

The 3rd HK2A ESG Marketing Excellence Award Sponsor Topic / Case

Company: Chow Tai Fook Jewellery Group

1. Proposed Topic / Case Title

“Next Producers Inheritance Challenge - Promoting Chinese Culture and Craftsmanship Worldwide: Leveraging Sustainability Strategies for Broader Impact”

2. Background / Brand Overview

Chow Tai Fook Jewellery Group is a Hong Kong Main Board listed company (Stock Code: 1929). The Group is widely recognized for its heritage, craftsmanship, and innovation, with a vision “to be the leading global jewellery brand and a trusted lifetime partner for every generation”. It operates multiple brands including Chow Tai Fook, Hearts On Fire, ENZO, and Monologue, and has built a reputation for authenticity, trust, and cultural heritage.

About Chow Tai Fook Jewellery Group:

<https://www.ctfjewellerygroup.com/en/Group/about-us/>

Since 2020, Chow Tai Fook Jewellery Group has launched the **“Next Producers Inheritance Challenge” series of competitions, an annual nationwide initiative designed to inspire university students, dedicated to the inheritance and innovation of Chinese traditional culture.** The competition is guided by 共青團深圳市委員會 and 深圳市青少年發展基金會, organised by 鄭家純青年發展專項基金 and Chow Tai Fook Jewellery Group.

It has been successfully held for four times, covering hundreds of universities nationwide and attracting thousands of young participants. Through the competition, young people conduct in-depth research, create, and promote Chinese traditional crafts, intangible cultural heritage, and Han cultural arts, thereby driving cultural innovation and youth development.

Reference:

<https://www.ctfjewellerygroup.com/en/Community/sponsorship/story5/>

3. Challenge or Key Issue to Address

After four successful editions, the ‘Next Producers Inheritance Challenge’ now faces the critical task of sustaining its influence and driving greater impact.

Below are some points for consideration:

- **From Preservation to Innovation**
- **Social Impact**
- **Embedding Sustainability**
- **Leveraging Digital and New Media**

4. Objective / Expected Outcome

- Cultivate young people's **appreciation of Chinese culture, innovation capability, and sense of social responsibility.**
- Promote **cultural inheritance, youth development, and the enhancement of social influence.**
- Demonstrate the Chow Tai Fook Jewellery's contribution in **Sustainability**, strengthening its brand image of **social impact and sustainable development**

5. Relevant ESG Focus Areas: Social

6. Additional Information / Reference Links

Background:

1st Edition (2020–2021):

Theme: Inheritance Challenge

- Scale: 58 universities, 80 works submitted
- Format: Teams collaborated with artisans to innovate and upgrade original craft works into branded products, completing visual design and prototypes. They then invited foreign friends to visit artisans, conduct interviews, produce videos, and promote on international platforms. Final presentations were showcased at the grand finale

2nd Edition (2021):

Theme: Chinese Traditional Craft Culture Inheritance Challenge

- Scale: 68 universities, 125 teams, 76 works collected
- Format: Teams identified Chinese cultural heritage items with commercial inheritance value but not widely known. Through research and field visits, they documented stories of inheritors, cultural value, and craft demonstrations in detailed writing and short videos. They explored commercial potential and promoted projects online. 20 teams were selected for final on-site presentations

3rd Edition (2023):

Theme: Intangible Cultural Heritage Market

- Cities: Guangzhou, Beijing, Suzhou, Xi'an
- Scale: Nearly 600 students from 150 universities nationwide, 100 teams participated
- Format: Teams selected traditional cultures representing ethnic or urban characteristics, or lesser-known regional traditions not yet listed as intangible cultural heritage. They conducted research and created videos, then showcased and performed at the final "Intangible Cultural Heritage Market."

4th Edition (2025):

Theme: Han Culture + Public Welfare

- Cities: Shanghai, Wuhan
- Status: Ongoing
- Format: Three competitions — Han Yun New Realm, Han Yun New Life, and Han Yun Local Sound. Participants create either: a painting, a 10–15-minute dance, musical, or stage play, or a children's song promoting Han culture.