustainable development. Organizing the Hong Kong cleanup fully supports our mission to inspire and educate everyday citizens about the importance of individual, community and corporate action.

Supporting Partners

CLARINS



 Freshfields



金利豐金融集團



STATE STREET

The 2013 family of Supporting Partners give the event its financial foundation as well as each participating enthusiastically in various ways, from cleanups to helping promote the education message and recruiting new participants to the Challenge. We offer them our heartfelt thanks.

We are also incredibly grateful to the many media, companies, and organizations that have helped to make this year's Hong Kong Cleanup a reality. From t-shirts to conference rooms, prizes to printing, the services provided by our loyal partners are invaluable, and we take this opportunity to thank them. Please support these companies and organizations and let them know you appreciate their support for the Hong Kong Cleanup and our community!

Media Partners

FLASHON



Action Asia



Online Partners



Apparel, Fitness, Printing and PR Partners



Venue & Prize Partners



Local Partners



18. Government and NGO Cooperation

Since the 2012 plastic pellet spill, we continue to work more closely with local NGOs and government departments, for which opportunity we are truly grateful. We are proud to be part of the Hong Kong Government's recently-launched Clean Shorelines Campaign (epd.gov.hk/epd/clean_shorelines/), as well as partnering with organizations such as Living Lamma, DB Green, Plastic Free Seas, Ocean Recovery Alliance, Naked Islands, and the Hong Kong Hiking Meetup, as we know that working together achieves results.

We are also proud to acknowledge the ongoing support of the following government departments: Agriculture, Fisheries and Conservation Department; Education Bureau; Environment Bureau; Environmental Protection Department; Food and Environmental Hygiene Department; Leisure and Cultural Services Department; Marine Department; and Drainage Services Department.

19. Taking a pledge

垃圾問題實際上有多嚴重?
香港的堆填區幾近全滿。我們每年產生600萬公噸的廢物，但只有少量被回收再用！全球每平方公里的海洋中都有垃圾。現在是時候清理我們製造出來的垃圾。

香港每年棄置100億個塑膠袋和膠樽。

許下承諾吧:

我承諾會減少使用即棄及一次性產品和包裝，讓香港及這個世界成為更乾淨、更朝氣勃勃的地方!

How serious is trash really?
Hong Kong's landfills are almost full. We produce six million tonnes of waste every year, and only a small amount gets recycled! It is time to clean up our act.

Every year Hong Kong throws away 10 billion plastic bags and bottles, jeopardizing wildlife and ecosystems, our economy, and our health and safety.

TAKE THE PLEDGE:

I pledge to reduce my consumption of single-use products and packaging to help put Hong Kong on a path to zero waste.

HONG KONG CLEANUP

c/o Ecovision

Level 2, 6 On Wo Lane

Central, Hong Kong

名 / Name _____ 電郵 / Email _____

感謝! 詳見 / THANK YOU! Sign up a team – it's free: www.HKcleanup.org

Supporting Partners:










MIX
Paper from
responsible sources
FSC® C001689

Tel: +852 2854 2023 www.hkcleanup.com Free Pledcard © 2012 All Rights Reserved Not For Sale

As part of this year's public education campaign, a postcard was produced with a very special function.

On the front, the artwork matched our region-wide poster and advertising campaign, with artwork by local artist Liina Klauss featuring plastic marine debris strewn on a beach.

The back of the postcard carried an educational message in Chinese and English, and a simple pledge to make a difference:

"I pledge to reduce my consumption of single-use products and packaging to help put Hong Kong on a path to zero waste."

Cleanup captains, seminar guests and event participants were then invited to add their names and be part of the change. The aim was twofold:

- 1) To give participants an opportunity to consider their actions and make a commitment
- 2) To begin a list, of people who care about the environment and are willing to take action, that could be shared in our report and with government bodies – not a petition, but a message of support from Hong Kong's community.

Thank you, to the hundreds of Hong Kong citizens completed the Pledge during the 2013 Hong Kong Cleanup Challenge. We acknowledge you for your commitment and participation.

6. Taking Action: What You Can Do

- **AWARENESS:** To help promote the message of waste reduction and recycling, the Hong Kong Cleanup does year-round educational talks at schools, community groups, companies and more. Watch for us, or invite our team to come speak at your organization!
- **EVERY ACTION COUNTS:** The adoption of the philosophy of reduce, recycle and reuse in home, office and school in all sectors of the community, is key. Consider small (or big) changes you can make in your own life to create less waste.
- **TAKING RESPONSIBILITY:** If you haven't already, be sure to join the Hong Kong Cleanup's year-round Office, School and Home Challenge where you can monitor and improve on reducing food waste, paper, plastic bag, and energy usage while increasing recycling. By adopting simple habits like bringing your own reusable shopping bag, separating recyclables such as glass, plastics, paper and composting food waste, we can all make a difference.
- **VOTING WITH EVERY DOLLAR:** Demonstrate your preferences with your purchasing power - buy something made from recycled, renewable or eco-friendly material and show producers that consumers care.
- **COMMUNITY ACTION:** Comprehensive beach, city street and country park clean up programs need not be merely an annual occurrence; rather, it can be an ongoing process throughout the year and be every citizen's responsibility. Adopt a beach, trail or street!
- **TAKE IT WITH YOU:** Often trash is littered because people find it difficult to locate a recycling bin or trash bin, especially on hiking trails. The "pick up after me" syndrome should be banished, so that no one is found littering on our beautiful natural and urban areas. Adopt a practise of never leaving trash behind, and recycling or disposing it securely once it's possible to do so.
- **MAKING IT A HABIT:** To build habits takes time, especially good habits. By encouraging ourselves and those around us to adopt smart habits such as bringing a reusable shopping bag, not ordering more food than one can finish, printing on both sides of paper, etc., we can all gradually make a difference, one step at a time!

2013 Results and Findings

1. Team Highlights

To offer perspective on participating in the Cleanup Challenge, we asked a few of our teams to share about their cleanup experiences. Below are a selection of the responses of enthusiastic teams and partners from around the region.

Hopewell Holdings Ltd.



“Hopewell puts priority on advocating sustainable development in environmental protection and youth development. The outstanding achievements of the coastal cleanup event were attributed to the support by the volunteers. We would like to express our sincere appreciation to every HH Social Club member, teacher and student from Hong Kong Tang King Po College, as well as their families and friends for their participation in the campaign. The campaign not only encourages people to be eco-friendly, but also allowing us to build close relationship with our community partners. Looking ahead, we shall continue to take an active role in organizing more voluntary activities with our community partners, striving to promote sustainable development.”

