**Example Live Project Brief 13**

**Live Project Brief Proforma**

**TSM09907 Live Project (Hong Kong)**

**Project Brief:** Hong Kong Low Carbon Community Campaign (HKLCCC)

**Participating Organisation:** The Climate Group (Hong Kong) Limited (TCG)

**Organisation Contact:** Miranda Cheung

**Position:** Head of Program Development

**Address:** Unit 21B, CNT Tower, 338 Hennessy Road, Wanchai, HK

**Telephone:** (852) 2836 5718

**Mobile (if available):** (852) XXXX YYYY

**Fax:** (852) 2836 5707

**email:** mcheung@theclimategroup.org

**Web URL:** www.theclimategroup.org

**University**

**Module Leader:** John Revuelta

School of Marketing, Tourism and Languages

Edinburgh Napier University

Craiglockhart Campus, Edinburgh EH14 1DJ

**Telephone:** 0131 455 4384

**Fax:** 0131 455 4540

**email:** [j.revuelta@napier.ac.uk](mailto:j.revuelta@napier.ac.uk)

**Project Tutor:**  SCOPE to allocate

**email**:

**Student Team:** Student 1 (students TBA)

Student 2

Student 3

Student 4

**Oral Presentation date: TBA in week commencing 28 May 2012**

**Aim:**

To prepare the communication plan for the 1-year Hong Kong Low Carbon Community Campaign (HKLCCC), to be launched in May 2012.

**Background/rationale**

HKLCCC aims to catalyze the development of a low carbon community to combat climate change through enrichment of climate change knowledge and collective efforts among the public.

Key campaign elements include:

1. General public education through an interactive e-learning platform, i.e. the campaign website (active throughout the campaign period, from May 2012 to April 2013)
2. Low Carbon Living Bloggers Contest with public voting
3. Public engagement activities including tours/seminars/workshops/dialogues

***Note to readers:*** *The HKLCC project has been reshaped in the last couple of months but the missions/objectives remain unchanged. (November 2012).*

**Objectives:**

1. Review current situation in HK:
   1. Identify cases of climate change educational campaigns conducted by green groups in the past few years. Suggested campaigns include but not limited to:
      * + Hong Kong Carbon Reduction Campaign by TCG (website closed upon project completion; see attached extracts from the campaign summary report)
        + Climateers by WWF ([www.climateers.org](http://www.climateers.org))
        + Combating Climate Change Campaign by the Environment and Conservation Fund of the HKSAR Government ([www.eccclimate.org.hk](http://www.eccclimate.org.hk))
   2. Analyse the target audience of various campaigns and evaluate the impacts of these programs; identify the key success factors and areas of improvements
2. Research for the HKLCCC:
   1. Define the target audience (primary and secondary, if applicable) with clear profiles
   2. Identify the current perception and understanding towards climate change issues of our targets; derive the cut-through messages of a climate change educational campaign
   3. Understand the media habits of our targets, including traditional and social media
3. Produce a communication plan for the HKLCCC with the following objectives:
4. Define the key communicable messages for the campaign in order to create attention and arouse interest among the target audience
5. Identify the most effective and cost-efficient media (traditional + social) in reaching our targets
6. Drive traffic to the campaign website – sustain interests of the audience and encourage repeated visits throughout the campaign
7. Recruit participants for the Bloggers Contest and other public engagement activities

**Remarks**: The communication plan is the core deliverable of the project and should take at least 50% of the final report. The communication strategies should be derived from and well supported by the learnings through the review and research processes.

**Notes:**

1. Full details of the HKLCCC will be presented during the Initial Briefing
2. As the campaign will be launched in May 2012, interim sharing of the work is needed before the Oral Presentation, probably in early to mid-April. Schedule of the sharing and the format will be discussed and agreed upon beforehand. It should be in good enough shape for the TCG to use in preparing and booking its campaign. The final version of the report should be submitted in Week 14 as normal

**About The Climate Group (**[**www.theclimategroup.org**](http://www.theclimategroup.org)**)**

The Climate Group is an independent, not-for-profit organization, which brings together a global coalition of the world’s most powerful governments, brands and public figures across Asia, Europe and North America. Since 2004, The Climate Group has been working with governments, business leaders and the world’s most influential individuals – to push for the policies, technologies and investment needed to make the Clean Revolution commercially viable. Together, The Climate Group has the power to create a smarter, better, more prosperous future for all.