Clean Air Network
Clean Air Auction

7 January 2011
Brief

Develop an identity, messaging and 2D comms for the Clean Air Network’s Clean Air Auction which takes place 6 August 2011
Background

Clean Air Network (CAN) was established in January 2009 to harness growing popular concern about air pollution in Hong Kong, in order to effect change at the highest levels of Government. CAN aims to:

— educate the public about the health impacts of air pollution
— mobilise public support for cleaner air
— Leverage and consolidate the efforts and reach of existing organisations and NGOs
CAN’s mission

We are a NETWORK bringing together and amplifying the voices of individuals, groups and organizations and together we urge the Government to act immediately to clean our air.
Audiences

— Government
— HK businesses
— Other stakeholders
— Public (shoppers in IFC + wider audience for PR activity)
Desired outcomes

— Raise awareness of air pollution as an issue in Hong Kong
— Raise awareness of CAN and its objectives
— Engage public and businesses in CAN campaign
— Gather contacts for future CAN campaign activity
— Increase pressure on HK Government to implement CAN’s campaign objectives e.g. through petition or other campaign tactics
Key insight

Hong Kongers may feel powerless to affect air quality. CAN empowers residents to speak with one voice to effect meaningful change on this important issue.
Key facts

— Air pollution kills three people a day in Hong Kong
— People living in polluted areas die 2 – 3 years earlier than those in cleaner environments
— One in four people in Hong Kong is considering emigrating because of risks of air pollution (Civic Exchange survey, Dec 2010)
— In 2006 Hong Kong had just 41 days of healthy, breathable air and just 30 days when it was safe to do sport outdoors
— 53% of the time, the dominant source of Hong Kong’s air pollution is Hong Kong itself
Messaging

— Hong Kong’s air pollution is its own responsibility
— It seriously affects quality of life and health in HK
— Government, business and residents all can and should act to protect HK air quality
— There are clear steps that each resident can take to promote cleaner air in HK. These are.......
Tactics

Devise a mechanism to convert visitors to the exhibition into campaign support and engage them long term in CAN’s activities:

— Petition
— Postcard campaign
— Sign-up as a supporter
— Ribbons/badges
— Pledge wall
clean air auction 健康空氣行動
Air pollution kills three people a day in Hong Kong

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Key insight
Hong Kongers may feel powerless to affect air quality. GCN empowers residents to speak with one voice to effect meaningful change on this important issue.

Audience
Government
HK businesses
Other stakeholders
Air pollution kills three people a day in Hong Kong

Desired outcomes
- Raise awareness of C4N and its objectives
- Engage public and businesses in C4N campaign
- Gather contacts for future C4N campaign activity
- Increase pressure on HK Government to implement C4N’s campaign objectives e.g. through petition or other campaign tactics

Audiences
- Government
- HK businesses
- Other stakeholders
Route 2
Thank You!

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