

Annual Impact Report Summary

2020 has no doubt been a year that we will all remember. Only months after launching Food Made Good in Hong Kong Covid-19 swept through China, Hong Kong and the rest of the world, forcing us, and huge parts of the food and hospitality industry to reimagine how we do business, adapt to change and diversify our income streams. This year we have been reminded of the fragility of our global food system, across production, supply chains, processing, accessibility and governance.

That said, consumer and business appetite for a sustainable food system continues to grow. Our research told us that sustainably sourced ingredients are important to 89% of consumers in Hong Kong. Furthermore according to Deliveroo, demand for both plant-based food orders and orders containing vegan items surged by 100% since 2019 in Hong Kong.

We are thrilled to report that this energy and appreciation for sustainable dining has grown enormously across what has been an immensely challenging year for the industry. Over the course of the year we have had 59 businesses join us to normalise sustainability in the foodservice sector, made up of 17 Supplier Members, and 42 Foodservice Members, covering 88 restaurant sites across Hong Kong. Our membership base now comprises restaurants, hotels, caterers, cafe's, bars, cookery schools and private member clubs.

Our incredible group of members have benefitted from 10 events over the course of the year, reaching 208 people. Nineteen of our members have started their sustainability journeys by baselining their practices with our illustrious Sustainability Rating, from which we have awarded five One Star Ratings, three Two Star Ratings and two Three Star ratings, as well as most importantly, dished out over 600 recommendations for improvement. This was all recognised at our annual awards ceremony, supported by six generous sponsors, which has now been viewed by 500 people online. In the interest of engaging Government for policy change we were also honoured that the Secretary for Environment, Mr Wong Kam-sing, GBS, JP joined us to help spread our mission on sustainability and give out the award to the Member who excelled in the Environment pillar.



86%
of our Members renewed
their Membership for 2021



89%
of consumers
told us that sustainably sourced
ingredients are important to
them when dining out

Beyond our membership programme, we have kick-started our consultancy services and engaged with five business partners, which vary from marketing and communications to training, strategy and bespoke auditing. We have also delivered our robust CPD accredited Sustainability Training to ten participants.

Communicating our mission is key. We are delighted to have an engaged audience of nearly 3,000 discerning diners across Hong Kong who are keen to learn more about what our members are doing, and what they can do themselves. In addition to our digital communications, we have reached an estimated 5,000 people through 13 community events and 5 industry events.

In order to spread our message, we successfully delivered the One Planet Plate campaign in Hong Kong, where we delivered 12 workshops for 51 attendees, supported by three partners, and raising over \$35,000 for WWF-Hong Kong.

Our work would not have been possible without the support of very generous industry partners; Asian Food Network have been spreading our message to over 4 million diners, WWF-Hong Kong have been incredibly helpful event organising partners since our launch, and we want to say a massive thank you to all our other sponsors and partners who have helped deliver our work this year: Henderson Land Group, Hysan, Deliveroo, Eaton Club, MHD, Informa Markets and Oatly.

If 2020 is anything to go by, we just don't know what is around the corner for 2021. But one thing for sure is that we will not drop our determined and entrepreneurial attitude to succeed in our mission. We have ambitious plans for the year ahead to grow our membership base, deliver high quality sustainability programmes, talk to an even larger audience and make even greater progress in normalising sustainability in the food sector. So, come and take a seat at the table with us!

Click [here](#) to read this in numbers.

Membership highlights

One Planet Plate data points

12
Chefs

51
Attendees from
F&B and Public

HKD 35000
Raised for WWF HK

59
Members

42 FSP & 17
Supplier Members

88
Outlets