

The Hong Kong Cleanup 2014 Report



www.HKcleanup.org

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A Message From Our Founders

2014 was, without question, an eventful year for the Hong Kong Cleanup. Not only did the event once again grown in numbers, breaking our own record, but our own little team also grew, and we gained a trusted and powerful new partner, The Nature Conservancy, as a wonderful co-organizer. This partnership has already proven to be a game changer, and we're only getting started on our journey together.

Meanwhile our magazine Ecozine, featuring content about smart, sustainable living, officially launched to a welcoming audience, and became a key platform to share Hong Kong Cleanup's successes and updates, as well as providing fun, fascinating content to help green our daily lives. And, we gained new insights through partnerships both locally and across the globe, engaging with the global Zero Waste community to gain better understanding of what is possible for Hong Kong. It's been a good year. However, we have far to go.

The sad fact is, we have a trash problem. Globally, plastic and waste continues to pour into our wilderness and oceans. It is predicted that by 2025 there will be roughly 155 million tons of plastic in the ocean – and China is the biggest offender, contributing nearly 30% of the volume. Here in Hong Kong we enjoy a convenient, and often disposable, lifestyle, to the detriment of the precious ecosystems that sustain us. The situation is dire, and the outlook bleak – with our landfills nearly full and government plans, though well laid, barely able to cope with the sheer volume unless *all* of us change our habits – and habits are hard to change.

Yet we have hope. We are optimists, yes, but now more than ever we can see and feel the genuine concern and care of the community around us. The numbers speak for themselves, but so do the individual anecdotes that make our mission worthwhile. Everyone on our team has had the heart warming pleasure of working side by side with a new volunteer and feeling a true shift in their understanding of the issue; or fielding intelligent, inspiring questions from the next generation, a generation that will feel the effects of our own carelessness and will have the challenging job of cleaning up after us.

Momentum is clearly building. There is a growing understanding of the effect of our daily lives on the wider world around us, and the increase in participation in the Cleanup Challenge pays tribute to this fact. Every day, more people are connecting with us, taking a stand, and stepping onto the path to a cleaner future. We urge you to keep up the momentum, to continue supporting both NGO movements like the Hong Kong Cleanup and the government's own nascent efforts – we need to let them know we approve of, and support, programs such as waste charging and recycling, and encourage progressive action such as moving toward a zero-waste target. We have a voice, and this is the time to be heard.

The success of the Hong Kong Cleanup, as ever, lies outside of us, in our community. We are truly grateful to our 2014 Presenting Partner, Nomura, for their many years of support, and to our key partners Clarins and Freshfields for helping to make this year's Cleanup possible; and to the many media partners, sponsors, NGOs, team captains, volunteers and friends who contribute in countless ways to this initiative, we say thank you. Participating in the Hong Kong Cleanup in any way, big or small, is a step in the right direction, and together we *can* make a difference.

For a better world,



Lisa Christensen & Nissa Marion | Cofounders, Hong Kong Cleanup

A Word From Our Local Goodwill Ambassadors



"The Hong Kong Cleanup clearly demonstrates what an incredible difference can be made when our community comes together in a united effort with companies, schools, government and citizens all taking part. I am so excited that the 2014 Hong Kong Cleanup Challenge surpassed 51,000 participants! It is so great to see more and more people getting involved each year. Alongside the major achievement of coming in 3rd place of the Ocean Conservancy's top 10 participating countries. Keep up the fantastic work!"

- Daniel Wu, actor and director

"I am so delighted about the recent marriage between The Nature Conservancy (TNC) and the Hong Kong Cleanup. This powerful partnership will help the Hong Kong Cleanup strengthen their overall program, bringing more science into its approach to the data collected from their Cleanups and looking at the impact of waste on habitat and wellbeing. Together the Hong Kong Cleanup and TNC will take the lead in protecting nature in Hong Kong and contributing to the global efforts to reduce waste!"

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



"As passionate supporters of the Hong Kong Cleanup, we were thrilled to participate in this year's #Trash Bucket Challenge. Inspired by the viral campaign and the Trash Bucket Challenge in Hawaii – the Hong Kong Cleanup and TNC invites participants to pick up a bucket of trash at public places such as beaches, country parks and streets in the city, then recycle the trash and share the process using the hashtag #TrashBucketChallenge. We love doing something for a good cause, sharing it with friends online and challenging others to do the same!"

- 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 love the chance to get involved in beach and country park clean-ups! These Cleanups not only push people to pick up Hong Kong's littered environment, but forces one to look at our every day life and how we can make better choices in waste reduction, recycling and reusing. Every little bit adds up and every small action can make a difference."

- Rosemary Vandenbroucke, Hong Kong actress, entrepreneur, fashion model and musician



Executive Summary

The 2014 Hong Kong Cleanup, organized by Ecozine, co-organized by The Nature Conservancy and presented by Nomura, was a success by all counts. With enthusiastic sponsors and media partners, plus a #TrashBucketChallenge social media campaign that went viral, it's no surprise that the Hong Kong Cleanup yet again broke its own records this year. The region's largest environmental event was further cemented as a vital and well-loved part of the Hong Kong event landscape. Due to this year's overwhelming success we even extended the Cleanup Challenge season by two weeks!

The Hong Kong Cleanup team works year round on education, awareness and action. World Environment Day (June 5th, 2014) not only kicked off team signups for the fall Challenge. The Challenge, which runs every year from the 3rd Saturday in September for six weeks, is not only a local success story but represents the local chapter of a global civic movement, involving millions of participants around the world.

During this year's Cleanup Challenge 51,064 people cleaned up 3,894,000 kg of trash from 1,847 km of shorelines, country park trails and city streets – representing an increase in participation of 13% over 2013.

2014 LOCAL TOTALS: 51,064 people | 3,894,000 kg | 1,847 km

GLOBAL PARTICIPATION: 11,737,599 people | 115 countries

This year we celebrated an important new partnership: The Nature Conservancy, a leading global conservation organization with a 12-year presence in Hong Kong and 600 scientists globally, joined as the official Co-organizer. TNC's involvement will bring a new dimension to our existing work, support our aim of improving our scientific research, as well as positive brand association for our sponsors.

This year also saw the launch of the “Zero Waste Challenge”, engaging tens of thousands in waste reduction and awareness-raising activities, and helping participants reduce their waste footprint to help put Hong Kong on a path toward zero waste. The Zero Waste Challenge was well received by the community and will continue to grow and develop in coming years.

The issue of trash is a global one, with plastic and debris floating in every square kilometre of ocean and plaguing our daily lives. A recent study published in the journal *Science* estimates that eight million tonnes of waste plastic enters the oceans each year from the world's 192 countries with coastlines. Using World Bank data on those countries – including data contributed by the Hong Kong Cleanup - researchers estimated that China is responsible for nearly 30% of the plastic pollution clogging the world's oceans.

Here in Hong Kong, our three remaining landfills are nearing capacity amid controversy over plans to build an incinerator. Thus, the need to reduce our trash at the source, prioritizing using reusables, have both citizens and companies who produce the products found in the ocean take personal responsibility and improve waste management infrastructure is a vital part of Hong Kong Cleanup's education. The Cleanup Challenge allows people a glimpse into the effects of our “throwaway” societal habits and an opportunity to make a difference, both immediately through action and by pledging longer-term changes in behaviour.

This year we were delighted to work with over 24 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 from our goodwill ambassadors also helped to drive greater awareness and action.

During the Challenge, the Hong Kong Cleanup held regular well-attended free education seminars, and at the end of the season all teams were invited to join the 14th Annual Hong Kong Cleanup Challenge Awards, announcing the data results and recognizing the winning teams in various categories such as Best Team Spirit, Most Trash Collected and Weirdest Item Found.

Data collected by volunteers indicated that tiny pieces of foam were the most prevalent debris, following by many types of disposable plastic products such as food wrappers, plastic bottle caps, plastic beverage bottles and straws/stirrers. The vast majority of debris found was of a disposable type, and came from land-based usage.

The Hong Kong Cleanup is pleased to see that the government has taken on our key recommendations 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, and proposed these as government policies. We recommend further widespread education on the issue, and will continue to contribute to such education in 2015, through events such as the Hong Kong Cleanup Challenge and Zero Waste Week.



The 2014 Hong Kong Cleanup campaign

The 2014 Hong Kong Cleanup

Introduction

The Hong Kong Cleanup is a 14-year strong community-based environmental campaign organized by Ecozine, a premier sustainable lifestyle magazine. As of this year, we are proud to welcome a new co-organiser, The Nature Conservancy (TNC) – a world-leading nature conservation organisation. The Hong Kong Cleanup Challenge focuses 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. Through partnering with TNC, we are committed to further promote the importance of protecting nature and building a sustainable future for Hong Kong.

Launched in 2000, the Hong Kong Cleanup has evolved over the years to become a well-loved event and a household name, growing from just 50 volunteers the first year to over 51,000 participants this past season! The record-breaking 2014 Hong Kong Cleanup Challenge proved to be an eye opening campaign for many, leaving participants more determined than ever to tackle the pressing environmental issue of trash at both a local and global level.

Hong Kong Cleanup 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 as well as to encourage public-private partnerships aimed at finding and employing sustainable solutions.



Cleanup volunteers scour the shoreline for plastic and debris

The Hong Kong Cleanup Challenge incorporates three types of team challenges: the 14-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 2014 was a record year in terms of outreach, marketing, PR, volunteer participation, research and awareness. One of our new favourite awareness initiatives this year was the #TrashBucketChallenge, which we initiated as a spinoff of the famous 'ALS Ice Bucket Challenge' and used social media to highlight the vast amounts of trash found in nature.

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 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.

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

The Hong Kong Cleanup's mission is threefold:

1. 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.
2. To increase awareness and instil a level of understanding that communities are pivotal to changing attitudes towards environmental protection.
3. 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 minimising 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 and Let's Do It! World Cleanup.
- We develop and execute a year-round education platform comprising events, media strategy and community engagement.
- Data is collected at every volunteer 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 our 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 first-hand, volunteers gain true awareness of the issue.

