



**Outreach and Comms (O&C) Working Group Minutes (World Oceans Day)**

**Date:** 01 April 2022

**Location:** Zoom

**Attendees:** 8

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

**Agenda**

Open floor discussion

**1. Outreach updates**

**New restaurants joining**

- Octavia, bombana, lobster shack, M gallery, ecriture, Tosca di Angelo, the country club are all happy to join
- [Renee] to follow up with [Richard] and [Cesar] to be connected with the above to get logos and get them in the loop

**2. Updates with MSC**

**MSC practicality issue**

- MSC would like suppliers to sign the Ecolabel Agreement (ELA), such that participating restaurants and hotels can use the ecolabel on their menu; suppliers to engage directly with restaurants / hotels about this if they request to use the logo
- It was discussed that the display of the MSC logo might not be necessary for the WOD campaign, as it's not a usual practice for a lot of restaurants
- Other options could be explored (e.g. description of support for the WOD in general, HKSSC, other custom design)
- [Renee] to provide one-page guideline document to guide restaurants on the event's promotion (e.g. introduce what is WOD, HKSSC, sample text, guidance on certification logos etc.)
- Also mention charity donation as an idea
- [Renee] to follow up with Ghost diving, also explore possibility of donation to ADMCF



### 3. Publicity updates

#### Press release

- Aim for two pages
- Points to include:
  - general introduction to WOD
  - paragraph on HKSSC - promote the coalition as a whole
- Send out press release draft to all participants
- Give deadline for including name and offering sustainable menu info
- To potentially include what each restaurants are offering, prices, and images
- Full list of participants can be put in appendix to the press release
- Also need to include suppliers in the press release
- Include link to website for more detailed information
- To be finalized by end of April

#### Social media pack

- Send a template for media posts and press kit as reference for internal comms teams
- to create a consolidated document for participants for publicity of the event

#### Media support from ADMCF

- Video might not be a good idea unless there is a budget for a really good one, also too much coordination work with all the comms teams

### 4. Virtual event

- Webinars might not be feasible given restricted time and resources
- City U doing a series on sustainability - could connect with city U and see if they can do something - to introduce HKSSC team to the Professor running the series to introduce WOD campaign

### 5. Involvement with Banks

- equal fund proposal would be too big of an ask given current situation
- Bank employees are working from home - not much to be done with corporate canteen