

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

Final Report on Approved Project

Project ref. no. : D12 004 007
Project title : Awareness programme to enhance Hong Kong manufacturing
SMEs' understanding of international "Carbon Footprint"
certification and mark, leading to higher recognition of local
products' carbon emission level
Period covered : From 01/08/13 to 30/11/15
(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 Summary (in about 150 words)

To catch up with the increasing environmental concern internationally, many industries develop green products. Some western manufacturers cooperate with third party certification bodies to calculate the "carbon emission" of their products to measure their effect in global warming and thereby build a high market level for their products. Certification schemes and marks are generated and some of them are internationally recognized. However, the lack of knowledge in international "Carbon footprint" certification will become an obstruction for Hong Kong products to maintain the competitiveness in the international market.

In this program, experts from CMA Testing and Certification Laboratories, Hong Kong University of Science and Technology (HKUST) and Carbon Trust, will tailor-make a "Hong Kong Carbon Footprint" certification scheme for Hong Kong companies, especially the small and medium enterprises (SMEs). By applying the Life Cycle Analysis methods commonly used internationally, the case studies can help Hong Kong manufacturing SMEs to have thorough understanding of the whole process and the required resources. Thus, a solid ground for them to get international "Carbon Footprint" marks certified in the future will be built accordingly.

Project Objective(s) (in about 80 words)

The project is target at building a "Carbon Footprint" system which is suitable for Hong Kong market. It will enable Hong Kong companies to meet customer and market requirements for product-level carbon disclosure and performance, and potentially differentiate themselves from competitors. Also, sustainable consumption can be driven by enabling Hong Kong consumers to make more suitable buying decisions and sustainable production will be driven by enabling and incentivizing companies reduce carbon emissions within their value chains. With this programme, a local certification mark that recognized by international organizations can be established, which provides economical effective price for the industries to get international grade "Carbon Footprint" calculating and certification service.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : The Chinese Manufacturers' Association of Hong Kong
Collaborating Organisation(s) : _____
Implementation Agent(s) : CMA Industrial Development Foundation Limited – CMA Testing and Certification Laboratories, The Hong Kong University of Science and Technology, The Carbon Trust

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	: <u>Mr. Chun Hong, LAM</u>	<u>CMA Industrial Development Foundation Limited (CMA Testing)</u>	<u>2690 8238 (Tel)</u> <u>2695 4177 (Fax)</u>
Deputy Project Co-ordinator	: <u>Mr. Yan Kin, LAU</u>	<u>CMA Industrial Development Foundation Limited (CMA Testing)</u>	<u>2690 8239 (Tel)</u> <u>2252 4241 (Fax)</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>01/08/2013</u>	<u>30/8/2015</u>	<u>24</u>
Revised (if applicable)	<u>01/08/2013</u>	<u>30/11/2015</u>	<u>28</u>

2. Summary of Project Results

Project Deliverables

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

	Project deliverable	Quantifiable target number (e.g. 100 participants)	Actual result achieved (e.g. 90 participants)	Reasons for not achieving the target, if applicable (e.g. The total number of registered participants was over 120. - However, some of them did not show up eventually. Will strengthen promotion and try to make up for the shortfall in the following two seminars.)
a)	Tailor-made a Carbon Footprint calculating system and certification program for Hong Kong industries. The initial four target industries are food industry, electronics industry, textile industry, and building materials industry.	One system and certification program for four target industries	One system and certification program for four target industries	N.A.
b)	Trial implement the Carbon Footprint certification program with 3-5 selected pilot companies. A special committee, including representatives from CMA, academic institutes, and other related trade associations, will be set up to supervise the selection of pilot companies in a fair & transparent manner. The pilot companies will not be confined to members of CMA. Totally 5 products from these 3-5 companies will go through the Carbon Footprint certification program as case study. The pilot companies are SMEs and are required to share their experience with the industries.	Five products from three to five pilot companies	Five products from five pilot companies	N.A.
c)	To organize two workshops to demonstrate the implementations process of Carbon Footprint and Certification to the industries.	Two workshops with 100 participants each	22 participants for workshop A and 46 for workshop B	There are 70 participants enrolled for workshop A and 80 enrolled for workshop B. However, some of the enrollees did not show up.
d)	To organize two seminars. The first seminar will introduce the concept of Carbon Footprint and Certification in order to raise the awareness and act as a kick off event. The second seminar will summarize the implementation experience of Carbon Footprint and Certification, and share experience gained from the pilot companies with industries.	Two seminars with 120 and 200 participants respectively	121 participants for seminar in Phase 1 and 135 in Phase 2	There are 175 enrollees in Phase 2 seminar. However, some of the enrollees did not show up.
e)	To publish the "Carbon Footprint and Certification Guidebook" (2,000 copies) to further promote the results	2,000 copies	2,000 copies	N.A.

