

CONTROLLING OFFICER'S REPLY

EEB(F)156

(Question Serial No. 3553)

Head: (49) Food and Environmental Hygiene Department

Subhead (No. & title): (-) Not specified

Programme: (4) Public Education and Community Involvement

Controlling Officer: Director of Food and Environmental Hygiene (Ms Irene YOUNG)

Director of Bureau: Secretary for Environment and Ecology

Question:

With regard to the mascot Keep Clean Ambassador Ah Tak of the Food and Environmental Hygiene Department, please advise this Committee of:

- (1) the expenditure for the design and publicity of the mascot as well as its operating expenses;
- (2) the respective numbers of publicity materials and promotional activities featuring the mascot in the past 5 years; and
- (3) whether public awareness of the mascot has been assessed. If yes, what are the criteria, method, cycle and outcomes of the assessment? If no, what is/are the reason(s)?

Asked by: Hon LAM Chun-sing (LegCo internal reference no.: 38)

Reply:

- (1) The Food and Environmental Hygiene Department created the character Ah Tak as the Keep Clean Ambassador in June 2016 to disseminate the message of keeping Hong Kong clean to the public. Apart from appearing on its social media pages, Keep Clean Ambassador Ah Tak is often featured in various television announcements of public interest, posters and other publicity materials of the Department. The Facebook page and Instagram account of Keep Clean Ambassador Ah Tak are updated by a contract service provider under supervision of the Department. The expenditure on the service contract in the past year was about \$1 million.
- (2) Keep Clean Ambassador Ah Tak has widely been featured in the publicity materials and promotional activities of the Department. We do not keep any statistics on the publicity materials and promotional activities featuring Ah Tak.
- (3) The Department created Ah Tak as the Keep Clean Ambassador for the promotion of environmental hygiene in 2016, and launched a Facebook page. Ah Tak is now widely known to the community. The Department has no plan to further assess the public awareness of Ah Tak at the moment.

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