

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

Final Report of Approved Project

Project ref. no. : D11 001 004
Project title : Brand Development of the Hong Kong
Environmental Industry
Period covered : From 01/08/2012 to 30/04/2014
(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

Brand Development of the Hong Kong Environmental Industry

協助香港環保業建立產業品牌

Project Summary (in not more than 150 words)

Hong Kong environmental industry is in its early development stage and faces various challenges. To help strengthen the business skills of SMEs in the industry, Hong Kong Environmental Industry Association Limited (HKEnvIA) was being granted the TID SME Development Fund to organise a series of training workshops and produce a research report on "Brand Development of the Hong Kong Environmental Industry".

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

- To strengthen the brand development of the Hong Kong environmental industry;
- To enhance business skills of SMEs in the industry;
- To inform SMEs about a package of measures and suggestions on how to brand themselves in the industry

Grantee /Collaborating/Implementation Organisation Agent

Grantee : Hong Kong Environmental Industry Association Limited (HKEnvIA)

Collaborating Organisation(s) : N/A

Implementation Agent(s) : Federation of Hong Kong Industries (FHKI), The Hong Kong Polytechnic University (Poly U)

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	Ir Daniel M. Cheng, MH, JP	HKEnvIA	T: 2443 8188 / F: 2789 3346
Deputy Project Co-ordinator	Mr Joe Ng	HKEnvIA	T: 2320 7393 / F: 2320 7247

Project Period

	<u>Commencement Date</u> (day/month/year)	<u>Completion Date</u> (day/month/year)	<u>Project Duration</u> (No. of months)
As stated in project agreement	<u>01/08/2012</u>	<u>31/01/2014</u>	<u>18 months</u>
Revised (if applicable)		<u>30/04/2014</u>	<u>21 months</u>

Methodology Employed

The project took 21 months to complete and was implemented according to the following steps:

Roles of 2 implementation agents

- 1) FHKI is one of implementation agents to take the role on implementation and coordination of the administrative works and liaison with different relevant parties (such as speakers and participants) to ensure smooth execution. Moreover, FHKI is responsible for the administrative works of the project, including preparation work, auditing, interim and final reports as well as monitoring the progress to meet the project's objectives within timeline and budget.
- 2) Poly U, another implementation agent, took up the task of research report, including literature search, conducting interviews with 31 companies, evaluation, compilation of findings, offering solutions and recommendations.

Step 1: Set up a Committee

A committee comprising HKEnvIA, FHKI, key representatives of the industry and academia was formed to

- Design and finalise the workshop outline and modules and;
- Formulate screening and selection guidelines of participants

Step 2: Organisation of Training Workshops

- As one of implementation agents, FHKI organised a series of 12 training workshops (half day) during the project period. The workshops focused on business skills of SMEs of the industry to suit their special needs.
- FHKI invited legal, industry experts and professors of academia to share and explain details of environmental topics.

Step 3: Promotion and Publicity

- Publicise and promote the training workshops through websites and direct e-mailing to target audience.
- 4 printed advertisements were published in FHKI's magazine to encourage participation.

Step 4: Production of Research Report on "Brand Development of the Hong Kong Environmental Industry"

- Poly U took up the tasks of literature search, conducting interviews with participating companies, evaluation, compilation of findings, offering solutions and recommendations. The report aims to inform SMEs the measures and suggestions on how to brand themselves in the local environmental industry. Case studies of some SMEs, challenges, opportunities and recommendations on the industry are featured and analysed to offer realistic prediction. The report contains a wealth of unique data and analysis about the local environmental market today, as well as the existing trends and how they will impact the market of tomorrow. The findings enable the SMEs to evaluate their competitiveness, amid the gloomy economic outlook of Europe and US.
 - No hard copy was produced for environmental reason. The report was posted on HKEnvIA's website and distributed to affiliate trade associations, including FHKI and its about 3,000 members.
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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.)

i. Training Workshops

A series of 12 training workshops were successfully held from October 2012 to December 2013. The workshops aimed at enhancing SMEs' business skills with the application of environmental techniques and technology. Professors and professional speakers were invited to share with participants on various topics such as green information system, logistics, marketing, trend of green production, strong brand building etc.

