



## **Meiriki Japan Company Limited**

### **1. Company's Information**

#### **1.1 Basic Background information of the company <sup>1</sup>**

<b>Date of establishment</b>	1997
<b>Founders</b>	Ms. Ophelia Lin and Ms. Joanne Cheung
<b>Number of employees</b>	90 (Full-time); 5 (Part-time)
<b>Company website</b>	<a href="http://www.meiriki-jp.com.hk">www.meiriki-jp.com.hk</a>
<b>Business nature</b>	Retail
<b>Main products</b>	Healthcare dietary supplements (eye care, brain care, heart care, joint care, immunity enhancement)
<b>Aim/Vision</b>	“We strive to establish a “Body, Mind, Spirit” well-being community.”

#### **1.2 Brief Biography of Founders**

Ms. Ophelia Lin, the co-founder and Managing Director of Meiriki Japan, has been dedicated to promoting CSR and sustainability in the company and among stakeholders. She has set up different policies to align with a caring culture for more than a decade and has been actively joining different volunteering activities to serve the underprivileged. Aiming to broaden her horizons in sustainability and to better localise sustainable practices in Hong Kong, she studied abroad in The Prince of Wales's Business & Sustainability Programme at the University of Cambridge and later founded SME Sustainability Society with other SMEs representatives in 2019, to lead the transition towards business sustainability among SMEs.

#### **1.3 Alignment of UNSDGs with Company's Vision and Mission**

Meiriki Japan shows its determination in achieving SDGs through the company's vision, mission, as well as its core values –“To establish a Body, Mind, Spirit well-being community through quality health products and corporate social responsibility”.

Additionally, some prioritised SDGs of Meiriki Japan are identified as follows:

- SDG 1 – No Poverty (End poverty in all its forms everywhere)
- SDG 3 – Good Health and Well-being (Ensure healthy lives and promote

<sup>1</sup> Hong Kong Brand Development Council. (n.d.) Meiriki Japan. Retrieved from: <https://www.hkbrand.org/en/gallery/1/brand/100?page=3&activePage=1>



well-being for all at all ages)

- SDG 5 – Gender Equality (Grant women and girls equal rights, opportunities to live free without discrimination including workplace discrimination or any violence)
- SDG 8 – Decent work and economic growth (Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all)
- SDG 10 – Reduced inequality (Ensure equal opportunity and reduce inequalities of outcome)
- SDG 11 – Department of Economic and Social Affairs (Make cities inclusive, safe, resilient and sustainable)
- SDG 12 – Sustainable consumption and production (Ensure sustainable consumption and production patterns)
- SDG 13 – Climate Action (Take urgent action to combat climate change and its impacts)
- SDG 17 – Partnerships to achieve the Goal (Strengthen the means of implementation and revitalize the global partnership on sustainable development.)

## **2. Trends, Development and Challenges of the Industry**

The healthcare industry has great market potential in Hong Kong. The Social Sciences Research Institute (SSRC) of the University of Hong Kong estimated that, in 2018, a total of HKD\$25 billion were spent on health supplements, which was 32% more than that in 2014<sup>2</sup>. Meanwhile, the gross market value of healthy food in the Asia-Pacific region is expected to reach USD\$89.63 billion in 2021, estimated by Euromonitor in 2016<sup>3</sup>.

Hong Kong's domestic consumer base for health supplements is robust with expanding consumer target groups and a growing sales contribution by mainland visitors. Yet, with changing consumption patterns, consumers are more careful in making informed decisions before purchasing, by comparing products among brands and other characteristics.

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<sup>2</sup> Social Sciences Research Centre, HKU. Survey on Health Supplement Market in Hong Kong (2019). Retrieved from <https://hkhfa.org/en/2019/05/15/hong-kong-health-food-association-and-social-sciences-research-centre-the-university-of-hong-kong-announces-survey-on-health-supplement-market-in-hong-kong-2019-survey-findings/>

<sup>3</sup> Euromonitor. (2016). Industry Overview. Retrieved from <https://www1.hkexnews.hk/listedco/listconews/sehk/2016/0912/a8703/eaihl-20160829-13.pdf>



Despite having market potential, the industry is pressurised by external challenges. Firstly, the market is highly susceptible to changes in consumer preferences, perceptions, and habits. Eco-conscious consumers are seeking more eco-friendly products that do less harm to nature. Under this evolving situation, practitioners in the industry need to be more sensitive and responsive to the changes in customer expectations and demands.

