



Branding and Communications Working Group Minutes

Date: 24 September 2019

Location: Skype

Attendees: 7

Agenda

1. To identify focus areas of the working group
2. To identify tasks for meeting two weeks from now

1. Key objectives of working group established:

- Recruitment
- Exposure/ increase awareness of HKSSC
- Education/ internal capacity building

2. Communications plan:

- Task I: Set objectives for communications, including mapping different groups that we want to reach, message to be sent, best form of communication (social media, blog, website offline at events) and call to action. Might have additional support from the Steering Committee.
- Task II: Map (public) events happening in Hong Kong, and any events Members will participate/ speak in to find platforms to leverage.
- Task III: Put together a wishlist for recruitment. For each individual, to track the type of conversation, level of interest, gaps needed to fill in order to convert to Member.
- Task IV: Identify a clear benefits package, succinctly listing the benefits of Membership. Consider different individuals who may read this document (purchasing, chef, supplier, etc.), and what is most important to them.

3. Stakeholder profiles to consider:

- Purchasing may have many other factors to consider (price being a key, as well as education). This group may need education materials to understand the bigger picture. Some managers might not even know what the product is they are buying (e.g. not aware of the multiple species of snapper).
- Chefs are often those who will drive sustainability, but lack time for implementation. Communications for chefs need to be less serious, quick, direct. Once chefs come on board, to use them as ambassadors/ key opinion leaders (KOL).
- Suppliers will need a concise tool that shows how they can benefit by joining. This can include expansion of network and new contacts, various tools used for implementation, such as the Marketplace or Risk Assessment Results (as relevant).

4. Additional ideas suggested:

- Surveys to gather market intelligence on gaps in knowledge and responsible sourcing. Consensus from Working Group members that this could be very complicated with varying results due to the level of awareness.



- Industry education: Some companies are interested to increase/improve sustainable seafood, but their internal education/ awareness on the issue remains low, do not feel ready to make public commitment. Opportunity to run workshops for these companies.
- Interactive workshops rather than “serious” workshops: Important for getting people involved. Could include tastings, “chefs table” type private dinner.
- Have each member of the HKSSC communicating their involvement.
- Ask that each Member start putting up social media posts on the HKSSC.

5. Next steps:

- Clearly define benefits of Membership that appeal to each target group.
- Help each member to post something about the HKSSC – start the conversation and trend.
- Map out partners/ events that could be leveraged (e.g. culinary school, Foods Future Summit or other events, Chefs Association).