

# Sustainable Seafood Week

Process Book

All the story started from **my trip to Hong Kong**, where I enjoyed a great amount of seafood and heard the story from a local fisherman that now it is very hard to catch fish in any nearby sea because **Hong Kong is facing a very serious overfishing crisis.**



# Hong Kong

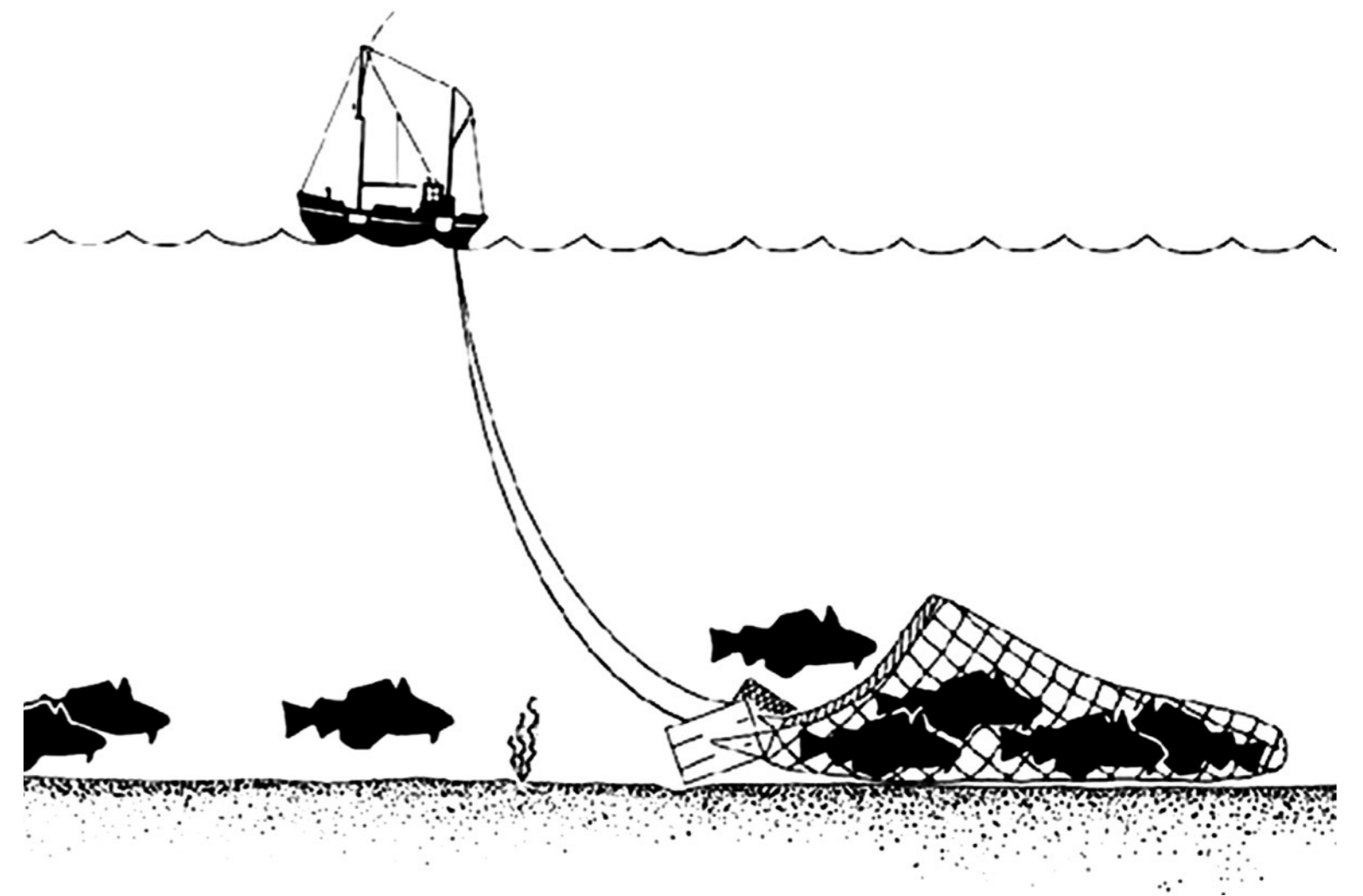
A Richly Historied Fishing Village in the Southeast China

Hong Kongers are the **2nd biggest** consumers for seafood in Asia, **7th** globally.



Local fishing fleets have **NO catch-size limit**.

