SME Development Fund/
Dedicated Fund on Branding, Upgrading and Domestic Sales
(Organisation Support Programme)

<u>Final Report of Approved Project</u>

Project ref. no.	:	D10 004 008
Project title	:	The Promotion of Green ICT for Enhancing Competitiveness of SMEs in Logistics/transportation and Wholesale/retail Sectors 推廣綠色訊息和通訊技術為物流/運輸及批發/零售業中小企提高競爭力
Period covered	:	From 01/01/2013 to 31/12/2013 (dd/mm/yy) (dd/mm/yy)

1. Project Details

(Please mark with "*" if any of the following project details is different from that in the project proposal appended to the project agreement.)

Project Reference and Title

D10 004 008 - The Promotion of Green ICT for Enhancing Competitiveness of SMEs in Logistics/transportation and Wholesale/retail Sectors

推廣綠色訊息和通訊技術為物流/運輸及批發/零售業中小企提高競爭力

Project Summary (in not more than 150 words)

The global trend in environmental conservation brings about new challenges as well as opportunities for SMEs in Hong Kong. While faced with the challenge of reduction of carbon emission and energy usage being a key corporate social responsibility, SMEs are also given the opportunity to enhance competitiveness through reducing business costs and influencing purchasing decision of green buyers through the deployment of some green initiatives. To this end, Green Information & Communication Technology (ICT) has become an important tool for realising green initiative in many countries. This project aims to increase the awareness of Green ICT among SMEs for the enhancement of their competitiveness, focusing on the logistics/transportation and wholesale/retail sectors. While making up over 56% of all SMEs, these service sectors are some of the most competitive businesses in Hong Kong, suffer from a relatively low IT literacy/adoption, and contribute a significant portion of carbon emission for the entire economy.

Project Objective(s) (in not more than 80 words)

The objectives of the project are:

1) to raise public awareness on the application of Green ICT for competitiveness enhancement;

2) to educate SMEs through training workshops on how to implement Green ICT, reduce cost and measure its effectiveness; and

3) to demonstrate effective use of Green ICT in the form of an electronic casebook, illustrating various Green ICT practices and applications through exemplary cases in the target sectors.

This project is targeting SMEs in two business sectors:

- Logistics and transportation (including air, sea and land transportation, and warehouses); and

- Wholesale and retail services.

Grantee /Collaborating/Implementation Organisation Agent

Grantee	:	Green ICT Consortium Limited
Collaborating Organisation(s)	:	The Chinese Manufacturers' Association of Hong Kong
		Hong Kong Small and Medium Enterprises Association
Implementation Agent(s)	:	N/A

Key Personnel

	Name	Company/Organisation	Tel No. & Fax No.
Project Co-ordinator :	Dr. Elizabeth Quat	Green ICT Consortium Limited	Tel: 2778 0040 Fax: 2778 0032
Deputy Project Co-ordinator :	Mr. Brandon Lee	NTT Com Asia Limited	Tel: 3793 0288 Fax: 2521 0081

Project Period

	Commencement Date (day/month/year)	Completion Date (day/month/year)	Project Duration (No. of months)
As stated in project agreement	01/01/2013	31/12/2013	12
Revised (if applicable)	N/A	N/A	N/A

Methodology Employed

The project started with the formulation of a project committee along with the project team by CAHK to oversee the overall progress of project implementation. Through a tendering process, an external technical consultant was selected by the project team to carry out the major project tasks.

1) Organized 2 awareness seminars:

- Invited Green ICT professionals, business consultants and industry experts as speakers to introduce Green ICT concepts and share some real cases with the audience;
- Prepared marketing materials and promoted the awareness seminars through email invitation and media advertisement;
- The first seminar was conducted at the beginning of the project aiming to raise the awareness of Green ICT amongst SMEs and also with the aim to recruit SMEs in participating in the training workshops. The second seminar was conducted towards the end of the project, with the view of disseminating the results of the Hong Kong Green ICT e-Casebook; and
- It was anticipated that there would be around 200 participants for each seminar.