	to the Hong Kong manufacturing SMEs.			
f)	To provide a hotline service including education, training, regulatory enquiries, technical support, etc. to the industries. (Remark: the hotline will operate on wards before project completion.)	One hotline	One hotline	N.A.
g)	To upload the project deliverables, including the Guidebook, onto the project website for free download.	N.A.	N.A.	N.A.

Details of the deliverables (e.g. date, duration, venue, speaker, topic discussed, etc.)

(Please list out in table format if necessary.)

- 1. Tailor-made a Carbon Footprint calculating system and certification program for Hong Kong industries. The initial four target industries are food industry, electronics industry, textile industry, and building materials industry.**

A carbon footprint calculating system and certification program was tailor made for Hong Kong Industries by the project completion. Five pilot companies from food industry, electronics industry, textile industry and packaging materials industry were selected to participant in the case study for providing information to study the manufacturing characteristics of Hong Kong industries.

- 2. Trial implement the Carbon Footprint certification program with 3-5 selected pilot companies. A special committee, including representatives from CMA, academic institutes, and other related trade associations, will be set up to supervise the selection of pilot companies in a fair & transparent manner. The pilot companies will not be confined to members of CMA. Totally 5 products from these 3-5 companies will go through the Carbon Footprint certification program as case study. The pilot companies are SMEs and are required to share their experience with the industries.**

Five pilot SMEs companies for the case studies programme were selected by the special committee with a scoring system. The five products chosen are running tee with non-woven bag package, cultured freshwater food fish, bottled water, paper package with laser label and electronic scale. The calculation of product carbon footprint, serval factories site visits in Hong Kong and China, and other process for the certification have conducted for the five products. Their experience for participating in the case studies was shared in the seminar and workshops in Phase 2, the guidebook and project website.

3. To organize two workshops to demonstrate the implementations process of Carbon Footprint and Certification to the industries.

Two workshops were launched as below:

Workshop A:

- Topic: Implement the Production Carbon Footprint Calculation & Certification (Presented by Representative from Clothing Industry)
- Date: 30 October 2015
- Time: 16:00 – 17:00
- Location: Academy Rooms II & III, 1/F, Intercontinental Grand Stanford Hong Kong, 70 Mody Road, Tsim Sha Tsui East, Kowloon
- Number of participants: 22

Workshop B:

- Topic: Implement the Production Carbon Footprint Calculation & Certification (Presented by Representative from Packaging Materials Industry)
- Date: 30 October 2015
- Time: 16:00 – 17:00
- Location: Academy Rooms II & III, 1/F, Intercontinental Grand Stanford Hong Kong, 70 Mody Road, Tsim Sha Tsui East, Kowloon
- Number of participants: 46

Demonstrations and discussions of the implementations process of Carbon Footprint and Certification were carried out during the two workshops. Representatives from two of the case studies pilot companies and Hong Kong University of Science and Technology were participated in the workshops for providing their experience and exchanging ideas with the participants. A set of training handout were distributed to participants for demonstrating the process of the carbon footprint certification.