Workshop	No. of Enrolment	No. of Participants
Workshop 1: How to Inject Sustainability into Your Business Model Date: 17 October 2012 Speaker: Prof Carlos Lo	63	39
Workshop 2: The Implication of Environmental Protection Policies on China Trade Date: 14 November 2012 Speaker: Miss Lau Pui-king, JP	68	35
Workshop 3: Recent Development of Law and Practice of China's Corporate Income Tax and Its Green Tax Incentives Date: 12 December 2012 Speaker: Dr Daniel Cheung	72	41
Workshop 4: Business Opportunities in the Green Policies of China's 12 th 5-year plan Date: 24 January 2013 Speaker: 方穗濤律師	82	39
Workshop 5: Entrepreneurship and Development Strategy of Green Enterprises Date: 13 March 2013 Speaker: Dr K F Chan	53	20
Workshop 6: Application of Green Information System Date: 25 April 2013 Speaker: Dr Eric Ngai	40	13
Workshop 7: Green Logistics – Its Management and Performance Implications Date: 23 May 2013 Speaker: Dr Mike Lai	33	10
Workshop 8: Trend of Green Production Date: 18 July 2013 Speaker: 區華	53	20
Workshop 9: How to Create a Strong Brand to Facilitate Selling of Environmental Products and Services? Date: 11 October 2013 Speaker: Dr Sherriff Luk	51	20
Workshop 10: Team Negotiations Tactics and Simulation Date: 7 November 2013 Speaker: Dr Liu Wu	47	20
Workshop 11: Green Marketing and Consumption Date: 15 November 2013 Speaker: Dr Ricky Chan	56	30
Workshop 12: Excellent Corporate Environmental Management Date: 5 December 2013 Speaker: Prof Carlos Lo	32	15
Total number of beneficiaries:	Total = 650	302

From the survey results, it was found that most of the participants expressed that the workshops were very useful and beneficial to them. They got practical cases or sharing from the speakers and also other companies. It also provided a good platform for them to share experience with different companies from different industry sectors. Most of them also thought that they could learn and understand the development of green branding in Hong Kong or China better. However, with the workshops held on weekday morning, it was found that it might not be a good time for industry people to spare time to attend.

In order to drive for more enrollments, we promoted the workshops via TID SUCCESS's e-newsletter or website and also our database (other than FHKI members). We also promoted the events through our friendly associations to promote to their members. At the same time, we ride on our events to inform participants of our events and placed promotional flyers at different occasions. *It also refers to encl. (D). PER012*

ii. Research Report

The research report explored the development of green branding in the environmental industry of Hong Kong. It consisted of both qualitative and quantitative data from face-to-face interviews with top management from 31 companies and a questionnaire survey of 334 organisations.

31 organisations participated in the interview, 28 among which were from the environmental industry while the remaining 3 were from manufacturing industry. In these 28 organisations, 21 of them were environmental services providers and 7 are environmental goods providers.

334 organisations participated in the survey in September – December 2013. Responding companies were from manufacturing (79%), services (11.7%), public utilities (3.3%) and other industries (4.6%). About 74.6% were wholly Hong Kong-owned companies, 7.5% were Hong Kong-Mainland joint venture companies, 3.9% were Hong Kong-foreign joint venture companies, 10.8% were foreign enterprises. In respect to location of main operations, 25.7% of organisations had main operations within Hong Kong, 57.5% operate in Pearl River Delta region and 15.6% operate worldwide.

The e-version of final report was sent to all FHKI members (around 3,000), HKEnvIA (around 100) members, participants of the workshops (302) and all interviewees (334). The report was also posted on HKEnvIA's website to allow wider access by the SMEs and public to understand brand development of environmental industry.

