







Hong Kong special way to celebrate World Environment Day on 5th of June!

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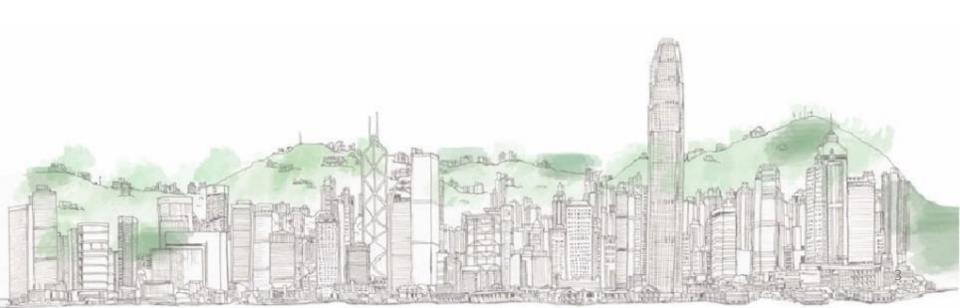
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1. Timetable of Green Council Activities





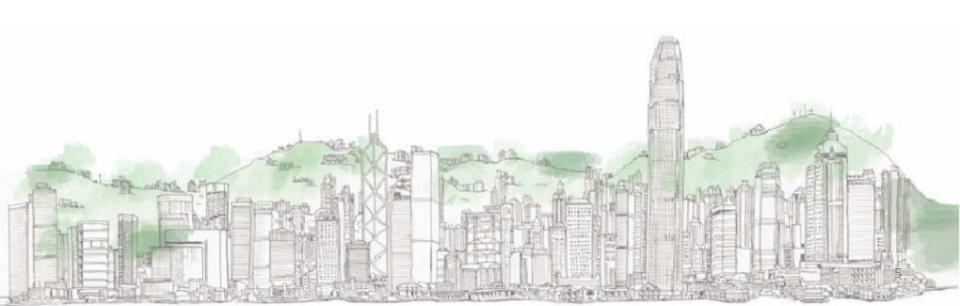


Initiative	Date	Sponsorship Period
Green Run	February or March	November to December
Green Carnival	January or February	December to January
Creative Eco-Model Tournament	January or February	December to January
Captain Green	School Calendar Year	April to May
Hong Kong Green Day	June	March to May
International Coastal Cleanup (ICC)	September – December	July to August
Green Council Pavilion Eco Expo	October	June to August
Hong Kong Green Awards	June - December	Enrollment period June to September



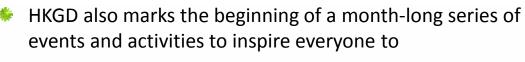


2. Background of Hong Kong Green Day (HKGD)



Background Hong Kong Green Day (HKGD)

- World Environment Day (WED) was first initiated by the **United Nations in 1972**
- Hong Kong should acknowledge and celebrate World **Environmental Day together with the World!**
 - Green Council proudly created and staged the HKGD since 2013 in conjunction with World Environment Day
 - HKGD activities annually encourage corporations, consumers and the general public to consider and take actions to make Hong Kong "greener"









Background Hong Kong Green Day (HKGD)

Event Date: 5 June 2019

Motto: Go Green, Act Green! 著綠香港

Event Mission:

- Establish a more environmentally responsible lifestyle and culture in Hong Kong

 Echo with the world-joint action on the World Environment Day

Estimated Audience:

- General public: 6,580,000+

- Students: 100,000+

- Corporate staffs: **30,000+**

- Retail Shops and Restaurants: 300+

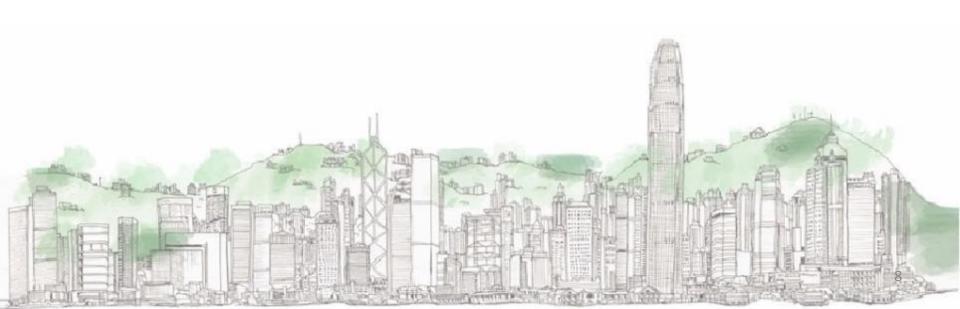


Source: Nielsen Media Index 2013 Dec





3. Proposed Events for HKGD 2019



Hong Kong Green Day 2019 Proposed Events



Green Month Events	Date/ Period
Hong Kong Green Day Kick-off Ceremony	5 June
Go Green Act Green Competition	Start from Jan
Dress Green Campaign (Corporations, Retails, Schools, Public)	Start from 5 June
Green Tips Videos – Ambassador - Charmaine Sheh 余詩曼	May - June
Green Day Icon design/ Cooking Competition	March - June
Green Shop and Restaurant Campaign	Whole of June
HKGD-Ocean Park-Closing Ceremony cum Green Mission Challenge (TBC)	22 June (TBC)



Hong Kong Green Day 2019 Pre- Event

Media Exposure: April - June, 2019



- Create awareness through a series of editorial articles to appear in daily newspapers/magazines
- Announce scheduled event activities (with suggestion of more to follow on the website)
- Recruit retail shops and restaurants to become Green Shops
- Encourage companies to "Go Green and Act Green"

	Media Outlets	Type of Media
1.	Hong Kong Economic Times, Sing Pao Daily News, am730, or other general newspapers & Magazines (TBC)	Mass Media
2.	Ferry Video & Karaoke box video etc. (TBC)	Mass Media (Broadcast)
3.	Facebook / Instagram / YouTube/ E-flyer & Video etc.	Social Media
4.	Selected Shopping Malls, Public and Private Housing Estates, Schools, Universities, MTR Stations, Public buses/bus stops, Ferry Piers, Gas Stations (TBC), etc.	Posters and Street Banner

Hong Kong Green Day 2019 Kick Off Ceremony



HKGD Kick Off Ceremony on June 5th

Date: 5th June 2019 (Wednesday)

Venue: UG/F., Phase 1, Citywalk (TBC)

Participants: Ambassadors, Celebrities, Sponsors, Corporations, Supporting Organizations, Schools

and the General Public

The launching of Hong Kong Green Day, organised by the Hong Kong Green Council, will be held on the 5th June 2019 (Wednesday). HKGD Ambassador, **Ms Charmaine Sheh (TBC)**, will be present to share her green tips to encourage participants to 'Go Green, Act Green' by dressing in green and putting on green accessories such as the HKGD Badge, which will be provided on the day. The Green Council will also bring a series of tailor made performances related to the theme in the ceremony.







Hong Kong Green Day 2019 Kick Off Ceremony



HKGD Kick Off Ceremony on June 5th

Proposed Activities:

Magic Performance

Music Performance



Hong Kong Green Day 2019 Green Day Icon Design Competition



Theme: "6 Green Element"

- Using "Mr Green" as the basic design template
- Participants design their own "Mr Green"
- Different "Mr Green" represent different green aspect (e.g. Energy saving, water conservation, Green Purchasing...)







Hong Kong Green Day 2019 "Green Cook" Cooking Competition

Theme: "Green Dish & Soup"

- Develop Green Habits through Green Cooking practice
- Participants design their own "Green Dish & Soup Recipe"
- Encouraging to find Creative Uses for Leftovers, shop for organic products, buy from local farmers

















Hong Kong Green Day 2019 Green Shop and Restaurant Campaign



Shops, restaurants and offices can get involved by:

- Display HKGD promotional items such as posters and videos
- Provide green offers or discounts to customers
- Encourage staff to dress green and/or wear green accessories
- Commit to or implement green measures within their business operations







Hong Kong Green Day 2019 Closing Ceremony



Closing Ceremony: 22 June, 2019 (TBC)

- Announce the results of Green Mission Challenge
- Conclude the achievements of the HKGD 2019









