



FUTURE GREEN



HOW WE WORK WITH PROPERTY DEVELOPERS

We have partnered with some of the top property and real estate developers in Hong Kong in various ways, with the goal to accelerate the transition to a sustainable food future for Hong Kong and beyond. By working with F&B tenants, clients can support and address their scope 3 emissions disclosure.



CLIENT PORTFOLIO



**SWIRE
PROPERTIES**



**CAPACITY BUILDING
WORKSHOP: GREEN
KITCHEN INITIATIVE 3.0**



**NAN FUNG
GROUP**



**TENANT ENGAGEMENT:
SUSTAINABILITY
TRAINING**



**HYSAN
DEVELOPMENT**



**TENANT ENGAGEMENT:
SUSTAINABILITY IOI**



**HENDERSON
LAND GROUP**



**PUBLIC ENGAGEMENT:
MENU CARBON
LABELLING,
FOOD MADE GOOD
AWARDS**



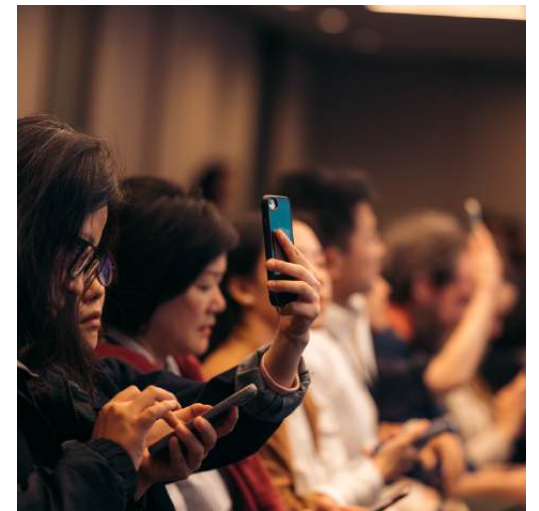
**LINK
REIT**



**SUSTAINABILITY
CONTENT ADVISORY**



**HONGKONG
LAND**



**SPONSORED EVENTS:
OUR FOOD OUR FUTURE
UNCONFERENCE**



Overview

With Swire's updated Green Kitchen Initiative 3.0 about to launch, our capacity building programme was the perfect opportunity to engage with F&B tenants and provide them with clarity on the latest food systems trends and best practices. The workshops provided a space for tenants to discuss sustainability challenges and drive forward ambitious collaborative action.

Highlights

- Design and delivered 3 workshop experiences to introduce the newly updated Green Kitchen Initiative (GKI) 3.0 framework
- Identified operational gaps and sustainability challenges with innovative and engaging exercises drawing from the Design Sprint.
- Provided team alignment, prioritisation, and action steps for improving sustainability in food systems, including waste management and energy efficiency, better procurement.



Outcomes

- Tenants were clearer on food systems challenges, learnt what others are working on and where their own gaps were
- Tenants mapped their priority challenges against the GKI 3.0 audit.
- Tenants left with a plan of action to take back to stakeholders to lobby for funding their new initiatives.

14

Tenant brands trained

21

Hours of Training and Workshopping

Brands included:



SWIRE PROPERTIES



CAPACITY BUILDING WORKSHOP: GREEN KITCHEN INITIATIVE 3.0



NAN FUNG GROUP

AIRSIDE TENANT ENGAGEMENT TRAINING & ACTION PLANNING

AIRSIDE



南豐集團
NAN FUNG GROUP



FUTURE GREEN



Overview

With their new commercial development AIRSIDE due to open, this was the perfect opportunity to engage Nan Fung's foodservice and retail tenants in a sustainability programme to foster a sense of collective action and drive forward sustainability ambitions before the opening of their retail space.

Highlights

Delivered the following interactive sessions over 3 days:

1. Sustainability Foundations (CPD certified)
 - "Sustainability Is Your Business"
2. Diving deeper:
 - Plastics & packaging training
 - Food waste training
3. Strategy Sprint
 - Goal Setting and Action Planning workshop



Outcomes

- Nan Fung positioned as supporting forward planning / setting up sustainable kitchen.
- Tenants and Nan Fung teams upskilled in sustainability knowledge.
- Roadmap created for further action.