- Ms. Lily Chong, Senior Human Resources & Administration Manager, Hopewell Holdings Limited

Living Lamma



“Living Lamma teamed up with the wonderful Food and Environmental Hygiene Department and 125 kids from Canadian International School, who turned the event into an art installation - creating 61 dolphins out of trash and sand before cleaning up the beach. Fantastic! We did 3 clean ups for the 2013 Challenge, which also provided data for our own Brand on the Beach initiative, at which we have picked up 2,872 plastic bottles from 150 brands on small Hong Kong beach in 12 months – 55% of the trash came from 10 well-known local brands. Thank you, Ecovision, for inspiring us!”

- Jo Wilson, Founder, Living Lamma

SITA Waste Services Limited



“It is SITA Waste Services Limited’s main ambition to provide professional and sustainable solutions to manage waste in a world with limited resources. The solutions provided will improve economic and environmental performance for clients, contribute to enhanced sustainable development and enable everyone to participate in a responsible and continuous growth. As part of our corporate mission, the active involvement in the 2013 Hong Kong Cleanup made our green commitment great fun, rewarding and inspiring! We are definitely ready for the next Cleanup!”

Robin Ho, Senior Manager for Environment, Sustainable Development, Innovation and Diversity, SITA

Hong Kong Hiking Meetup



“Hiking Meetup is Hong Kong's largest hiking group, with nearly 10,000 members. Beside hiking, we also get involved in community works through funds raising and trail cleanings. This year we organized “save our country park” hikes to make our hikers discover hidden treasures, and clean-up events to give back to nature. Our achievements included 18 clean-up events, involving about 100 different members, plus a 100km trail clean-up after OTW route & first sections of Moontrekker on Lantau!”

- Francois Dubreuil-Assistant Organizer for HKHM

ISF Academy



“Our participation numbers grow each year. We relish the opportunity to roll up our sleeves and contribute to improving our local shoreline. More than the trash we collect, the greater benefit is the learning students draw from the experience. Children can be heard asking parents “Who makes the litter?” and “How can we stop it?”. It opens minds to the need to care for our environment. Thank you HK Cleanup for providing an organized platform for us to join!”

- Lisa Gove, ISF Academy PTA Beach Cleanup Coordinator

H&M

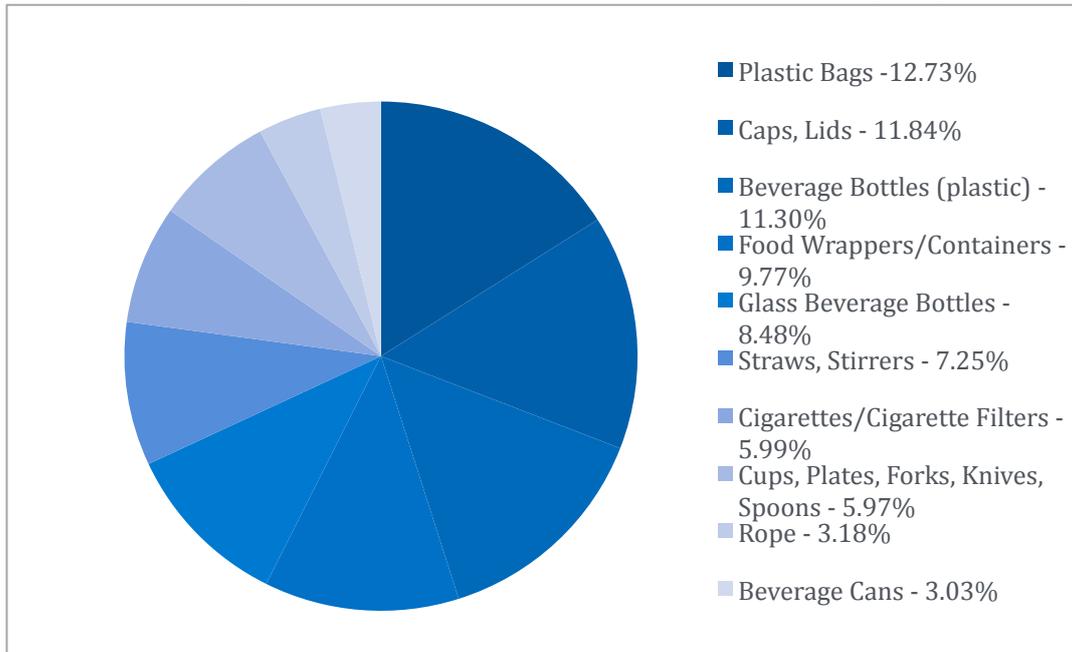


"Hong Kong Cleanup provided an extremely hospitable but most importantly educational platform to expose the importance of environmental decline and what we can do to a part of the solution. Not only did the HKC team raise awareness through action but the 'hands on' experience and wonderful day of team building left a lasting impression on our staff. Thank you HK Cleanup, as you've sparked a fire in our company and have substantially increased participation in our 'green office' initiative."

- Christina Sjöholm, H&M Green Office Leader Hong Kong

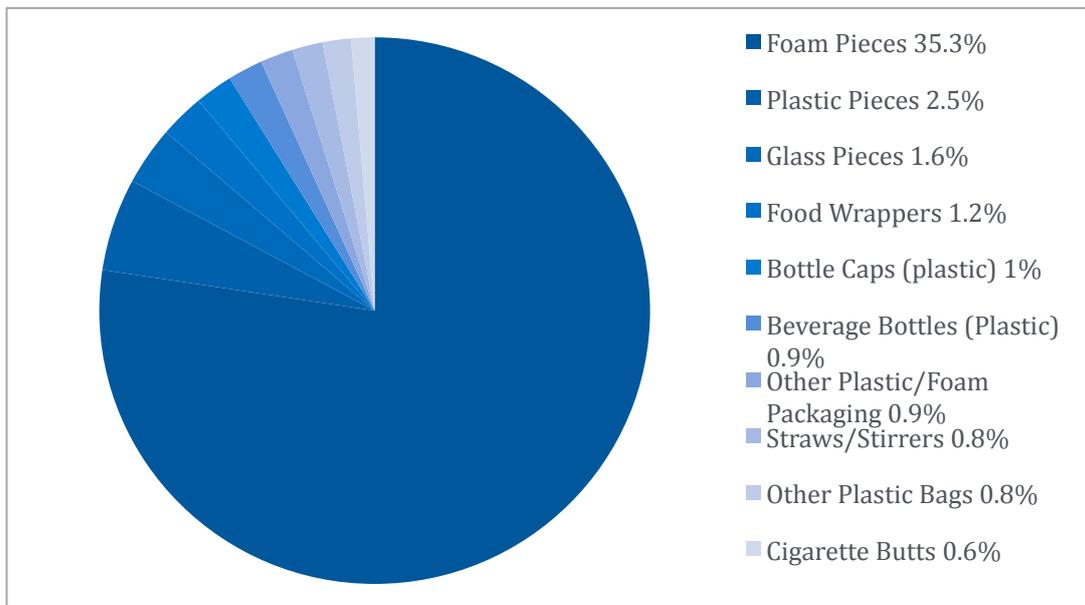
2. Coastal Cleanup Challenge Results

Coastal Cleanup Challenge – Top 10 Items Recorded (not including tiny trash)