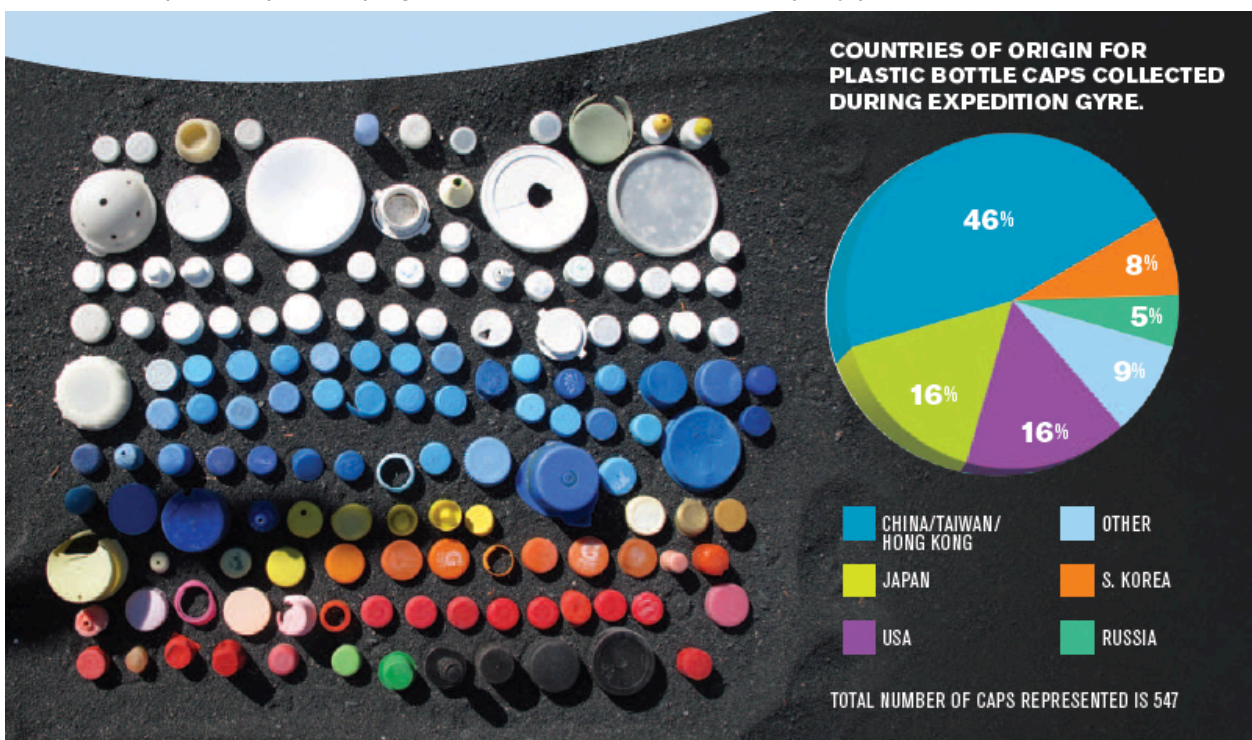
Driving change: Our team advocates and supports government policy aiming for sustainable, integrated waste management, and for environmental education to become a greater priority. The steady growth in cleanup participation also helps to show to government, industry and the world that the Hong Kong community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

The Issue of Trash: A Global Perspective

Ocean trash truly is a global issue that affects human health and safety, endangers marine wildlife and costs nations countless millions in wasted resources and lost revenue. The vast majority of garbage still gets thrown away. The problem is... there is no away. At its core, however, ocean trash is not an ocean problem but; it is a people problem – perpetuated by the often unwitting practices that industry and people have adopted over time.

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.

Disposable plastics plague our oceans, and Asia is a majority producer of such waste.



Globally, trash in one form or another has infiltrated all reaches of our ocean and planet, causing innumerable adverse impacts on ocean life and coastal communities. Over the past fourteen years, one fact has become unavoidable in the data collected by Cleanup volunteers: *single-use disposable plastic* remains the greatest culprit by far. The statistics are stark:

- Roughly 33% of plastic is for single use and then thrown away.
- Approximately 85% of total global plastic used is not recycled.
- Plastic has the potential to stay in the environment for hundreds of years.
- Plastic negatively impacts over 700 species of animals and birds.

Over the last 10 years, more plastic has been produced than during the whole last century, and it is increasing as more ways are found to replace durable products with disposable ones. Plastics have many benefits including their durability, cheapness and lightweight, but these benefits can cause problems for the environment when not managed properly after their original use. At this time, the world's waste management and recycling infrastructures simply cannot keep pace with our consumption and waste creation.

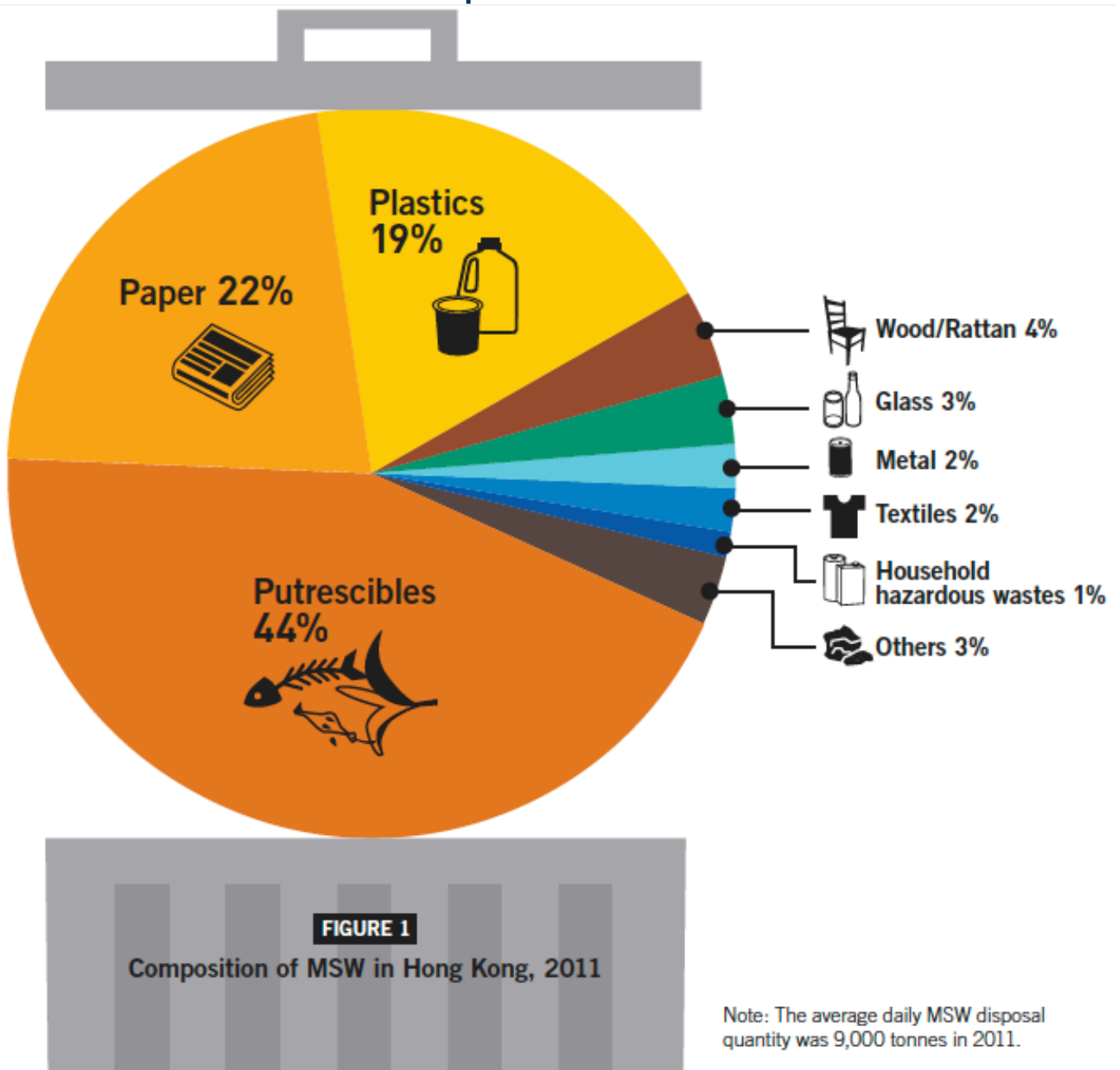
Most plastics do not easily biodegrade and instead remain in the environment for decades, even centuries. Plastic's cheapness encourages its ever-greater use in single-use packaging and discourages recycling, because of the variation in material types and difficulty in reaching economies of scale with waste streams that come from so many different sources. Millions of tons of plastic waste thus end up in our landfills, countryside, rivers and oceans. Smaller plastic pieces are mistakenly eaten by birds and fish, causing them harm and entering our food chain.

The Plastic Disclosure Project, the UN Environment Programme and natural capital analysts Trucost have calculated the total natural capital cost of plastic in consumer goods industry to be more than *US\$75 billion per year*. This massive cost comes from a range of environmental impacts, including the harm done by plastic litter to wildlife in the ocean and the loss of valuable resources when plastic waste is sent to landfill rather than being recycled.



There is plastic to be found in every square kilometre of ocean on the planet.

The Issue of Trash: A 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 (0.95kg) and Tokyo (0.77kg). 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 is simply nowhere to put it. With its three remaining landfills due to be full by 2015, 2017 and 2019 respectively, the challenge for Hong Kong lies not only in dealing with the trash itself, but in changing Hong Kongers how they think and behave toward waste.

In May 2013, the Hong Kong government published an action entitled the *Blueprint for Sustainable Use of Resources, 2013-2022*. It maps out a plan for the next 8 years to not only implement better solutions for managing waste, such as increased recycling and organic waste treatment, but – importantly – to *reduce* our overall waste production from 1.27 kg per day to 0.8 kg or below 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”, i.e. 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.

Aside from ongoing pilots and initiatives such as glass recycling and composting, a HKD\$1 billion recycling fund was proposed to and endorsed by LegCo members in July of 2013. The government hopes to begin taking applications for the fund in Q1 2015. This fund has the potential to stimulate the recycling infrastructure enormously.

To summarise the 26-page *Blueprint*, five important pieces of information are as follows:

1. Hong Kong has a target, for the first time ever, to reach a 40% reduction in landfill waste by 2022.
2. We have a high level of waste at 1.36 kg per person per day, which is 40-80% more than other major Asian cities.
3. Quantity-based waste charging will be a vital step; our neighbours in South Korea and Taipei, for instance, have seen solid results from similar legislation.
4. Food waste is a top priority; it currently accounts for over 40% of MSW in Hong Kong. Plastic and paper are the other two biggest factors.
5. Multiple concurrent actions are needed, from waste prevention measures to, at the end of the chain, safe disposal of what cannot be recovered.



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 food wrappers, plastic bottles and plastic bags.

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 micro plastics, 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

Scenically, Hong Kong has a great deal to offer: a landscape rising from sandy beaches and rocky foreshores to heights of almost 1,000 meters, woodlands and mountain ranges covered by open grassland and a variety of scenic vistas rarely, if ever, matched in so small a territorial unit. Countryside comprises 75% of the region, and 40% is designated country park. A total of 24 country parks have been designated for the purposes of nature conservation, countryside recreation and outdoor education. There are 22 special areas created mainly for the purpose of nature conservation.

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, 11.4 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 and the surrounding areas suffer particularly high volumes of trash, as do the more popular hiking trails seasonally as people train for the many races that take place. Over 3,700 metric tonnes of trash were removed from country parks in 2014. Education and facilities are needed in order to prevent increasing numbers of visitors from littering our countryside and damaging the environment.



Corporate volunteers cleaning trash from a popular trail on Hong Kong Island.

Urban Areas

More than 10,300 street cleaners and contracted workers manually sweep our streets and public areas every single day, 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.



Students from Lingnan Dr Chung Wing Kwong Memorial Secondary School cleaning up busy Tsim Sha Tsui.

Joining an urban cleanup allows the participant to see firsthand the very real issue of littering and trash in our streets. The closeness of such cleanup activities to our homes and workplaces is particularly poignant, as it removes the option of assuming that the trash comes from “somewhere out there” or “someone else”. Urban cleanups have also included cleanups of offices, schools, housing estates and properties, bringing the issue closer to our daily lives and helping to make the direct connection between our actions and our environment.

