

ONLINE INFO SESSION

4 AUGUST 2021 8pm - 9pm ZOOM



Sponsor



Organisers





Consultant



Objectives

- To inspire students to develop **practical and innovative ideas** to reduce the use of disposable plastics in Hong Kong
- To reinforce their roles as **green leaders** in institutes and in the community to promote sustainable living

Theme

"To Reduce the Use of Disposable Plastics"



Eligibility

- Full-time / Part-time tertiary students (both undergraduate and post-graduate) in Hong Kong who are passionate about the environment may join the challenge in teams of 3 to 5 members.
- Each team should consist of students over the age of 18 and from local tertiary education institutes only.
- Each participant can only be associated with one team.



Awards







- Other Awards:
 - (i) Best Presentation Team
 - (ii) Best Application of Design Thinking Techniques
- All Finalist Teams will receive an e-Certificate and eco gift set
- Funding may be provided if the winning proposal is feasible



Submission Requirements

- Submit an out-of-the-box and practical idea that can be incorporated into day-to-day life to reduce the use of disposable plastics
- Teams are required to submit a 2-page Executive Summary elaborating on the proposed solution.
- Different creative ideas are welcome!



Judging Criteria

Initial Assessment

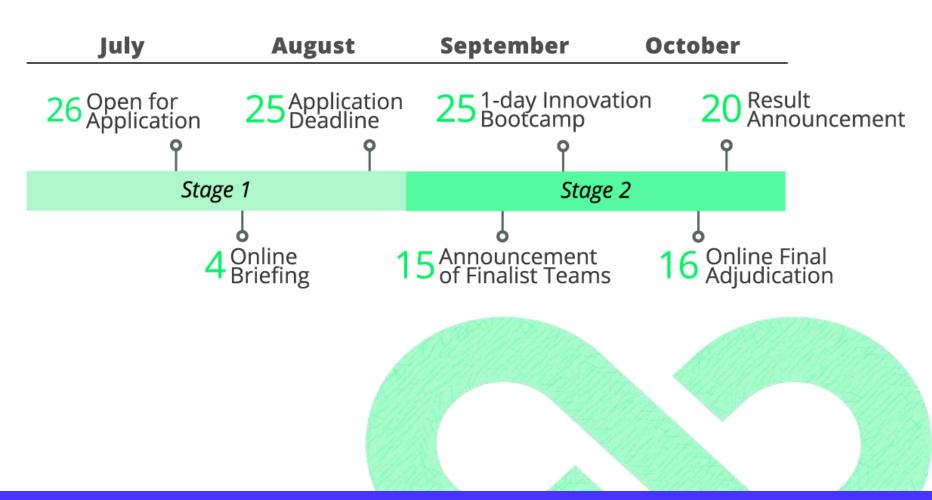
- (i) Understanding the Problem (20%)
- (ii) Innovation & Creativity (25%)
- (iii) Feasibility & Desirability (30%)
- (iv) Potential Impact (25%)

Final Round

- (i) Understanding the Problem (10%)
- (ii) Innovation & Creativity (25%)
- (iii) Feasibility & Desirability (30%)
- (iv) Potential Impact (15%)
- (v) Presentation (10%)
- (vi) Application of Design Thinking (10%)



Key Activities





More about the 1-day Innovation Bootcamp

- Be inspired by distinguished speakers and successful innovators, learn from their experience and receive valuable feedback from them
- Learn and apply Design Thinking an effective innovation process through plenary talks, discussion and innovation exercises
- Equip with practical Design Thinking skills and tools to discover hidden opportunities, generate creative solutions and increase idea hit-rate



WINNING TIPS



Public Consultation on Scheme on Regulation of Disposable Plastic Tableware





Chinese:



English:





How Serious is Plastic Pollution?







There will be more plastics than fish in the ocean by 2050.



How many Types of Plastics are there?

