



Working Group Minutes

Date: 09 Feb 2022

Location: Zoom

Attendees: Total number

5	Members	1	Technical Advisor
#	Observers	#	Steering Committee
1	Secretariat		

Agenda

Open discussion and brainstorming session for World Ocean Day

Summary and action items:

- **[Makiko,Cesar] to prepare list of sustainable seafood products that can be promoted, including in Macau**
- **[Makiko] to gather support from MSC/ASC regional offices**
- **[Cesar} to reach out to Sodexo about promotional activities in educational facilities**
- **[Ruby] to explore in-house academy cooking class competition and reach out to Macau Tourism Board**
- **[Yannick] to explore partnership ideas with HSBC/DBS**
- **[Richard] to liaise with relevant Jardine companies: Maxim's, Dairy Farm & Ikea and other restaurant groups to gain support for cooking classes / seminars PolyU & VTC/ICI for a sustainable seafood cooking class in partnership with the HKSSC**
- **[Renee / Jacqui] to pull together a one pager that outlines the HKSSC World Ocean Day activities to garner support from other members (either sustainable seafood supply or venues to do promotions)**
- **[Jacqui] to reach out to Dairy Farm / Park n Shop to explore interest on promotional activities in partnership with HKSSC members**

1. Input from Makiko (Indoguna)

- Month of June is known as the sustainable seafood month with World Ocean Day on 8 June. Recommendation for HKSSC members to support promotional activities over a period of a week
- MSC is interested to focus activities in Hong Kong this year; Singapore ASC and MSC regional office can support; MSC China office is also interested. Note they could not organize activities in Hong Kong last year because no willing partner to take the lead / limited connections
- MSC has a lot of videos and cooking demonstrations that we could use for promotional activities



- Suggestions: cooking class for consumers, cooking shows, education programs e.g. seminars, hotel promotions (e.g. staycation offers) to promote sustainable seafood
- Food Service APME usually conduct promotion for entire month (as June is usually not very busy)
- Hong Kong Disneyland – Makiko is planning to speak to their PR department
- MSC currently looking for a contact at IKEA - might be able to introduce HKSSC; or potentially approach other supermarkets in Hong Kong
- HKSSC suppliers can produce a list of products that can be promoted or displayed
- Sustainable seafood menu for World Ocean Day

2. Input from Cesar

- M&C has participated in promotional activities in the past
- IKEA is quite advanced in sustainable seafood and would be a good target
- Could focus on a few target candidates – hotels and casinos
- Sodexo supplies to schools in HK (Cesar has contact) – good if they can get one sustainable seafood item into their list and pitch promotional activities to them as well
- Sodexo also has a big catering audience (e.g. Morgan Stanley) - they might be interested
- One or two week promotion on select seafood list – TV programme to linked to this

3. Input from Wynn

- No such promotional activities happening in Macau yet so good opportunity
- Wynn has an in-house academy so a cooking class competition is an idea
- Key focus could be on introducing brands, understanding sustainable seafood and how to integrate with Portuguese cuisine
- Wynn also in good relationship with Macau Tourism Board
- Challenge: sourcing sustainable seafood from Hong Kong
- Portuguese cuisine involves a lot of seafood e.g. sardines, cod, shrimps, clams
- Perhaps Indoguna can collaborate to see what products could be supplied to Wynn
- Cesar pointed out the main challenge in Macau is shipping and customs as it's a different market, so goods can get blocked; M&C could potentially supply vannamei shrimp, black tiger, Atlantic cod (ASC or MSC certified), sardines – not sure if there is a fishery certified
- Wynn would be able to manage the promotion

4. Input from Richard

- Hong Kong side it would not be difficult to get restaurants interested
- MOHG has done activities in the past – sustainable seafood promotion, QR codes on bills where customers donate to an ocean charity, beach clean ups
- Reaching out to young chefs at schools (PolyU & VTC/ICI) – good to plant the seed on sustainable seafood



- Action: could reach out to **PolyU & VTC/ICI** (Int. Catering Institute) to see if interested to do a sustainable seafood cooking class in partnership with the HKSSC
- Need a catch to attract restaurant participation: perhaps promotion on MSC/ASC platform
- Suggestion to first build platform from food service side
- Promotion does not need to be limited to HKSSC members; with other chefs can deliver cooking seminars / classes around HK
- Will have a meeting with Jardine Group tomorrow - will see if there is any interest from Dairy Farm and IKEA, as well as Jardine Restaurant Group - need for a structure of what this will look like and how HKSSC members will support them
- If we want to pitch this to the press – all written press takes 3 months of lead time
- Press release needs to be ready in March / Content: different activities happening in Hong Kong & Macau for World Ocean Day initiated by HKSSC (backed up by MSC and other local support)

5. Input from Yannick

- Restaurants and suppliers can pledge to donate money for every sustainable item purchased this could go towards sustainability programmes in Hong Kong e.g. HSBC Clean Water Initiative - cleaning machine for oceans (potentially branding with HKSSC) or NGO that removes ghost nets in Hong Kong or other such ideas

6. Input from Jacqui

- HKSSC to potentially sign joint statement with UK SSC and Global Tuna Alliance to show support for the UN commitment to develop an international legally binding instrument on marine biodiversity in areas beyond national jurisdiction (BBNJ) - i.e. the high seas (46% of Earth's surface)
- Statement to be presented at conference in Lisbon on World Ocean Day