



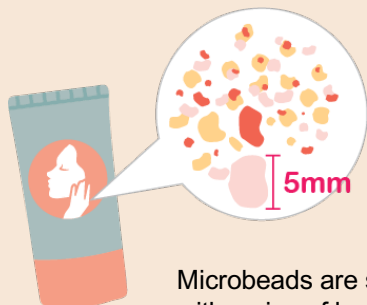
Bye Bye
Microbeads
Bye Bye
微膠珠!

**Bye Bye Microbeads Charter
Information Pack**

1. INTRODUCTION

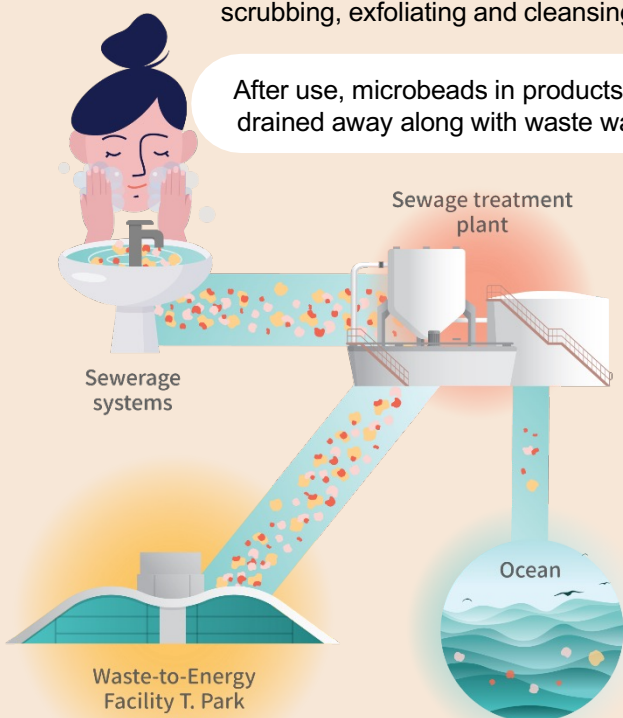


In 2021, the Environmental Protection Department (EPD) officially launched the Voluntary Scheme to Phase Out Microbeads in Personal Care and Cosmetic Products (PCCPs), including cooperation with the trade in implementing the Bye Bye Microbeads Charter (the Charter) to make joint contribution in protecting the environment.



Microbeads are solid plastic particles with a size of less than 5mm; they are intentionally added in some rinse-off PCCPs to provide functions such as scrubbing, exfoliating and cleansing.

After use, microbeads in products are drained away along with waste water



The majority of microbeads are incinerated with sludge

The rest will be discharged into the ocean with the treated effluent

Microbeads in PCCPs are regarded as the only source of microplastics “intentionally released” into the ocean.

2. PURPOSE OF THE CHARTER

- Progressively phase out rinse-off PCCPs in Hong Kong that contain microbeads — reducing their emissions and potential impact on the environment at source;
- Enhance the public’s understanding of microbead-related subjects — relating to our living and its impact on the environment; and
- Help facilitate consumers in choosing microbead-free products — shaping a greener lifestyle.

3. RINSE-OFF PRODUCTS UNDER THE CHARTER



Exfoliators
(e.g. body scrub, lip scrub)



Facial Care
(e.g. facial cleanser, rinse-off masks)



Hair Care
(e.g. shampoo, conditioner)



Oral Care
(e.g. toothpaste, mouthwash)



Body Care
(e.g. soap, shower gel, handwash)

4. REASONS FOR JOINING THE CHARTER

Whether you are a manufacturer or importer who has already phased out or is planning to phase out microbeads in your PCCPs, or an organisation committed to promoting microbead-related information, you can join the Charter and tender your support to this environmental protection work in the following ways :

- **Fulfil corporate social responsibility:** phasing out microbeads and providing microbead-free product information to the public
- **Enhance corporate image:** showcasing your commitment to phasing out microbeads with the display of Charter stickers
- **Increase positive exposure:** Offering your organisation names and microbead-free brands to be listed on the Charter website

5. AWARDS



1. Partnership Recognition

Awards for organisations that have achieved the corresponding requirements

Gold Class

Adopt three of the following measures, at least one under each item:

- Display publicity logo of the Scheme
- Promote the Charter or microbead-related information
- Complete the online challenge or the trade's promotional activities

Platinum Class

In addition to meeting the requirements for Gold Class, all the following measures shall be adopted, including:

- Promote the Charter or microbead-related information via different channels at least five or more times
- Invite three or more additional partners to join the Scheme
- Provide training to staff so they can address microbead-related enquiries



2. Bye Bye Microbeads Awards

Awards for top organisations contributing to phasing out microbeads

Corporates

SMEs

Industry Associations

Retailers/
Beauty and
Hairdressing
Industry/
Others

Pioneer Award

For organisations that have already phased out microbeads

- Number of microbead-free products
- Contribution to promote the Charter and microbead-related information

Excellence Award

- Contribution to promote the Charter and microbead-related information



3. Microbead-free Brands

Awards for brands under which all rinse-off products are microbead-free

6. SUPPORTING MEASURES



Public Information

- ▶ List of participating organisations
- ▶ List of microbead-free brands



Promotional Platforms



Training Workshops



Interactive Online Game

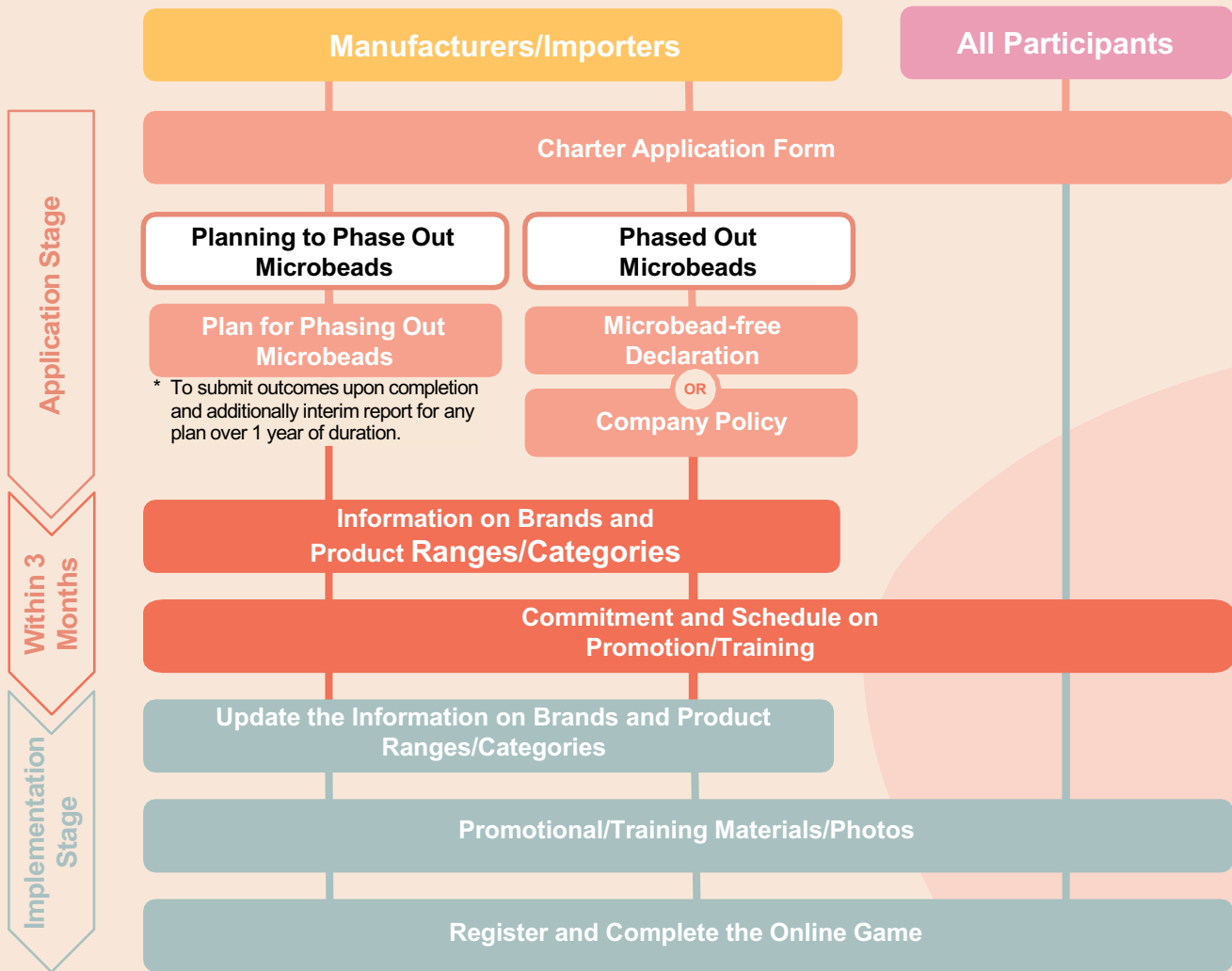


Launch Ceremony and Awards Presentation Ceremony

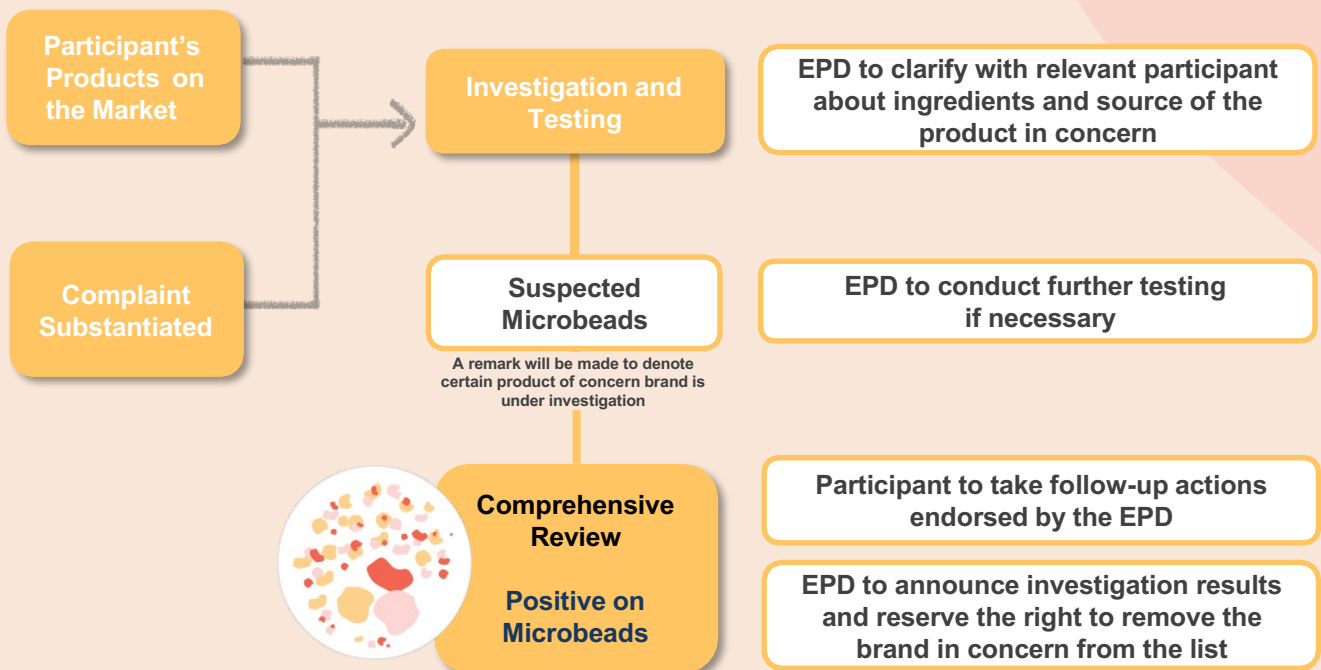


Enquiry Services

7. APPLICATION PROCESS & SUBMISSIONS REQUIRED



8. PRODUCT VERIFICATION



9. ENQUIRY

For more information on the Charter, please contact the Environmental Protection Department - Water Quality Management Group via call at 2594 6578 or via email at Microbeadscheme@epd.gov.hk.