And local fisherman were conducting **destructive fishing practice** like bottom trawling



# What is government (authority) doing?



**Bottom trawling was  
banned in 2012**



**Annual Fishing Moratorium**

2-3.5 month from May vary  
on each year since 1999



**Establishing Marine  
Protected Areas (MPAs)**

Till 2020, six MPAs have been  
established in Hong Kong

# What is government (authority) doing?



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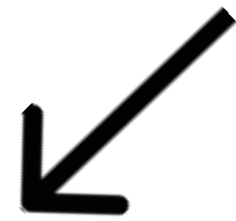


**Illegal fishing** still continues largely unchecked



**Annual Fishing Moratorium**

2-3.5 month from May vary on each year since 1999



**Establishing Marine Protected Areas (MPAs)**

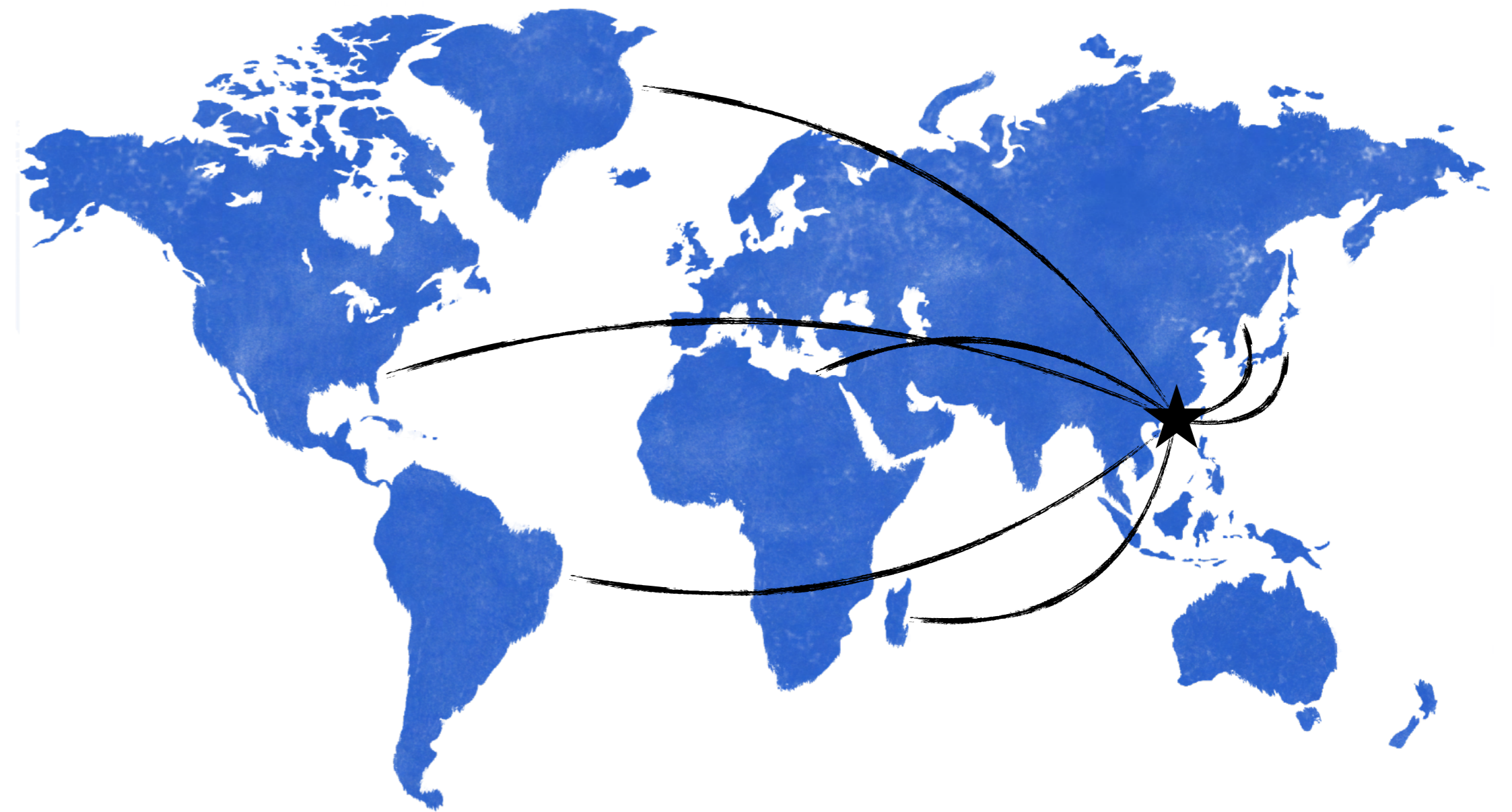
Till 2020, six MPAs have been established in Hong Kong



MPAs cover only **5 per cent** of Hong Kong's waters at present.

