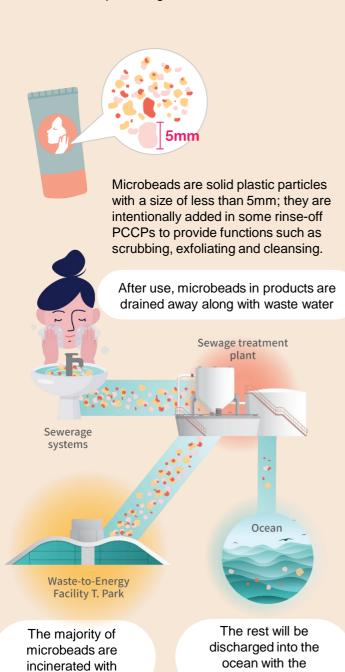


## 1. INTRODUCTION



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 in PCCPs are regarded as the only source of microplastics "intentionally released" into the ocean.

sludge

treated effluent

## 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 microbeadrelated subjects — relating to our living and its impact on the environment; and
- Help facilitate consumers in choosing microbeadfree 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 at least two of the following measures:

- 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 microbeadrelated enquiries

# **6. SUPPORTING MEASURES**



# **Public Information**

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



# **Promotional Platforms**











Launch Ceremony and Awards Presentation Ceremony



# 2. Bye Bye Microbeads Awards

Awards for top organisations contributing to phasing out microbeads

**Corporates** 

**SMEs** 

Industry Associations Retailers/ Beauty and Hairdressing Industry/ Others



**Training Workshops** 



**Interactive Online Game** 



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 microbeadrelated information



**Enquiry Services** 



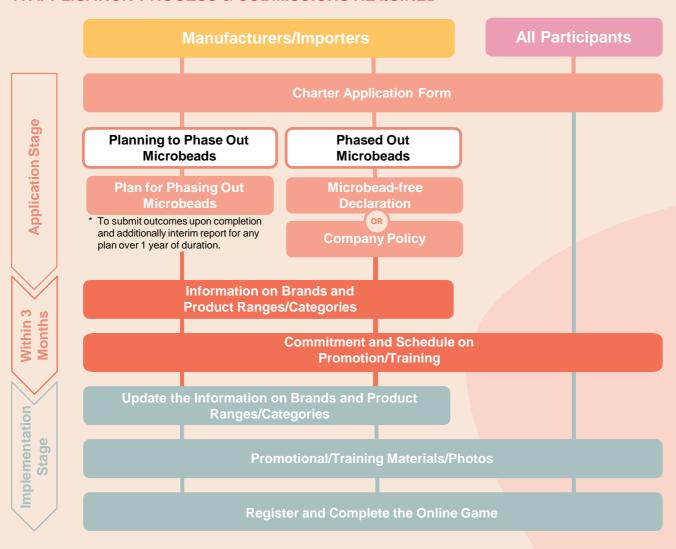




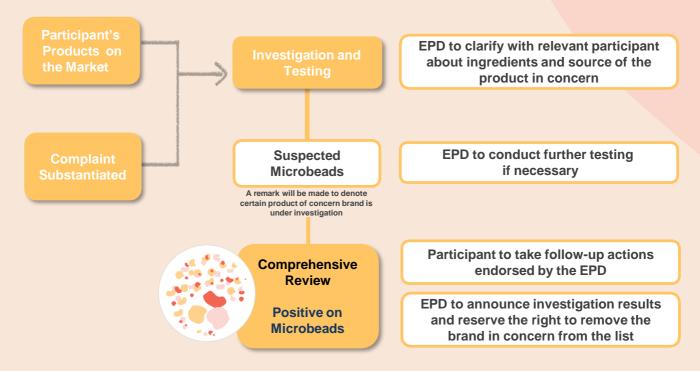
## 3. Microbead-free Brands

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

### 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.