A Year-Round Campaign



Our team regularly participates in educational and business community events and exhibits

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 on-going 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 develops 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. 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:

- State Street Charity Fun Fair Day, January
- DSD Open Day, January
- Awards Gala for the Samsung 'Solve For Tomorrow' competition, April
- Zero Waste Cities Brazil, May
- The Women of Hope Charity Luncheon, May
- World Environment Day 'Positioning HK for Environmental Leadership: Top 10 Opportunities' panel discussion, June
- WWF Coastal Watch Launch, June
- APEC Marine Environmental Training and Education Centre (AMETEC) / Our Sea of East Asia Network (OSEAN)'s training workshop on marine debris, July
- Launch Clean Shorelines Day, July
- Nomura upcycled kids craft activity, August
- Natural & Organic Products Asia, August
- Braintrekking 2014, March
- CSR Asia Summit, September
- ACS Event, September
- ChinaChem Sustainable Development Conference 2014, October
- Eco Expo Asia, October
- Sustainable Cosmetics Summit, November
- Clarins Lunch and Learn, December

Connecting With the World

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 several worldwide organizations working to achieve this goal, primarily Ocean Conservancy and the Let's Do It! World Cleanup. Here are a few highlights of our experiences this year in working with these international partners:

On the Map – Hong Kong Recognized Globally in 3rd Place

For eleven 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 globally report data, Hong Kong came 3rd overall in the world last year for number of cleanup participants.



Ocean Conservancy recognizes Hong Kong's global 3rd-place participation numbers last year

Participating in Global Thought Leadership

In May our founder and CEO, Lisa Christensen, was invited to speak at the Zero Waste Cities event held in Sao Paulo, Brazil – hosted by the President of Zero Waste Brazil. The event brought about the discussion on how it would be a world without waste, showing success stories in managing waste, with the Zero Waste concept and practices that promote circular economy.

The 3-day event addressed various segments and topics such as exploring the technical and financial viability of new technologies for the implementation of zero waste programmes, socio-cultural barriers to the expansion of environmental awareness and addressing alternative planning and development of zero waste communities.



HKC Founder Lisa Christensen and delegates at the Zero Waste Cities Global Conference in Sao Paolo, Brazil

Meeting Experts and Building a Global Network

We participated in the APEC Marine Environmental Training and Education Centre (AMETEC) / Our Sea of East Asia Network (OSEAN)'s training workshop on marine debris in Geoje, South Korea. On the agenda was the analysis of the toxicology of macro- and micro-plastic found in our oceans and their impact on wildlife with leading Korean scientists and cleanup coordinators from all over the world.



APEC Marine Environmental Training and Education Centre (AMETEC) / Our Sea of East Asia Network (OSEAN)'s training workshop on marine debris

Hong Kong Cleanup: The Challenges

The Hong Kong Cleanup offers several types of challenges 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.

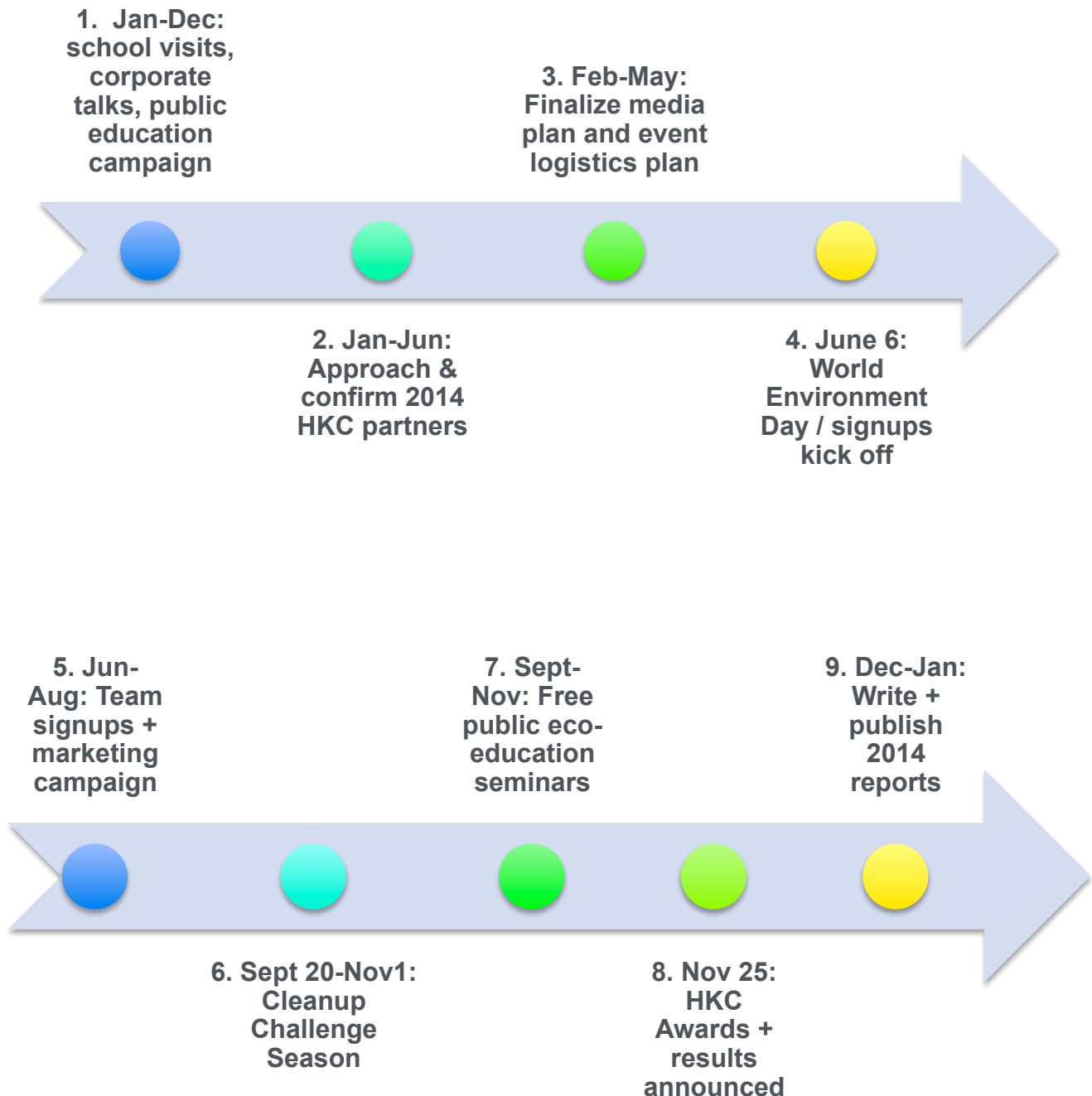
City Cleanup Challenge



Each day thousands of tonnes of 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 this year took either the form of a single day cleanup or a longer-term monitoring activity such as the “Zero Waste Challenge”, which provides engagement within the office, school or home that is simple, flexible and can lead to longer-term positive effects.

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:



How It Works

The 2014 Cleanup season was extended to an 8-week period, completing on November 16th and engaging a sum total of more than 51,000 participants – a 13% increase in the number of participants compared to 2013.

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, Consulates, NGOs and charities, families, recreational activity groups, government departments, clubs, organisations and celebrities, all competing in the Challenge and being 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 Ecozine team, works as follows:

1. Sign up a team



The screenshot shows the 'REGISTER' page of the Hong Kong Cleanup website. It includes a header with logos for '清潔香港 HONG KONG CLEANUP', '香港清潔 HONG KONG CLEANUP', '海外清潔 HONG KONG CLEANUP', and '城市清潔 HONG KONG CLEANUP'. The main form is titled 'REGISTER' and contains a note: '* Please note: Registration for the 2013 Hong Kong Cleanup Challenge begins June 5th, 2013. Thank you for your interest!'. Below this is a 'CONTACT DETAILS' section with fields for 'First name *', 'Last name *', 'Office phone', 'Mobile phone', 'Preferred contact' (with radio buttons for 'Office' and 'Mobile'), 'Email address *', 'Postal address', and 'Name of group *'. To the right of the form is a sidebar with a 'REGISTER' button, a 'SIGN UP' button, and a 'PLASTIC PELLET PATROL' button. At the bottom of the sidebar, there are links to 'Facebook' and 'Twitter'.

Individuals wanting to organise a team cleanup simply choose a Challenge and Cleanup date and estimate the 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. Upon 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 six 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, 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 Ecozine. Once the cleanup is complete, they are reminded to return their cleanup data to Ecozine, both for the annual report and for the competitions and award ceremony.

World Environment Day

We kicked off this year's partnership with TNC and new team signups with a luncheon event hosted by RED Bar and restaurant in IFC, Central. At the lunch, a spirited panel discussion focused on 'Positioning Hong Kong for Environmental Leadership: Top 10 Opportunities in recognition of the UN's World Environment Day on June 6th'.

The panellists included Nissa Marion, Co-Founder of the Hong Kong Cleanup; Louisa Ho, Corporate & Marketing Director, Asia Pacific for TNC; and Anthony T. Carango, Managing Director for Nomura, our Presenting Sponsor. The discussion was moderated by Zoher Abdoolcarim, Asia editor of TIME International. After each speaker presented their points, a lively discussion ensued with thoughtful questions from the invited guests, which included sponsors, friends and select media.

Highlights of the opportunities discussed for Hong Kong's potential environmental leadership included:

1. Set a long-term zero waste target and vision that the government, corporations and the public can contribute to and help accomplish.
2. Take real action in addressing Hong Kong's air pollution, first in Hong Kong – close to 50% of air pollution is generated locally so let's strengthen existing initiatives and make it a priority.
3. Expand the rollout of more sustainable modes of transportation that are fuel efficient and cause less pollution.
4. Share the data and results from the 2012 trawler ban to show the impact on fishermen, reefs and fish on reviving the fishing industry. First, to gain public awareness and also, to demonstrate to other places that have yet to implement a similar ban how a more sustainable fishing approach benefits nature and people.
5. Prioritize environmental education, looking beyond the classroom to provide experiential learning experiences like the Hong Kong Cleanup which brings the issue to life and helps people understand and get on board.



Official Kickoff



We successfully kicked off the 14th annual Hong Kong Cleanup together with Presenting Sponsor Nomura, on Saturday 13th September. Their Coastal Cleanup activity took place at Big Wave Bay beach. In two short hours the group removed 130 bags of trash, totalling an estimated 1,131 kg of debris collected and counted – or 10,690 pieces. The enthusiastic group's haul remained unmatched and they ended the season as the winners of the Coastal Cleanup Challenge 'Most Trash Collected by weight' prize!

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.

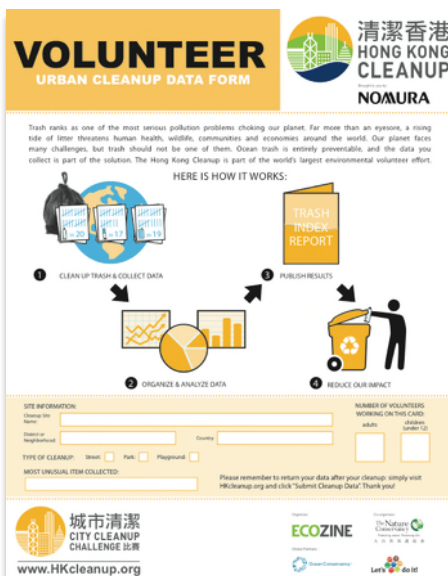
At each of the six regularly scheduled seminars, guests were able to:

- 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

Materials

Every volunteer team captain is provided with a free bilingual 2014 Cleanup Kit for their Challenge, which can be collected at the free education seminar or downloaded from our website. The 2014 Cleanup kit contains:

- Standardised 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
- Educational videos



VOLUNTEER
URBAN CLEANUP DATA FORM

清潔香港
HONG KONG
CLEANUP
NOMURA

Trash ranks as one of the most serious pollution problems choking our planet. Far more than an eyesore, a rising tide of litter threatens human health, wildlife, communities and economies around the world. Our planet faces many challenges, but trash should not be one of them. Ocean trash is entirely preventable, and the data you collect is part of the solution. The Hong Kong Cleanup is part of the world's largest environmental volunteer effort.