Hong Kong's once rich fish stocks have been **decimated**.

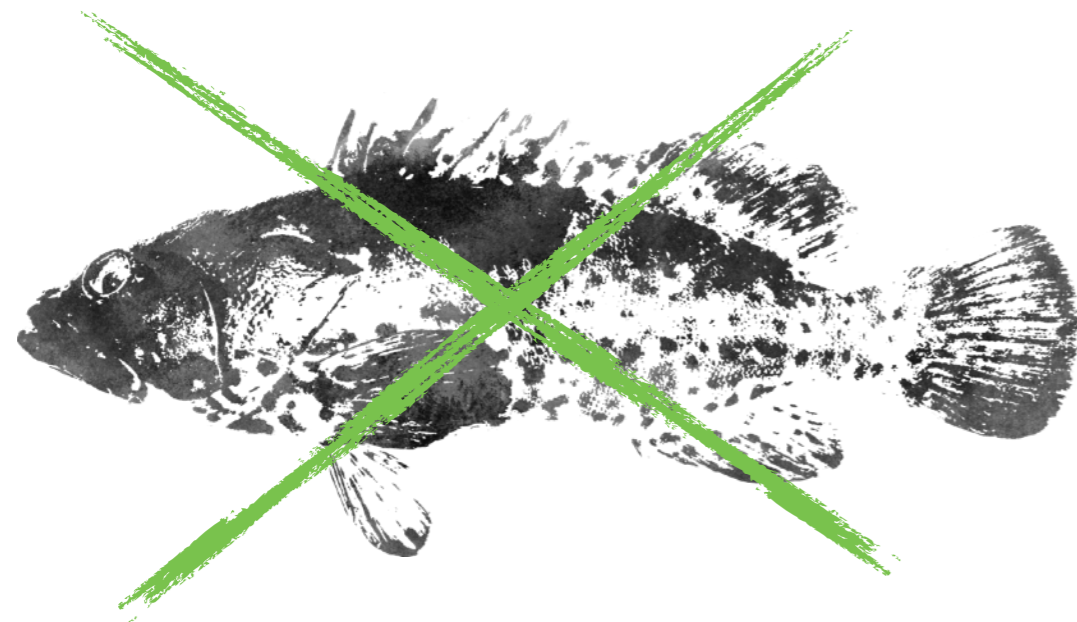
More than **90 per cent** of the seafood consumed in Hong Kong today is imported from over 170 countries worldwide



# Why should people care about it?



There will be no fish in the future



Seafood safety concern





According to a survey conducted by the University of Hong Kong in 2017

**85%** of respondents stated that they would **avoid** consuming a certain species of fish if they knew it was threatened.

However, the survey also indicated that over **60%** of respondents felt that relevant information was lacking, making it **difficult** for them to choose sustainable seafood.



# There are organizations working to solve the problem

## World Wide Fund (WWF)

To make Hong Konger reconsider their dietary habits and promote a sustainable lifestyle.

## Sustainable Seafood

- The concept promoted by WWF for Hong Kong resident
- Seafood caught in a way that minimizes impact on the environment



# Things that customers should consider:



Avoid choosing endangered  
or valued seafood species



Choose sustainable seafood



Choose restaurant that  
provide sustainable seafood

# WWF Sustainable Seafood Week

- Promote sustainable seafood concept to the public
- Collaborate with local seafood restaurant to provide sustainable seafood menu during the event



# Primary Research | Success



**Bertha Lo**

WWF Sustainable Seafood Week  
Communications Manager

*"The purpose of the event is to promote sustainable information to the public and helping consumers learn and more importantly, know where and how to choose sustainable seafood in the market."*

During the event(2018), the sales volume of sustainable seafood increased by an average of **31.4%**.

**76%** of participating restaurants expressed interest in joining the "Sustainable Seafood Menu Program," making it as a regular offering.

