

罐蓋新生

為寶寶 Ready 更好將來

奶粉罐收集計劃

2024年11月25日 - 2025年2月25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.