HERE IS HOW IT WORKS:

1. CLEAN UP TRASH & COLLECT DATA
2. ORGANIZE & ANALYZE DATA
3. PUBLISH RESULTS
4. REDUCE OUR IMPACT

TRASH INDEX REPORT

SITE INFORMATION:
Cleanup Site: _____
Nearest Landmark: _____
County: _____

NUMBER OF VOLUNTEERS REPORTING ON THIS CARD:
adults _____ children (12 & under) _____

TYPE OF CLEANUP: Street ☐ Park ☐ Playground ☐

MOST UNUSUAL ITEM COLLECTED: _____

Please remember to return your data after your cleanup: simply visit HKcleanup.org and click "Submit Cleanup Data". Thank you!

城市清潔
CITY CLEANUP
CHALLENGE 比賽
www.HKcleanup.org

ECOZINE The Nature Conservancy
GreenCommunity Let's do it!




TRASH COLLECTED

Citizen scientist. Pick up all trash and record all items you find below. Pay attention how you used the items, the data you collect are important for better understanding the issue.

EXAMPLE: Plastic Bags: 4HT III = 8. Please DO NOT use words or check marks. Only numbers are useful data.

ITEMS LIKELY TO FIND HERE	ITEMS COLLECTED	ITEMS COLLECTED
Cigarette Butts	Beverage Bottles (Plastic)	
Food Wrappers (candy, chips, etc.)	Beverage Bottles (Glass)	
Take Out/Ready Containers (Plastic)	Beverage Cans	
Take Out/Ready Containers (Foam)	Grocery Bags (Plastic)	
Bottle Caps (Plastic)	Other Plastic Bags	
Bottle Caps (Metal)	Paper Bags	
Lids (Plastic)	Cups & Plates (Paper)	
Straws/Stirrers	Cups & Plates (Plastic)	
Forks, Knives, Spoons	Cups & Plates (Foam)	
COATING RELATED	COATING MATERIALS	
Unfinished	6-Pack Holders	
Clothing/Shoes	Other Plastic/Foam Packaging	
BBQ Forks	Other Plastic Bottles (oil, bleach, etc.)	
Tissues	Shopping Bags	
OTHER TRASH	Tobacco Packaging/Wrap	
Appliances (refrigerators, washers, etc.)	PERSONAL HYGIENE	
Balloons	Diapers	
Furniture	Syringes	
Copiers/Lighters	STAND IDENTIFICATION	
Construction Materials	#1 Most Common Brand Found	
Fireworks	#2 Most Common Brand Found	
Type		
ONLY TRASH LESS THAN 2 CM		
Flamable		
Glass/Pottery		
Plastic Pieces		
COLOURED RESIDUE	STATUS	EXTENSIBLE
	Dead or Injured	Yes or No
ITEMS OF LOCAL CONCERN		
CLEANUP SUMMARY		
Number of Trash Bags Filled	Weight of Trash Collected	Age
		Distance Cleaned
		km

Data cards and informational materials are given to each participant for their use



The 2014 Certificate of Recognition acknowledges the support and environmental commitment of the recipient

Official Hong Kong Cleanup Merchandise

The 14th Annual Cleanup was easily recognisable around the region, not only via our iconic logo and marketing campaign, but through eye-catching merchandise including t-shirts and reusable bags for Cleanups and shopping, sponsored by Farbo Uniforms and distributed to teams as prizes and gifts.

Teams also had the opportunity to produce their own Hong Kong Cleanup co-branded t-shirts or water bottles to reward participation, provide a lasting no-waste gift, and instil a sense of team pride.



The 2014 HKC t-shirts were made from quick-dry sport fabric and was available in three styles



Volunteers like Nomura, pictured here, showed their company pride and teamwork with customized Farbo tshirts

Media and Outreach

The 2014 Campaign



1日，膠換1個碼頭。
1年，5億個膠樽被丟棄。請即參加清潔香港運動，帶動更多朋友支持全亞洲最大環保盛事！
垃圾積少成多，心力從不嫌多。

Every day, we throw enough plastic to occupy an entire pier.
500 million plastic bottles a year is no small matter. Unless we all take action. Register your team today and challenge your friends to join Asia's biggest environmental event. **Every little bit adds up.**

21/9 – 1/11 HKcleanup.org #TrashBucketChallenge

清潔香港 HONG KONG CLEANUP | The Nature Conservancy
攜手合力，共建綠色地球 | Partnering for Local Effort, Global Effect
Brought to you by: ECOZINE NOMURA
Supporting Partners: CLARINS Freshfields

Award-winning agency, Cheil, created a high-visibility campaign with striking messages

The 2014 Hong Kong Cleanup marketing campaign was a breakthrough in its approach. It featured a campaign designed by award winning advertising agency Cheil Greater China, using the message “every little bit adds up” by utilising captivating graphics of three common Hong Kong urban scenes framing a large piece of trash (plastic water bottle, styrofoam food container or soda can respectively), while stating the facts about how much difference one piece of trash can make when we all take part.

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, below the line posters and postcards 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.



1日，膠換一個碼頭。
垃圾積少成多，心力從不嫌多。全亞洲最大環保盛事，有賴您支持！
Every day, we throw enough plastic to occupy an entire pier.
Join us for the cleanup challenge. **Every little bit adds up.**
21/9 – 1/11 HKcleanup.org #TrashBucketChallenge



The ‘Every little bit adds up’ campaign was used across multiple media for maximum impact

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 and marketing, team recruitment, event promotion and activation is based on community partnerships and supporting organisations. Several types are activated from Ecozine's extensive regional network:

- Chambers of commerce, Consulates, 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.).
- Education and school partners help extend team participation and volunteer recruitment by utilising databases to promote and register participants and outreach to local schools, students and teachers.
- 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.



In total, the 2014 Cleanup effort was supported and promoted by no fewer than **24 partners** with an **estimated reach of over 26 million individual public views**. The combined reach of our media and supporting partners can be quantified per the following chart:

HONG KONG CLEANUP 2014 MARKETING OUTREACH CHANNELS	
Action Asia (56,000 copies/month)	South China Morning Post (104,148 copies/day)
Asiaxpat (800,000 visits/month)	48 hours (104,148 copies/every Thursday)
Community Journal (2,200 visits/day)	The Standard (200,000+/daily)
Flash-On Magazine (not disclosed)	The Standard.com (2 million visits/day)
FLAHoN.com (not disclosed)	The Sun (1,704,339 readers/day)
Focus Media (videos visible in 604 buildings in Hong Kong)	Sassy Mama (60,000 visits/month)
Hong Kong Daily news (40,000 copies/day)	American Chamber (1700+ members)
HK Magazine (150,000 readers/week)	The British Chamber (1200+ members)
IP Global TriChallenge (91 Facebook likes)	Dutch Chamber (400+ members)
The List (20,000/twice per month)	Italian Chamber (235+ members)
Marketing (12,000 email news service/day)	PURE Fitness (50,000+ members)
On.cc (16 million page views/day)	Hong Kong Hiking Meetup (5,000+ members)
Oriental Daily News (3,768,048 readers/day)	The Nature Conservancy (1 million+ members globally)

The Trash Bucket Challenge



Fill a bucket of trash – it's easy! – and put it where it belongs

The Trash Bucket Challenge was a simple idea that spread virally through social media. Volunteers were invited to go to any public place, be it a beach, park or city street and collect a bucket of trash. Then responsibly dispose of (recycle) the trash and record the process (photographs / videos / text) while uploading the content on Facebook, Twitter or Instagram using the hashtag #TrashBucketChallenge while calling on others to do the same.

A call to action that empowered and enabled everyday citizens to be part of something big, the Trash Bucket Challenge spread across the world, garnering attention from local and regional media, with people joining in from where it originated in Hawaii to India, Africa to South America, and all across Asia.

Public Relations



Our co-founder Nissa Marion was honoured to accept the Eco Warriors award on behalf of HKC

This year we engaged the support of top PR agency Fleishman Hillard. Their team supported us in creating and issuing press releases in the lead-up and launch of the Challenge, as well as post-event, announcing the results. We enjoyed increased media exposure thanks to our interviews with various press, and received acknowledgements including the inaugural Eco Warriors Award presented by the List Magazine.

We were also fortunate to again engage the support of our wonderful celebrity goodwill ambassadors Jocelyn and Anthony Sandstrom, Rosemary Vandenbroucke, Daniel Wu and Lisa Selesner-Wu, 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 14th Annual Hong Kong Cleanup Challenge Awards.



Daniel and Lisa Wu

Jocelyn and Anthony Sandstrom

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. 2014 HKC-hosted activities included film screenings, panel discussions, in-office and in-school engagement, and family education events. Family members of Presenting Sponsor Nomura enjoyed a fun upcycling craft day, and learned about the ease and importance of recycling and reusing waste materials.



Young Nomura family members proudly display their upcycled craft art pieces

Online Engagement



The HKcleanup.org website is the main functional point for teams to register for the Cleanup Challenges, update their clean-ups, learn about the issue and about the Cleanup itself. The easy-to-navigate site features streamlined registration and data submission pages, downloadable Cleanup materials and guidelines, as well as educational information and our live Facebook feed.

Social media channels such as Facebook and Twitter help drive momentum for team signups and keep volunteers updated pre-, during and post- Cleanup period. There are currently over 2,600 fans on the Hong Kong Cleanup Facebook page and it is growing.

The 14th Annual Hong Kong Cleanup Awards Ceremony



From left: Celebrity Ambassador Jocelyn Luko-Sandstrom; Nomura's Christopher Antonelli; Anthony Sandstrom; TNC's Louisa Ho; HKC's Lisa Christensen and Nissa Marion

Hundreds of team captains and guests joined Ecozine and The Nature Conservancy along with our key sponsors and our celebrity goodwill ambassadors for the 14th Annual Hong Kong Cleanup Challenge Awards at Shore Restaurant and Bar on Tuesday, November 25th, where results of the 2014 Cleanup and the winners of the Challenge were announced.

The event was MC'd by celebrity goodwill ambassadors Jocelyn and Anthony Sandstrom, distinguished speakers including our new co-organizer The Nature Conservancy's Louisa Ho, Nomura's Chris Antonelli, representing our Presenting Sponsor, as well as Nissa Marion speaking on behalf of Ecozine.com and our own Founder and CEO, Lisa Christensen, sharing a heartfelt thanks.



Sam Kima, Sally Lo, Rosemary Vandenbroucke, Robert Lo, Lisa Christensen, Nissa Marion



Anthony and Jocelyn Sandstrom, Celebrity Ambassadors

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 (Credit Suisse, Kerry Holdings and HSBC), schools (Victoria Shanghai Academy (Primary) PTA), NGOs (Living Seas Hong Kong and Living Lamma) and activity groups (The Scout Association of Hong Kong 1110th NT East and HK Hiking Meetup). The cross section of winners truly represented the wide variety of groups that participate in the Cleanup effort.