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.)

A series of 12 training workshops were successfully held with the participation of over 300 participants from the SMEs in Hong Kong. The workshops invited 12 professors and professional experts to transfer knowledge and share experience with participants the green and environmental issues to enhance business operation of SMEs to save energy and environmental resources. 100% of the participants expressed that the workshops are useful and beneficial to them.

To provide insightful measures and suggestions to SMEs to develop brands in Hong Kong environmental industry, a research was conducted to find out the challenges, opportunities and the development of environmental industry in Hong Kong. The report interviewed 334 organisations and 31 companies to understand their operation and application of green measures in their business. It also provided solutions and recommendations to SMEs on how to brand themselves in Hong Kong.

As stated in 2.1, the e-version of final report was sent to all FHKI members (around 3,000), HKEnvIA (around 100) members, participants of the workshops (302) and all interviewees (334). The report was also posted on HKEnvIA's website to allow wider access by the SMEs and public to understand brand development of environmental industry.

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.)

<u>Milestone</u> (as set out in the approved project proposal appended to the project agreement)	<u>Original target completion date</u>	<u>Revised target completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
(a) Formation of Committee and finalise module of workshops	31/08/2012		C
Completion of 4 training workshops (1 st part)			
(b) Promotion and Publicity	28/02/2013		C
(c) Audit and submission of interim report	28/02/2013		C
Completion of 4 training workshops (2 nd part)			
(d) Promotion and Publicity	31/08/2013		C
Completion of 4 training workshops (3 rd part)			
(e) Promotion and Publicity	31/01/2014		C
(f) Conduct the "Brand Development of the Hong Kong Environmental Industry"	31/12/2013	31/03/2014	C
(g) Distribution of the research report to SMEs and affiliate trade associations	31/01/2014	30/04/2014	C
(h) Project Completed	31/01/2014	30/04/2014	C
(i) Audit and submission of final report	31/03/2014	31/07/2014	C

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.)

<u>Date/ Period</u>	<u>Description</u>	<u>No. of beneficiaries (SMEs/Enterprises*)</u> *please delete as appropriate
11/09/12	Direct mailing of the first workshop circular to FHKI & HKEnvIA members, Poly U alumni database and affiliate trade associations (Annex 1)	9,000 (FHKI: 3,000; HKEnvIA: 100; PolyU: 5,800; affiliate trade associations: 100)
20/09/12	Print ad promoting the series of workshop in HK Industrialist (Sep issue) (Annex 2)	7,000
17/10/12	Workshop 1 @ FHKI	39
18/10/12	Direct mailing of the second workshop circular to FHKI & HKEnvIA members, Poly U alumni database and affiliate trade associations (Annex 3)	9,000 (FHKI: 3,000; HKEnvIA: 100; PolyU: 5,800; affiliate trade associations: 100)
14/11/12	Workshop 2 @ FHKI	35
15/11/12	Direct mailing of the third workshop circular to FHKI & HKEnvIA members, Poly U alumni database and affiliate trade associations (Annex 4)	9,000 (FHKI: 3,000; HKEnvIA: 100; PolyU: 5,800; affiliate trade associations: 100)
20/11/12	Print ad promoting the series of workshop in HK Industrialist (Nov issue) (Annex 5)	7,000
12/12/12	Workshop 3 @ FHKI	41
20/12/12	Direct mailing of the fourth workshop circular to FHKI & HKEnvIA members, Poly U alumni database and affiliate trade associations (Annex 6)	9,000 (FHKI: 3,000; HKEnvIA: 100; PolyU: 5,800; affiliate trade associations: 100)
24/01/13	Workshop 4 @ FHKI	39
05/02/13	Direct mailing of the fifth workshop circular to FHKI & HKEnvIA members, Poly U alumni database and affiliate trade associations (Annex 7)	9,000 (FHKI: 3,000; HKEnvIA: 100; PolyU: 5,800; affiliate trade associations: 100)
27/02/13	Print ad promoting the series of workshop in HK Industrialist (Feb issue) (Annex 8)	7,000
13/03/13	Workshop 5 @ FHKI	20
19/03/13	Direct mailing of the sixth workshop circular to FHKI & HKEnvIA members, Poly U alumni database and affiliate trade associations (Annex 9)	9,000 (FHKI: 3,000; HKEnvIA: 100; PolyU: 5,800; affiliate trade associations: 100)
03/04/13	e-newsletter via TID SUCCESS promoting workshop 6	-
25/04/13	Workshop 6 @ FHKI	13
25/04/13	Direct mailing of the seventh workshop circular to FHKI & HKEnvIA members, Poly U alumni database and affiliate trade associations (Annex 10)	9,000 (FHKI: 3,000; HKEnvIA: 100; PolyU: 5,800; affiliate trade associations: 100)

