

PROMOTING SUSTAINABLE CONSUMPTION

多管齊下

推動可持續消費

With the progressive implementation of waste reduction policies and environmental initiatives in recent years, the city's awareness of sustainable lifestyles has continued to grow. Consumers have also increasingly explored and embraced sustainable practices in their daily consumption choices. As global warming and climate change continue to intensify and bring about far-reaching consequences, promoting sustainable development has become a shared responsibility of society to ensure that the welfare of the earth and current generation, as well as future generations are not compromised.

Over the years, the Council has spared no effort in promoting sustainable consumption. Through a four-pronged strategy, the Council actively educates, facilitates and encourages consumers to make more informed and responsible choices, while fully supporting and complementing the Government's environmental initiatives to help make Hong Kong a more liveable city.

隨著減廢政策及環保措施近年相繼落實推行，社會各界對可持續生活方式的關注進一步加深，公眾亦逐步在日常消費中探索和實踐相關理念。面對日益加劇的全球暖化和氣候變化所帶來的長遠挑戰，推動可持續發展已成為社會共同責任，確保地球、現今世代，以至下一代的福祉不受影響。

在推動可持續消費上，本會多年來一直不遺餘力，透過四管齊下的策略，積極教育、促進和鼓勵消費者作出更審慎和負責任的選擇，全力支持和配合政府推動的環保倡議，令香港成為更宜居的城市。



The Council's 4-pronged strategy 消委會推動可持續消費的四線策略

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| 1 ▶ Product testing, studies and surveys embedded with sustainability elements and published in CHOICE Magazine | ▶ 於 產品測試、研究和調查 中加入可持續發展的元素，並將結果刊載於《選擇》月刊 |
| 2 ▶ Periodic surveys to study consumer behaviours on sustainable consumption | ▶ 定期調查 研究消費者可持續消費行為 |
| 3 ▶ Consumer education programmes to cultivate consumer awareness | ▶ 舉辦 消費者教育計劃 ，培育大眾對可持續消費的關注 |
| 4 ▶ Advocacy via Government and industry consultations on sustainability regulations and policies | ▶ 回應政府及業界諮詢， 倡議 環保法規及政策 |

Product Comparative Tests on Appliances and Emerging Consumer Goods

The Council has consistently incorporated sustainability elements into its comparative product tests, the results of which serve as important indicators for selecting more eco-friendly and energy-efficient goods that benefit both the environment and consumers' pockets. As energy-saving and emerging products become increasingly prevalent in the market, the Council continues to provide timely practical information and purchasing advice through testing and research, encouraging consumers to put sustainable consumption into practice in their daily lives.

27%

2025-26

Testing and research embedded with sustainability elements

年內揉合可持續元素的測試和研究項目

Split-type Air Conditioners

To maintain a stable room temperature throughout the seasons, more air conditioners are equipped with both cooling and heating functions. The Council tested 12 models of "2 horsepower" inverter split-type air conditioners, 5 of which were reverse cycle air conditioners (RCAC). Although all had Grade 1 energy labels for both cooling and heating, the test results revealed that the actual energy efficiency varied considerably.

Based on the Cooling Seasonal Performance Factor (CSPF), the model with the highest cooling energy efficiency saved 27.4% more energy annually than the least energy-efficient model in the same group. In terms of heating, upon comparing the Heating Seasonal Performance Factor (HSPF) among the 5 RCACs, the model with the highest HSPF was found to save 10% more energy than the one with the lowest HSPF. In addition, the cooling capacity or heating capacity of 4 models did not meet their claimed levels, though still within the tolerance range allowed under the Mandatory Energy Efficiency Labelling Scheme. The Council anticipates manufacturers to strengthen quality control and recommended the Electrical and Mechanical Services Department to review current energy label grading standards, which could motivate the industry to enhance the energy efficiency of their products and introduce more energy-saving options to help consumers achieve sustainable consumption.

