



Outreach and Comms (O&C) Working Group Minutes

Date: 6 June 2022

Location: Zoom

Attendees: 8

4	Members	1	Technical Advisor (TA)
1	Observers	1	Steering Committee (SC)
1	Secretariat		

Agenda

1. World Oceans Day campaign updates
2. Recruitment update
3. Member support tool and product trials (Update on PAS 1550 assessment)
4. Minderoo Foundation research
5. AOB

1. World Oceans Day campaign updates

- Launched today but has been promoted since 23 May so customers have time to reserve their seats. Overall was a great success with significant uptake from restaurant chefs introduced via WG members; more than 30 restaurants (some hotels) and food service providers joined the campaign
- Media coverage:
 - BAP blog, MSC China, Seafood Source, the Honeycombers, Support HK
 - Social media participation: Nosh, Sands China, Mandarin Oriental, the Arcane Collective, The Mira Hong Kong, KIN Food Halls, Lobster Shack
- From Choose Right Today, over 6,323 audience reached
- Wynn Palace and Wynn Macau are promoting sustainable seafood for whole month of June which includes 8 restaurants (this is in addition to the 30 above); others from Macau who have participated included MO Macau and Sands China
- Seafood Source article is rather negative, saying that local Hong Kong companies prioritized survival over sustainability, which is not necessarily an accurate statement
- Member expressed view that it's okay to receive criticism, and good to have the HKSSC's name out there
- Wrap up of World Oceans Day:
 - Suggested that menus/ingredients of participants should be assembled into a list of species
 - Draft debrief questionnaire to be sent to all participants
- Other WOD events:
 - FSAPME (owns Indoguna) has arranged events in 6 countries for a month:
 - Singapore: culinary masterclass supported by MSC Singapore



- Thailand: showcase of sustainable products in supermarket
- Cambodia, Dubai, Vietnam: online promotion and e-commerce
- MO raises funds for a charity every month and have focused on HK Shark Foundation for WOD
- Overall impact of the WOD campaign:
 - Supplier members that participated in the campaign have seen an increase in demand for sustainable products from chefs that were difficult to get responses from in previous years - note the campaign is a useful initiative to influence a large number of restaurants in Hong Kong that are not necessarily members of the HKSSC and could be a useful way to have reach
 - Next year's event should target fast food restaurants to bring it down to street level to avoid becoming elitist
 - Agreed we should already start a conversation with larger companies, e.g. HK Disney and Maxims to plan ahead and get it into corporate schedules
 - Debrief questionnaire to be sent out and also to include the possibility of a similar event next year
 - **[Action]** Choose Right Today / Secretariat to follow up with HK Disney and Maxims

2. Recruitment update

- Indoguna will have a meeting with Hong Kong Tasting Kitchen - a Macau / Hong Kong food and lifestyle magazine to discuss sustainable seafood promotion
- HK Disney: TA and Secretariat had a meeting in May; already working with SFP on risk assessments, but for dealing with local Chinese cuisine species, HKSSC could be valuable - follow up (with Indoguna who put us in touch) to showcase the network that HKSSC can provide
- Difficult times for restaurants (esp. independent ones) to pay a fee. Agreed to keep WOD campaign as a target for restaurants and rather focus on recruiting the larger restaurant groups
- Members suggested the coalition could consider a free period of membership for new members - to show the benefits before becoming a member
 - to add this to the next Steering Committee meeting agenda and July AGM on the possibility of a trial year of membership
- Melco: have had calls with them over the years - follow up with Indoguna who has had business with them for long time - supplier side might help to motivate
- Follow up with Regent
- Grand Hyatt to be introduced via RE - connection to be made and follow up for a call
- Upper House / Swire Hotels - RE to make introduction and follow up for a call
- Galaxy Hotel - DD to follow up with contact there
- Ocean Park: Indoguna's customers are looking into having dolphin feed certified (squid)
- Marriott: Indoguna might be able to connect - follow up needed
- The Mira Hong Kong, Indoguna has been in touch about membership - follow up needed
- Cathay Pacific - previous contacts no longer seem to be there, could also connect via Indoguna
- Supermarkets - had an initial call with DFI end 2021, to approach again this year



- Park n Shop - they attended recruitment webinar, but work is still needed to show them the value of joining the Coalition; follow up needed
- It was agreed that it's more important than ever to have supermarkets on board given their ten fold increase in sales due to Covid
- Outreach should be ongoing, but might need a change in strategy:
 - Ideas: a face to face meeting where other companies can be invited for knowledge sharing - to bring up with the SC
 - Meetings could be made more social rather than simply following an agenda and invite speaker for members to learn new things
 - Could aim to have next member meeting in person as face to face events are slowly starting to happen again in Hong Kong
 - Potential venue: could make use of network of members, e.g. rooms in MO and Peninsula, or private rooms in KIN Food Halls

3. Members support tool and product trials (Update on PAS 1550 assessment)

- Indoguna and M&C are still trialing products
- Worldwide Seafood -no response yet, risk assessment could be considered too overwhelming for them
 - Alternative approaches: approach with possibility of membership, to support them on the journey
 - Felt may need more time - consider approaching again next year
 - As more hotels join, incentive for suppliers to join as well
- Indoguna is happy to circulate the PAS 1550 assessment tool that is being trialed by them through Three Pillars Seafood (note PAS 1550 is an international guideline proposed by numerous NGOs to tackle traceability and legality issues) - aligned with HKSSC's data collection but also covers labour
- Reflection on risk assessments:
 - Companies might not be comfortable to expose information and be transparent, out of fear of losing business
 - Members are now eliminating suppliers that cannot provide information or the right documentation; but emphasis should be on engaging with those suppliers
- Sea cucumber risk assessments:
 - MO is looking to find sea cucumber that fits internal requirements
 - Aim to have certification aligned with MSC / WWF seafood guideline but that has left minimal choices
 - Endangered seafood guide from WWF has been very useful as a standard for an avoid list
 - **[Action]** TA to send low risk sea cucumber profile to MO
 - **[Action]** SS to send details of sea cucumber from PNG that may be certified

4. Minderoo Foundation research

- Funding secured and research started in March



- Research on seafood import controls in Hong Kong and gaps in IUU / traceability / food safety policy
 - Currently collecting customs data to obtain a breakdown on what Hong Kong is importing, product details and mode of transport
 - 500 Hong Kong Harmonised System (HKHS) codes to be analyzed which increases workload (previous decade the codes were half the amount) - positive sign that codes are getting more granular
 - Finalizing questionnaire for market survey to understand seafood trade flows once they have landed in Hong Kong and industry appetite for more traceability
5. AOB
- Next WG meeting proposed to be at 4:30pm HKT, 5th September 2022