Aligning with global observations and local historical data, single-use plastic is again the top item in this year's Coastal cleanup data, followed closely by glass and also cigarettes.

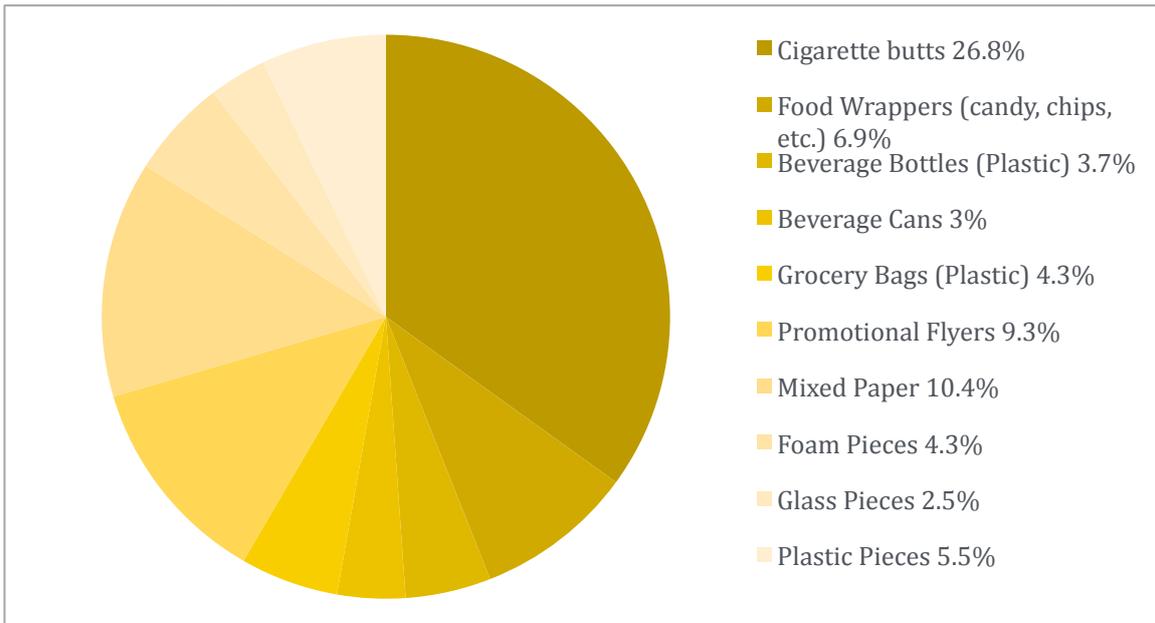
Coastal Cleanup Challenge – Top 10 Items Recorded (including tiny trash)



When we factor in the new "tiny trash" category from this year's data cards, it quickly becomes clear that the vast majority of debris collected at coastal cleanups is that which had already been broken down by sun, sea and wind into small and often hard to identify pieces.

3. City Cleanup Challenge Results

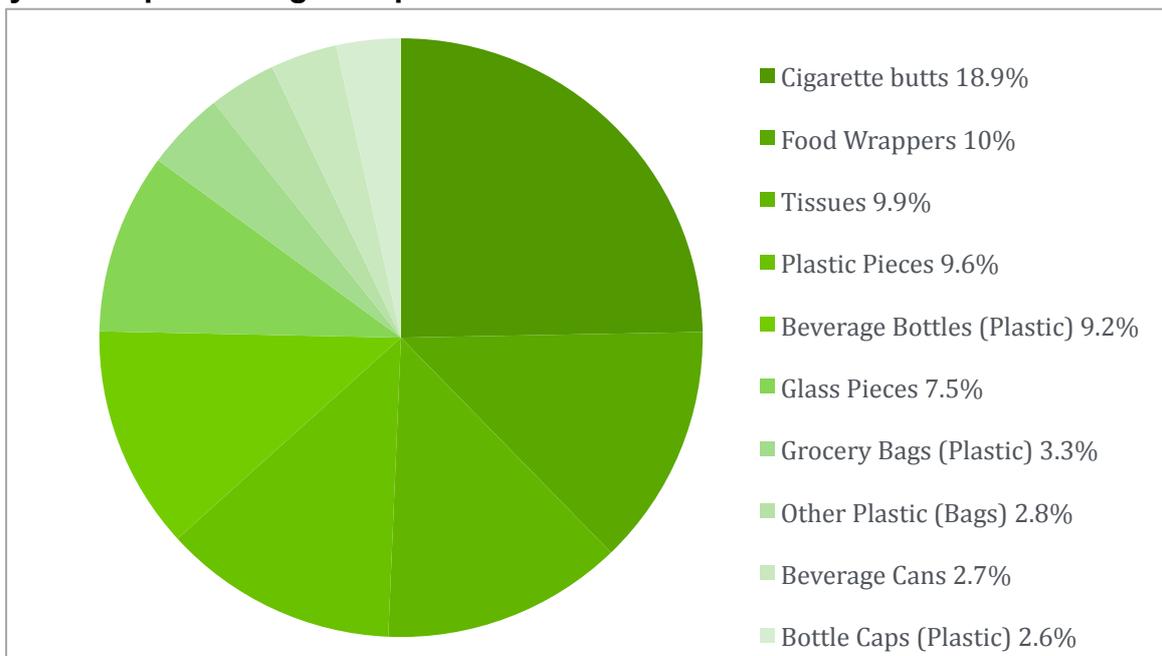
City Cleanup Challenge - Top 10 Items Recorded



With cigarette butts as the clear top item, food wrappers and beverage containers as well as waste paper top the list for urban areas.