The evening was enhanced with music by special guest DJ Denx and with drinks and canapes generously sponsored by Shore.

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



Nomura was a proud winner in the Most Trash Collected category



The Nature Conservancy team receiving their award



The evening's hosts – the Hong Kong Cleanup team and 2014 core volunteers

Key Partners

ORGANIZER: ECOZINE

ECOZINE

Asia's premier social enterprise in environmental media, Ecozine provides a myriad of environmental events and education to the Hong Kong community, and the Hong Kong Cleanup is its well-loved signature event of the year.

In addition to producing world-class environmentally themed events, Ecozine publishes a high profile quarterly print magazine and daily updated website, along with a very popular weekly e-newsletter.

"As Asia's premier modern luxury lifestyle magazine devoted to a 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. Each fall the Hong Kong Cleanup 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



Ecozine's quarterly print publication is available at bookstores and fine retailers across the region

CO-ORGANIZER: THE NATURE CONSERVANCY



Protecting nature. Preserving life.®

大自然保護協會



One of the world's most recognized conservation organizations, The Nature Conservancy has been operating in Hong Kong for twelve years and has vast experience in using scientific approach in nature and wildlife protection.

"The Nature Conservancy collaborates with leading organizations to tackle the most pressing environmental issues around the world. We are thrilled to start this partnership with the HK Cleanup team who are trailblazers at the forefront of conservation in Hong Kong. Our organizations share the same core values and commitment and we hope to infuse TNC's science-based approach with HK Cleanup's empowerment messages. Nature supports all of us and we should do more for nature."

- Charles Bedford, Regional Managing Director, Asia Pacific Region for TNC

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. They have been a partner in the truest sense of the word.

"In our continued effort to drive environmental sustainability, Nomura has been the presenting sponsor of the Hong Kong Cleanup for six consecutive years. It is encouraging to see increasing participation from our employees, their families and friends in this event every year. I was proud to experience the commitment of our

employees to the environment at this year's Cleanup. At Nomura it is our firm belief that we all have a duty to help protect the environment in our local communities and contribute to a sustainable future."

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

Supporting Partners

CLARINS

 **Freshfields**

Our 2014 Supporting Partners give the event its financial foundation as well as each participating enthusiastically in various ways, from Cleanups, to Lunch and Learn events, to helping promote the education message and recruiting new participants to the Cleanup Challenge. We offer Clarins and Freshfields our heartfelt gratitude.

Media Partners



Action Asia

FLASHoN



Our key media partners included Hong Kong's top media in both Chinese and English and were of great support, running Hong Kong Cleanup's advertisements, editorial coverage and related educational content in daily, weekly, monthly and online publications including South China Morning Post, 48 Hours, Oriental Daily News, HK Magazine, The List, The Sun, FlashOn, Action Asia, The Standard, On.cc and Focus Media.

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

Global Partners



Ocean Conservancy
Start a Sea Change



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. 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.

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 and create behaviour change. 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.

Local Partners

Apparel Partner :



Fitness Partners :



Campaign Partner :



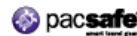
PR Partner :



Production Partner :



Prize Partners :



Online Partners :



Local Partners :



Our Local Partners include visionary businesses, Chambers of Commerce, activity groups and associations who provide support in a plethora of ways. From t-shirts to conference rooms, prizes to printing, the services provided by our loyal partners are invaluable and we would like to take this opportunity to thank them again. Many also use their networks to promote the Cleanup, engaging their members and activating team signups through events, newsletters, member magazine promotions and more.

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. Please support these organizations and let them know you appreciate their support for the Hong Kong Cleanup and our community!

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 partners of the Hong Kong Government's 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. We are proud to be part of a passionate community, and are committed to working together to achieve results.

Another new and significant strategic partnership is with WWF and other marine-focused NGOs to create the Coastal Watch program, a two-year citizen science project. The spirit behind the Coastal Watch project is to leverage the momentum of the public-private cooperation developed in the wake of the 2012 pellet spill, and to use scientific methodologies to study, protect and provide year-round monitoring for Hong Kong's ecologically valuable coastal habitats.

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.

2014 Results and Findings

Team Highlights

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



L'Oréal: “Thank you Hong Kong Cleanup for providing L’Oreal Travel Retail Asia Pacific a platform to participate in a wonderful hands-on educational experience cleaning one of our local beaches on Lamma Island, the backyard of Hong Kong. The objective of the morning on the beach was to raise awareness about sustainability and our immediate environment starting with our own staff composed of a team of 87 volunteers, both local and foreign. Together, with HK Cleanup’s help and clear guidelines, we rolled up our sleeves and picked up 8,000 items amounting to 600 kgs of rubbish. We got excellent feedback from our volunteers who enjoyed the team building experience with the data collection aspect and more generally the sense of giving back to the community. We are ready for the next Cleanup!”

- *Nadia Zahzah, Head of Legal, Management Advisor of MY-Society team*



Oriental Press Group: “This is the fourth year that Oriental Press Group has participated in the Hong Kong Cleanup Challenge and it is our third consecutive year cleaning up Wu Kai Sha beach. Year after year we are happy not only to uncover less trash particles on the beach but we also witnessed the nearby locals develop more concerns about the beach’s welfare! It is always a pleasure to work with the HKC team and a great opportunity for our own company and employees to build morale, demonstrate social responsibility and environmental sustainability. We look forward to next year’s new challenge and hope this meaningful activity will continue to inspire more people to not only join but to actually carry on this green awareness message.”

- *Amy Lee, Deputy Business Controller, Oriental Press Group*



Ecomarine: “We are a local not-for-profit community organization comprised of concerned residents who urgently seek the implementation of strategic local marine protection programs and policies aimed at revitalizing Hong Kong’s unique marine ecosystem. We run regular hiking, snorkeling, presentations and other events to the community, mixing awareness with fun. We also work with key marine life stakeholders such as government officials and departments. Partnership is the way forward. For the past two years, we have uniquely hosted a combination beach and underwater cleanup for the Hong Kong Cleanup campaign. This year met with an environmental disaster – large pieces of construction waste broken up into millions of uncountable pieces, together with a huge amount of general rubbish. Underwater we found many large abandoned ghost nets with trapped live and dead animals. No matter how much effort is put into cleaning our marine environment, trash keeps coming back. There is a need to identify and stop the source of the rubbish that is plaguing our marine environment.”

- Jeffrey Lee, Co-founder, Living Seas Hong Kong (勃勃海洋)



HSBC: “The Shek O Country Park Clean Up was organized as part of a year long environmental awareness program “Footprint Quarterly”, which is all about taking action and doing more to reduce. As a financial institution, we encourage employees to make a difference in the way we do things to help reduce the amount of paper waste. Colleagues signed up with their family and friends; they enjoyed the hike, removing rubbish from the forest and tangled in the tree roots on Big Wave Bay. Shek O Country Park reminded us that everything comes from, and eventually goes back into nature. Thank you to all the staff at HK Cleanup who were so helpful arranging the logistics and make this day a great, meaningful event!”

- Candy S W Tsang, Environmental Services Officer, HSBC



Living Lamma: “Each year Ecozine inspires us to do better with our cleanups, to learn more ourselves and to share our experience with others. So, with a few worries about whether our backs would hold up, we committed to cleaning the beach at Yung Shue Wan every day for the 42 days of the Hong Kong Clean Up. What an amazing experience! The beach had been so trashed with decades of construction rubble that many people did not consider it a beach at all. Within 3 weeks a derelict shoreline was once again a beautiful beach. Before people considered it too dirty to step on, now it is a popular photo spot where kids can play, great for environmental education. We counted 2,680 cigarette butts in 42 days (that would be 23,000 in a year!) Being in such a visible, accessible location and on a daily basis, it was a real community event. Thanks to our friends at the Food and Environmental Hygiene Department, the Banyan School, the Harbour School, Kellert School and all the mums, dads and kids who actively helped clean up, as well as all those who gave us the big thumbs up for our efforts.

- Jo Wilson, Founder, Living Lamma

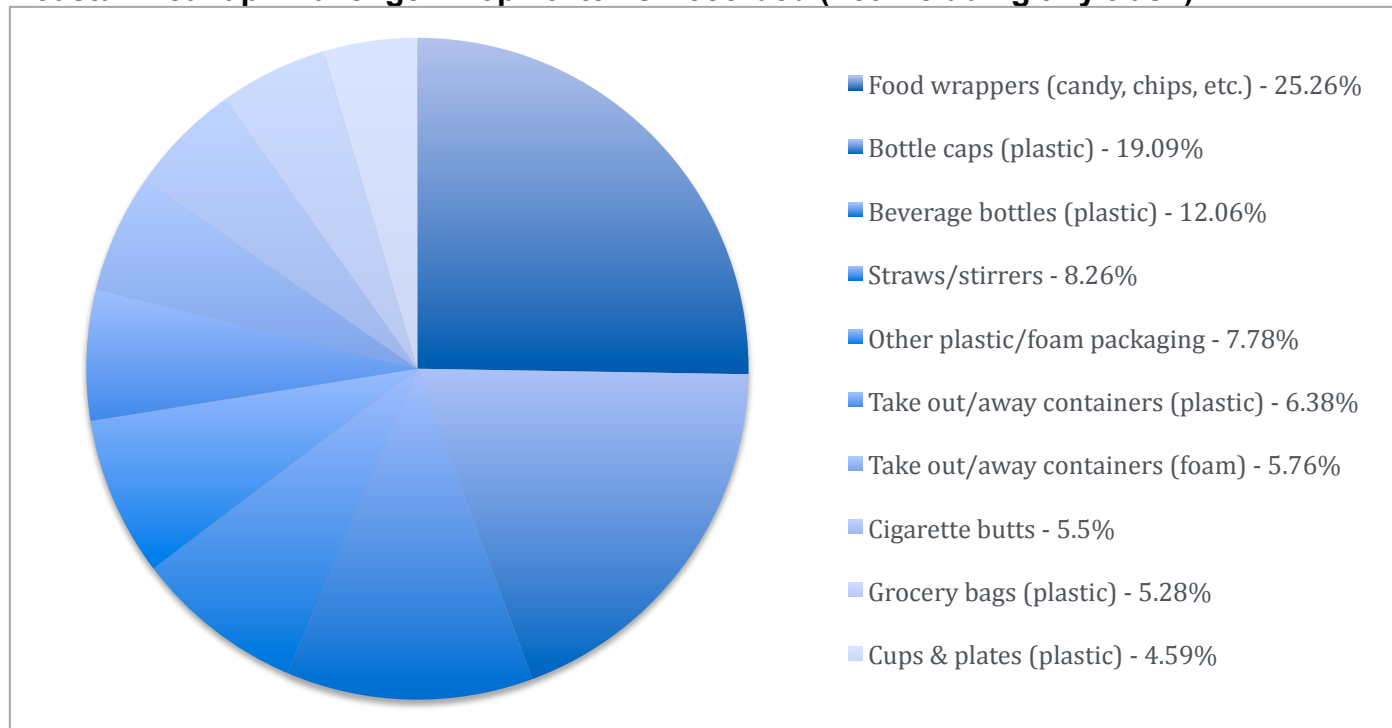


Clarins: “At Clarins we believe in *Responsible Beauty* - beauty that respects the planet, our stakeholders and future generations. We acknowledge that our activities have impacts, which we are trying to minimize. All of our employees are engaged in a collective effort to help Clarins reduce its environmental footprint. For us, the Hong Kong Cleanup Challenge is very important as it helps create awareness within our team about the critical need to find solutions to manage our waste. And of course, it's good for the environment. Many thanks to Nissa, Carlijn and the very dynamic Hong Kong Cleanup team for organizing such a fun and educational event. Now our team is even more motivated and active than before at finding creative solutions to green our operations!”