Secondly, fierce competition in the industry makes companies hard to stand out. As the entire industry has become more eco-conscious, many are competing for CSR/sustainability-related recognitions, e.g. HSBC Living Business Awards, Caring Company Scheme, Hong Kong Outstanding Corporate Citizenship Award etc.

The Healthcare food industry also has an impact on the society and environment.

From the social perspective, dietary supplements directly impact consumers' health - they help us obtain adequate amounts of essential nutrients, enhance individuals' health conditions and improve public health. Yet, the product quality varies drastically across different brands. Without sufficient regulatory enforcement, some product descriptions contain misleading information, which may cause side effects and increase health risks.

Moreover, with greater longevity and an increasingly ageing population, local citizens have been more aware of their health, resulting in increased aggregate demand for health supplements. A survey conducted by SSRC, HKU in 2019, discovered that 58.2% of the respondents have taken health supplements at least once in the past six months. It is estimated that more than 3.5 million have the habit of taking health supplements.

Concerning its environmental impact, producing dietary supplements could worsen pollution due to the manufacturers' reliance on disposable materials.

Furthermore, the production of Omega 3 supplements extracted from fish oil may potentially cause overfishing and endangerment to the marine ecosystem. According to findings from the Food and Agriculture Organization of the United Nations in 2016<sup>4</sup>, 20.9% of fish caught within the year went to non-food use, in which healthcare supplements production is a part of.

Despite having some negative impacts, the health supplement industry can bring positive influences to the society and environment by practicing SDGs. According to a

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<sup>4</sup> Food and Agriculture Organization of the United Nations. (2016). The State of World Fisheries and Aquaculture. Retrieved from <http://www.fao.org/3/a-i5555e.pdf>



research conducted by the United Nations Global Compact (UNGC) UNGC and KPMG in 2016<sup>5</sup>, the following are some examples of how the dietary supplement industry can contribute to SDGs.

On SDG 2 – Zero Hunger, the healthcare dietary supplements industry can develop innovative micronutrient supplements and food fortification solutions to reduce vitamin and mineral deficiencies.

On SDG 3 – Good Health and Well-being, the industry can adopt low price, high volume pricing models to expand their business to vaccines, diagnostic tests, pharmaceuticals, supplements and family planning in low and middle-income countries.

On SDG 14 – Life Below Water, the industry can understand and quantify the healthcare value of marine resources (including fish, aquatic plants and other marine life) on healthcare supplements and pharmaceuticals, in order to respond to public policies and conservation activities.

As mentioned above, the set of SDG goals Meiriki Japan prioritised does not include SDG 2 and 14, since it is subjected to different location's cultures, geographic regions, market specificities, and other factors. In reality, the sustainable development policies and targets that are implemented and set by Meiriki covers a lot of grounds, sufficiently meeting the aforementioned customer expectations, and easing out the social and environmental impacts brought by the healthcare supplement industry.

### **3. Approaches and Implementation Strategies**

#### **3.1 Resource Management**

Targeting SDG 12-- Responsible Consumption and Production, Meiriki implemented the “Meiriki Blue Sky” environmental programme in 2017.

The objectives of the programme are 1) to review and assess the environmental footprint of the entire product life cycle and achieve responsible production and operations for a cleaner and bluer sky; 2) to minimise the environmental impact of the product life cycle; 3) to control and reduce possible environmental impacts caused by business operations.

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<sup>5</sup> Supplement Makers Take Action To Reduce Environmental Impact. Holistic Primary Care. (2018,October3). Retrieved from: <https://holisticprimarycare.net/latest-articles/1996-supplement-makers-take-action-to-reduce-environmental-impact.html>



Furthermore, Meiriki Japan actualises its philosophy in environmental protection through its procurement and manufacturing process, and along its supply chains. Products are made with minimal packaging to reduce unnecessary consumption of resources; and packaging boxes are made of Forest Stewardship Council (FSC) certified paper, and printed with Soy Ink to avoid plastic or wax coating, to increase recyclability. Biodegradable blister packaging is also used to reduce damage to the environment. The palm oil used in their products has also been certified by the Green Palm Label, in other words, supporting sustainable planting and production.

The main difference between conventional and biodegradable blister packaging is that conventional blister packs are usually made of indecomposable, difficult-to-recycle PVC plastics and refined aluminium foil paper, while the weight of biodegradable blister packs is lighter, and thus can largely cut down carbon emissions generated during transportation.