4. Country Cleanup Challenge Results

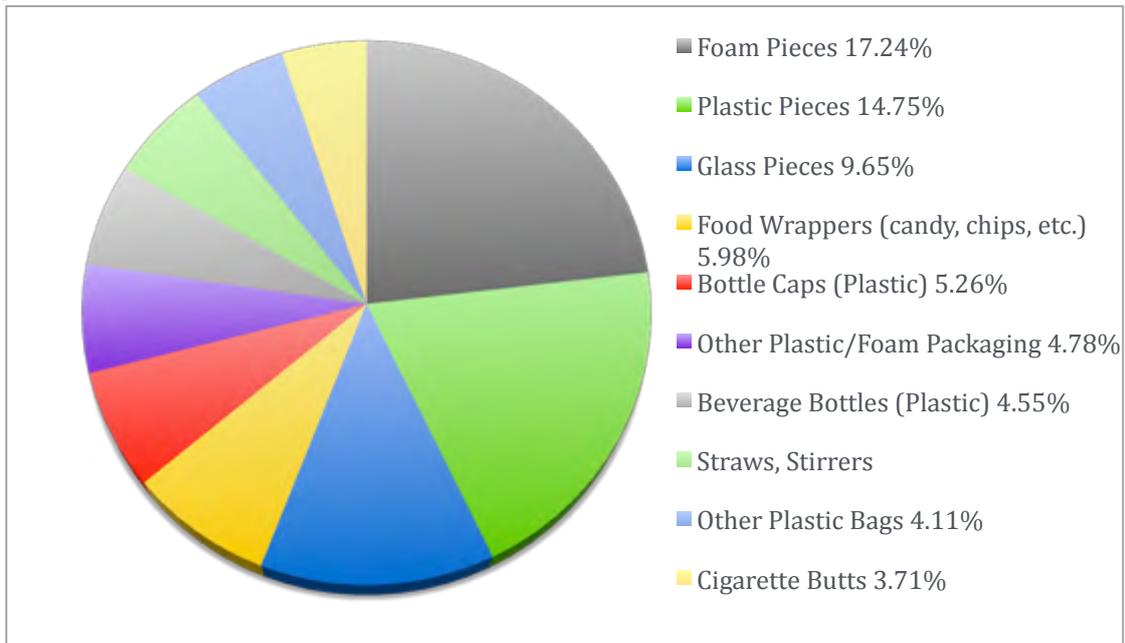
Country Cleanup Challenge - Top 10 Items Recorded



On hiking trails and in country parks, cigarette butts were again the top culprit. Food wrappers and tissues, as well as beverage containers and bags, are also in the top ten, suggesting littering by visitors.

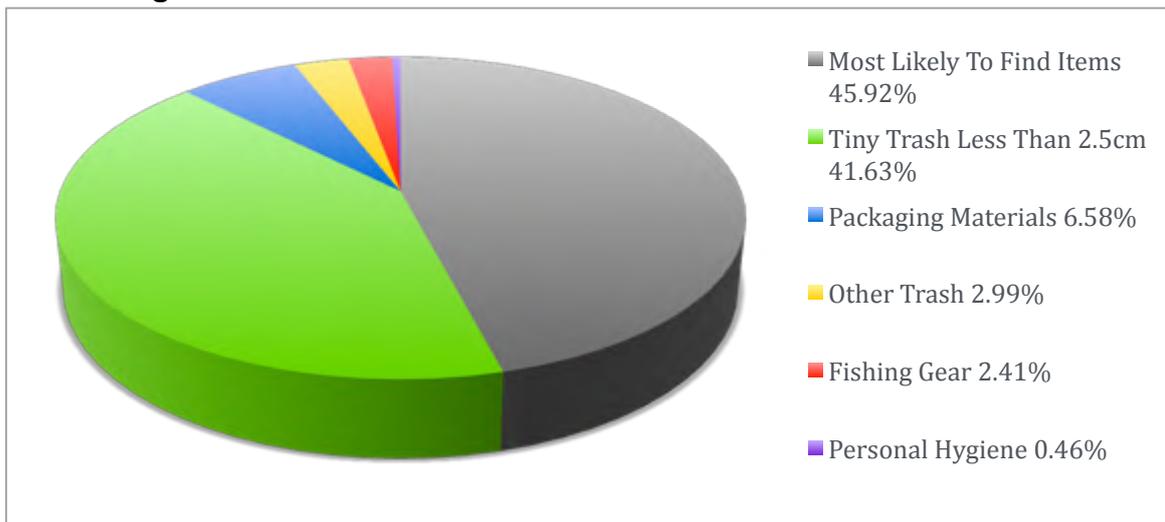
5. Hong Kong Cleanup Overall Findings

2013 Top 10 Items Recorded Overall



It is clear from these overall results that the smallest trash is also the most prevalent, and also that our volunteers do not shy away from collecting and recording the less obvious debris that is often trapped or difficult to remove.

2013 Trash Categories



The International Coastal Cleanup has developed a standardised set of categories for waste found at cleanups around the world. This year, the set of categories was updated and reflected in the data cards used, with the intent to make the cards more user-friendly and citizen-science oriented. As a result, using these six 'new' categories, it is easy to see that the large majority of trash found at Hong Kong cleanups is exactly what we have come to 'expect' over thirteen years of cleanups – and as such, have been slotted into "Most Likely To Find". The next largest category consists of tiny pieces of debris – mostly plastic and foam as well as glass.

2013 Itemized Breakdown

Categorized Items	#	% of
Most Likely To Find Items		
Cigarette Butts	12077	3.71%
Food Wrappers (candy, chips, etc.)	19450	5.98%
Take Out/Away Containers (Plastic)	5596	1.72%
Take Out/Away Containers (Foam)	6246	1.92%
Bottle Caps (Plastic)	17117	5.26%
Bottle Caps (Metal)	2568	0.79%
Lids (Plastic)	7293	2.24%
Straws, Stirrers	14704	4.52%
Forks, Knives, Spoons	5066	1.56%
Beverage Bottles (Plastic)	14799	4.55%
Beverage Bottles (Glass)	4230	1.30%
Beverage Cans	3072	0.94%
Grocery Bags (Plastic)	9903	3.04%
Other Plastic Bags	13357	4.11%
Paper Bags	1836	0.56%
Cups & Plates (Paper)	1744	0.54%
Cups & Plates (Plastic)	7039	2.16%
Cups & Plates (Foam)	3302	1.01%
Category Totals	14939	45.92%
Fishing Gear		
Fishing Buoys, Pots & Traps	860	0.26%
Fishing Net & Pieces	1256	0.39%
Fishing Line (1 yard/meter = 1	1644	0.51%
Rope (1 yard/meter = 1 piece)	4096	1.26%
Category Totals	7856	2.41%
Packaging Materials		