4. **To organize two seminars. The first seminar will introduce the concept of Carbon Footprint and Certification in order to raise the awareness and act as a kick off event. The second seminar will summarize the implementation experience of Carbon Footprint and Certification, and share experience gained from the pilot companies with industries.**

Two seminars were launched as below:

Seminar 1:

- Topic: “Worldwide Product Carbon Footprint Trend & Opportunity in Hong Kong” Seminar
- Date: 28 March 2014
- Time: 09:30 – 12:30
- Location: Conference Hall, 4/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon
- Number of participants: 121

Seminar 2:

- Topic: Product Carbon Footprint Label: New Advantage of Hong Kong Brand” Seminar
- Date: 30 October 2015
- Time: 14:00 – 15:00
- Location: Academy Rooms II & III, 1/F, Intercontinental Grand Stanford Hong Kong, 70 Mody Road, Tsim Sha Tsui East, Kowloon
- Number of participants: 135

Two seminars were organized in Phase 1 and Phase 2 respectively for different purposes. The first seminar was held at the early stage of the project that aim to raise the awareness of the product carbon footprint among Hong Kong manufacturing SMEs and the industries. The training materials were provided to all participants. Another seminar was organized at the end stage of the project which proposed for summarizing the experience gained from the project, especially the case studies programme and also introducing of the newly developed certification system and implementation experience.

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5. **To publish the “Carbon Footprint and Certification Guidebook” (2,000 copies) to further promote the results to the Hong Kong manufacturing SMEs.**

The Hong Kong Product Carbon Footprint and Certification Guidebook were published on November 2015. The guidebook includes the brief introduction of the worldwide and local development of Product Carbon Footprint and Certification, process flow and requirement of the newly developed Product Carbon Footprint calculation and certification system as well as the label, findings and experience gained from the project and case studies, etc. The guidebook is planned to be distributed to our client, also delivered during different events, such as seminars and exhibitions, to further promote the product carbon footprint certification.

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6. **To provide a hotline service including education, training, regulatory enquiries, technical support, etc. to the industries. (Remark: the hotline will operate on wards before project completion.)**

The hotline service 2256 8818 has started its operation before the completion of project. The service will be lasted after the end of the project.

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7. **To upload the project deliverables, including the Guidebook, onto the project website for free download.**

The project website <http://hk-pcf.org.hk> has launched on November 2015 for summarizing the project and further promoting the product carbon footprint certification. The experience gained from the project, information of the two seminars and two workshops organized for the project, case studies information and guidebook has uploaded onto the website for free download.

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 completion date (if applicable)	Status (C/D/N) #
(a) Expert team kick off meeting	31/10/2013		C
(b) Identification of the gap generally exists	31/10/2013		C
(c) Selection of participants and products for pilot case studies	31/10/2013		C
(d) Define training program at Carbon Trust	31/10/2013		C
(e) Develop program for pilot case study	30/04/2014		C
(f) Develop certification protocol, criteria and checklist for the 3 carbon footprint calculating standards (i.e. PAS 2050, WRI and ISO 14067)	30/04/2014		C
(g) Completion of selection of participants for case studies	30/04/2014		C
(h) Pilot case study for data collection	30/04/2014		C
(i) 1 seminar of introducing “Carbon Footprint Certification”	30/04/2014		C
(j) Purchase and install the software (Lift Cycle Assessment Calculator)	30/09/2015		C
(k) Training at Carbon Trust	30/09/2015		C
(l) Analyze data collected from pilot case study	30/09/2015		C
(m) Develop program for actual case studies	30/09/2015		C
(n) Completion of all case studies’ findings	30/09/2015		C
(o) 2 workshops of demonstrating the implementation of “Carbon Footprint” for the industries	30/09/2015	30/10/2015	D
(p) 1 seminar of summarizing the implementation experience of “Carbon Footprint and Certification”	30/09/2015	30/10/2015	D
(q) Distribution of “Carbon Footprint and Certification Guidebook” for knowledge sharing	30/11/2015		C
(r) Launch web-site as communication hub for delivering results, showing certified products and certificate holders, etc.	30/11/2015		C
(s) Supporting services including the hotline will operate onwards after project completion	30/11/2015		C

Future Plan for Promoting the Project Deliverables (Nil if not applicable)

A website and hotline have been launched and will be operated onward for promotion. The guidebook published will be distributed to our clients and handed out during the events and exhibition we organized or joined and through our supporting organizations. We are also cooperate with China Quality Certification Centre for building up a Hong Kong - Guangdong PCF Label Mutual Recognition System, which will promote the PCF label to China for a wilder effect of the label in both Hong Kong and China Market. To further the promotion, we are planning our next funding application to TID, either SME fund or BUD fund, for facilitating the products certified with the PCF label to increase their competitiveness in local and China market.