

# **Food Wise Hong Kong Campaign**

## **Food Wise Hong Kong Ambassador Scheme**

### **Preamble**

Hong Kong has a worrisome waste problem. We dump about 1.27 kg municipal solid waste per person per day. Food waste is the largest source of municipal solid waste. In 2011, we dumped about 3,600 tonnes of food waste in landfills every day - about 40 per cent of municipal solid waste. When food is wasted, apart from the cost implication, all the land, water, fertilizer and labour needed to grow that food are also wasted. In addition, greenhouse gas emissions are produced by the decomposing food in landfills and by the transport of food that is ultimately thrown away. To realise the vision of a truly sustainable world, we need to transform the way we produce and consume our natural resources. We can all play a useful part to reduce food waste for the benefit of our community.

The Food Wise Hong Kong Campaign, which was officially launched on 18 May 2013, is a territory-wide food waste reduction campaign with a view to addressing the imminent waste problem in Hong Kong. The Campaign is now recruiting Food Wise Hong Kong Ambassadors to render support to the Campaign.

### **Objective**

The objective of the Food Wise Hong Kong Ambassador Scheme is to enlist ambassadors to help:

- i) spread the food waste reduction messages in the community; and
- ii) promote good practices on food waste reduction in their organisations and business sectors.

### **Enrollment and Appointment**

All Hong Kong citizens are eligible to be appointed as the Food Wise Hong Kong Ambassadors (the Ambassadors). Interested parties shall complete the attached enrollment form and return the completed form to the Secretariat of the Campaign for processing.

The Ambassadors shall be supportive to the foodwise culture and behavior, and are willing to promote and instill such culture and behavior in the community and good practices to reduce food waste in their organisations and business sectors.

The Ambassadors shall attend at least one training workshop to be organized by the Secretariat of the Campaign to enhance knowledge on how to make good use of food resources and minimize food waste.

The Secretariat of the Campaign or the Environmental Protection Department is vested with the final decision over the appointment of the Ambassadors.

## **Training Programme**

Training workshops will be organised by the Secretariat of the Campaign for the enrolled Ambassadors.

Contents of the training workshops will generally include:

- good practices on food waste reduction at source;
- experience sharing of food waste reduction;
- tips on food donation; and
- source separation and recycling of food waste, etc.

Upon request, some sectoral training workshops may be organized for individual organisations and business sectors. Contents of these training workshops will be specifically designed.

## **Enquiry**

For enquiries, please contact the Secretariat of the Campaign at 3529 2910 (email: [foodwisehk@epd.gov.hk](mailto:foodwisehk@epd.gov.hk)).

Food Wise Hong Kong Campaign Secretariat  
Environmental Protection Department

致：「惜食香港運動」秘書處  
To: Food Wise Hong Kong Campaign Secretariat  
(傳真 Fax No.: 2838 2155 / 3528 0492)  
(電郵 email: [foodwisehk@epd.gov.hk](mailto:foodwisehk@epd.gov.hk))

「惜食香港大使」計劃  
報名表格  
Food Wise Hong Kong Ambassador Scheme  
Enrollment Form

聯絡人 Contact Person (如適用 as appropriate) :

機構及聯絡人名稱： Name of Organisation and Contact Person :		
聯絡地址： Contact Address :		
電話： Tel No. :	傳真： Fax No. :	電郵： Email :

參加者 Participants :

姓名： Name :		
聯絡地址： Contact Address :		
電話： Tel No.:	傳真： Fax No. :	電郵： Email :

姓名： Name :		
聯絡地址： Contact Address :		
電話： Tel No.:	傳真： Fax No. :	電郵： Email :

姓名： Name :		
聯絡地址： Contact Address :		
電話： Tel No.:	傳真： Fax No. :	電郵： Email :