1- PET



3- PVC

4- LDPE















6- PS



7- others

Disposable Plastics:

Intended to be used only once before they are thrown away or recycled



Composition of MSW disposed of at landfills in 2019 - Plastics

Composition			Average daily quantity (tpd) and percentage shares by weight	
		Municipal	Municipal solid waste	
Glass (sub-total)		253	2.3%	
Metals (sub-total)		256	2.3%	
Paper (sub-total)		2,704	24.5%	
Plastics				
(i)	Plastic bags	768	6.9%	
(ii)	PET plastic bottles	121	1.1%	
(iii)	Non-PET plastic bottles	70	0.6%	
(iv)	Plastic dining wares	160	1.4%	
(v)	Polyfoam-dining wares	40	0.4%	
(vi)	Polyfoam-others	49	0.4%	
(vii)	Others (includes transparent stretch film for packaging, toys, off-cuts, scrap, etc.)	1,111	10.0%	
Plastics (sub-total)		2,320	21.0%	
Putrescibles (sub-total)		3,656	33.1%	



Surprising Facts



7 - 13 pieces of plastic per takeaway order

HK: 8% vs global: 18%

(Source: "World Consumer Rights Day The Consumer Council Calls for Collective Action by the Government, Businesses & Consumers to Tackle Global Plastic Pollution", Consumer Council, 15 March 2021,

https://www.consumer.org.hk/ws_en/news/press/533/315-plastic-recycling.html)











How to be Innovative?



Find Your Target Segment

Who are you focusing on?

- Individual?
- Students?
- Household?
- Office?
- Restaurant owners?
- Any specific age group?









Think from Users' Perspective

Why are they using disposable plastics?

What are they thinking when choosing disposable plastics over reusables?



Will they **recycle** it after use? Why?

What will they **do** with it other than recycling?

How would they **feel** after disposing the plastics?



Address their Needs

Daily Scenarios

- Eating out?
- Shopping?
- Partying?
- Watching a concert?
- Habits
- Needs
- Motivation
- Problems





POSSIBLE INNOVATION



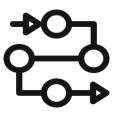
Be Creative!



Product



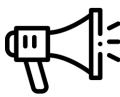
Service



Process



Platform



Campaign



Experience

...etc.



Think Big. Start Small.

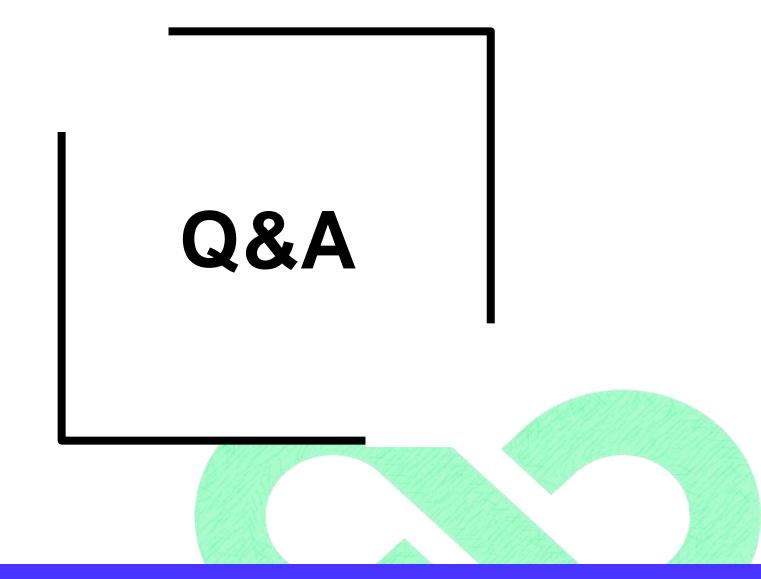
Application Deadline: 25 AUG 2021



Thank You!









Enquiry



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https://school.ecc.org.hk/mini-site/innopc/index.html