Before long-distance shipment (from product origins to Hong Kong), Meiriki Japan has taken more steps in scaling down shipping sizes and finishing casing locally in order to reduce carbon emissions. As a result, the product quantity of each shipment has increased and the number of long-distance shipments has reduced, thus achieving carbon reduction.

Not only do Meiriki Japan implement SDG12 in their own business, but they have also engaged the community in promoting the concept of sustainable consumption and production: The “BYOC” (Bring Your Own Containers) Charter scheme encourages restaurants in Tsim Sha Tsui to sign up for supporting customers to use own containers in takeaways, in order to reduce disposable waste and to promote sustainable consumption. They have also organised recycling programmes to reduce waste production.

Responding to SDG 13 – Climate Change, Meiriki implemented the following initiatives.

Meiriki Japan signed the Low Carbon Charter by the Business Environmental Council in July 2020 in response to the "Paris Agreement" under the "United Nations Framework Convention on Climate Change" (UNFCCC). In addition, Meiriki Japan promised to set out clearer targets, and collaborate with stakeholders to promote and implement low-carbon operations. With 2019 as the baseline year, Meiriki Japan has formulated a 5-year and 10-year plan, hoping to reduce its carbon emissions by 20% and 30% respectively.

The “Green Partnership Programme” has been implemented to provide free-of-charge ecological tours, workshops, and lectures on climate change and environmental issues,



aiming to educate and strengthen members' and customers' understanding of low-carbon lifestyles and environmental protection.

Meiriki Japan has incorporated eco-friendly elements into the development of new products. In collaboration with manufacturers from Japan and Sweden, Meiriki Japan launched the “LeverRen” and “Ca Easy” products, and became the industry’s pioneer in adopting entirely eco-friendly packaging materials for the first time. They have also initiated the “Recycling Packaging Box Campaign” for recycling the outer packaging materials collected from customers to reduce paper printing, carbon emissions, and waste production.

On the other hand, Meiriki Japan has participated in the Tree Planting Challenge (2017-2021) organised by Friends of the Earth (HK) to offset its carbon emissions.

### 3.2 Governance

The top management of Meiriki Japan has been involved in sustainability projects in terms of decision-making, resources allocation, progress monitoring, and delivering seminars to the public on topics related to sustainable consumption and environmental protection.

In early 2019, an in-house “Sustainability Committee” led by the managing directors was established. The Committee comprises 12 members, with 3 members from the senior management and 9 representatives from different areas of their business (administration, human resources, accounting, marketing, operation, product development, CSR, and sales departments).

Internally, the primary functions of the Committee are 1) to identify, review and provide updates on relevant sustainability issues, risks, and opportunities; 2) to promote sustainability policies, innovation, and programmes to commit to the SDGs for the community and the environment; 3) to review and evaluate the progress of sustainability programmes; 4) to track sustainability performances and recommend strategies.

Externally, the Committee aims to share their experience on addressing SDGs in their business with other organisations, as well as to facilitate stakeholders and the industry to work collectively in building a greener community and environment.

Moreover, a CSR Department (Caring Group) was established to mainly coordinate community work to 1) demonstrate their CSR commitments, 2) monitor overall environmental performance and community impact, 3) encourage employees to



participate in social services, and 4) strengthen communication between the stakeholders and the public on corporate sustainability.

A Volunteer Team was established in 2006 to organise regular volunteering events to bring knowledge on nutrition to the community, to care for the health of the grassroots, and to take care of disadvantaged groups. Customers and suppliers were encouraged to participate together as well.

### 3.3 Workplace Culture

Targeting SDG 1 -- No Poverty, Meiriki Japan has implemented the “Meiriki Love on the Horizon” Programme (2017-2019) to offer job opportunities and training for underprivileged women (e.g. single parents) and disadvantaged groups (e.g. Comprehensive Social Security Assistance (CSSA) Scheme CSSA recipients and people with disabilities) and to equip them to be frontline health consultants. The programme assisted their applications for The Hong Kong Qualifications Framework (QF) Level 3 certificate courses, provided flexible working hours and locations, and offered free after-school child-care services at the office with staff volunteering as tutors.

For youth training (including residents and new arrivals from the mainland and ethnic minorities), Meiriki Japan has partnered with the Hong Kong Institute of Vocational Education (IVE) to offer internship opportunities. They have also collaborated with The Chinese University of Hong Kong (CUHK) to organise health-promotion design competitions, community events, and scholarship schemes. Career planning talks and sharing sessions were also hosted.