# Primary Research | Problems



**Bertha Lo**

WWF Sustainable Seafood Week  
Communications Manager

- **Lacking of promotion and exposure.**
- **Lacks a comprehensive guide for navigating various festival's attractions.**
- **Recalling the event's educational content is challenging.**

# What Can I Do To Help as Graphic Designer for WWF?



Extend the channel to promote the event by integrating a cohesive and thematic design system



Provide a comprehensive guide for attendees with a clear, convenient, and enjoyable experience during the event



Make educational content accessible for attendee even after the event

 SUSTAINABLE  
SEAFOOD  
WEEK

環保  
海鮮周  
2024. NOVEMBER. 20 - 28

環保  
海鮮周

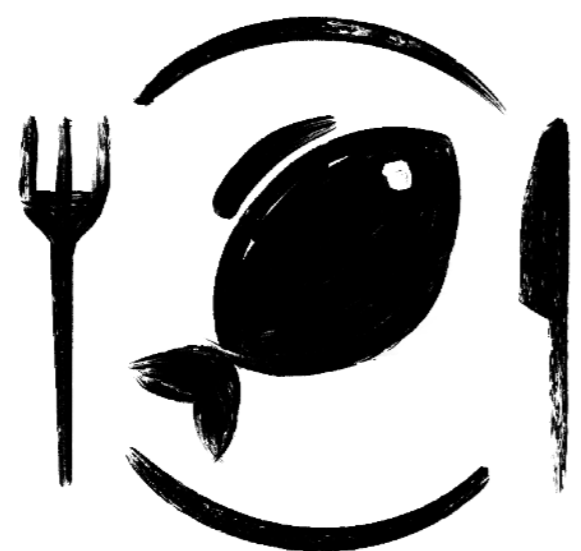
SEAFOOD  
FEAST GUIDE



# Target Audience

Hong Kong customers who...

Are seafood lovers



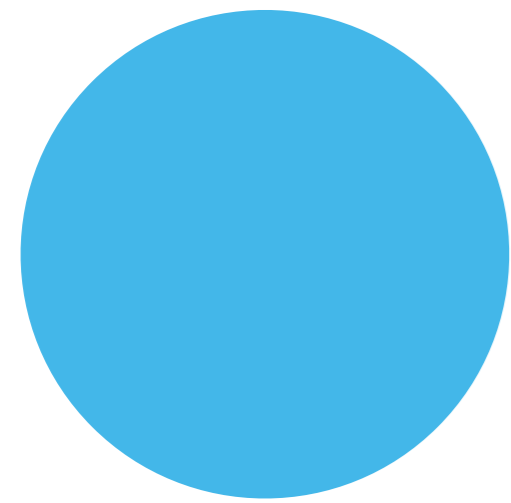
Care about their environment



# Event Theme Color

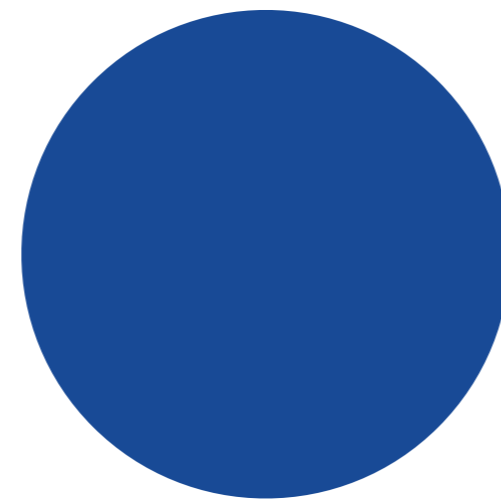
The blue represents the **ocean** and the green represent the **clean and safe**