9

Tenant brands trained



21+

Hours of Training and Workshopping

Brands included:



富臨集團
FULUM GROUP



NAN FUNG GROUP

AIRSIDE TENANT ENGAGEMENT TRAINING & ACTION PLANNING

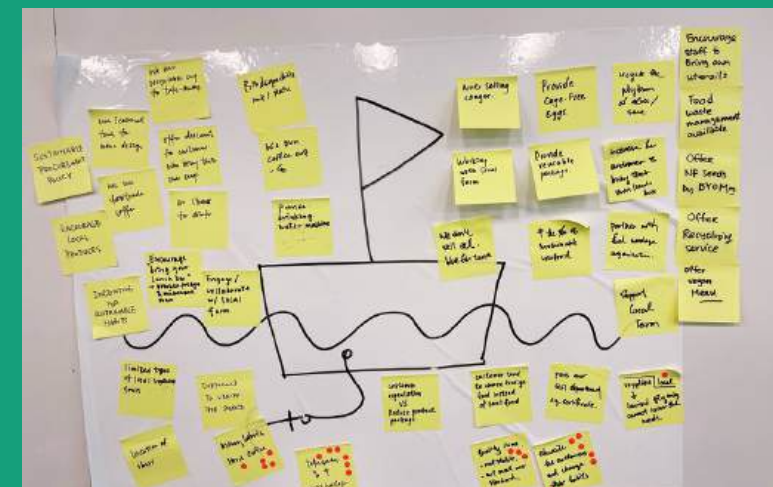
AIRSIDE



南豐集團
NAN FUNG GROUP



FUTURE GREEN



HYSAN DEVELOPMENT

TENANT ENGAGEMENT SUSTAINABILITY IOI



Overview

Hysan's objective was to engage their tenants in a sustainability programme to foster a sense of collective action and to create opportunities for improving the sustainability of their tenants with a particular focus on food waste management.



Highlights

- Delivered Sustainability 101 Workshop to 11 tenants at Grappa's (Lee Gardens)
- Completed mini sustainability audits with report and prioritisation map.
- Participants included: Grappa's Cellar, Belgos, Cadillac Bar & Grill, Maxim's Group, McDonald's, La Maison du Chocolat, Starbucks and Cupfy.

Outcomes

- Tenants upskilled in food sustainability knowledge.
- 11 tenants audited on on 50 important sustainability areas.
- Maxim's Group restaurants simplylife and Thai Basil joined the Future Green Membership programme to continue their sustainability improvements.

11
Tenant brands trained

15
Workshop participants

Brands included:



HYSAN DEVELOPMENT

TENANT ENGAGEMENT SUSTAINABILITY IOI



HENDERSON LAND GROUP



恒基兆業地產集團
HENDERSON LAND GROUP



FUTURE GREEN



MENU CARBON LABELLING & PR CAMPAIGN

Overview

Implementing an industry-leading carbon labelling pilot initiative to its F&B tenants allowed Henderson Land Group to reinforce its positioning as a leader in sustainability by navigating both diners and the restaurants towards eco-conscious dining and foodservice.

Highlights

The 6 participating restaurants showcase a diverse range of cuisines and culinary styles: from Chinese and Japanese to Western experiences.

Each dish on the menus of the 6 participating restaurants and bars were labelled (low, medium & high) for diners to learn about the carbon footprint impact of each dish.

Each restaurant also created a special low-carbon dish to promote the programme. We shot two campaign videos, and created a library of social media assets for use by all the restaurants, the landlord, and Future Green to promote the programme.

Media were invited to taste and experience these menus in order to understand the campaign's concept, and help build awareness through their media channels.



Outcomes

- From Tatler to Tasting Kitchen, Ming Pao to HKET, the programme garnered extensive media attention from both Chinese and English media, print and digital platforms.
- Data across the 6 restaurants were gathered to see whether diner behaviour shifted to lower carbon footprint dish sales.
- Inspired a low carbon menu, designed and launched at Chineseology.

6 Participating Restaurants and Bars

57 Media clippings

350+ Dishes carbon labelled

Brands in the programme:



HENDERSON LAND GROUP



恒基兆業地產集團
HENDERSON LAND GROUP



FUTURE GREEN



MENU CARBON LABELLING & PR CAMPAIGN



HENDERSON LAND GROUP



恒基兆業地產集團
HENDERSON LAND GROUP



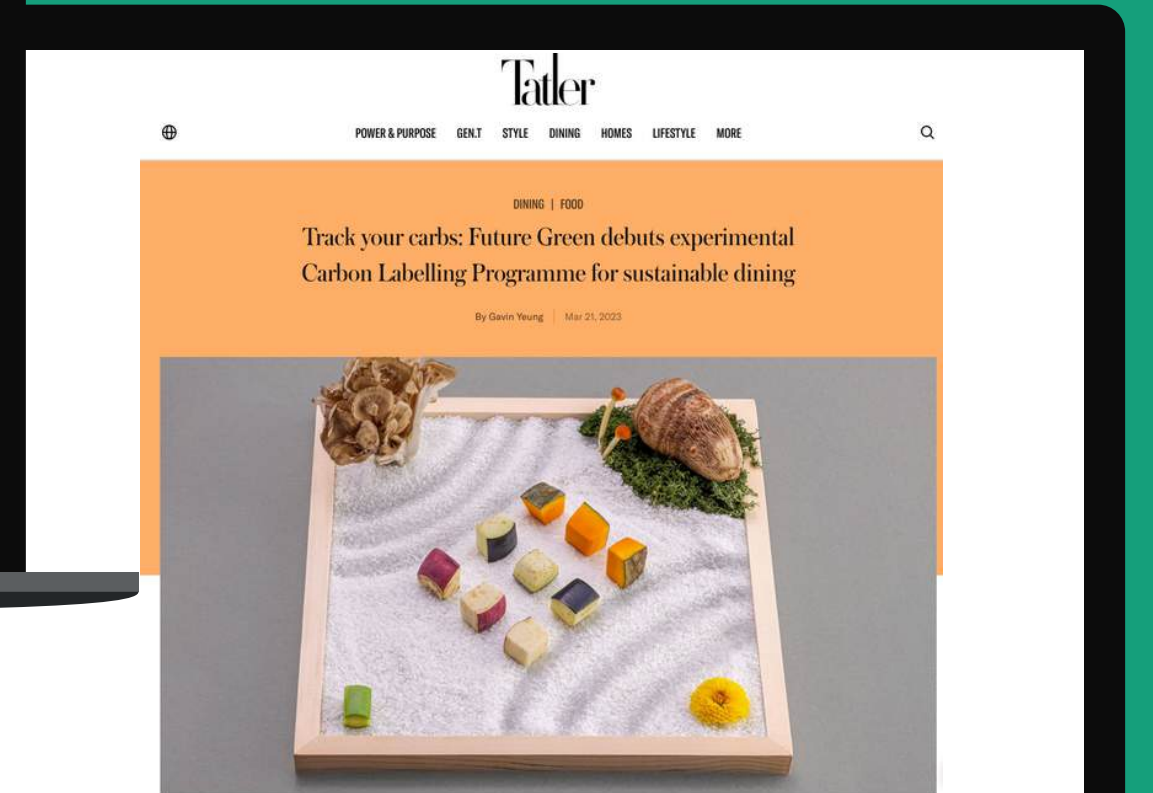
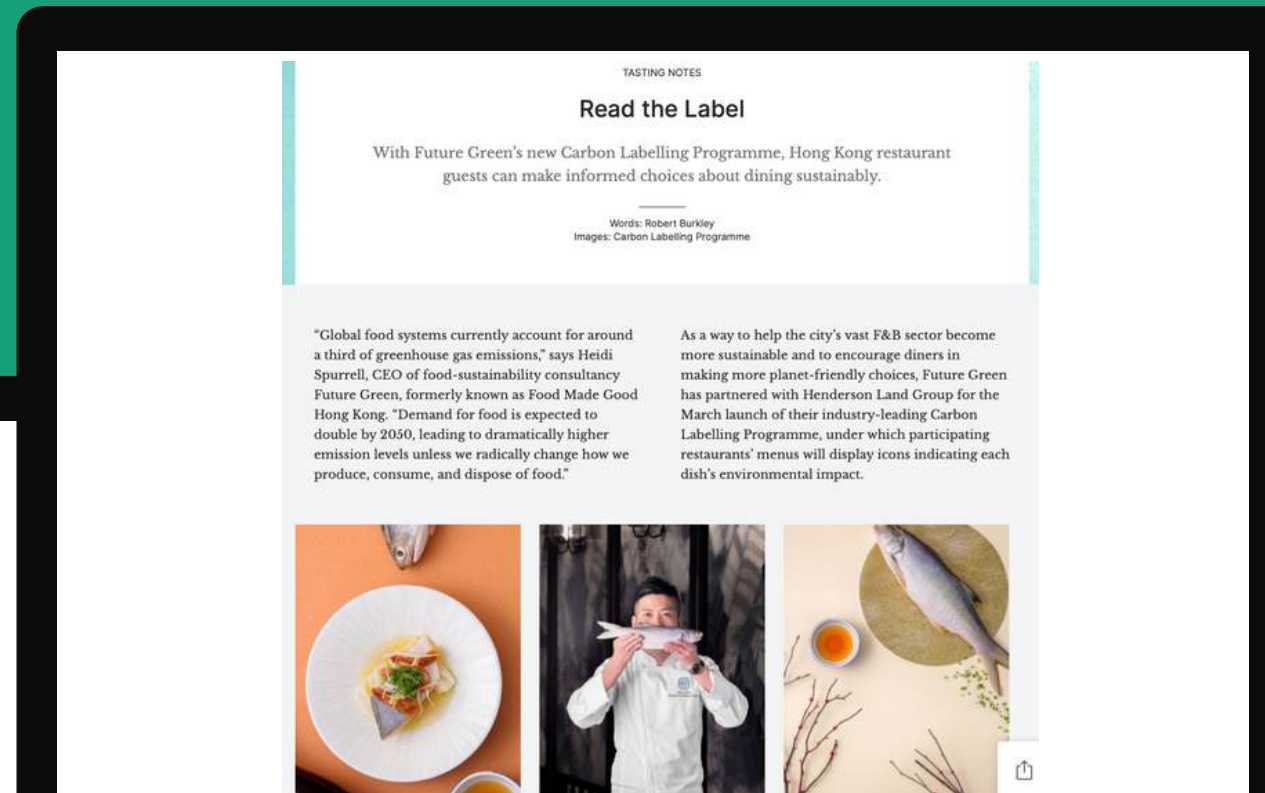
FUTURE GREEN