6-Pack Holders	522	0.16%
Other Plastic/Foam Packaging	15566	4.78%
Other Plastic Bottles (oil, etc.)	1979	0.61%
Strapping Bands	2272	0.70%
Tobacco Packaging/Wrap	1057	0.32%

Category Totals 21396 6.58%

Other Trash

Appliances (refrigerators, etc.)	378	0.12%
Balloons	783	0.24%
Cigar Tips	549	0.17%
Cigarette Lighters	2616	0.80%
Construction Materials	4478	1.38%
Fireworks	726	0.22%
Tires	212	0.07%

Category Totals 9742 2.99%

Personal Hygiene

Condoms	466	0.14%
Diapers	255	0.08%
Syringes	460	0.14%
Tampons/Tampon Applicators	321	0.10%

Category Totals 1502 0.46%

Tiny Trash Less Than 2.5cm

Foam Pieces	56087	17.24%
Glass Pieces	31386	9.65%
Plastic Pieces	47974	14.75%

Category Totals 13544 41.63%

TOTAL 32534 100.00

6. Data Highlights

Tiny Trash



A new section of the data card this year allowed participants to categorize the tiny pieces of debris that cannot easily be identified otherwise. Volunteers in Hong Kong picked up. Together, these three items comprised over 41% of all the trash collected. Although tiny trash is difficult to collect and count, its detrimental effect on the environment is well documented. Fish, birds and animals can mistake small fragments for food and ingest them, often causing starvation and/or contributing toxins to our food chain.

Cigarettes / Cigarette Filters

12,077 cigarette butts were collected and counted, representing 3.71% of the overall trash findings by piece. Less common in coastal areas, the majority of butts were collected from city streets and hiking trails, indicating with relative certainty that their origin is local, despite government-imposed fines intended to minimize this type of debris.



Disposable plastic bags and bottles

23,260 plastic bags and 14,799 plastic disposable beverage bottles were collected, in addition to 24,410 plastic caps and lids. The disposable nature of these products means they are used for a short time and, in Hong Kong, in high volume, causing them to still remain among the most common debris items plaguing our waters and coastal regions.

Disposable Foodware

31,292 food wrappers and disposable food containers were collected, plus 17,151 cups, plates, forks, knives and spoons. Hong Kong, like most of Asia, uses copious quantities of disposable food ware, and this is something that needs to be examined and addressed. Food wrappers and packaging, disposable cutlery and cups, and takeaway containers altogether accounted for a significant portion of the total trash collected this year.



Brands on the Beach

Also as part of the Coastal cleanup, our data cards this year included a section entitled “Brands on the Beach”, in support of an initiative launched by one of our partners, Living Lamma.

Based on written entries by team participants, the top three brands found on Hong Kong coastlines during the Challenge were:

1. Vita
2. Bonaqua
3. Cool Water

7. Recommendations

The Hong Kong Government earlier this year published a new plan for waste – the “*Blueprint for Sustainable Use of Resources – 2013-2022*”. This is a positive step forward. The key initiatives outlined in the plan are:

- Extension of the plastic bag levy
- Enhanced recycling
- Waste charging
- Producer responsibility schemes
- Food waste management
- Organic waste treatment facilities (anaerobic digester or composter)
- Landfill extensions
- Integrated waste management facility (incinerator)

While the latter three represent plans for managing waste and the end of life cycle, and each has its own merits and flaws, our primary focus is on the measures being suggested and implemented in order to *reduce* the flow of trash.

The plastic bag levy, until now a voluntary scheme, can be expanded to include more retailers, and is indeed already planned to expand to over 10,000 large and small retailers around the region. Given that the original scheme saw up to 90% reduction in plastic bag use at participating outlets, it is highly likely that expanding the programme will have a positive effect.

Widespread success in other regions have demonstrated that waste charging can be an effective way to encourage citizens to better consider their waste production. The government is finalizing its public consultation at the time of writing this report, and it is our sincere hope that a swift and well-planned implementation will follow.

Enhanced recycling is an ongoing need in Hong Kong, where both glass and plastic were entirely without value until very recently. It is gratifying to see a current increase in glass recycling following several successful government pilot programmes. Wider scale implementation through collaborations with house estates, building management, schools, etc. is necessary to make recycling mainstream.

Food waste management is a vital part of the solution. While food does not typically count high among cleanup debris due to its decomposable nature, it is a major issue in Hong Kong, with an estimated 3,200kg entering landfills daily. Through implementing small scale, community-based composting programmes as well as integrated education on minimizing food waste, we can reduce this number effectively.

Littering continues to be an issue that should be dealt with firmly. Existing legislation such as the “Fixed Penalty (Public Cleanliness Offences) Ordinance” (Cap.570), against litter in public places, can be more strictly enforced.

While reducing waste is key, it is also important to look at managing the vast amount of trash already afflicting our ecosystems. It would be beneficial for the relevant government authorities to assign more commissioned cleaners, particularly to more inaccessible areas including remote beaches, islands, alleyways and hiking trails.

7. Looking ahead: A Path to Zero Waste

Zero waste is an initiative rapidly gaining ground worldwide, with success stories from San Francisco, USA to Capannori, Italy. The basic premise of zero waste can serve as a strong short or long term goal for any city or region looking to reduce its waste footprint on the Earth.

According to the Zero Waste Alliance, Zero Waste is “a goal that is ethical, economical, efficient and visionary, to guide people in changing their lifestyles and practices to emulate sustainable natural cycles, where all discarded materials are designed to become resources for others to use.”

The global principles for Zero Waste include three simple, overarching goals:

1. Producer responsibility at the front end: industrial production and design.
2. Community responsibility at the back end: consumption, discard use and disposal.
3. Political responsibility to bring both community and industrial responsibility together in a harmonious whole.

To achieve these goals, ten ‘steps’ have been developed, creating a fully supported closed waste loop – as illustrated in this diagram:



It is fully possible to re-envision Hong Kong’s waste-handling process and, through these principles, strive for larger long-term achievements in this very critical space. With the strong leadership of government, including a significant investment in public outreach and education, our citizens and communities can make informed choices, including:

- Consuming less
- Composting organic waste
- Recycling and reusing other waste
- Demanding non-wasteful product design
- Creating jobs and bringing community members together in the process

For more information on Zero Waste or the ten steps above, please visit www.zerowaste.org.

