

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

Final Report of Approved Project

Project ref. no. : D11 003 003
Project title : Low Carbon Logistics: Good Practice and Guideline
for SMEs
Period covered : From 1 June 2012 to 30 Nov 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

Low Carbon Logistics: Good Practice and Guideline for SMEs

Project Summary (in not more than 150 words)

This project has helped SMEs in Hong Kong to enhance their knowledge on low-carbon logistics; and to share the good practice through 6 seminars, 3 workshops, 6 newsletters and one operation guide so as to improve their own logistics effectiveness and efficiency at the operational level. The project has also set up a website (<http://www.lowcarbon.polyu.edu.hk/>) to share findings and knowledge.

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

- (i) To help SMEs in Hong Kong to enhance their knowledge on low-carbon logistics.
- (ii) To identify low-carbon logistics good practices in the Greater Pearl River Delta.
- (iii) To improve SMEs own logistics effectiveness and efficiency at the operational level through seminars, workshops and an operation guide.

Grantee /Collaborating/Implementation Organisation Agent

Grantee : The Hong Kong Polytechnic University

Collaborating Organisation(s) : The Chartered Institute of Logistics and Transport in Hong Kong

Implementation Agent(s) : Nil

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	<u>Dr. Tsz Leung YIP</u>	<u>The Hong Kong Polytechnic University</u>	<u>2766 4631/ 2330 2704</u>
Deputy Project Co-ordinator	<u>Dr. Stephen Wing Chiu HO</u>	<u>The Chartered Institute of Logistics & Transport in Hong Kong</u>	<u>2866 6336/ 2866 6118</u>

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>1 June 2012</u>	<u>31 May 2013</u>	<u>12 months</u>
Revised (if applicable)	<u>1 June 2012</u>	<u>30 Nov 2013</u>	<u>18 months</u>

Methodology Employed

The implementation plan was divided into several key stages, namely, 1) Formation of project team; 2) The background study; 3) Development of the operation guide; 4) Production of the operation guide and event materials; 5) Organization of seminars and workshops; and 6) Promotion of project deliverables.

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) An operation guide about knowledge and good practices of low carbon logistics
- (ii) Six seminars to disseminate the project findings and for experience sharing.
 - Six seminars were organised on 28 Mar, 16 Apr, 10 May, 14 Jun, 11 Oct and 2 Nov 2013, to promote the project and disseminate the project results.
 - 301 participants attended the 6 seminars (averaging 50 participants per seminar).
- (iii) Three training workshops to teach SMEs to use their understanding of low-carbon logistics in the context of their own companies.
 - Three workshops were organised on 3 May, 11 Jun and 5 Jul 2013, to teach concepts and tools for applying low-carbon to daily operations.
 - 113 participants attended the workshops (averaging 38 participants per workshop).
- (iv) Six e-newsletters to SMEs about knowledge and good practices of low carbon logistics in the Greater Pearl River Delta.
- (v) A project website

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.)

The participants are benefited by learning how to reduce carbon emissions and design their own low carbon supply chain system. According to the survey results of the six seminars and three workshops, on average 85% of the respondents agreed that the seminars and workshops had provided them a new concept and knowledge. More than 90% of the respondents found the seminars and workshops helpful to their businesses and they will apply the good practices on their daily operations. In other words, Hong Kong SMEs can enhance its competitive advantages by reducing the overall carbon emissions and improving the cost efficiency of logistics.

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) #
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(a)	Formation of Steering Committee	30-6-2012	C
(b)	Development of website	30-6-2012	C
(c)	Conduct of pilot survey	31-8-2012	C
(d)	Determination of topics and scopes	30-9-2012	C
(e)	Selection and visit companies for case study	30-6-2013	C
(f)	Content and Training Material Development	30-3-2013	C
(g)	Formation of Training Workshop Committee	31-12-2012	C
(h)	Operation guide (English part) preparation	31-10-2013	C
(i)	Operation guide (Chinese translation)	30-11-2013	C
(j)	Launch of interactive training on the website	31-8-2013	C
(k)	Six Seminars	30-11-2013	C
(l)	Three Workshops	30-11-2013	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
Feb to Nov 2013	E-mail promotion via ICMS, POLYU Alumni database and member lists of supporting organizations (e.g. CILTHK, HKSTLA, SFBC, etc.), NGOs (e.g. Tai Po Environmental Association)	Over 20,000
Feb to Nov 2013	News release (with promotional leaflet) via official facebook account of Faculty of Business, POLYU	Over 1,000
Feb to Nov 2013	Distributing the project newsletters and promotion leaflet via seminars and talks (related to greenhouse gases emissions/ environmental protection) held by other organizations	Over 100
28 Mar 2013	Seminars (x6)	301
16 Apr 2013		
10 May 2013		
14 Jun 2013		
11 Oct 2013		
2 Nov 2013		
Apr 2013	Promoting the events (seminars and workshops) via CILTHK newsletter - Issue 52, Jan to Mar (hardcopies) to CILTHK member list and online version (http://www.cilt.org.hk/webadmin/img/news/346_1.pdf)	Over 5,000
Apr 2013	News release about Seminar One via POLYU HSEO newsletter - Issue Mar (online version: http://www.polyu.edu.hk/hseo/env_letter/enews2013Mar.php)	Over 500
Jul 2013	News release about Seminar Two/ Three and Workshop One/ Two via POLYU HSEO newsletter - Issue Jun (online version: http://www.polyu.edu.hk/hseo/env_letter/enews2013Jun.php)	Over 500
3 May 2013	Workshops (x3)	113
11 Jun 2013		
5 Jul 2013		
Oct 2013	News release about Workshop Three via POLYU HSEO newsletter - Issue Sep (online version: http://www.polyu.edu.hk/hseo/env_letter/enews2013Sep.php)	Over 500
From Nov 2013 to 28 Feb 2014	Distribute Guidebook to members of industrial associations (e.g. CILTHK, HKSTLA, SFBC, etc.), NGOs (e.g. Tai Po Environmental Association) and existing connections	Over 800
Total no. of beneficiaries :		Over 28,000

Future Plan for Promoting the Project Deliverables

Distribute Guidebook to members of industrial associations (e.g. CILTHK, HKSTLA, SFBC, etc.), NGOs (e.g. Tai Po Environmental Association) and existing connections