"Reduce and Recycle 2.0" Campaign's chatbot service to help promote recycling network

The Environmental Campaign Committee (ECC) and the Environmental Protection Department (EPD) have rolled out the "Reduce and Recycle 2.0" Campaign to promote various themes in phases. The first phase of the Campaign aims to highlight different types of recyclables and the community recycling network, and to disseminate green messages with the help of a chatbot service and an interesting and easy-to-play augmented reality (AR) game.

An EPD spokesperson today (October 8) said, "The EPD is expanding its community recycling network, including the addition of new outlets to extend recycling services in all 18 districts in Hong Kong. To enhance the public's understanding of the community recycling network and to assist them in their search for the nearest recycling locations, the new Big Waster Chatbot function has been introduced on the ECC's Facebook page as part of the 'Reduce and Recycle 2.0' Campaign to provide information on the recycling network."

The chatbot is capable of addressing enquiries and interacting with users in Chinese. It will provide information such as details of locations and updated news of the Community Green Stations and Community Recycling Centres, tips for recycling eight types of recyclables, answers to frequently asked questions about recycling, and more (see Annex A, in Chinese only). Members of the public can click "Send Message" on the ECC Facebook page to start the chatbot or use the following web link: https://m.me/ECC1990?ref=start.

The Big Waster Chatbot is also able to help users check information on the EPD's latest pilot programme on a smart recycling system, including the updated tour schedule of the Community Smart Recycling Vehicle.

The community recycling network accepts different types of recyclables. The three common types of recyclables, i.e. paper, metals and plastics, are accepted, as well as glass bottles, fluorescent lamps and tubes, rechargeable batteries, small electrical appliances and regulated waste electrical and electronic equipment. To enhance the public's knowledge of these eight types of recyclables, the EPD has designed an AR game for Facebook and Instagram users to participate in recycling virtually. The user can take a picture with Big Waster and his new buddy, Greeny, after collecting each type of recyclable. The game comes with different photo frames for each type of recyclable. Participants who successfully capture all the eight photos and submit them as directed will have a chance to win a complementary Big Waster-shaped collapsible food container.

The game was launched on the Facebook pages of Big Waster and the ECC earlier, and the first 100 eligible participants have received their prizes.

In view of the enthusiastic response, the AR game was relaunched on Instagram (www.instagram.com/p/CGEWYIaApYs/?igshid=1codc3pznk0q3) (Chinese only). The first 100 participants who complete the game requirements will also win a Big Waster-shaped collapsible food container (see Annex B, in Chinese only).

The EPD is sparing no effort in developing the community recycling network so that the public can practise clean recycling conveniently. Members of the public are also reminded to reduce waste at source and stay green while fighting the virus. For example, during the epidemic, more people may opt to order takeaway meals. They should avoid requesting plastic bags or disposable tableware and are encouraged to use their own containers for takeaway wherever practicable.

For more information on the eight types of recyclables, please refer to the EPD's dedicated website: www.wastereduction.gov.hk/en/assistancewizard/recyc_note.htm. For more green stories of Big Waster and Greeny, please visit the ECC's website: www.ecc.org.hk/english/publicity/ReduceRecycle.html.