To address SDG 8 -- Decent Work and Economic Growth, several policies and measures were introduced to enhance employee welfare, including 10-day paternity leave, childcare services, travel allowance, and “NO-OT” policy to meet the needs of employees’ family members, allowing employees to immerse themselves in work during working hours.

The “Caring Angel” Ambassador Programme has been implemented to collect opinions from colleagues and promote CSR-related activities through intranet and newsletters. Outstanding employees in volunteering will also be recognised with awards in their company events.

Apart from the above programmes, Meiriki Japan also provides continuous employee training on various aspects, covering customer service, legal knowledge, and basic



pharmacology to ensure that each employee has equal opportunities for promotion and career development.

Lastly, Meiriki Japan supports programmes like the “Bless Hong Kong Campaign” organised by the Societal Engagement Task Force of the Commission on Poverty to encourage employment opportunities for ethnic minorities.

### 3.4 Customer-Supplier Relationships

To alleviate the living difficulties of elderlies in Hong Kong and improve their quality of life, Meiriki Japan provides medical and dietary support to them and working opportunities with on-the-job training for people who are aged 50 years or above.

Meiriki Japan has also participated in other community development projects, such as disseminating healthy diet information to low-income communities and providing free medical examination services to the public.

Related to SDG 3 -- Good Health and Well-being, Meiriki Japan has implemented the following sustainability initiatives:

Firstly, a team of registered pharmaceutical and nutritional professionals was formed to provide free online or in-person basic health care services and nutritional consultations before and after-sales. Face-to-face consultation allows customers to undergo thorough health care procedures such as body checks, exploration on health issues, and fitness examinations, which facilitate them to choose the right product and take the right dosage at the right time.<sup>6</sup>

Secondly, Meiriki Japan launched a green project called 「命力童綠體驗『營』」 (Green Experience Nutrition for Youth), where professional nutritionists provide consultations and promote low-carbon healthy eating among children, teenagers, the elderly, and other underprivileged groups.

Thirdly, Meiriki Japan has invited specialists to deliver public health talks on urban diseases so that the public could obtain accurate and reliable health information; all products followed stringent manufacturing practices in accordance with the Japanese “Good Manufacturing Practice” (GMP) standards to assure product quality and safety

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<sup>6</sup> Yahoo! (n.d.). 營商之道：日本命力 最得人心. Yahoo! Finance. <https://hk.finance.yahoo.com/news/%E7%87%9F%E5%95%86%E4%B9%8B%E9%81%93-%E6%97%A5%E6%9C%AC%E5%91%BD%E5%8A%9B-%E6%9C%80%E5%BE%97%E4%BA%BA%E5%BF%83-220000169.html>





and ensuring that all products have undergone university research and clinical trials prior to launching.

Concerning partnerships with academic institutions, Meiriki Japan co-organised the “Nutritionist trainee” and internship programmes with IVE and rewarded outstanding participants with scholarships. The “Loving cookies for the city (愛心曲奇營全城)”<sup>7</sup> event brought together more than 100 nutritionists and IVE students studying nutritional science to bake more than 13,000 high-fibre, low-salt healthy cookies and donating them to more than 6,000 grassroots elderly.

Besides providing scholarships to CUHK students, students from the Department of Food and Nutritional Sciences were led by professional dietitians in Meiriki Japan to visit more than 300 senior citizens to understand their health statuses and teach them brain-training exercises during the 2019 summer.

When searching for suppliers, environmental sustainability is one of Meiriki Japan’s procurement selection criteria. Suppliers who adhere to responsible and sustainable procurement principles will be given prioritised consideration. Additionally, to reduce the carbon footprint generated from the manufacturing process, Meiriki Japan has suggested their appointed manufacturers to adopt renewable energy technologies to reduce the reliance on fossil fuels.

As of December 2021, Meiriki Japan has set up 18 points to facilitate the collection of reusable bottles and packages from their customers, including the Meiriki Japan concept store in Times Square, flagship store in Tsim Sha Tsui, and Watson stores across the territory. They have also shared their sustainability achievement and promotion of green programmes on their website, social media platforms, and newsletters to engage their members and customers.