15/05/13	e-newsletter via TID SUCCESS promoting workshop 7	-
23/05/13	Workshop 7 @ FHKI	10
11/06/13	Direct mailing of the eighth workshop circular to FHKI & HKEnvIA members, Poly U alumni database and affiliate trade associations (Annex 11)	9,000 (FHKI: 3,000; HKEnvIA: 100; PolyU: 5,800; affiliate trade associations: 100)
19/06/13	What's news via TID SUCCESS website promoting workshop 8	-
18/07/13	Workshop 8 @ FHKI	20
28/08/13	Print ad promoting the series of workshop in HK Industrialist (Aug issue) (Annex 12)	7,000
17/09/13	Direct mailing of the ninth workshop circular to FHKI & HKEnvIA members, Poly U alumni database and affiliate trade associations (Annex 13)	9,000 (FHKI: 3,000; HKEnvIA: 100; PolyU: 5,800; affiliate trade associations: 100)
02/10/13	e-newsletter via TID SUCCESS promoting workshop 9	-
11/10/13	Workshop 9 @ FHKI	20
10/10/13	Direct mailing of the tenth workshop circular to FHKI & HKEnvIA members, Poly U alumni database and affiliate trade associations (Annex 14)	9,000 (FHKI: 3,000; HKEnvIA: 100; PolyU: 5,800; affiliate trade associations: 100)
17/10/13	e-newsletter via TID SUCCESS promoting workshop 10	-
07/11/13	Workshop 10 @ FHKI	20
17/10/13	Direct mailing of the eleventh workshop circular to FHKI & HKEnvIA members, Poly U alumni database and affiliate trade associations (Annex 15)	9,000 (FHKI: 3,000; HKEnvIA: 100; PolyU: 5,800; affiliate trade associations: 100)
17/10/13	e-newsletter via TID SUCCESS promoting workshop 11	-
15/11/13	Workshop 11 @ FHKI	30
14/11/13	Direct mailing of the twelfth workshop circular to FHKI & HKEnvIA members, Poly U alumni database and affiliate trade associations (Annex 16)	9,000 (FHKI: 3,000; HKEnvIA: 100; PolyU: 5,800; affiliate trade associations: 100)
27/11/13	e-newsletter via TID SUCCESS promoting workshop 12	-
05/12/13	Workshop 12 @ FHKI	15
30/04/13	Distribution of research report to FHKI, HKEnvIA members, Poly U alumni and affiliate trade association by email	9,000 (FHKI: 3,000; HKEnvIA: 100; PolyU: 5,800; affiliate trade associations: 100)
30/04/13	Posting of research report on HKEnvIA's website	Number not known
Total no. of beneficiaries:		145,302

Future Plan for Promoting the Project Deliverables

HKEnvIA will continue to promote the importance of environmental protection and application of green management and operation in its upcoming initiatives. We will also continue to encourage SMEs to apply these concepts in their daily operation to facilitate environmental protection via various types of events.