- Frederic Cohen, General Manager, Hong Kong & Macau, Clarins

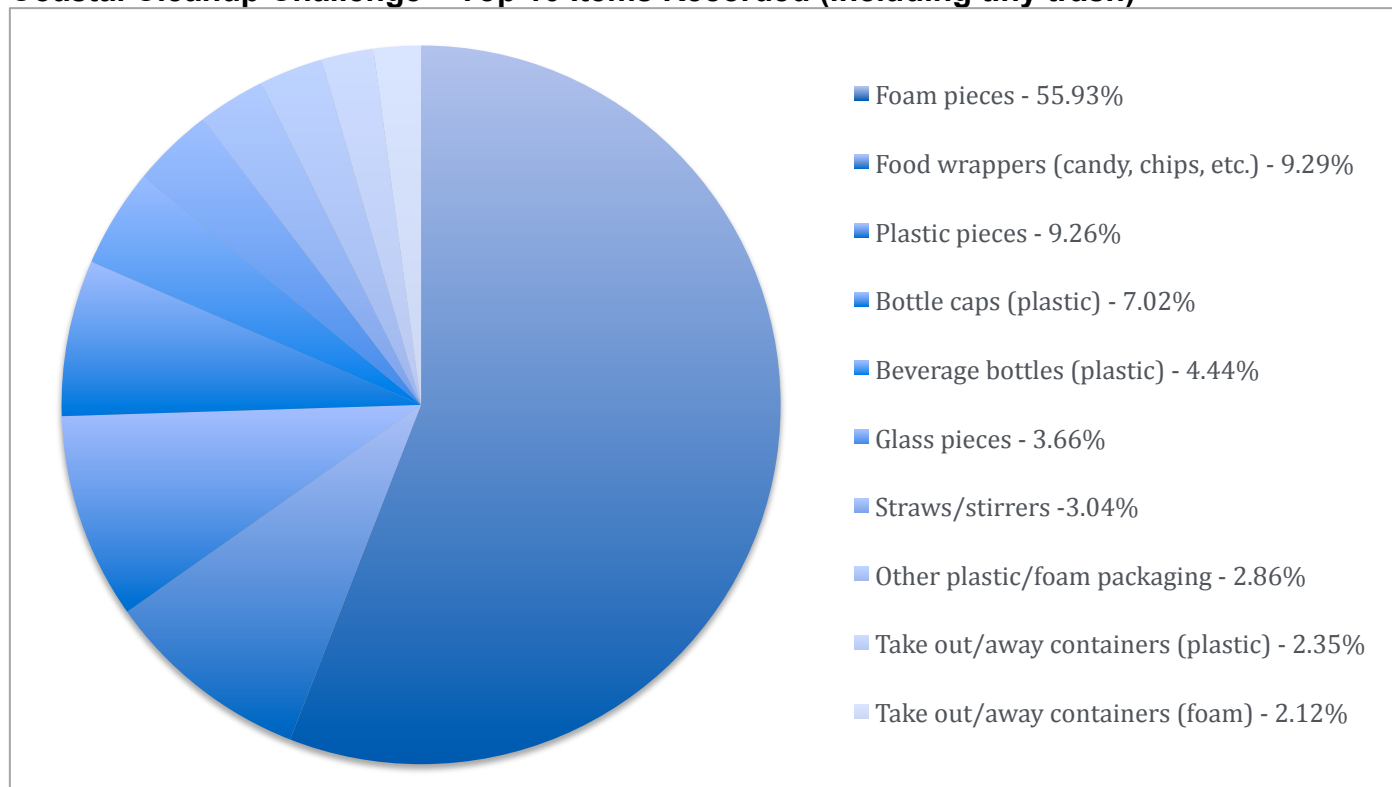
Coastal Cleanup Challenge Results

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 cigarettes.

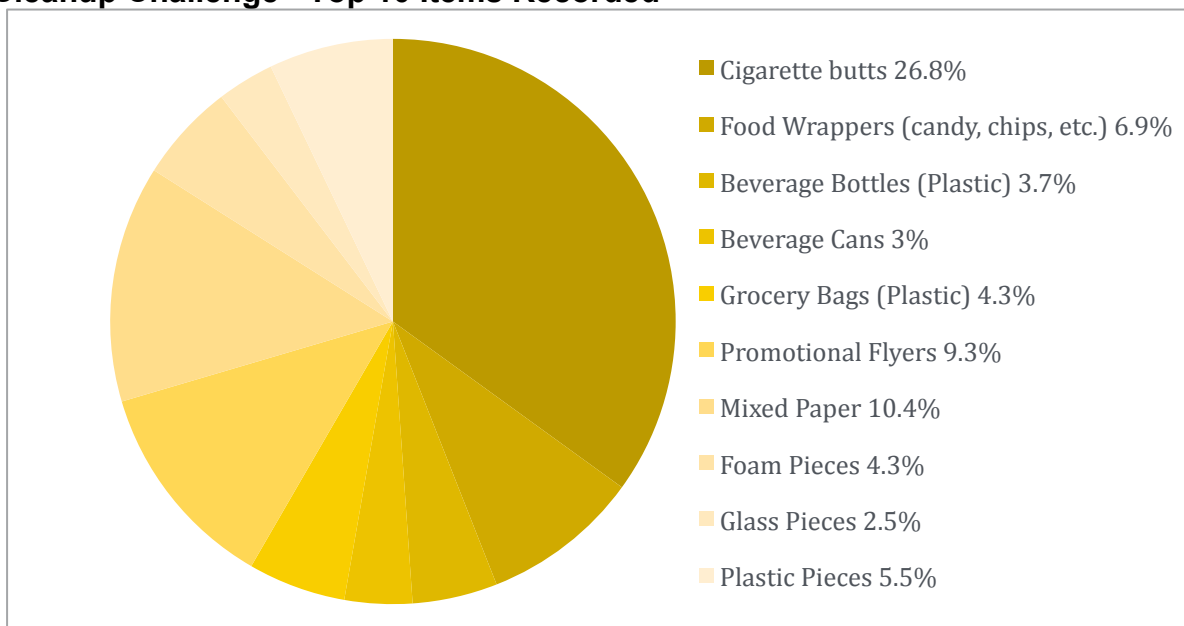
Coastal Cleanup Challenge – Top 10 Items Recorded (including tiny trash)



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.

City Cleanup Challenge Results

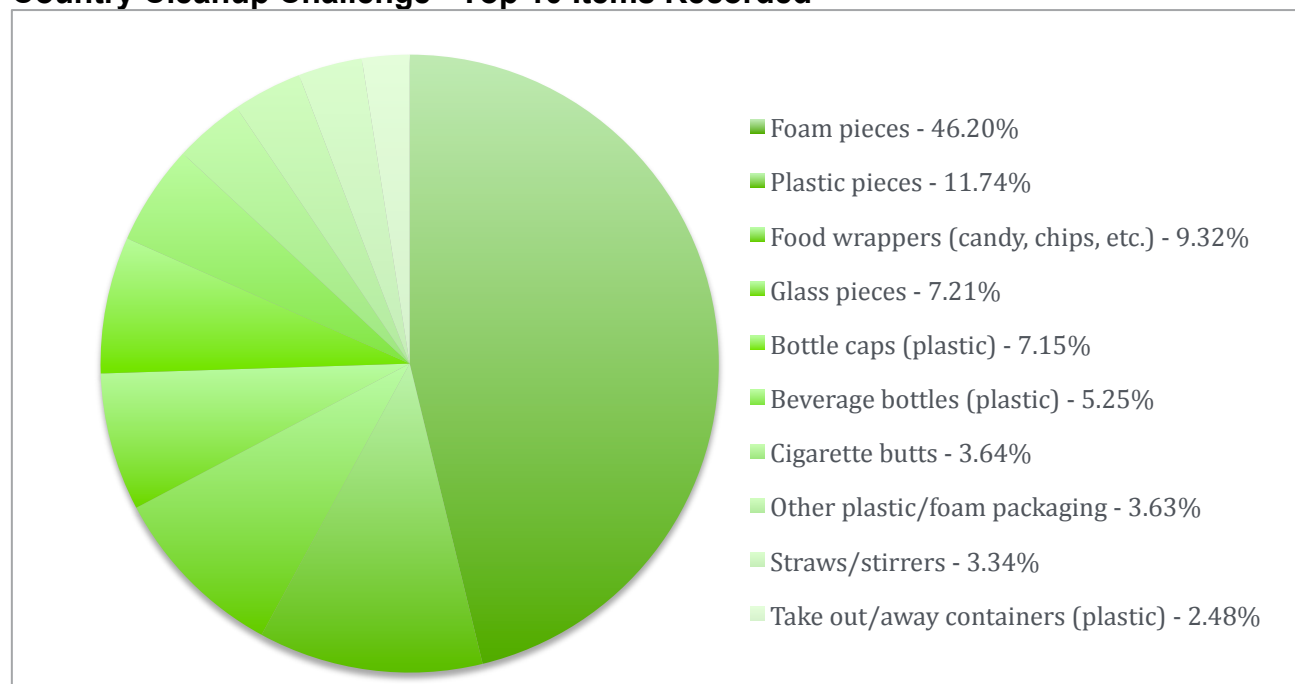
City Cleanup Challenge - Top 10 Items Recorded



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

Country Cleanup Challenge Results

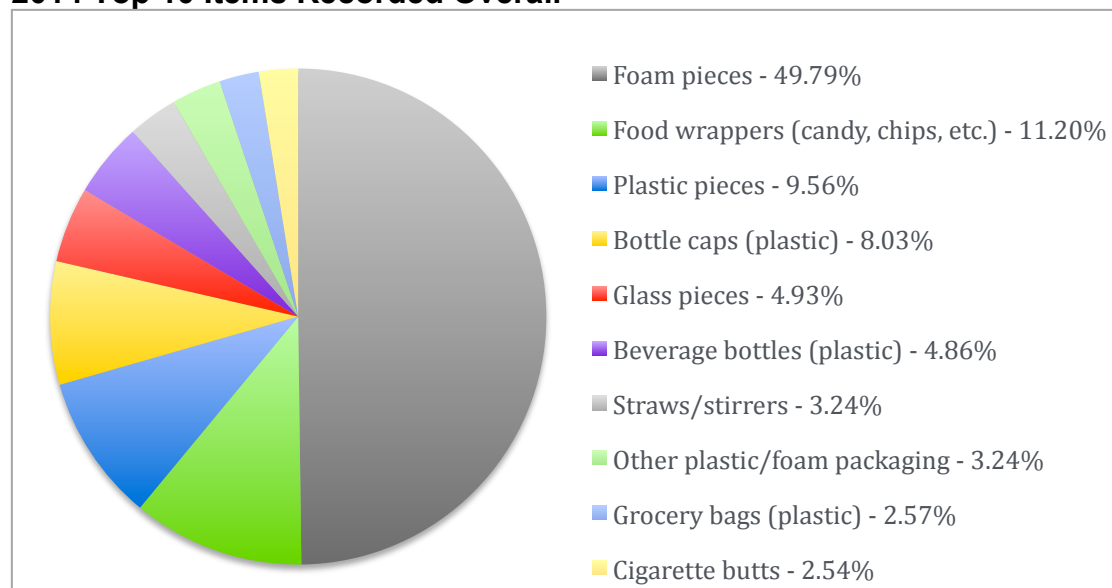
Country Cleanup Challenge - Top 10 Items Recorded



On hiking trails and in country parks, tiny trash (including foam, plastic and glass pieces) is at the top culprit of this year. Along with the usual food wrappers, plastic bottle caps and plastic beverage bottles this suggests both older, broken down and new littering by country park visitors.