2) Organized 5 small group training workshops:

- Designed an interactive half-day training program including guidelines to formulate and execute a Green ICT strategy, current practices in Hong Kong and overseas, existing and future directions of Green ICT solutions, and discussion sessions, etc.;
- Recruited expert speakers through the supporting organizations and other public channels;
- Prepared marketing materials and promote the training workshops via email invitation and media advertisement;
- Conducted 5 small group training workshops for local industries; and
- It was anticipated that there would be around 25 participants for each training workshop, admitted on a first-come first served basis.

3) Developed the electronic Hong Kong Green ICT Casebook:

- Selected local pioneer enterprises in the adoption of Green ICT
  - through nomination by the associations; or
  - through evaluation of self-assessment:
    - i) Compiled a self-assessment questionnaire to evaluate knowledge and practice in Green ICT;
    - ii) Distributed the self-assessment questionnaire through the associations and events to enterprises in the logistics/transportation and wholesale/retail service sectors and collected results; and

iii)   Analysed the results to come up with the candidates.

All candidates were submitted to the project committee for final approval.

- Conducted research and interviews to identify practices from local pioneer enterprises in adopting Green ICT practices through individual and group interviews; and then composed an observation summary.

  - followed up with the associations and companies by emails, and phones, where appropriate, to gather sufficient sample data and comments;
  - analysed and collated the results from the interviews;
  - wrote up and composed the e-casebook; and
  - developed graphic design and layout of the e-casebook.

- Local examples of successful Green ICT practices were compiled to corroborate experiences shared by experts in the awareness seminars and the workshops, with special attention on the applicability to the target industries. The e-casebook was created to contain:

  - success stories of Green ICT practices from local enterprises;
  - guidelines for formulating a Green ICT strategy by an SME in the local business environment and measures to improve SMEs' operational flow;
  - frameworks for implementing the Green ICT strategy and measuring its success; and
  - practical tips and key success factors.

2.	**Summary of Project Results**

Project Deliverables

(Please list out the targeted project deliverables as stated in the project proposal appended to the project agreement and provide details of actual result achieved, including beneficiaries, for each of them.)

The project deliverables are listed as follows:

1) **Awareness Seminars** – 2 one-day awareness seminars featuring professionals, business consultants and industry experts on Green ICT conducted for the logistics/transportation and wholesale/retail service industries. Attracting a total of 411 registrants and 289 participants, these seminars served to (1) announce the launch of the project including the training workshops and e-casebook, (2) promote public awareness on Green ICT, both in user experience as well as current practices internationally and locally.

- *Seminar 1: 綠色科技提高競爭力講座 - 善用綠色科技‧創建企業效益*

   Date: 28/06/ 2013

   Venue: 4/F HKPC Building, 78 Tat Chee Avenue, Kowloon

   Number of registrants: 190

   Number of actual participants: 150

- *Seminar 2: 「科技推動環保」講座暨「香港綠色資訊及通訊科技電子案例彙編」發佈會*

   Date: 29/11/2013

   Venue: 4/F, HKPC Building, 78 Tat Chee Avenue, Kowloon

   Number of registrants: 221

   Number of actual participants: 139

2) **Training Workshops** –5 half-day small group workshops were conducted focusing on the logistics/transportation and wholesale/retail service industries, registered by a total of 257 people and participated by 142 people. These workshops aimed to teach practical knowledge on how to make use of Green ICT products and solutions in helping local companies to increase their operational efficiencies, reduce costs and increase opportunity in doing business with "green buyers". 5 expert speakers were recruited openly through CAHK, the supporting organizations and through other public channels.

