

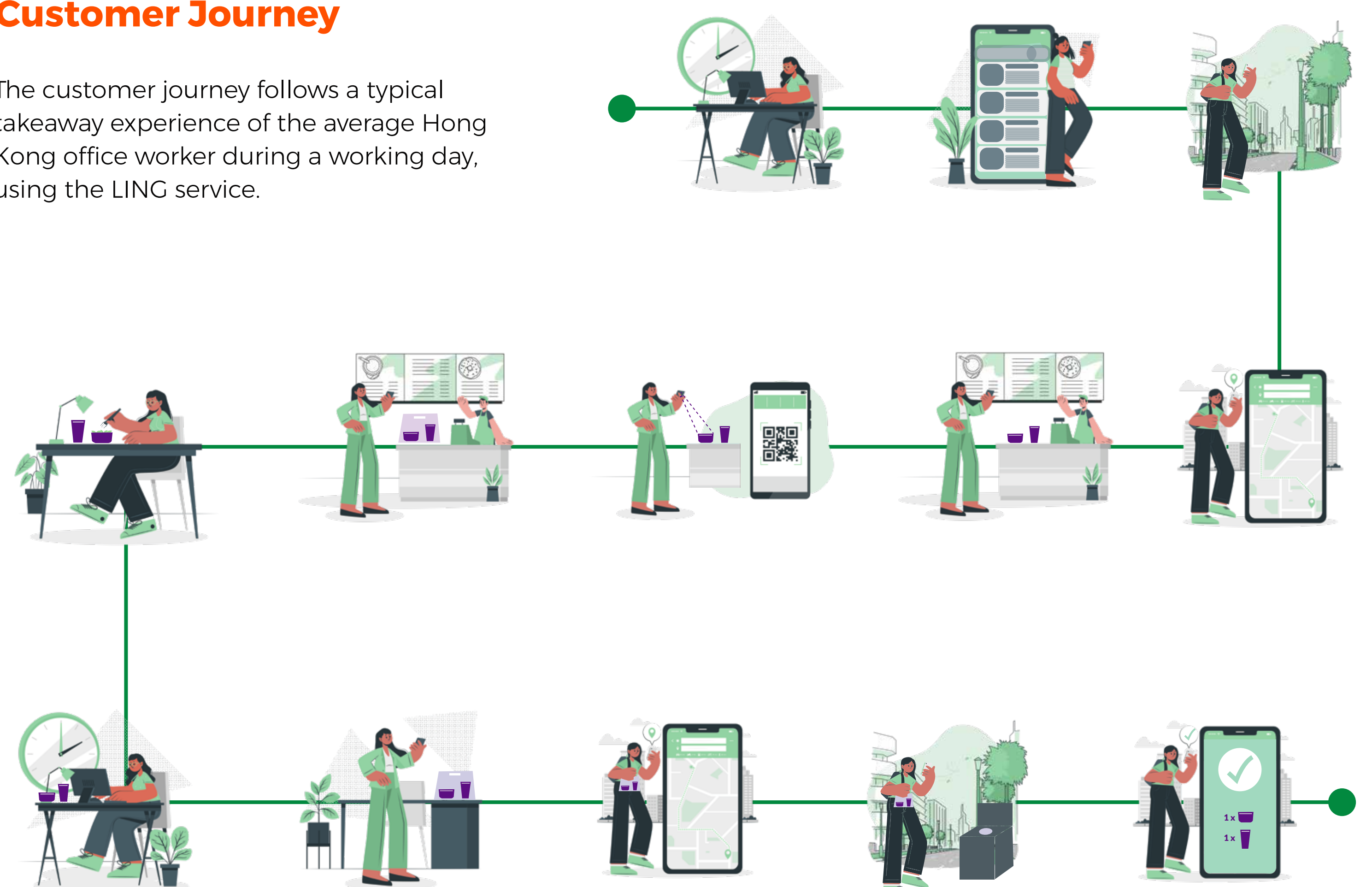
A service concept for eliminating single-use plastics the Hong Kong takeaway food industry

Covid19 restrictions caused an increase in Hong Kongers getting takeaway food. Although restrictions have eased, the takeaway habit is here to stay, with around half of Hong Kong office workers getting takeaway up to 5 times a week. The majority of takeaway food is packaged in single-use plastics. Of these plastics, most are types 5 and 6, types with limited recyclability. Although the government has invested in public education and services surrounding domestic recycling, there is a disconnect between the types of plastics being distributed to the public via takeaway food and what can truly be recycled. Customers perceptions and opinions regarding reusable alternatives were investigated as a possible solution. However, the practice of carrying reusables proved to be incompatible with the Hong Kong working lifestyle.

The goal of this project was to design a service that cultivates a zero-waste relationship with the customers and vendors of takeaway food while adding value to both stakeholders.

LING is a service that provides and maintains high-quality reusable food and beverage vessels. Zero-hassle, Zero-waste.

The customer journey follows a typical takeaway experience of the average Hong Kong office worker during a working day, using the LING service.



Simply download the LING app and start browsing participating vendors in your area. Once you have chosen head to that vendor and when you order, ask for LING. The cashier will retrieve the appropriate vessels, simply scan the QR code on the vessels to borrow. The vendor will fulfil your order in the reusable vessels. Collect your order and enjoy your food. Once you are finished and wish to return, browse the app for vendors or drop boxes. Scan the vessels to return.

As a LING partner, we will supply the vessels, training and communication materials to set up at your locations. Being featured on the LING platform, meaning increased exposure to new customer bases and fulfilling sustainability goals with ease. The LING vessels are well designed made from high-quality materials that ensure your food will travel well and customers can enjoy an elevated takeaway experience.