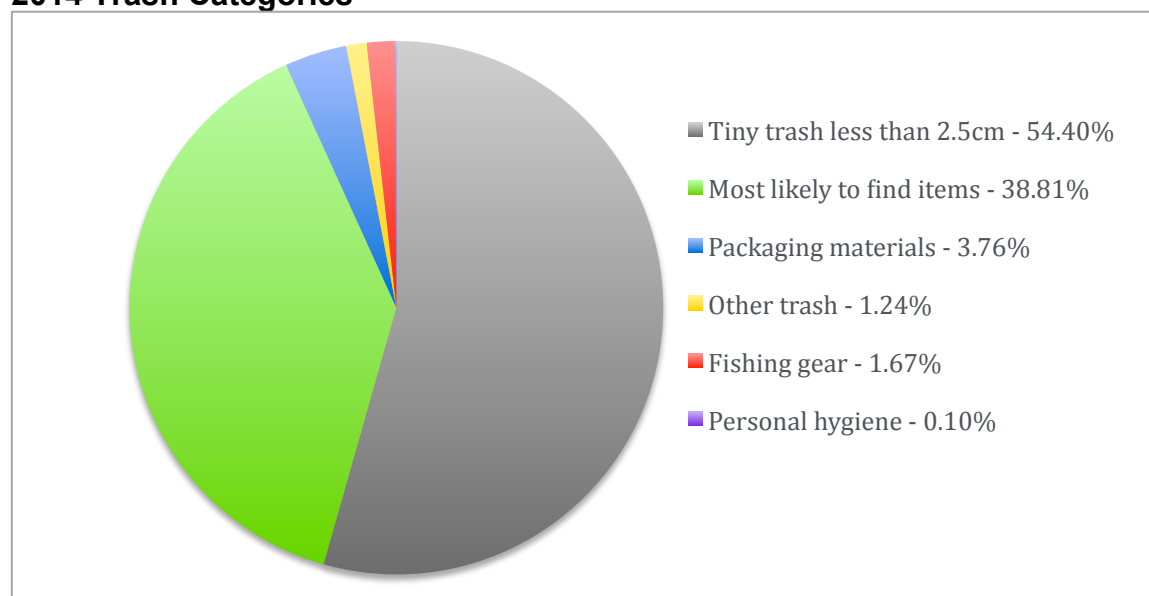
Hong Kong Cleanup Overall Findings

2014 Top 10 Items Recorded Overall



It is clear from these overall results that the smallest trash (foam, plastic and glass pieces) 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.

2014 Trash Categories



The International Coastal Cleanup has developed a standardised set of categories for waste found at Cleanups around the world. Last 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 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 fourteen years of cleanups – “tiny trash”. The next largest category consists of the anticipated “most likely to find items” – mostly food wrappers, plastic bottle caps as well as plastic beverage bottles.

Data Highlights



TINY TRASH

As of last year, a new section of the data card allowed participants to categorize the tiny pieces of debris that cannot easily be identified otherwise. Volunteers in Hong Kong picked up approximately 288,455 pieces of tiny trash (including foam, plastic and glass pieces). Together, these three items comprised over 54% 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

11,427 cigarette butts were collected and counted, representing 2.45% 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. It remains to be seen whether incoming increases in cigarette prices will affect this number.



DISPOSABLE PLASTIC BAGS AND BOTTLES

19,765 plastic bags and 24,826 plastic disposable beverage bottles were collected, in addition to 41,823 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

70,683 food wrappers and disposable food containers were collected, plus 11,534 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.



Recommendations

PART 1: POLICY – HONG KONG

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 on-going 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.

PART 2: PRODUCER RESPONSIBILITY – CRADLE TO CRADLE

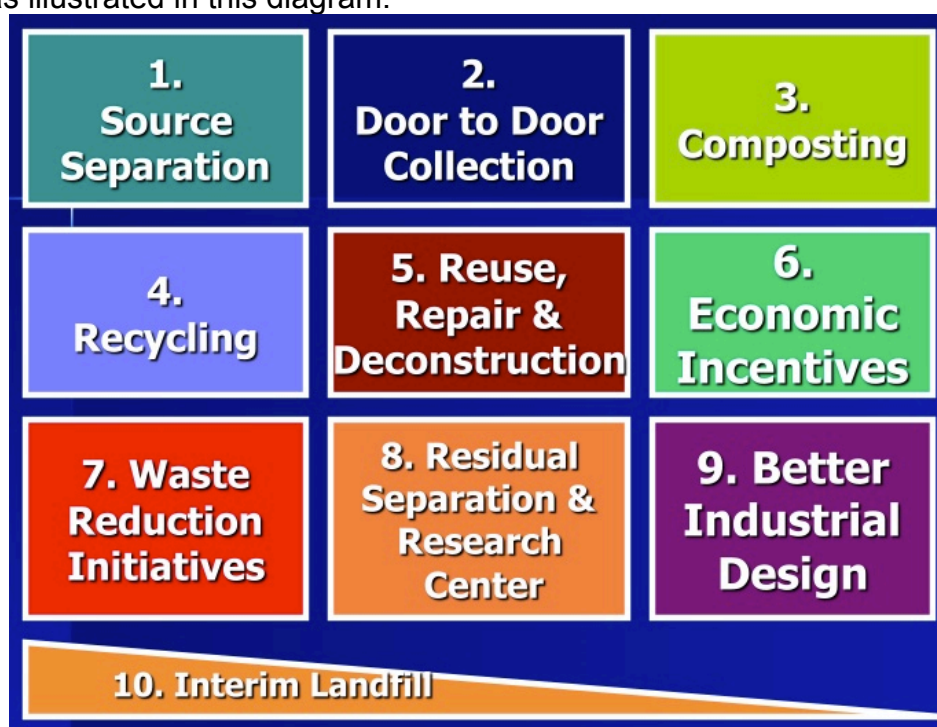
Zero waste is an initiative rapidly gaining ground worldwide, with success stories from San Francisco, USA to Capannori, Italy. The basic premise of zero waste can serve as a strong short or long term goal for any city or region looking to reduce its waste footprint on the Earth.

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.

PART 3: TAKING ACTION – WHAT WE CAN DO

Here are 10 easy green tips from the Hong Kong Cleanup that can help you start making a difference to the environment:

1. Bring your own reusable water bottle filled with filtered water from home every time you leave the house; and you could save an average of 200 USD per year as well as 14 pounds of plastic!
2. Before you recycle your paper, you can also reuse it. Keep paper that has only been used on one side as scrap paper to write on. You can even cut it and staple it to make convenient notepads.
3. Say 'no thanks' to disposable straws, plastic cups and utensils when ordering food, to reduce waste and to discourage the production of single-use items.
4. Did you boil some vegetables in a pot, or wash fruit in a bowl? Instead of pouring leftover water down the drain, keep it in a watering can for later use on plants.
5. By the time a child is toilet trained, a parent changes between 5,000 - 8,000 diapers, which equals approximately 3.5 million tons of waste in U.S. landfills each year alone! Next time you are stocking up, choose cloth or a more environmentally-friendly disposable to help the planet.
6. Marine animals and fish can choke or starve when plastic blocks their digestive systems. Since floating plastic resembles food to animals, they can easily get confused and swallow it. Do not contribute to the problem; remember to bring your own bag with you all the time and decline when stores offer you bags for your purchases.
7. Encourage your workplace to consider storing digital information and assets offsite in a shared data centre (otherwise known as the "cloud"). Most large data centres are more efficient than storage available on-site. Many Clouds have sophisticated cooling technology, are better able to match server capacity with demand and increasingly make use of renewable sources of energy. Organizations under 100 users, especially, could cut their IT carbon emissions 90% by switching to the Cloud!
8. 80% of the world's fisheries are being overexploited. You can reduce the impact of the global fisheries industry by avoiding big fish since smaller fish are lower on the food chain and tend to be more abundant and resilient to fishing pressure. As a rule of thumb, if the whole fish can fit on your plate, it is more likely to be good for your health and the environment.
9. Instead of buying rolls of wrapping paper, which has a lifespan of a few minutes after it's used, try reusing gift bags, bows and boxes. If you want it extra special, you can also make something unique by using old maps, cloth or even recycled newspaper, magazines and office paper. Give your child stamps or markers to create their own wrapping paper too!
10. 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.

Appendix 1: Team Participation

DATE	TEAM	LOCATION	PPL	KG	KM
6-Sep	Typhoons Rugby Club & Mates	Southern District	5	12	1
9-Sep	HK Hiking Meetup	Taipo	7	1	12
14-Sep	HK Hiking Meetup	Hong Kong	9	43	8
20-Sep	HK Hiking Meetup	Sai Kung	4	1	7
21-Sep	Scouts Royale Brotherhood	Kowloon	30	50	8
21-Sep	HK Hiking Meetup	Lei Yue Mum	9	4	8
27-Sep	Sewa Day	Cheung Chau Beach	19	N/A	3
27-Sep	150th Hong Kong – St. Stephen's Chapel Scout Group	Waterfall Bay	12	125	0.1
27-Sep	Pure International (HK) Ltd	Hong Kong Island	64	123	10
27-Sep	Crawford (Hong Kong)	Sai Kung	17	25	2
28-Sep	HK Hiking Meetup	Tai Shui Hang	11	2	8
1-Oct	HK Hiking Meetup	Tai Mo Shan	10	2	13
4-Oct	HK Hiking Meetup	Lantau	9	3,253	9
5-Oct	Ho's family	Southern	4	1	2
11-Oct	Italian Chamber of Commerce in Hong Kong and Macao	Shek Pai Wan	12	46	0.4
11-Oct	150th Cub Scouts	Deepwater Bay Beach	28	140	2
11-Oct	Go Volunteer Love Your Neighbour Club SNT2	Kwai Chung	17	10	3
11-Oct	REDBird Award Program (Hong Kong University of Science & Technology)	Sai Kung	14	6	6
11-Oct	Sinopec Kantons Holdings Limited	Fortress Hill	11	7	1
11-Oct	Lingnan Dr Chung Wing Kwong Memorial Secondary School	Tsim Sha Tsui	5	33	4
12-Oct	Peng Chau Community Team	Peng Chau Donguan Beach	16	100	0.5
12-Oct	HK Hiking Meetup	Shing Mun Reservoir	11	2	8
12-Oct	HK Hiking Meetup	Sai Kung	7	35	10
16-Oct	Credit Suisse AG	Lantau Island	16	50	7
19-Oct	The Canadian Chamber of Commerce in Hong Kong	Sok Kwu Wan Beach	120	382	1
20-Oct	Beef & Liberty	Repulse Bay Beach	8	1	1
25-Oct	DONGHAE	Lung Kwu Tan	4	28	2
25-Oct	PwC	Tai Po	40	1	4
26-Oct	The American Women's Association	Pok Fu Lam	16	40	3
1-Nov	HSBC	Hong Kong South district	70	171	15
21-Sep 9-Nov	Ecovision	Multiple	140	187	90
21-Sep 9-Nov	Ecovision & LCSD	Multiple	87	489,563	300
21-Sep 9-Nov	Ecovision & FEHD	Multiple	10,800	743,534	662
21-Sep 9-Nov	Ecovision	Multiple	1,281	6,196	75
21-Sep 9-Nov	Ecovision Marine Partners	Multiple	9,360	2,635,447	443
13-Sep	Nomura	Big Wave Bay	165	1,131	2
19-Sep	Roots And Shoots	Sam Mun Tsai Beach	90	450	0.4
20-Sep	All I do is Beach Cleanup	Big Wave Bay	30	150	1