Appendix 1: Team Participation

DATE	TEAM	LOCATION	PPL	KG	KM
5-May	Water Warriors	Starfish Bay	4	20	1
9-Jun	NetDimensions Limited	Clear Water Bay Second Beach	26	70	0.4
11-Jun	AXA ASIA	Deep Water Bay	40	117	0.35
15-Jun	HK Hiking Meetup Group	Shek Pai Wan	19	700	1
7-Jul	HK Hiking Meetup Group	Chui Hau Mangrove	17	300	1
14-Jul	HK Hiking Meetup Group	Hoi Ha	18	50	1
20-Jul	HK Hiking Meetup Group	Trappist Monastery Pier beaches	20	400	1
1-Sep	HK Hiking Meetup Group	Lei Yue Mun	37	500	2
8-Sep	Mandarin Oriental, Hong Kong	Cheung Chau, Kwun Yam Wan	18	10	0.1
14-Sep	Nomura Bank	So Kwu Wan	98	1321	0.1
19-Sep	HKClean	Beach at Stanley Butterfly Park	2	60	2
21-Sep	DB Green	Nim Shue Wan	35	284	0.15
21-Sep	Bank of America - Merrill Lynch	Sok Kwu Wan	66	153	1
21-Sep	Azul Family	Gold Coast	4	4	1
21-Sep	Yung's	Hong Kong	1	4.5	3.4
21-Sep	Beach Clean S1S	St. Stephens Beach	6	27	3.4
21-Sep	South Island School	Repulse Bay Beach	3	13.5	3.4
21-Sep-1Nov	LCSD & FEHD	Multiple Coastlines	396	26,000	151
21-Sep-1Nov	Marine Department	Multiple Coastlines	140	191,500	50
21-Sep-1Nov	FEHD	Streets & Urban Areas	10,000	595,038	662
21-Sep-1Nov	AFCD	Country Parks	87	426,923	300
21-Sep-1Nov	Office, School & Home Cleanup Teams	Multiple Locations	30,453	n/a	n/a
25-Sep	Kroll Associates (Asia) Limited	Power Station Beach	5	5	0.1
25-Sep	Hong Kong Academy	Grass Island	60	10	1
27-Sep	Kukri Asia	Stanley Main Beach	4	200	1
27-Sep	Crown Worldwide	Mo Tat Bay	20	55	1.5
27-Sep	HSBC Expat	Little Palm	20	90	3.4
28-Sep	State Street	Sha Wan	43	540	0.2
28-Sep	HK Hiking Meetup Group	Trio Beach	16	80	1
28-Sep	Canadian International School	Sandy Bay Beach	35	258	0
28-Sep	SITA Waste Services Limited	San Mun Tsai	1	311	0.5
28-Sep	Canon Engineering Hong Kong Co., Limited	Butterfly Beach	33	46	1.5

28-Sep	Swire Resources Ltd.	Wu Kai Sa	53	50	2
28-Sep	The Italian Chamber of Commerce in Hong Kong & Macau	Turtle Cove Beach	28	80	1.8
28-Sep	The Hong Kong Club	Tung Wan Beach	35	475	0.48
28-Sep	UniGroup	Clear Water Bay - Beach No. 2	6	80	0.3
28-Sep	Li & Fung/Bloom	Pak Lam Wan - Sai Kung	56	252	3.4
28-Sep	The Strandlunds	Discovery Bay	3	13.5	3.4
29-Sep	HK Hiking Meetup Group	Pak A beach	24	185	2
29-Sep	Living Lamma "Brand on the Beach"	Lamma Island "Pebble" Beach	19	20	0.2
1-Oct	Friends of Green	Lei Yu Mun	62	163	2
4-Oct	Banyan Tree Hotels and Resorts	Power Station Beach	7	20	1
5-Oct	Family	Repulse Bay boardwalk	5	35	0.2
5-Oct	Hong Kong Hiking Meetup	Lai Chi Wo	16	350	0.5
5-Oct	150th Stanley Scout Troop St Stephens Chapel	Waterfall Bay	20	125	0.3
5-Oct	QI Group	Shek O Beach	1	169	30
5-Oct	Pure Fitness International	Sha Lan-Sam Mun Tsai	80	770	10
5-Oct	Nike Hong Kong	Sai Sha Rd	26	280	0.3
5-Oct	Freshfields Bruckhaus Deringer	Ap Lei Chau / Ap Lei Pai	15	150	0.04
5-Oct	Clean the dirty beach	Po Toi Pellet Beach 5	10	150	1
5-Oct	Crawford Hong Kong	Silvermine Bay Beach	29	140	1
5-Oct	Wings Trading (HK) Co. Ltd.	Wu Kai Sha	3	20	2
5-Oct	Sha Tin College	Trio Beach	3	3	1
5-Oct	Mace	Not Submitted	20	90	3.4
5-Oct	Reem Team	Trio Beach	3	13.5	3.4
5-Oct	Southsiders	Deep Water Bay	20	90	3.4
6-Oct	明愛賽馬會黃大仙青少年綜合服務	白水碗海灘	24	72	7
6-Oct	The Dube's	Shek O Beach	5	22.5	3.4
6-Oct	Net Impact HKUST Chapter	Bayside Beach	5	22.5	3.4
6-Oct	Sewa Day 2013	Big Wave Bay, Shek O	30	135	3.4
9-Oct	ISF Academy PTA	Sandy Bay Beach	163	583	1
9-Oct	HKCC event industry	Waterfall Bay	5	2	0.15
9-Oct	Kennedy School	Stanley Ho Bay	85	40	3
9-Oct	Wing Yi Lau	Water Fall Bay	5	22.5	3.4
10-Oct	Russel Reynolds Hong Kong	Stanley Main Beach	19	85.5	3.4
11-Oct	Hill+Knowlton Strategies Asia	Shek O Main Beach	60	270	3.4
12-Oct	Singapore International School HK	Nim Shue Wan	61	615	0.12
12-Oct	Standard Chartered Bank	Cafeteria Beach, Kadoorie Beach	130	100	0.9
12-Oct	Compass Offices	Sandy Bay	50	225	3.4
12-Oct	One Ocean One Dream	Big Wave Bay	22	99	3.4
12-Oct	PWC	Nim Shue Wan	30	811	0.2
12-Oct	JPMorgan - Go Green	Shek O Beach	37	50	0.5