- *Workshop No. 1: 高成本效益的綠色解決方案*

   Date: 26/07/2013

   Venue: 1/F HKPC Building, 78 Tat Chee Avenue, Kowloon

   Speaker: 奧瑪物流服務有限公司馮祖期先生

   Number of registrants: 43

   Number of actual participants: 30

- *Workshop No. 2: 安全的綠色資訊科技方案*

   Date: 09/08/2013

   Venue: 1/F HKPC Building, 78 Tat Chee Avenue, Kowloon

   Speaker: 資訊安全顧問服務有限公司Mr. Chester Soong

   Number of registrants: 46

   Number of actual participants: 21

- *Workshop No. 3: 經濟實惠的綠色雲端方案*

  Date: 23/08/2013

  Venue: 1/F HKPC Building, 78 Tat Chee Avenue, Kowloon

  Speaker: 絡基科技有限公司Mr. Esmond Lo

  Number of registrants: 47

  Number of actual participants: 32

- *Workshop No. 4: 從「減少紙張」到「無紙化」*

  Date: 13/09/2013

  Venue: 1/F HKPC Building, 78 Tat Chee Avenue, Kowloon

  Speaker: PCCW-HKT流動通訊服務Ms. Sandy Li

  Number of registrants: 77

  Number of actual participants: 34

- *Workshop No. 5: 「綠色」推廣及銷售*

  Date: 27/09/2013

  Venue: 1/F HKPC Building, 78 Tat Chee Avenue, Kowloon

  Speaker: 香港開飯喇 Open Rice 蔡漢玉小姐

  Number of registrants: 44

  Number of actual participants: 25

3) **The Hong Kong Green ICT e-Casebook** –Local experiences and success stories of Green ICT practice applicable to the logistics/transportation and wholesale/retail service sectors were compiled into an electronic casebook for dissemination to the public. The e-casebook included practical guidelines for developing and implementing Green ICT strategies and measures to improve SMEs' operational flow.   The public and, especially, SMEs in the target sectors, will be able to learn about the possibilities and benefits of Green ICT, as practiced and applied in the local business environment. Downloadable versions (in both PDF and Flipbook viewable versions) of the e-casebook were made available to the general public through the internet links as listed below: *(Refer to Annex 1: The Hong Kong Green ICT e-Casebook (PDF version))*

   - *CAHK website:*

     http://www.cahk.hk/News/423/The%20Hong%20Kong%20Green%20ICT%20e-Casebook_v%202.pdf

   - *HKPC Green Manufacturing Network (GMN) website:*

     http://www.gmn.hkpc.org/en_content.asp?id=21

Actual Benefits to SMEs/Enterprises
(Please indicate *in clear, specific, tangible and quantifiable terms* the benefits of the project and its contribution to enhancing the competitiveness of Hong Kong's SMEs / enterprises in general or SMEs / enterprises in specific sectors / assist Hong Kong enterprises in general or in specific sectors in developing brands, upgrading and restructuring business operations, and promoting domestic sales in the Mainland, in not more than 400 words.)

1) **2 Awareness Seminars:**

   - *Seminar 1: 綠色科技提高競爭力講座 - 善用綠色科技、創建企業效益*

     Number of participants: 150

     Number of evaluation questionnaires collected: 33

     - 100% of the respondents agreed that the seminar was helpful to their companies.

- 90% of the respondents expected to apply the knowledge obtained from the seminar to their daily operations.
- 91% of the respondents were satisfied or very satisfied with the seminar.

- *Seminar 2:* 「科技推動環保」講座暨「香港綠色資訊及通訊科技電子案例彙編」發佈會

Number of participants: 139

Number of evaluation questionnaires collected: 60

- 100% of the respondents agreed that the seminar was helpful to their companies.
- 87% of the respondents expected to apply the knowledge obtained from the seminar to their daily operations.
- 89% of the respondents were satisfied or very satisfied with the seminar.

- *Workshop No. 1:* 高成本效益的綠色解決方案

Number of participants: 30

Number of evaluation questionnaires collected: 16

- 100% of the respondents agreed that the workshop was helpful to their companies.
- 75% of the respondents expected to apply the knowledge obtained from the workshop to their daily operations.
- 88% of the respondents were satisfied or very satisfied with the workshop.

- *Workshop No. 2:* 安全的綠色資訊科技方案

Number of participants: 21

Number of evaluation questionnaires collected: 16

- 100% of the respondents agreed that the workshop was helpful to their companies.
- 94% of the respondents expected to apply the knowledge obtained from the workshop to their daily operations.
- 94% of the respondents were satisfied or very satisfied with the workshop.

- *Workshop No. 3:* 經濟實惠的綠色雲端方案

Number of participants: 32

Number of evaluation questionnaires collected: 21

- 95% of the respondents agreed that the workshop was helpful to their companies.
- 81% of the respondents expected to apply the knowledge obtained from the workshop to their daily operations.
- 81% of the respondents were satisfied or very satisfied with the workshop.

