

MARKETING LOCAL GREEN BUSINESS!

CAMPAIGN FOR LOCAL ORGANIC FOOD PRODUCTION & CONSUMPTION



PROJECT LOCATION



Aberdeen,
Hong Kong

COMMUNITY PARTNER



Hong Kong
Caritas

KEY AREAS



Business, Sales & Marketing,
Campaign, Local Agriculture,
Organic Food, Green Life,
Sustainable Eating, Food Safety,
New Arrivals, Unemployed Women,
Community Training, Capacity
Building

Interested faculty members are
welcome to contact Dr. Dennis Cheung,
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Our Social Mission:

To promote local production and consumption of food and provide fresh, safe and locally produced organic vegetables to the people in the Southern District.

Student Learning:

Students will learn about sustainability issues on food, skills in communication and running local green business with the community, the formulation of marketing strategy and the method of empowering local residents.

Project Opportunities:

- Study and look into the issues of organic agriculture and provide relative support.
- Assist in selling the local organic vegetables produced by Caritas's farm to the households in the Southern District.
- Provide customers with the knowledge and attitude towards food safety, sustainable food production and consumption.
- Offer trainings to new immigrants or unemployed women in the community, thereby enhancing their capacity. These participants will form a "Green Spot Team" responsible for selling and educating households about food safety and sustainable eating.
- Formulate marketing strategies and develop business skills with the actively engagement with local customers.



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