## Primary/Brand Color



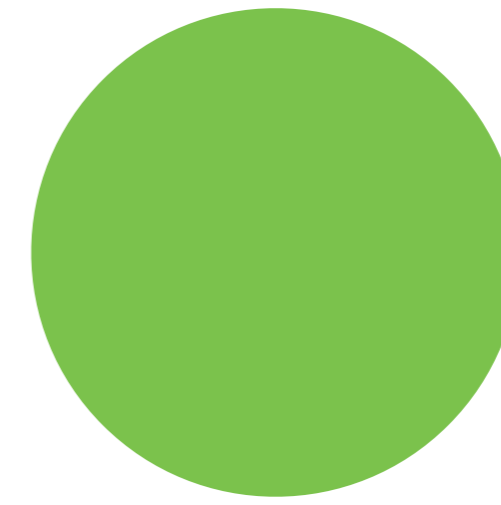
#43b7e9

C:63 M:9 Y:0 K:0



#184a96

C:95 M:76 Y:0 K:11

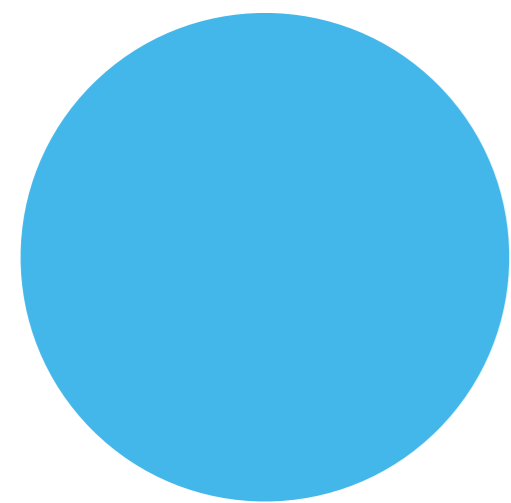


#7bc24c

C:57 M:0 Y:94 K:0

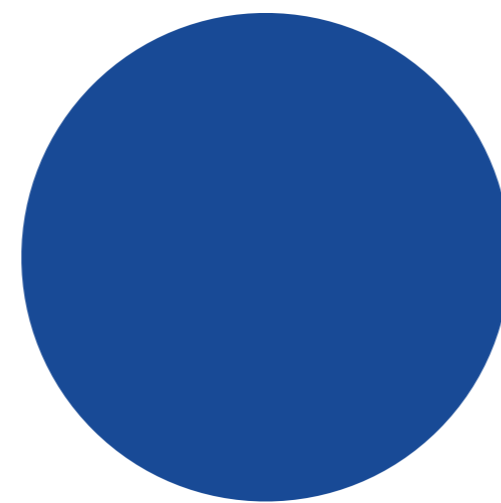
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## Primary/Brand Color



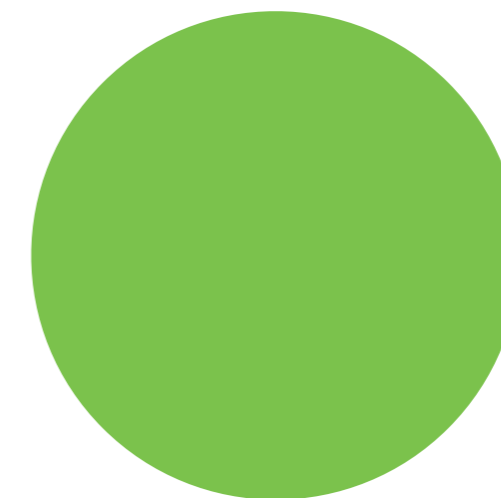
#43b7e9

C:63 M:9 Y:0 K:0



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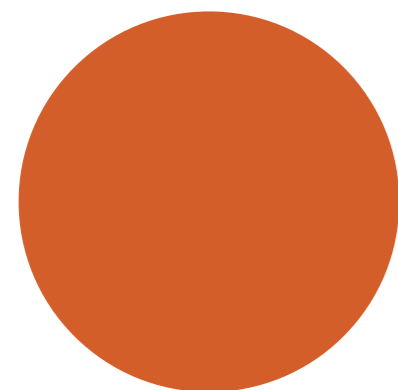


#7bc24c

C:57 M:0 Y:94 K:0

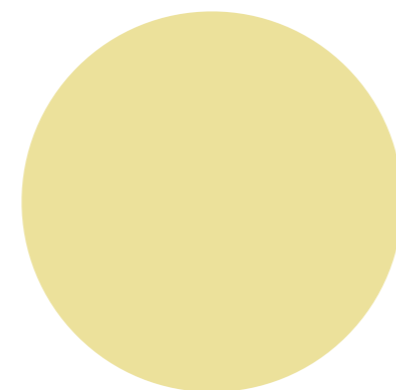
Complementary color to create contrast and call audience attention especially for the **warning content**

## Secondary Color



#d35e2a

C:15 M:77 Y:100 K:0



#ece19b

C:8 M:6 Y:47 K:0

# Illustration

“鱼拓” YuTuo is a traditional Chinese monotype that refers to the process of imprinting the image of a fish onto paper using ink or paint. This method was used by ancient fishermen to record their catches due to its accuracy in depicting size and texture.



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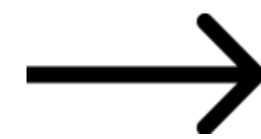


# Typography

The heading text mphasis the organic and crafty and match with the mono print illustration style, and the body typeface is serve for clarity and readable content.

Heading

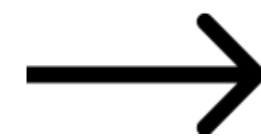
**Savour Local Flavours**



Sketchnote Square  
Regular, 26 px

Secondary Heading

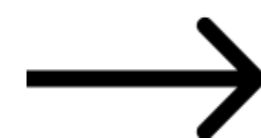
**Let us make the right choices  
while enjoying the seafood**



Gill Sans  
Semibold, 24 px

Body

Share quality time with family and friends  
in the relaxation area crafted from local  
recycled materials from the ocean.