20-Sep	Bank of American Merrill Lynch	Big Wave Bay	105	465	2
20-Sep	DB Green and Plastic Free Seas	Nim Shu Wan	16	80	0.2
20-Sep	SITA Waste Services Limited	Lung Kwu Tan	70	90	1
20-Sep	Hong Kong Hiking Meetup	Rocky Bay Beach	18	100	0.5
21-Sep	The Nature Conservancy	Sok Kwu Wan	30	676	0.4
21-Sep	Did Not Submit Data	Data Unsubmitted	26040	N/A	N/A
26-Sep	Roche Hong Kong Ltd	Shek O Beach	38	435	0.2
27-Sep	Belgian Consulate General (Red Devils)	To Tei Wan Beach	33	286	1
27-Sep	Qi Group	Shek O Beach	73	203	0.2
27-Sep	The Hong Kong Club	Tung Wan Beach	52	410	0.48
27-Sep	International Social Service Hong Kong	Repulse Bay Beach	30	N/A	10
27-Sep	Wings Trading	Silverstrand Beach	12	12	2
1-Oct	Hong Kong Hiking Meetup	Tap Mun	8	80	0.5
4-Oct	Daiichi Sankyo Hong Kong Limited	Ma Wan Tung Wan Beach	11	25	1.5
4-Oct	Kerry Holdings Limited	Beaufort Island	32	160	0.2
5-Oct	Charentenay Edwards team	Sheung Sze Wan beach	10	50	1
5-Oct	James Yu	Repulse Bay Beach	4	1	0.5
7-Oct	The Cityview	Clear Water Bay Second Beach	10	100	1
8-Oct	OZO Wesley	Stanley Main Beach & Hairpin Beach	11	5	0.45
11-Oct	The American Club	Ma Hang Park Beach	100	210	3
11-Oct	Go Volunteer Love Your Neighbour Club SNT2	Golden Beach	15	7	1
11-Oct	The Scout Association of Hong Kong-1110th NT East (Royal Ascot) Group	Sha Lan Beach	51	114	0.4
12-Oct	Victoria Shanghai Academy (Primary) PTA	Sok Kwu Wan Beach	113	480	2
12-Oct	Hitachi Group	Tung Wan Beach	115	127	10
12-Oct	Gold Diggers	Tsing Lung Beach	40	80	1
12-Oct	SUP Yoga Hong Kong	Hairpin Beach	16	70	3.5
16-Oct	Tai Tam Tuk Foundation & Utahloy International School (ZC)	Pak Lap Tsai	42	290	0.15
17-Oct	Credit Suisse Hong Kong Equities IT team	Peng Chau	23	400	10
17-Oct	China LNG Shipping (Int'l) Co., Ltd.	Tung Wan Beach	22	20	1
18-Oct	Glenealy School ESF	Rocky Bay Beach	27	28	1
18-Oct	the Hive	Lo So Shing	12	400	4
18-Oct	Team Gaia	Small unnamed beach between Stanley market and St Stephen's beach	6	25	0.4
18-Oct	Hong Kong Academy	Sha Ha Beach	13	150	0.5
18-Oct	BGCA SOUTHERN ISC	Stanley Main Beach	5	10	8
18-Oct	Oriental Press Group	Wu Kai Sha	68	1,836	0.8
18-Oct	Hong Kong Hiking Meetup	Shek Pai Wan	10	80	0.1
19-Oct	Living Seas Hong Kong	Bayside Beach	44	670	0.1
19-Oct	Hong Kong Pack 1 Cub Scouts	Turtle Cove Beach	41	140	0.08
19-Oct	CUHK Otto Wong Brain Tumour Centre	Starfish Bay	50	140	2
19-Oct	BUZ DESIGN CONSULTANTS LIMITED	Chung Hom Kok Beach	19	11	1
19-Oct	Macquarie Bank	Shek O Beach	18	50	2
23-Oct	Morgan Stanley Asia Limited	Lung Kwu Tan	11	103	1

24-Oct	Pacsafe	Chi Ma Wan	38	672	0.5
24-Oct	ISF Academy PTA	Sandy Bay	82	299	2
24-Oct	Colliers International	Tung Wan Beach	150	250	1
24-Oct	ERM-Hong Kong	Sha Ha Beach	50	18	1
25-Oct	Team Alpha	Rocky Bay Beach	20	99	0.15
25-Oct	Swire Resources Ltd. (TEVA)	Lung Kwu Tan	60	260	0.1
25-Oct	Ovolo Hotels	Power Station Beach	30	90	0.5
25-Oct	Regal Hotels International	Butterfly Baech	86	109	2.5
25-Oct	Tchibo Merchandising Hong Kong LP	Sha Lan	28	167	1
25-Oct	Compass Offices	Stanley Main Beach	20	160	3
26-Oct	JLL (Jones Lang LaSalle)	Rocky Bay Beach	50	80	0.2
26-Oct	Fay	Clear Water Bay Second Beach	3	12	0.1
26-Oct	Ernst & Young	Wu Kai Sha	15	7	1
27-Oct	Canadian International School Grade 3B and Grade 3C	Rocky Bay Beach	26	125	0.5
31-Oct	Ecover Asia Ltd	Shek Pai Wan	7	134	2
31-Oct	Banyan Tree Hotels and Resorts	Sha Ha Beach	7	21	1
1-Nov	Singapore International School (Hong Kong)	Nim Shu Wan	69	260	0.2
1-Nov	Swire Hotels	Cafeteria Old Beach	21	35	2
1-Nov	Team Poseidon	Deepwater Bay Beach	5	60	1.5
1-Nov	Loiseau family	Private beach of Pacific View (Tai Tam)	4	20	0.04
1-Nov	Freshfields Bruckhaus Deringer	Beach between Ap Lei Chau and Ap Lei Pai	11	100	0.25
2-Nov	Hannaford Forensic	Peng Chau Northern Beaches 3 & 4	11	25	0.15
6-Nov	Benoy Architects	Big Wave Bay	30	20	1
8-Nov	Michael Page	Repulse Bay Beach	14	4	2
8-Nov	Island Cub Scout Pack 1368	Chun Hum Kok Sha Shek Wan (Sandy Stone Bay)	1	10	1
8-Nov	Inter-departmental Working Group on Clean Shorelines	Lung Ha Wan	23	257	0.4
9-Nov	Hong Kong Hiking Meetup	Devil's peak and Lei Yue Mun	24	300	4
42 consec utive days	Living Lamma	Yung Shue Wan	157	785	10.2
TOTAL			51,064	3,893,565	1,847.85

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

Appendix 2: 2014 Challenge Winners

1. City Cleanup Challenge

Best Team 2014



Lingnan Dr Chung Wing Kwong Memorial
Secondary School

2. Country Cleanup Challenge

Weirdest Item Found



Gold: Crawford
Silver: Pure
Bronze: Ho's Family

Greenest Team



Gold: REDbird Award Program (Hong Kong
University of Science & Technology)
Silver: Credit Suisse AG
Bronze: Go Volunteer Love Your Neighbour
Club SNT2

Largest Non-Corporate Team



Gold: Hong Kong Hiking Meet Up
Silver: Scout Royale Brotherhood
Bronze: Go Volunteer Love Your Neighbour
Club SNT2

Best Team Spirit



Gold: Credit Suisse
Silver: Typhoons Rugby Club & Mates
Bronze: Sinopec Kantons Holding Ltd.

Most Trash Collected



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

Largest Corporate Team



Gold: HSBC
Silver: PURE
Bronze: PWC

3. Coastal Cleanup Challenge

Best Team Spirit



Gold (tied): Kerry Holdings and
Oriental Press Group

Silver: Inter-departmental Working Group on
Clean Shorelines

Bronze: Hitachi

Largest Corporate Team



Gold: Nomura

Silver: Colliers International

Bronze: Hitachi Group

Largest Non-Corporate Team



Gold: The Canadian Chamber of Commerce

Silver: Victoria Shanghai Academy PTA

Bronze: The American Club

Most Trash Collected by Weight

Gold: Nomura



Weirdest Item Found



Gold: The Scout Association of Hong Kong
1110th NT East Group

Silver: Pacsafe

Bronze: Ovolo Hotels

Greenest Team



Gold (tied): The Community of Yung Shue
Wan (Living Lamma) and Tai Tam Tuk
Foundation & Utahloy International School

Silver: Canadian International School Grade
3B & Grade 3C

Bronze: Regal Hotel International

Most Trash Collected – by pieces



Gold: Living Seas Hong Kong

Silver: Ecover Asia Ltd.

Bronze: Bank of America Merrill Lynch

Most Trash Collected – by person



Gold: The Nature Conservancy

Appendix 3: Acknowledgments

Hong Kong Cleanup Organizer: Ecozine and The Nature Conservancy

Presenting Sponsor: Nomura

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

Supporting Partners: Clarins and Freshfields Bruckhaus Deringer

Media Partners: South China Morning Post, 48 Hours Magazine, Oriental Daily News, The Sun, FlashOn, HK Magazine, The List, Hong Kong Daily News, Action Asia, The Standard and Focus Media

Campaign Partner: Cheil Greater China

PR Partner: Fleishman Hillard

Apparel Partner: Farbo Uniforms

Fitness Partners: PURE Fitness, PURE Yoga

Online Partners: on.cc, Apsis, Asiapat, Sassy Mama

Venue Partners: Compass Offices, Shore Restaurant & Bar

Prize Partners: Escapade Sports, Ecover, Pacsafe, Beef & Liberty

Local Partners: Coastal Watch, Inter-departmental Working Group on Clean Shorelines, American Chamber of Commerce, British Chamber of Commerce, Dutch Chamber of Commerce, Hong Kong Hiking Meetup, Italian Chamber of Commerce, Plastic Free Seas, Living Lamma

Ecovision Team

Lisa Christensen: Founder + CEO

Nissa Marion: Project Director

Carlijn Kaptein-Linscheer: Project Manager

Luisa Nardini: Project Coordinator

Julia Leung: Project Coordinator

Celebrity Goodwill Ambassadors

Daniel Wu and Lisa Selesner-Wu

Jocelyn and Anthony Sandstrom

Rosemary Vandenbroucke

2014 HKC Volunteers

Nicole Cheung

Tyler Faust

Desiree Fa

William Ting

Sydney Stonner

Juliana Figueiroa

Special Thanks

Chandni Chotrani Photography

Danny Lee – Whitebox Photography

PhatRice – Video Production Partner

Billy – Huge Creation Backdrop

Production Design

DJ Denx

Government Departments

Inter-departmental Working Group on Clean Shorelines

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 / Ecozine 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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