12-Oct	The American Club	Ma Hang Park Sea Breeze Patio	125	186	1
13-Oct	Team Gaia	Po Yue Wan	18	87	0.75
13-Oct	ENJO (Greater China)	Golden Beach	34	30	1
14-Oct	EJA	Not Submitted	4	18	3.4
17-Oct	Sha Tin College	Approach Beach	6	9	2
18-Oct	The Landmark Mandarin Oriental Hong Kong	Stanley Beach	15	20	1
18-Oct	H & M	Sok Kwu Wan	98	605	0.2
18-Oct	International Christian School	Sha Lan Beach	85	200	0.2
18-Oct	Credit Suisse Equities IT Group	Big Wave Bay & Shek O	30	135	3.4
19-Oct	Green Queens	Wu Kai Sha	10	25	0.2
19-Oct	Bgca southern icysc	St Stephens Beach	7	18	3
19-Oct	French International School	Shek Pai Wan	24	400	0.2
19-Oct	Oriental Press Group (OPG)	Wu Kai Sha	90	400	0.3
19-Oct	Quintessentially	Shek O Beach	10	10	0.1
19-Oct	HOK Hong Kong	Tai Wan To Beach	48	150	0.4
19-Oct	The Scout Association of Hong Kong-110th NT East (Royal Ascot) Group	Lung Mei Beach	50	173	0.2
19-Oct	Ovolo Group	Po Toi Island	40	88	3
19-Oct	AIA	Silvermine Bay Beach	25	50	0.5
19-Oct	PWC	Hairpin Beach	40	180	3.4
19-Oct	Chatteris Education	Shek O Main Beach	9	40.5	3.4
19-Oct	J Team	Lamma Island	4	18	3.4
19-Oct	AWA	Shek O Back Beach	30	60	1
20-Oct	Team Aurillac-sur-Mer (friends)	St Stephen's Beach	30	4	0.2
20-Oct	British Consulate - General & British Council	Peng Chau Tung Wan Beach	27	30	0.8
20-Oct	HK Hiking Meetup Group	Shek Pai Wan	27	54	1
20-Oct	WALLYMIK LTD.	Lung Ku Upper Beach	3	47	1
20-Oct	Amma Satsang Group Hong Kong	Clear Water Bay Second Beach	31	125	5.5
20-Oct	Holman Fenwick Willan	Cheung Chau Main Beach	13	40	1
20-Oct	Helicopters	Deep Water Bay	3	1	1.4
20-Oct	Hitachi Group	Ha Pak Lai	159	100	5
20-Oct	Living Seas Hong Kong	Bayside Beach	4	330	0.5
20-Oct	Maples Funds Services	Cheung Sha Beach	18	81	3.4
20-Oct	Sha Tin College	Wu Kai Sha Beach	15	100	0.3
20-Oct	Cub Scouts Pack 1	Stanley Beach	30	135	3.4
21-Oct	WF Joseph Lee Primary School	Butterfly Beach	150	23	1
22-Oct	CBRE	Shek Pai Wan	18	40	0.5
23-Oct	Benoy Limited	Clearwater Bay 2nd Beach	70	70	1.8
23-Oct	Po Toi Pirates	Po Toi Main Beach	10	22	200

24-Oct	LPC Beach Clean Up Club	Star Fish Bay	15	135	3.4
25-Oct	No Name Team	Sum Hum Kok	4	7	1
25-Oct	Korn/Ferry Futuresp	Tung Wan Tsai	8	16	1
25-Oct	Tsunami Sports	Nam Wai, Sai Kung	20	90	3.4
26-Oct	SwedCham	Sandy Bay Beach	21	20	0.3
26-Oct	Despicable Rubbish Team	Anglers Beach	1	50	0.07
26-Oct	The Hong Kong University of Science & Technology - The REDbird Award Program	Silverstrand Beach	23	100	5
26-Oct	Eaton, Hong Kong	Wu Kai Sha, Starfish Bay	28	104	100
26-Oct	The Kimkim Explorers	Stanley	5	3	0.2
26-Oct	FRIENDS OF KMB	New Cafeteria Beach	13	3	2
26-Oct	n/a	Ham Tin Wan Beach	1	3	2
26-Oct	The Canadian Chamber of Commerce	Big Wave Bay Beach	104	30	1
26-Oct	Living Lamma "Brand on the Beach"	Lamma Island "Pebble" Beach	20	50	0.2
26-Oct	Rabobank	Tung Wan Beach	30	75	3.5
26-Oct	Ogier	Deep Water Bay	10	30	0.8
26-Oct	Rotary Club of Kowloon North	Shek O Beach	12	50	1
26-Oct	Graduate Law Students Association, Ashurst	Stanley Front Beach	25	60	5.7
26-Oct	The Naked Islands Project	Pui O Beach	22	66	0.5
26-Oct	192nd Kowloon Cub Scout Silver Jubilee District	Wilson Trail Section 5, Shatin Au to Tai Po Road	20	90	3.4
26-Oct	Standard Chartered Bank	Power Station Beach	5	22.5	3.4
26-Oct	Secret Group 101	Shatin	15	135	3.4
26-Oct	Rotary Of Central & HK Sheng Kung Hui Youth Services Centre.	Silverstrand Beach	30	135	3.4
26-Oct	Laing O'Rourke Hsin Chong Paul Y. JV	Clear Water Bay Second Beach	20	90	3.4
26-Oct	Fanling Rhenish Church Secondary School	Lamma Island	20	90	3.4
27-Oct	Sun Kei EPS	Clear Water Bay	9	75	0.3
27-Oct	The Gaia Goodwillers	Shap Long	19	250	0.5
27-Oct	Swire Hotels	Shek O Beach	15	5	0.23
27-Oct	ISS HK HOPE Support Service Centre for Ethnic Minorities	Deep Water Bay	15	50	0.03
27-Oct	TigerMom.com, Ltd.	Peng Chau Main Beach	53	110	0.5
27-Oct	Beach Combers	Beaulieu Dog Beach	38	80	2
27-Oct	Kerry Holdings Ltd.	Cape D'aguilar	32	387	3
27-Oct	HK Hiking Meetup Group	Tai O Beaches	18	600	2
27-Oct	Cheung Chuk Shan College Liberal Studies Association	Shek O Back Beach	18	11	1
27-Oct	Victoria Shanghai Academy	Hairpin Beach	11	13	2