Gill Sans  
Regular, 10 px

# Event Identity



Sustainable Seafood Week Overview



Visual representation of Hong Kong overfishing crisis

recommended restaurant's sustainable menu

2 theme events and event contents



Event map that include 2 theme events and collaborated restaurants

**Recommended Restaurant**

**Ikea | 宜家家具** \$\$\$\$

Swedish | Contor Meal | Vegetarian

Business Hour:  
Mon-Sun: 11:00am-9:00pm

**Sustainable Week Specialty:**

Sweet Corn  
Fish Fillet Rice

**\$33**

**Other House Specialty:**

- Swedish meatballs
- Salmon Fillet with Pea Pesto
- Plant balls
- Veggie Balls
- Chicken Tenders
- Garlic lemon cod

**Restaurant List**

**SUSTAINABLE SEAFOOD MENU**

**Recommended Restaurant**

**Ocean Empire Food Shop | 海皇粥店** \$\$\$\$

Fastfood | Porridge Restaurant | Vegetarian

Business Hour:  
Mon-Sun: 08:00am-2:00am

**Sustainable Week Specialty:**

Steamed Yellow  
Croaker with  
Ginger and  
Green Onions

**\$52**

**GOURMET MAP**

**Restaurant List**

<b>Sha Tin</b>	1 Café de Coral Centre(Fon Tai)	\$\$\$\$
<b>Tsuen Wan</b>	2 RÚ	\$\$\$\$
<b>Kwai Tsing</b>	3 Super Super Congee & Noodle (Tsing)	\$\$\$\$
<b>Wong Tai Sin</b>	4 Ocean Empire Food Shop	\$\$\$\$
	5 Café de Coral Centre(Cheung Sha)	\$\$\$\$
<b>Yau Tsim Mong</b>	6 Canton Pot	\$\$\$\$
	7 Alibi - Wine Dine Be Social	\$\$\$\$
	8 Bostonian Seafood & Grill Restaurant	\$\$\$\$
	9 Oyster & Wine Bar	\$\$\$\$
	10 Hyatt Regency Hong Kong Cafe	\$\$\$\$
	11 ClubONE The Victoria	\$\$\$\$
<b>Kowloon City</b>	12 Café de Coral (To Kwa Wan)	\$\$\$\$
	13 Pier Lounge & Pier Bar	\$\$\$\$
	14 The Banqueting House	\$\$\$\$
	15 Kowloon Bay International Trade & Exhibition Centre	\$\$\$\$
<b>Wong Tai Sin</b>	16 IKEA Kowloon Bay	\$\$\$\$
	17 Shanghai Lao Lao (Kowloon Bay)	\$\$\$\$
	18 forte	\$\$\$\$
	19 Café de Coral (Kwun Tong)	\$\$\$\$
<b>Kwun Tong</b>	20 Marina Kitchen & Marina Cafe	\$\$\$\$
	21 Invisible Kitchen Catering in Hong Kong	\$\$\$\$
	22 FEAST (Food by EAST)	\$\$\$\$
	23 Corner 18	\$\$\$\$
	24 IKEA (Causeway Bay)	\$\$\$\$
<b>Wan Chai</b>	25 Café de Coral (Wan Chai)	\$\$\$\$
	26 Congress Plus	\$\$\$\$
	27 Golden Bauhinia Sang Kee	\$\$\$\$
<b>Central &amp; Western</b>	28 Giando Italian Restaurant & Bar	\$\$\$\$
	29 Fish Bar	\$\$\$\$
	30 Café Gray Deluxe	\$\$\$\$
	31 Cafe Crepe Central	\$\$\$\$
	32 Café de Coral (SaiYing Pun)	\$\$\$\$

# WHAT IS SUSTAINABLE SEAFOOD?



Sustainable seafood refers to aquatic products that have been farmed or caught from freshwater and marine fisheries in a way that minimizes impact on the environment through traceable sourcing and responsible management, as a result leaving plenty of seafood for us and future generations.