家庭電器及消費品的比較測試

本會一直在產品比較測試中加入可持續元素，讓消費者參考相關測試結果，以選購更環保、具能源效益的產品，在減少環境影響的同時，亦有助節省長遠使用成本。隨著市場上節能及新興產品愈趨普及，本會透過測試及研究，適時提供實用資訊和選購貼士，鼓勵消費者在日常生活中實踐可持續消費。

分體式冷氣機

一年四季要保持穩定室溫，愈來愈多冷氣機同時具備製冷及供暖功能。本會測試了 12 款「兩匹」變頻式分體冷氣機，當中 5 款樣本為冷暖空調機，全部製冷及供暖能源效益級別均標示為 1 級，惟測試發現樣本間的能源效率頗為參差。

以製冷季節性表現系數計算，同組別的樣本中，製冷能源效率最高者較最低者全年省電達 27.4%。供暖方面，5 款冷暖空調機樣本間的供暖季節性表現系數，最高者比最低者亦省電 10%。此外，有 4 款樣本的製冷量或供暖量未達所聲稱水平，但仍在強制性能源效益標籤計劃容許的公差範圍內。本會期望廠商加強品質監控，並建議機電工程署檢視現行能源標籤評級標準，鼓勵業界提升產品能效水平，推出更多更節能的產品，協助消費者實踐可持續消費。





Air Fresheners

Air fresheners are commonly used to improve indoor air quality by creating a fresh scent or masking unpleasant odours. However, they may contain volatile organic compounds (VOC) and fragrance allergens which may cause skin allergies and respiratory irritation. They may also worsen air quality by contributing to pollutants such as ozone and smog.

The Council tested 18 air fresheners and found various types and levels of fragrance allergens in all samples. 14 models contained 1 or more fragrance allergens exceeding 0.01%, yet these substances were either not labelled or only partially labelled, which was non-compliant with the requirement of US California Cleaning Product Right to Know Act. Moreover, 2 models were detected with VOC content exceeding the maximum limit under the Air Pollution Control (Volatile Organic Compounds) Regulation in Hong Kong.

The Council reminded consumers, particularly households with children and individuals with sensitive skin or respiratory conditions, to use such products with caution. Meanwhile, manufacturers were urged to proactively improve product formulations and enhance ingredient transparency to safeguard public health and minimise environmental impact.

空氣清新劑

空氣清新劑常用於改善室內氣味，營造清新或除臭效果。然而，這類產品可能含有揮發性有機化合物（VOC）及香料致敏物，或會引致皮膚過敏、呼吸道刺激等健康問題，亦可能影響空氣質素，造成臭氧及煙霧等污染。

本會測試了 18 款空氣清新劑，全部樣本均檢出不同種類和濃度的香料致敏物質，其中 14 款檢出 1 種或以上含量超出 0.01% 的香料致敏物質，惟產品沒有標示或只標示部分物質，未能符合美國加州《清潔產品知情權法案》的要求。另有 2 款樣本檢出的 VOC 含量超出本港《空氣污染管制（揮發性有機化合物）規例》所訂的上限。

本會提醒，家中有小朋友、皮膚或呼吸道敏感人士應慎用相關產品，同時亦促請生產商積極改善產品配方及提高成分透明度，以保障大眾健康，並減低對環境的影響。



Surveys and Studies on Environmental Services and Issues

During the year, the Council conducted market surveys and feature studies to examine emerging topics related to green living and sustainable consumption, including the development of soon-to-expire food retail, and the environmental impact of fast fashion. These initiatives aimed to help consumers make informed choices when pursuing sustainable lifestyles, while also encouraging the industry to improve practices, paving the way for promoting a more sustainable consumption environment.

Survey on Soon-to-Expire Food

With food wise culture and environmental awareness on the rise, soon-to-expire food has become increasingly prevalent in Hong Kong's retail market, offering consumers a cost-saving and more sustainable choice. During the year, the Council conducted a survey on soon-to-expire food, covering 3 major supermarket chains and 2 specialty retail chains. The survey found that soon-to-expire food products come in a wide variety, with snacks and dry goods being particularly popular. Prices were generally lower than those of regular items, with discounts ranging from around 5% to over 80%.

However, discrepancies were found between the expiry information displayed on some price labels and that on the product packaging, which could mislead consumers about the actual condition of the products. In addition, major supermarkets often sell these items as part of general clearance sales, without clear definition or central display, making it more difficult for consumers to identify them. The Council recommended the trade to improve the definition and accuracy of labelling for soon-to-expire food to facilitate informed consumer choices.

Sustainable Fashion

The rise of cross-border online shopping and fast fashion has accelerated the cycle of rapid production and disposal of clothing, placing a heavy burden on the environment. In 2024, global textile waste reached 120 million tonnes, while in Hong Kong alone, approximately 400 tonnes of textiles were sent to landfills daily. The Council published a feature article in the March 2026 issue of CHOICE Magazine examining the environmental impact of fast fashion consumption patterns, with the aim of raising consumer awareness of the concept of "sustainable fashion".