29-Oct	Kiangsu Chekiang College, International Section	Deep Water Bay & Braemar Hill	13	10	1
27-Oct	Mak's	Clear Water Bay	4	36	3.4
27-Oct	Dim Sum Crew	Not Submitted	20	90	3.4
29-Oct	KCCIS - Discovery Week	Deep Water Bay	12	54	3.4
30-Oct	VIRSA The Culture	Stanley Main Beach	9	40.5	3.4
30-Oct	TREE	Stanley - Seaschool end past the pier	17	280	0.5
31-Oct	Canadian International School & Living Lamma	Shek Pai Wan	3	15	0.2
31-Oct	Dom's Hellcats	Island South	4	36	3.4
1-Nov	French Collection	Shek O Back Beach	23	36	0.2
1-Nov	Morgan Stanley	Lung Kwu Tan Beach	22	224	2
1-Nov	Mitsubishi UFJ Securities	Rocky Bay Beach	40	85	0.25
1-Nov	SCMP	Sok Kwu Wan	55	480	2
1-Nov	The British Chamber of Commerce in Hong Kong	Sandy Bay	8	10	1
1-Nov	British Council, Hong Kong	Tung Wan	8	40	0.25
1-Nov	University of Waterloo HK Alumni	Not Submitted	20	90	3.4
2-Nov	Drainage Services Department	Peng Chau	30	116	6.8
3-Nov	PACSAFE	Shek Pai Wan	37	228	0.5
8-Nov	ACE Insurance Limited & ACE Life Insurance Company Ltd.	Shek O Back Beach	38	20	0.18
9-Nov	Hong Kong Hiking Meetup	Fan Lau, Lantau	13	36	0.5
9-Nov	Clarins	Sok Kwu Wan	22	5628	2
9-Nov	Howse Williams Bowers	Cheung Chau	120	540	3.4
10-Nov	King & Wood Mallesons	Rocky Bay Beach	30	116	1
15-Nov	Cisco Systems	Shek O Rocky Bay	20	90	3.4
TOTAL			45680	1282476	1833

* Please note that in cases where data was omitted, estimates have been entered based on the submitted per-person average

Appendix 2: 2013 Challenge Winners

1. Coastal Cleanup Challenge

Best Team Spirit



Gold: SITA, Pure Fitness,
H&M, Oriental Press Group
Silver: NIKE
Bronze: Sonia Davies, HOK

Largest Corporate Team



Gold: Hitachi Group
Silver: Standard Chartered Bank
Bronze: The American Club

Weirdest Item Found



Gold: The Kimkim Explorers
Silver: BofAML
Bronze: State Street

Greenest Team



Gold: Living Lamma
Silver: DSD, HK Academy
Bronze: Tiger Mom and JP Morgan

Most Trash Collected



Gold: Nomura
Silver: Pure Fitness
Bronze: HK Hiking Meetup

Largest Non-Corporate Team



Gold: ISF Academy PTA
Silver: WF Joseph Lee Primary School
Bronze: The Canadian Chamber of Commerce

2. Country Cleanup Challenge

Weirdest Item Found



Gold: Kiangsu Chekiang College, International Section
Silver: Diane Archer's team

Best Team Spirit



Gold: Silver Jubilee 192nd Club Scout Pack
Silver: Standard Chartered Bank and ERM

Greenest Team



Gold: SUM Digital
Silver:
Bronze

Most Trash Collected



Gold: Hong Kong Hiking Meetup
Silver: Kiangsu Chekiang College, International Section
Bronze: Diane Archer's team

3. City Cleanup Challenge

Weirdest Item Found



Gold: GBI Mainstream Saikung Dragon Force
Silver: HK Commodors

Best Team Spirit



Gold: GBI Mainstream Saikung Dragon Force

Greenest Team



Gold: Salesforce.com Paper Challenge

Most Trash Collected



Gold: Bel Air Residents
Silver: GBI Mainstream Saikung Dragon Force
Bronze: Kiangsu Chekiang College, International Section

Appendix 3: Acknowledgments

Hong Kong Cleanup Organizer: Ecovision Asia

Presenting Sponsor: Nomura

Community Partner: Hopewell Holdings

Associate Partners: Oriental Press Group and Doppo Asia

Global Partners: Ocean Conservancy, Let's Do It! World

Supporting Partners: Clarins, KEEN, Freshfields Bruckhaus Deringer, Kingston Financial Group, PricewaterhouseCoopers, State Street

Media Partners: FlashOn, South China Morning Post, Celebrating Hong Kong, HK Magazine, Action Asia

Apparel Partner: Farbo Uniforms

Fitness Partners: PURE Fitness, PURE Yoga

Printing Partner: The Green Pagoda Press

Online Partners: on.cc, alivenotdead, Apsis, Kite Systems, Asiapat, Lifestyleasia, Little Steps, Sassy Mama

Venue Partners: Compass Offices, Shore

Prize Partners: Escapade Sports, Patagonia, Pacsafe, Water in a Box

PR Partner: Cohn & Wolfe Impactasia

Local Partners: Business Environment Council, Climate Change Business Forum, American Chamber of Commerce, British Chamber of Commerce, Canadian Chamber of Commerce, Dutch Chamber of Commerce, Hong Kong Hiking Meetup, Italian Chamber of Commerce, Plastic Free Seas

Ecovision Team

Lisa Christensen: Founder + CEO

Nissa Marion: Project Director

Karry Lai: Project Manager

Juliana Figueiroa: Event Manager

Celebrity Goodwill Ambassadors

Daniel Wu and Lisa Selesner-Wu

Jocelyn and Anthony Sandstrom

Michael Bucek

Terence Yin

2013 Eco Fashion Presentation

Rosemary Vandembroucke

Jocelyn Sandstrom

Kiri Hartig

David Oshry

Bronwyn Jolley

Mercedes Pair

2013 HKC Volunteers

Tyler Faust

Michel Jack

Jessica Lam

Carley Lauder

Luigi La Tona

Sisi Liu

Samantha Lynch

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DJ Anthony Sandstrom

ECOLS

Government Departments

Agriculture, Fisheries and Conservation Department

Drainage Services Department

Environmental Protection Department

Food and Environmental Hygiene Department

Leisure and Cultural Services Department

Marine Department

Appendix 4: Sources

Images courtesy of:

HKC / Ecovision Asia Image Bank

Ocean Conservancy Press Images - <http://www.oceanconservancy.org/news-room/>

NOAA - marinedebris.noaa.gov

Dr. Andy Cornish, WWF-International

Gary Stokes, Photographer - <http://garystokesphotography.com>

Alex Hofford, Photographer - <http://www.alexhofford.com/>

Stefan Irvine, Photographer – <http://stefanirvine.com/>

Sean Baylis, Photographer - <http://sdbphoto.com/>

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