When choosing sustainable seafood, you are selecting

products that promise at least one or more of the following:

- Legally acquired from source
- Fishing methods to reduce catch of non-target species (by-catch)
- Avoid to use destructive fishing methods
- Not targeting endangered species
- Sourcing sustainable fish feed when farming

## HOW TO FIND SUSTAINABLE SEAFOOD?

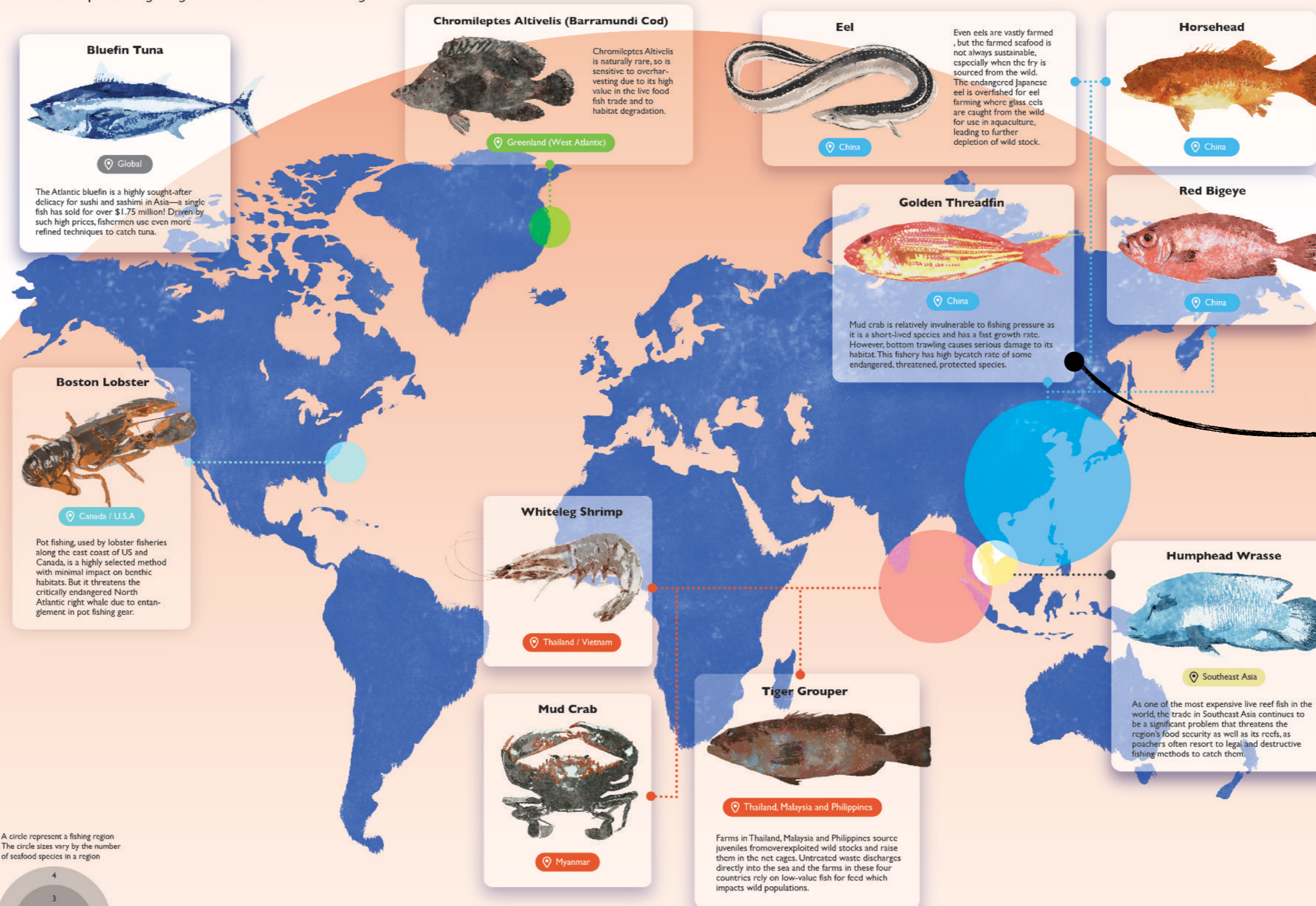
When shopping for seafood, choose seafood with labels that are recognized by independent institutions and meet a series of environmentally friendly seafood certification standards



Look for seafood have those logo or marks, which qualified for sustainable seafood

# Popular Seafood That Should Be AVOIDED in HongKong

Avoid to choose those species in the specific regions in the future to support HongKong maintain sustainable fishing.