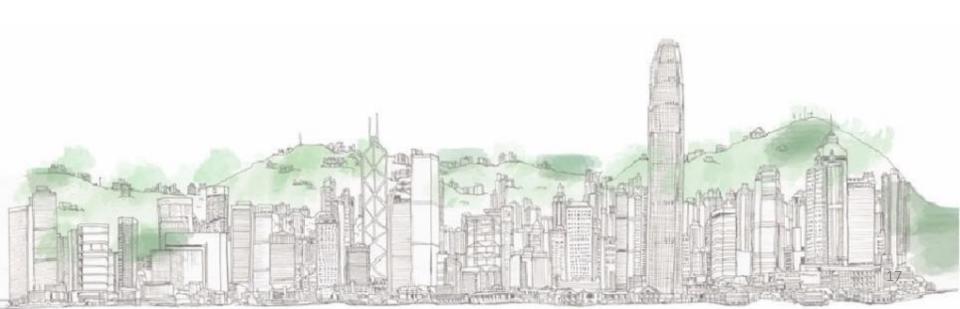








4. Previous HKGD Activities and Promotions









Green Month Events

- HKGD Survey
- Kick-Off Ceremony
- Photo Competition
- Rethink Logo Competition
- School Programme
- Dress Green Campaign
- Green Shops, Restaurants and Offices Campaign
- Green Hunt
- Rethink photo Exhibition
- Closing Ceremony





we you concerned about the environment? Do you consider environmental factors when you make daily decisions? Treate box a resiment to complete this simple survey BOOST YOU to help us understand your environmental needstallow/west.







World Environment Day





Green Month Events

- **HKGD School Survey**
- Low Carbon Mini Concert
- Snap For Green 拍住「賞」生態
- Smartest Green Cook 識煮惜食有營烹飪大賽
- **Kick-Off Ceremony**
- Dress Green Campaign
- **Green Shops Campaign**
- Green Hunt







June







- Kick-Off Ceremony
- Dress Green Campaign
- **Green Shops Campaign**









- Kick-Off Ceremony
- Green Run
- Dress Green Campaign
- Green Shops Campaign
- Green Day Logo Design Competition
- "Green Cook" Cooking Competition
- Ocean Park x Green Video competition
- "Go Green, Act Green" Photo Campaign
- "Go Green, Act Green" Video Competition
- Green School Program Captain Green













- Kick-Off Ceremony
- Dress Green Campaign
- Green Shops Campaign
- "Green Cook" Cooking Competition
- "Go Green, Act Green" Photo Competition
- "Go Green, Act Green" 4-strip Comic Competition
- "Go Green, Act Green" Slogan Competition
- Green School Program Captain Green
- Ocean Park (Closing Ceremony) x Green Mission Challenge













I'm With Nature







- Kick-Off Ceremony
- Dress Green Campaign
- Green Shops Campaign
- "Green Cook" Cooking Competition
- Secondary Environmental Quiz Competition
- "Go Green, Act Green" Upcycling Competition
- "Go Green, Act Green" 4-strip Comic Competition
- "Go Green, Act Green" Slogan Competition
- Green School Program Captain Green
- Ocean Park (Closing Ceremony) x Green Mission Challenge













Campaign alignment with different Green Groups (2013-2018)

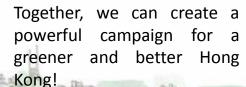


Together, we are more powerful to generate public awareness and involvement!

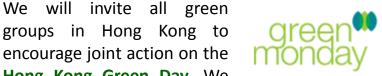








groups in June.





















HKGD Promotional Items



Pins for all Participants to display his/her involvement and support





Stickers and Posters for Retail and Corporate Participants

Seeds Bookmarks for





Past Green Day Ambassadors







「著鱢」 香港環保大使 余詩曼小姐



Go Green Ambassador Miss Charmaine Sheh https://www.pictacat.com/tag/hongkonggreenday





Hong Kong Green Day (HKGD)







多謝環保促進會連續第三年邀請參與盛事,今日為 [香港綠色日2018敗動禮] 擔任司儀。每年的6月5 日都是「世界環境日」及「香港綠色日」, 希望大 家都一齊著綠、身體力行、Go Green Act Green! Emceed "Hong Kong Green Day 2018 Kickoff

O 1:15 PM Jun 5, 2018



[@香港綠色日 Hong Kong Green Day @] 我地聽 日(5/6)將會係新養校派有機蔬菜, 只要你地跟住以 下點曲,就可以免!費!拾到一份有鲜嘅有機蔬 菜色 🔾 🖉 Follow the 🗈 steps below and you can bring a portion of fresh and FREE organic

O 8:32 AM Jun 4, 2018

00 2018

C 113



【香港綠色日2018】 與塑膠分手 拯救生態平衡, 6 月5號下午4點假書衣城一期1樓中庭與 @charmaine_sheh 一齊「著」綠香港 支持香港綠 色日 ⑥ ♣ ♥ ... #repost #sheh #余 #余诗曼 #余 詩量#余詩量charmaine#余詩量charmainesheh

@ 5:08 PM Jun 1.