- *Workshop No. 4:* 從「減少紙張」到「無紙化」

Number of participants: 34

Number of evaluation questionnaires collected: 31

- 100% of the respondents agreed that the workshop was helpful to their companies.
- 94% of the respondents expected to apply the knowledge obtained from the workshop to their daily operations.
- 84% of the respondents were satisfied or very satisfied with the workshop.

– *Workshop No. 5:* 「綠色」推廣及銷售

Number of participants: 25

Number of evaluation questionnaires collected: 19

- 90% of the respondents agreed that the workshop was helpful to their companies.
- 74% of the respondents expected to apply the knowledge obtained from the workshop to their daily operations.
- 74% of the respondents were satisfied or very satisfied with the workshop.

3) The Hong Kong Green ICT e-Casebook:

- Introduced the e-casebook at Seminar 2 on 29/11/2013, which was participated by 139 industry representatives.
- The e-casebook was uploaded online for public access through CAHK and HKPC GMN websites since 29/11/2013.
- Number of evaluation questionnaires collected by end of January 2014: 21
  - 100% of the respondents agreed that the e-casebook was helpful to their companies.
  - 95% of the respondents expected to apply the knowledge obtained from the e-casebook to their daily operations.
  - 81% of the respondents were satisfied or very satisfied with the e-casebook.

Milestones (in chronological order)

(# Please indicate if the milestone is completed (C), deferred (D) or not achieved (N). If it is deferred, please indicate the revised completion date. For those milestones which are deferred or not achieved, please also provide the reasons under item 2.4.)

	Milestone (as set out in the approved project proposal appended to the project agreement)	Original target completion date	Revised target completion date (if applicable)	Status (C/D/N) #
(a)	Formulating the steering committee; Hiring an implementation agent	01/01/2013 – 30/04/2013	N/A	Completed
(b)	Planning and promoting awareness seminars & training workshops; Delivering awareness seminars & training workshops	01/04/2013 – 31/12/2013	N/A	Completed
(c)	Planning and conducting research and interviews; Compiling and publication of the e-casebook	01/05/2013 – 30/11/2013	N/A	Completed
(d)				
(e)				
(f)				
(g)				

Marketing/Dissemination Activities (in chronological order)

(Please provide details of all completed and on-going promotional and/or dissemination activities for each of the project deliverables. Such activities may include advertisements, seminars, workshops, etc.)

Date/ Period	Description	No. of beneficiaries (SMEs/~~Enterprises~~*) *please delete as appropriate
05-06/2013	First seminar e-marketing and flyer dissemination through different marketing channels *(Refer to Annex 2: Seminar 1 - eDM)*	59,396
28/06/2013	First seminar participants	150
06-09/2013	Sent out e-invitations and posted e-news online for recruiting workshop speakers	5
06-09/2013	Workshop series e-marketing and flyer dissemination through different marketing channels *(Refer to Annex 3: Workshops 1-5 - eDM)*	59,396
26/07/2013	Workshop No. 1 participants	30
09/08/2013	Workshop No. 2 participants	21
23/08/2013	Workshop No. 3 participants	32
13/09/2013	Workshop No. 4 participants	34
27/09/2013	Workshop No. 5 participants	25
07-09/2013	Sent out e-invitations and posted e-news online for recruiting case-sharing companies for e-casebook	12
09-11/2013	Second seminar e-marketing and flyer dissemination through different marketing channels *(Refer to Annex 4: Seminar 2 - eDM)*	59,396
29/11/2013	Second seminar participants	139
06-12/2013	Online materials access rate estimated per Google Analytics	1,500
06-12/2013	e-learning platform access rate estimated per user accounts	120
	Total no. of beneficiaries :	**61,464**

Future Plan for Promoting the Project Deliverables

The project deliverables, including presentation materials from the 2 awareness seminars and 5 training workshops, as well as e-casebook, will be kept online for public access for at least one year. Potential readers may also search for the deliverables through popular search engines. For example, when searching for "Green ICT e-casebook" in Google on 7 February 2014, 90% of the matched entries displayed on the first page were related to the project and e-casebook.