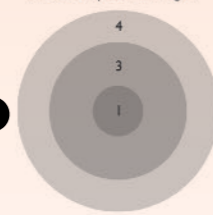


Facts that why this particular species from this region should be avoid to choose

A colored circle represent a fishing region

The circle sizes vary by the number of seafood species in a region

• A circle represent a fishing region  
• The circle sizes vary by the number of seafood species in a region





Durable, water proof cover



More than just a temporary event guide



<https://www.figma.com/proto/o4U3o6v5ugVRIGSn3dwWF9/Untitled?page-id=0%3A1&type=design&node-id=3-5&viewport=-1803%2C-2991%2C0.7&t=J2giSr7aVeGpgvSY-1&scaling=scale-down&mode=design>



# SUSTAINABLE SEAFOOD WEEK

2024. NOVEMBER. 20 - 28

FEAST FOR FUTURE



環保海鮮周

Sponsors

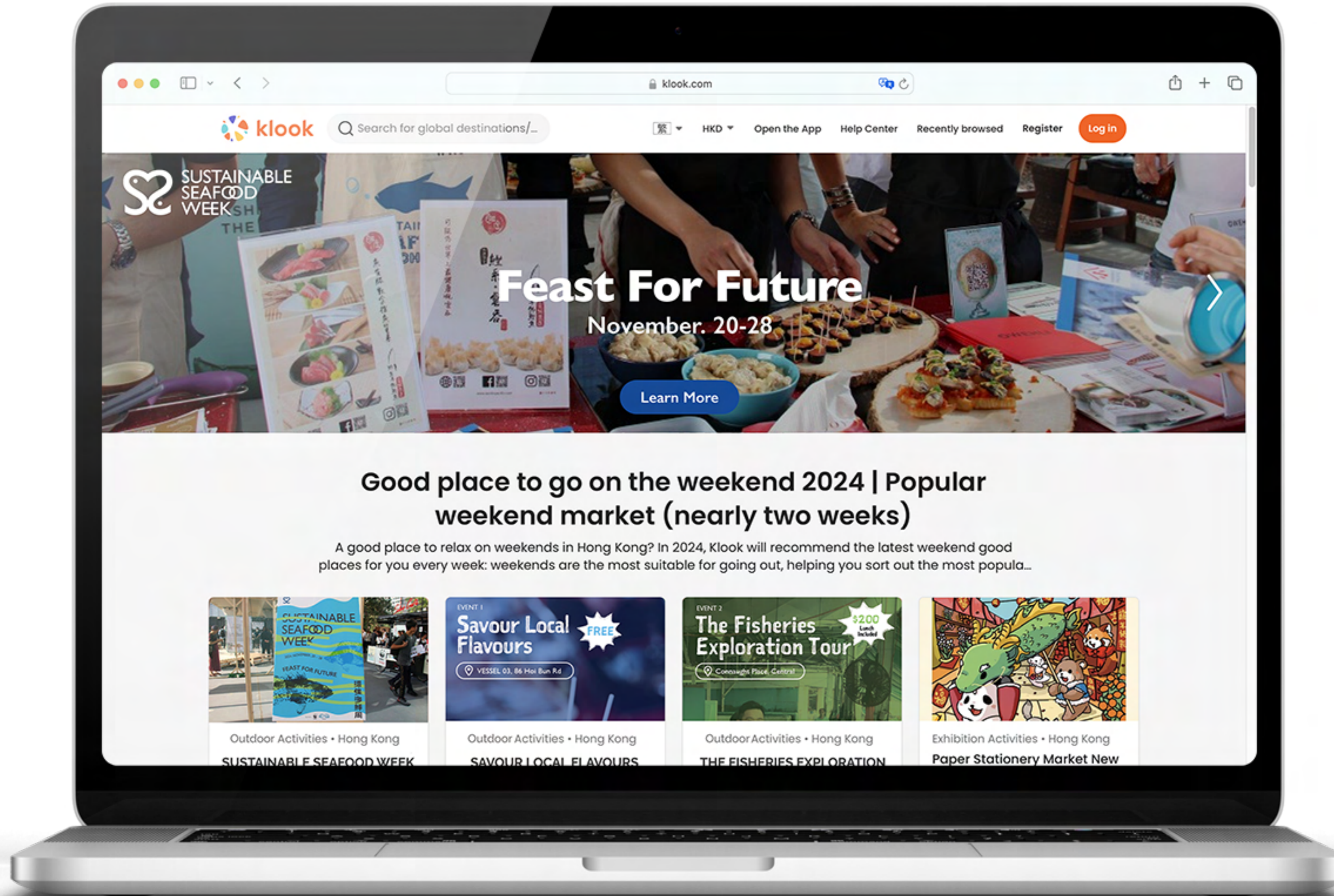


Solar Café

# Where do people see?



# Where do people see?



# Feast For Future.

It is time to turn the tide