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Subject: Embracing Sustainable Consumption for a Happy Life – A Tracking Study on Consumer Behaviour

History: ➔ This message has been forwarded.

17 June 2021

Hon Christopher CHEUNG Wah-fung, SBS, JP

Chairman

LEgCo Panel on Economic Development

Dear Hon Cheung,

Embracing Sustainable Consumption for a Happy Life

– A Tracking Study on Consumer Behaviour

The Consumer Council (“the Council”) today released the above-captioned study, updating the trend of consumer behaviour towards sustainable consumption (SC) and putting forward recommendations on government policies, business practices and consumer education directions with a view to promote SC in Hong Kong.

Along with the global population growth, over-consumption patterns have exacerbated the depletion of our planet’s resources, environmental pollution, and climate change. Hong Kong, being an international city, stands out as a big user of various kinds of resources, for instance, water resources and seafood consumption. Recent years have seen the increase efforts worldwide in promoting SC to minimise the use of natural resources, toxic materials and emissions of waste and pollutants while meeting human’s basic needs and improving quality of life. In order to keep up with the international pace of SC development, it is

essential for consumers, businesses and the Government to join forces to make Hong Kong a sustainable and liveable city in the foreseeable future.

With its vision on advocating SC, the Council published its first in-depth report on the subject in 2016. The report presented findings from a baseline survey conducted in 2015 (“baseline survey”) which revealed that consumers were fairly concerned and aware about the impact of their consumption behaviour on the environment, but did not always act consistently to reflect this concern. The baseline survey suggested that consumers had to be more determined and motivated themselves to change their behaviour.

Against this background, the Council has conducted a tracking study to evaluate the changes of consumers’ awareness and behaviour towards SC have had since the baseline survey; and review the latest development in local and selected jurisdictions with respect to SC policies and initiatives, aiming to provide insights in promoting SC in Hong Kong more effectively.

Subsequent to such a comprehensive review exercise, the Council puts forward, from the perspective of consumers, 9 recommendations for the consideration of all stakeholders concerned in addressing barriers experienced by consumers to drive behavioural change:

Drivers for Behavioural Change of Consumers

1. Nurture SC understanding and culture through public education and creation of support platform
2. Strengthen availability and choice of products and services with relevant incentives to encourage consumption
3. Rebuild recycling habit by convenient, stringent and transparent waste management system

Role and Responsibility of Businesses

4. Adopt sustainable principles along the value chain, from production to end-of-life disposal
5. Provide accurate information about the sustainability of products and services
6. Set measurable sustainability targets and roadmaps

Role and Responsibility of the Government

7. Promote research in advancing SC related pattern
8. Establish long-term and holistic policy to foster recycling and sustainable industry
9. Introduce legislation and enforcement measures to achieve specific SC goals

The electronic copy of the study report could be downloaded from the following link:

https://www.consumer.org.hk/ws_en/competition_issues/reports/20210617.html

The Council believes that with joint efforts of all stakeholders concerned, a SC culture will be fostered and SC will be realised for sustainable development of Hong Kong.

The Council would also like to take this opportunity to express our sincere gratitude to the funding support on this project by the Sustainable Development Fund.

Should you have any queries about the report, please feel free to contact me on [REDACTED]
or [REDACTED][@consumer.org.hk](mailto:[REDACTED]@consumer.org.hk).

Yours sincerely,

Vera TAM

Principal Planning and Trade Practices Officer

Consumer Council

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