MENU CARBON LABELLING & PR CAMPAIGN

PRESS COVERAGE

55 MEDIA OUTLETS IN 30 DAYS



HENDERSON LAND GROUP

SPONSORED EVENTS: FOOD MADE GOOD AWARDS



恒基兆業地產集團
HENDERSON LAND GROUP



FUTURE GREEN



Overview

The Food Made Good HK Awards were an annual celebration were the only F&B Awards dedicated to sustainability in HK, attended by the city's leading sustainability advocates, chefs, restaurateurs, producers and suppliers. Henderson Land Group was the lead sponsor for the third year in a row in 2022.

Highlights

Built around the Food Made Good Sustainability Framework, the Awards celebrate an array of inspiring and imitable ideas whilst rewarding and highlighting best practice.

A fun and interactive Press Hour was held before the Awards Ceremony, bringing together the media to talk about sustainability and tasting sustainable One Planet Plate dishes. At the Awards Ceremony, 10 award winners were announced, celebrating sustainability progress by Hong Kong's restaurants in the last year.



Outcomes

- Networking opportunity
- 100+ event attendees
- 10 awards given out
- 32 sponsors

150+
Event attendees

388,000+
Instagram reach

FOOD
MADE
GOOD
Hong Kong
Awards
2022

Sponsors included:



HENDERSON LAND GROUP

SPONSORED EVENTS: FOOD MADE GOOD AWARDS



恒基兆業地產集團
HENDERSON LAND GROUP



FUTURE GREEN



LINK REIT

RESEARCH FOR SUSTAINABILITY LAB

The logo for LINK, featuring the Chinese characters '領展' above the word 'LINK' in a stylized font.

Overview

Link REIT collaborated with Future Green to create and launch the Link Sustainability Lab, Hong Kong's first education and collaboration platform in striving to make sustainability accessible, actionable, and achievable by all for the local community. This interactive display shares knowledge and best practices on food sustainability, and is a fun and fantastic way to influence visitors to make better decisions for a more regenerative food future.



Highlights

Future Green conducted extensive qualitative and quantitative research on food sustainability, which was turned into an interactive pop-up gallery with games to engage families on sustainable food challenges including the carbon footprint of food, land use change, water pollution, pesticides use, sustainable protein challenges and more.

1. Interactive running game content
2. Mapping the carbon footprint of food
3. Food systems education for children

Outcomes

- Subject matter expertise advisory services - quantitative and qualitative food sustainability research
- Industry collaboration with game designers
- Family audiences engaged on sustainability issues
- Footfall expected 20,000 over 9 months
- Pop-up for 9 months

9,000 footfall
6,800-sqft space
9 months pop-up

Located at their central Kowloon flagship mall Lok Fu Place, the 6,800-square-foot exhibition space curated by Link aims to popularise sustainability concepts, encourage collaborations, and inspire behavioural change from stakeholders across our value chain - spanning customers, the community, tenants, suppliers, business partners to industry peers.

LINK REIT

DATA RESEARCH



HONGKONG LAND

OUR FOOD OUR FUTURE UNCONFERENCE



Overview

With Hongkong Land as a venue sponsor, Hong Kong's first food systems transformation UnConference was held at Centricity, bringing together nearly 100 changemakers from across the food supply chain to discuss how businesses can support a just transition to healthy and sustainable diets.

Highlights

From policies to power dynamics and mindsets as levers in the food system, we created and coordinated a systems thinking and design thinking experience on the topic of food sustainability.

Participants drew from systems thinking tools such as the iceberg, delivered through a design thinking workshop cleverly co-designed with our innovation friends at MAKE Studios.



Outcomes

- Over 100 ideas generated for the 6 categories from Future Green's food sustainability framework
- Attended a diverse group of supply chain stakeholders - including reps from government, UNDP, farmers, retailers, hospitality and schools.
- First of its kind event to be repeated to inspire action on food systems transformation

96 attendees

69 organisations represented



HONGKONG LAND

OUR FOOD OUR FUTURE UNCONFERENCE





FUTURE GREEN

Certified



Corporation

THANK YOU

Get in touch

heidi@futuregreen.global