著綠香港 #HongKongGreenDay

@ 12:41 PM May 20.

O 12:39 PM May 20.

6月5日 Hong Kong Green Day 香港綠色日2017 全

@charmaine sheh #repost #sheh #余 #余詩量 #余

詩量charmaine #余詩量charmainesheh #xathiman

城支持「香港綠色日」一齊著綠香港 ! ② ◎

#charmainesheh #阿会 #香港綠色日



《香港綠色日2018》 啟動禮將於下星期二(6月5日) 下午4點假青衣城一期1樓中庭舉行,到時著「緣」 大使余詩曼同「大哗鬼」都會出席, 鼓勵大家惜物 減廢!.... (3) (3) #repost #sheh #余 #余诗曼 #余 詩學 #余詩學charmaine #余詩學charmainesheh



香港綠色日2018 - 有請港鐵主席馬時亨先生講解港 鐵沂期在環保上作出的貢獻! Hong Kong Green Day 2018 - Please welcome MTR Chairman Mr. Fredrick Ma on showcasing the recent environmental contributions MTR have made



【公益行善】 余詩曼拍片 撐香港綠色日 籲減塑膠 ♥ #repost #sheh #余 #余诗量 #余詩量 #余詩量 charmaine #余詩曼charmainesheh #xathiman #charmainesheh #阿余 #香港綠色日 #hongkonggreenday #著綠香港



6月5日 香港綠色日 Hong Kong Green Day 2017

量 #余詩量charmaine #余詩量charmainesheh

♥ B @charmaine sheh #repost #sheh #余 #余詩

#xathiman #charmainesheh #阿余 #香港綠色日 #

在香港這個生活節奏急促的社會中, 少不免忽略了 身邊許多的事物,尤其是「綠色」的環保事物。為 了讓大家多留意多實踐綠色生活,以可持續性作為 目標,以身體力行支持環保。 確聚每人的一小步, 為地球帶來大改變。《香港綠色日攝影比賽》需要



【香港綠色日2017】宣傳活動正式展開 今年的主題 是「對抗氣候變化 改變自己開始」。其實我們每個 人都可以在生活習慣作出改變,減少對自然環境的 破壞和改善氣候變化。故此,Mr Green 將會化身成 為綠色戰士,透過各式各樣的綠色日活動鼓勵我們

@ 6:01 AM May 15,

6月5日一齊著綠香港!



HKGD Posters and Advertisements



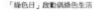
HKGD Media Coverage

阿余娜醬口有較「仔女」環保



· 前种型以下等种中国用户人型,为他心态和各种企业的影响。他们对中国中国的特征 有限的专业人工、概念的工程的专业人工,但是现在分类人工。

行、昨日一身绿色打扮出席 立法會會議、並可能全機議 暴及市民商「秦師」(條色 **范蒙主席莱斯语语·九颜菜** 議員辦價值等以終外數水 人・経医學主炸染者赤・糠 育、演藝、文化及出版界議 長灰珠譜·工程界議員董律 國及旅遊客議員終恩領也打





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绘色物出尾支持「香油聚色日」放動機。集並以

綠香後現保大便」。 近日有指歐陽廣華不護無

泰斯岛隊凱琳 支持環保報!

不適無額





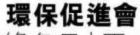
成功及可能性、他は最近数据自由的知識的性。 通信公共會行政地 即等付款を以上的主義を以入及水質、因为型用的企工的表示。

食器の表面 療器部





BM公益會主辦的《香油絲包旧2605》前期傳行香用青水城市行。蓋为藝 NTMAXX 与心止声活動像似态面稀露度,纵口宣傳像从世間,初等中



香港綠色日」正式啟動













在助作温度了推集通信。而何Paul图 基制种能的外套集的联信到十五十一 科从為世所關係協發上陣標。阿Paul 部議院長、高朝2.到代報時代分明: 時時間四位数解的総合版: 第74人称

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Environment Bureau The Government of the Hong Kong Special Administrative Region











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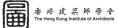




















































香港賽馬會

The Hong Kong Jockey Club







WWF*



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