



Outreach & Comms Working Group Minutes

Date: 04 April 2022

Location: Zoom

Attendees: 7

4	Members	1	Technical Advisor
1	Observers	0	Steering Committee
1	Secretariat		

Agenda

1. Recruitment
2. Member support tool and product trials
3. World Oceans Day updates
4. Minderoo Foundation proposal – seafood trade / HK policy reform
5. BBNJ Press release
6. Social Media
7. AOB

1. Recruitment

- Slowed down due to WOD campaign, but the campaign presents opportunities for recruitment given the 30 restaurants/hotels that will sign up - Secretariat and TA will pull together an action plan following the campaign for recruitment outreach
- Stretched resources at HKSSC, Secretariat time is technically only one / two days per week and TA a few days per month
- A few members have tried to connect with Maxims, and also had a meeting with Secretariat and TA. Cathay Pacific - no response yet
- HK Disney connection made through Indoguna and meeting arranged for later in April. Initial discussion with HK Disney - they would like support with vendor and product list. HKSSC can support by connecting them with HKSSC members/suppliers (biggest selling point). Indoguna also told them about the SRA work which can help to give some confidence in what they are buying
- HSH reaching out to NWS Holdings and the new sustainability appointment at Maxim's. Langham unfortunately declined. For all members to please connect HKSSC to interested companies. Not an issue if multiple members connect with one company, as this provides them more incentive to join
- Nutrition Kitchen: catering company in HK (online products and home delivery - a lot of people use them in HK) - Indoguna to reach out to them to see whether they'd be interested to join
- Big catering companies include: Nosh, Nutrition Kitchen, Eatology. Saga Seafoods can help connect Secretariat to Nosh



- Will also target IKEA/Aeon to join WOD campaign and at a later stage, HKSSC membership will target ParkNShop at some point. Dairy Farm will be more ready next year, will keep in touch
- Classic Fine Foods - one member suggested we should approach them as the new MD is very interested in sustainability
- Metro Group is also worth considering
- One member suggested getting back in touch with ReThink HK to have HKSSC representation for their November 2022 event
- Secretariat to follow up with Elevate for connections to ReThink HK for

2. Member support tool and product trials

- Indoguna and M&C have both covered a number of products
- Risk assessments at Saga Seafood - Yannick will check and get back on whether the tools are being used yet
- Worldwide Seafood - TA and Secretariat have been in touch with the owner (members shared that she and her mum run the business) - they are supplying to many of our members - can use that channel as a main feedback point on the support tools rather than each member sending it out to them
- MOHG also buy from them from time to time - they are probably the biggest suppliers in HK

3. Update from WOD

- There are 20 restaurants and hotels participating in the sustainable seafood special menu promotion and still more to join; thank you to members, especially Richard Ekkebus, for making the connections and being such great ambassadors.
- Secretariat will write press release and send to WG for review, then to media outlets (combination of ADMCF media contacts and MOHG PR contacts)
- Classic Fine Foods (part of Metro group) - a wide range of sustainable seafood products - recently became member of Food Made Good
- Richard Ekkebus can put us in touch again - can mention both WOD and HKSSC membership

4. Minderoo foundation proposal

- Seafood trade proposal went through and funding granted - project to be completed by mid 2023
- Collection of customs data underway (overseen by Stan Shea)
- HKHS trading codes increased to almost 500 codes, which is double the codes that were in place 10 years ago when the initial research was conducted by a HKU MPhil student. This is a positive sign that seafood trade is getting more granular in HK

5. BBNJ Press release

- Signed with Global Tuna Alliance and the SSC in the UK and published on social media by GTA



- We will use this statement as part of our WOD campaign to reiterate our support for increased regulations of the high seas (to protect biodiversity beyond national jurisdictions)
- SSC / GTA to present the statement during the UN Ocean Conference in Lisbon on 27 June - 1 July 2022

6. Social Media

- **[Action]** All WG members: invite connections to follow HKSSC LinkedIn page. Current membership is at 330
- Secretariat proposed to feature individual members on LinkedIn and to develop a calendar of posts to ensure consistent content
- All agreed that this was a good idea to attract new members
- Interview template to be developed and sent to all members
- Good to have rules / guidelines - to avoid this becoming a sales pitch
- Secretariat to follow up with ADMCF - to circulate content calendar / questionnaire for members
- Also it was agreed we should be reposting articles about sustainability and IUU
- IUU related posts we can get from the Pew Charitable Trusts newsletter
- Secretariat offered to be the contact point for all articles, but individual members and TA can still post
- System to see regular news coming up and not getting inundated
- Secretariat to develop spreadsheet for members / TA to share articles on HKSSC Member Portal
- News sources - Undercurrent, IntraFish - but these are paid sources and are difficult to share. FIS, Seafood Source and PEW are open source

7. Next meeting:

- Monday, 6th June, 4:30 pm HKT