

主辦機構

Mead Johnson 美贊臣

HKTVMall

EcoMart

支持機構

WORLD GREEN ORGANIZATION 世界綠色組織



罐蓋新生

Ready 更好將來

奶粉罐收集計劃

2023年10月3日 - 2024年1月7日



HKTVMall x Mead Johnson Nutrition - "We CAN Protect the Future" Formula Cans Recycling Program

HKTVMall, in collaboration with Mead Johnson, launched the "We CAN Protect the Future" Formula Cans Recycling Program, which encouraged parents to bring their clean formula cans to HKTVMall O2O stores for recycling by offering HKTVMall e-coupons.

The HKTVMall O2O store collection network covers 18 districts across Hong Kong, making it convenient for more parents to participate in the recycling program and promote environmental awareness.

Thanks to the support of parents, the program has successfully collected nearly 10,000 formula cans, achieving the goal of waste reduction.