#### **4. Impacts of Sustainable Policies on Their Businesses**

##### **4.1 Improvement in sustainability and business performance**

Ever since Meiriki Japan started contributing to sustainability, they have achieved double-digit business growth. Employees in Meiriki Japan are loyal to the company - from 2018 to 2020, the turnover rate managed to stay at around 10%, and even lowered to 6% in 2020, which was lower than the entire retail industry by 10%. With some

<sup>7</sup> 唐婉琦 (2016) 。跨界合作創造雙重價值。晴報。

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employees staying for over a decade, it is undoubtedly evidence of a strong and united team.

Meiriki Japan has been recognised by numerous Sustainability/CSR-related awards, such as Caring Company by HKCSS, Hong Kong Outstanding Corporate Citizenship by Hong Kong Productivity Council<sup>8</sup>, HSBC Living Business Awards, Family-Friendly Employers Award Scheme, Hong Kong Awards for Environmental Excellence. A higher media exposure also rewarded the company with a better reputation and brand image.

#### **4.2 Impacts on society, the environment, and various stakeholders**

Meiriki Japan has been implementing numerous policies that reap positive environmental impacts. They have launched a series of products containing sustainable ingredients. Within that category, three products have used palm oil used certified by the Roundtable on Sustainable Palm Oil (RSPO), aiming to reduce the negative impacts of palm oil cultivation on the environment and communities. The Aloe Vera used in one of the products is under the regulation of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). Meiriki Japan has also used calcium derived from natural red seaweed in their products, which are harvested sustainably by ensuring that only fully calcified algae are harvested, and young algae are left to grow to full maturity.

With the collective effort of an increased number of collection points and promotional activities, the achievement of the Meiriki recycling programme is significantly noticeable. The weight of collected bottles and the number of packaging boxes collected in 2018/19 increased by 67.7% and 169.8% as compared to that in 2017/18.

By practising green procurement, approximately 25% of Meiriki Japan's products are packed with boxes made of FSC-certified paper and printed with Soy Ink as of November 2019. Around 20% of packaging boxes do not have plastic or wax coating to increase recyclability, and blister packaging used in the products are biodegradable.

Meiriki Japan has contributed to reducing carbon emissions. Through the idea of removing packaging boxes in their origins, the number of long-distance shipments from Japan and Sweden declined over 23% and 16% in 2018/19 as compared to that in 2017/18.

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<sup>8</sup> 42 Companies, Corporate Volunteer Teams, and Social Enterprises Recognised at "The 9th Hong Kong Outstanding Corporate Citizenship Awards". HKPC. Retrieved from: [https://www.hkpc.org/en/about-us/media-centre/press-releases/2018/9th-hkcorporatcitizenship?template=hkpc\\_text](https://www.hkpc.org/en/about-us/media-centre/press-releases/2018/9th-hkcorporatcitizenship?template=hkpc_text)



Meiriki Japan has also made an impact on its suppliers/manufacturers. In 2018/19, a manufacturer from Japan adopted the recommendation given by Meiriki Japan of installing photovoltaic (PV) panels in the factory to clean its production process. Based on the statistics provided by the manufacturer, in the second and third quarters of 2019, electricity consumption has been reduced by 10.5% and 10.9% respectively as compared to the same period of 2018.

As for the impacts on employees, 60% of Meiriki Japan's frontline health consultants passed the QF Level 3 certificate after being offered vocational training programmes.

Regarding their impact on the community, up to 2,000 individuals has benefitted from the company's sustainability programmes. The beneficiaries include underprivileged women, youth, the elderly, and NGOs such as The Boys' and Girls' Clubs Association of Hong Kong, Hong Kong Christian Service and Food Angels etc. In addition, a total of 5 restaurants signed the "BYOC" Charter to support the promotion of "plastic-free" culture as of November 2019. Numerous students have also gained work experience and learned how to give back to society through their internship programmes. As a result, Meiriki Japan has also received a number of external awards for community programmes.

## **5. Company's long-term sustainability goals**

Meiriki Japan aspires to expand its established network in the community to motivate more SME business partners along their supply chain to build their business sustainability capacities and fulfil their CSR. They also hope to transfer the concept and knowledge of its sustainability projects to businesses from different sectors and encourage them to follow, in order to drive long-term governmental policy change through demonstrating good sustainability conduct.

In the future, Meiriki Japan would expand the "BYOC" Charter to other communities and engage more restaurants for the joint promotion of sustainable consumption. They also hope to reform its products' formulation and eliminate the use of palm oil by 2023 to push forward the concept of "responsible consumption and production".



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CENTRE FOR CIVIL SOCIETY AND GOVERNANCE



Partnership for Sustainability  
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