Background & Overview
A collaborative effort initiated by Jamie Oliver Food Foundation (US), the first-ever global day of action, Food Revolution Day took place on May 19, 2012. It aims is to unify people all over the world talking about real food and food education through events and parties with family and friends, in schools and at work and within the wider community.

Milestones:
19 May 2012 - 1,001 events took place at over 600 cities from 62 countries.
17 May 2013 - 1,260 events took place at over 660 cities from 74 countries.
16 May 2014 - 10,143 events took place across 121 countries. More than 9,000 schools registered for Jamie's Live cooking lesson. A new Guinness World Record for the largest cookery lesson in 1 day.
The 4th Food Revolution Day was held on May 15 2015. The Theme this year is “Fighting for Food Education”.

Food Revolution in Hong Kong
Since 2012, Hong Kong-based charitable initiative Go. Asia has been bringing the Food Revolution to Hong Kong. The Food Revolution takes place every May all around Hong Kong with diversity of programs such as cooking demonstrations & workshops, school & public seminar, recipe-sharing, as well as an anti-food waste campaign and exhibitions. In addition, a tailor-made Food Revolution menu will be available from participating restaurants.

In March 2015, Jamie Oliver had his first visit in Hong Kong by attending a Food Waste Planting Workshop with kids co-organised by Go. Asia & Jamie’s Italian Hong Kong. His gratitude towards of Ms. Beatrice Chan, Super Ambassador of Food Revolution and Chief of Go.Asia marks a recognition for our work in promoting Food Revolution in Asia.

Food Revolution Hong Kong Organizer: Go. Asia  (http://www.go.asia/)

Program Period: May 1- Jun 15, 2015
Program / Activities includes:-

1. Public Events (6)  (Photo Reference: Appendix 1)

- May 16  FRD x Jamie’s Italian Hong Kong @Jamie’s Italian CWB
- May 16  FRD x WKND Green Market @SOHO/FAMA, PMQ
- May 17  FRD x HK Green Map @ Central Western District
- May 17  FRD x Food Hackathon +Experience @ PMQ Taste Library
- May 30 FRD x [MAMASMART] Green Market @ Science Park
- May 31  FoodCylce+ Food Waste Recycling Education Tour

2. Workshops/ Cooking Courses (15)

- May 2  FRD x Dreamix : Bread Making Classes
- May 6  FRD x Towngas Cooking Centre : Monther’s Day Cooking Class
- May 9-30 FRD x Health Concept : From Farm to Fork’s Cooking Class
- May 10 FRD x Kong Yeah : Local Food’s Workshop
- May 10 FRD x Playground x SDL : Veggie Healthy Baking Workshop
- May 13 FRD x Barista HK : Coffee Tasting (Cupping)
- May 13 FRD x Health Concepts : Life Cycle Nutrition – Be Your Kid’s Nutritionist (Class A)
- May 15 FRD x Playground x SDL : Veggie Healthy Baking Workshop
- May 16 FRD x Dreamix : Cake & Dessert Demonstration & Workshop
- May 16 FRD x Health Concepts : Life Cycle Nutrition – Be Your Kid’s Nutritionist (Class B)
- May 16 FRD x Health Concepts : Life Cycle Nutrition – Be Your Kid’s Nutritionist (Class C)
- May 16 FRD x Barista HK : Home Brewing - Beginner
- May 16 FRD x Barista HK : Home Brewing - Beginner
- Jun 11 FRD x Choco : Coffee & Chocolate, are you Pair
- Jun 15 FRD x Towngas Cooking Centre : Parent & Kid Class - Green Bean Rice Dumpling
3. School Events (5)

- May 4, 15, 20 & 27  Cooking Demonstration of FRD 2015 menu “Squash it Sandwich” @ 4 local schools

- May 9      FRD x HKU SCICHEF Cooking Challenge @ HK Electric Centre

The concept of the “Think.Cook.Save.” program is the merge of Jamie Oliver’s Food Revolution as well as the United Nation’s “Think.Eat.Save” Reduce your foodprint program. Starting from 2014, this program aims to promote healthy eating and cherishing food resources among primary & secondary schools in HK, approximately reaching 10,000 students within 2 years. The education outline covers 3 areas, including:

Think. : To distinguish What Real Food & Healthy Diet is
Cook. : Cooking is Fun & Easy
Save. : Treasure Food

Results: 130 School Visits, reaching over 10,000 students in town
5. Special Promotions & Discount Offer x FRD (5)

- J’s Garden
- Living Organics
- One Organic
- Organ Net Market
- Sawadika Thai Restaurant
6. Sigh it Share it Global Online Petition

Food Revolution Day is a global day of action to put food education back on the school curriculum. An global online petition has been launched since April 2015 via www.change.org/jamieoliver, 1.5 millions of signature was received around the world.

Celebrities from different sectors in Hong Kong expressed their support towards the online petition by sharing “Sign it Share it” message on social media platform. Including:-

- Mr. Bernard Charnwut Chan, Chairperson of the Committee on Reduction of Salt and Sugar in Food
- Mr. Wong Lee Man, Quincy, Group Chairman & Executive Director, Convoy Financial Holdings Limited
- Mr. Ronald Cheng, Artist
- Mr. Kenny Chan, Celebrity Chef
7. Food Revolution Day Theme Song

Co-Written by Ed Sheeran & Jamie Oliver, featuring Sir Paul McCartney, Hugh Jackman etc.
Link: [https://youtu.be/5Ug_vplk1jc](https://youtu.be/5Ug_vplk1jc)

“The release of Jamie’s Food Revolution anthem, which has so far been viewed an astonishing 31,670,600+ times on facebook alone.”

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8. Joint Venture Partners

Attributed to our valuable partners in terms of monetary, product and media sponsorship towards Food Revolution Hong Kong campaigns:

- Boxful – Free Delivery sponsorship of FRD events in May
- Credit Suisse – Volunteers & cash sponsorship of Food Revolution Day Event on May 15
- Design+ten – event & venue support of FRD x {MAMASMART}
- Dreamix – Presence of guest speaker, Sindy in FRD x {MAMASMART} workshop
- ebanner – Printing Sponsorship
- New World First Ferry – Light box placement at Central Pier 5
- FoodCycle+ - Product Sponsorship for charity sale
- Green Dot Dot – Product Sponsorship in FRD events
- Health Concepts – Presence of guest speaker, Ms. Arlence France-Wu & product sponsorship in FRD events
- OrganNet Market – Product sponsorship in FRD events
- Taste Library, PMQ – Venue sponsorship of FRD x Food Hackathon +Experience
- Vegetable Marketing Organization – Sponsorship of Veggie
- Yisheng Organic – Product Sponsorship for charity sale
- 8 Organic Farm - Sponsorship of Veggie

For More: http://frd.asia/
9. Results:

Total No. of Visitors: 12,000
Go. Asia hosted & co-organised an amazing 30 events + 130 school visits with over 12,000 people involved in the celebration of Food Revolution in Hong Kong. Over 300 free recipes have been shared to public through the Food Revolution Asia webpage: www.frd.asia.

Media exposure: 57+
No. of Facebook Reach(Like & Share): >20,000

Thank you for support & See you in 2016!

Contact Us:
info@go.asia
Food Revolution Webpage:
Food Revolution (Hong Kong & Asia): http://frd.asia/
Facebook: https://www.facebook.com/frd.asia
Go.Asia Webpage:
Go.Asia: http://go.asia
Facebook: https://www.facebook.com/godotasia
Food Revolution (Global): http://foodrevolutionday.com/
Appendix 1 – Event Highlights