

Big Hearts Bring Big Change

Giving back to local communities where we work and live is a big focus for Dairy Farm. We know we have the responsibility and ability to make a difference to lives of our customers and to those who are less fortunate and in need across the region, so our teams have been hard at work helping those around them to get more from life. Here are some of their stories...

Dairy Farm Works Towards Drink Without Waste

Drink Without Waste is an initiative of the Single-Use Beverage Packaging Working Group in Hong Kong formed to develop solutions for reducing waste from beverage consumption.

Dairy Farm has joined the working group, partnering with key players from the beverage, retail, waste industries and NGOs. Currently, over 80% of the packaging used for beverages ends up as waste in Hong Kong's landfills. After commissioning an independent research study as a first step to consult stakeholders and the community on better managing single-use beverage packaging, released in 2018, the working group is now focused on strategies and actions to Reduce, Redesign, Recover and Recycle single-use packaging.



over 80%

of the packaging used for beverages ends up as waste in Hong Kong's landfills



IKEA Plans to Phase Out Single-Use Plastic by 2020

In a further acknowledgment of the need to reduce and gradually eliminate plastic use, IKEA has revealed a global commitment to phase out all single-use plastic products from its home furnishing range by 2020, including cups, straws, plates, freezer bags and plastic-coated paper plates and cups. Our IKEA stores in Taiwan, Hong Kong and Indonesia are proudly part of this global effort.

To reach this goal, IKEA is committed to finding new and innovative ways to work with renewable and recycled materials in all aspects, from product development to sourcing materials, developing the supply chain and logistics, and how and where it meets its customers.

To highlight some progress made in IKEA's product range: IKEA KUNGSBACKA kitchen fronts are made by recycle plastic; IKEA plastic bag ISTAD is now made mostly (85%) of a renewable material from the sugar cane industry. The shift is expected to save around 75,000 barrels of oil yearly, helping to reduce IKEA's carbon footprint; and RORSLEV doormat is mostly made from recycled PET bottles instead of new raw materials.




US\$6,400
 has been raised to support
 100 primary students

Maxim's Triple Efforts

Maxim's group has stepped up three campaigns to help reduce food waste and plastic straw usage.

Maxim's group held the 'Less Rice and Help the Needy' campaign between August and September 2018, where MX donated HK\$5 (US\$0.64) to the Kiddy Heart Canteen of Baptist Oi Kwan Social Service upon each order requesting less rice, to help support low income families' expenses for the new school term. The campaign raised a sum of HK\$50,000 (US\$6,400), supporting 100 primary students.

To embed green living practices, MX has also implemented the 'No Straw Each Day' initiative from October 2018, where all outlets stopped providing straws to dine-in customers. Straws are only provided upon request. MX is the first Chinese fast

food chain to launch this initiative. The goal is to reduce straw usage by 70%. This is not the first time MX has made an effort to reduce food waste, as MX's customers now enjoy their dine-in meals using reusable containers and cutlery in all MX stores across the city, aside from a handful of kiosks with limited seats and cleaning facilities. All MX stores also have free water refills in order to minimise the use of single-use plastic bottles or cups. Styrofoam containers have also been phased out for takeaway orders.

In its effort to reduce food waste, MX also up-cycles used cooking oil at Maxim's restaurants to energy. Partnering with Shell, Biodiesel from Maxim's used cooking oil is used to power its fleet in Hong Kong. With annual consumption of 184,000 liters, 119 trucks from two food production plants are currently using Biodiesel.

Hero group Indonesia Sharing Inspiration in Fun Teaching Day 2018

Hero group held a Fun Teaching Day on 14th May 2018 at SDN Pakualam 01 Alam Sutera in celebration of National Education Day. The Fun Teaching Day invited team members from all business units of Giant, Hero supermarket, Guardian, and IKEA in Indonesia to share experiences with and inspire students in a My Class session. There were science exhibitions and games, while child psychologist Elizabeth Santosa hosted an engaging Parenting Class for students, parents and teachers. Student representatives were also invited to visit IKEA Alam Sutera to learn about the culture of great self-service.