The article introduced the global push towards sustainable fashion as a response to environmental challenges, emphasising product durability, repairability and recyclability. For instance, the European Union has taken the lead in legislating the Ecodesign for Sustainable Products Regulation and introducing the Digital Product Passport, with the goal of transforming the traditional "take-make-dispose" model into a circular economy based on "reduce, reuse, recycle".

The Council advised consumers to adopt more rational consumption practices by paying attention to the durability of garments and, where possible, choosing higher-quality materials when purchasing clothing. At the same time, extending the lifespan of garments through repair, donation or participation in community recycling programmes is encouraged. Furthermore, the Government and industry may draw on international experience to enhance supply chain transparency and improve recycling infrastructure, working together to support Hong Kong's transition towards a more sustainable fashion ecosystem.

就環保服務和議題發表的調查及研究

本會於年內透過市場調查及專題研究，檢視與實踐綠色生活及可持續消費相關的新興題材，包括臨期食品市場的發展情況，以及快時尚消費模式對環境的影響，藉此協助消費者在生活中實踐可持續消費時作出知情選擇，同時促進業界優化安排，為推動更可持續的消費環境提供可靠基礎。

臨期食品調查

隨着惜食文化及環保意識提升，臨期食品在本港零售市場日漸普及，成為消費者節省開支及實踐可持續生活的選擇。本會於年內進行臨期食品市場調查，涵蓋 3 間大型連鎖超市及 2 間連鎖式臨期貨品店，發現臨期食品種類多元，以零食及乾貨較受歡迎，而售價普遍較一般貨品低，折扣幅度約介乎 5% 至超過 80%。

然而，部分商戶的價格標籤上的食用日期，與產品包裝上標示的保質期並不一致，容易令消費者誤解貨品的實際狀況。此外，大型超市多以清貨形式處理臨期食品，但未必明確界定或集中陳列，削弱消費者辨識相關產品的便利程度。本會建議業界加強臨期食品的界定及標示準確性，以協助消費者作出知情選擇。

可持續時尚

跨境網購與快時尚盛行，加速了衣物「高速生產與高速棄置」的循環，為環境帶來沉重的負擔。2024 年全球紡織廢料達 1.2 億噸，香港每天亦有約 400 公噸紡織品被送往堆填區。本會於 2026 年 3 月在《選擇》月刊發表專題文章，探討快時尚消費模式對環境造成的影響，喚起消費者對「可持續時尚」理念的認知。

文章介紹國際間為應對環境負擔而推動的「可持續時尚」，強調產品的耐用性、可修補性及可回收性，例如歐盟已率先立法推行《可持續產品環保設計規例》及《數位產品護照》，務求將傳統「取用、製造、丟棄」模式轉化為「減廢、再用、回收」的循環經濟理念。

本會建議消費者應理性消費，購入衣物時注意其耐用程度，並儘量挑選材質較佳的服飾；同時透過修補、轉贈或參與社區回收計劃延長衣物壽命。此外，政府與業界可參考國際經驗，提高供應鏈透明度並完善回收基建，共同推動香港邁向時尚永續化。



Advocating Eco-consciousness via Public Consultations Update of the Hong Kong Biodiversity Strategy and Action Plan

During the year, the Council responded to the Agriculture, Fisheries and Conservation Department's consultation on updating the Hong Kong Biodiversity Strategy and Action Plan (BSAP). The Council welcomed the Government's initiative to further promote biodiversity conservation and sustainable development in Hong Kong through the updated BSAP. The Council recommended a range of measures to empower consumers to make informed and biodiversity-friendly choices, including:

- adopting biodiversity conservation criteria in eco-labelling schemes;
- measuring biodiversity footprints of consumer products;
- enhancing consumer access to biodiversity-friendly products;
- addressing biodiversity impacts of imported goods;
- combating greenwashing claims;
- enhancing corporate Environmental, Social and Governance (ESG) disclosures relating to biodiversity; and
- promoting wildlife gardening in communities.

To further strengthen regional and international collaboration, the Council also recommended that the Government consider addressing differences in regulatory standards across jurisdictions, enhancing the monitoring of wildlife trading, and promoting well-managed eco-tourism, so as to raise public awareness while avoiding unnecessary impact on ecosystems.

透過回應公眾諮詢提倡環保意識 更新香港《生物多樣性策略及行動計劃》

年內，本會回應漁農自然護理署就更新香港《生物多樣性策略及行動計劃》進行的諮詢，歡迎當局透過更新行動計劃，進一步推動本港的生物多樣性保育及可持續發展。本會建議透過多項措施，讓消費者作出知情及有利生物多樣性的選擇，包括：

- 在環保標籤制度中加入關於生物多樣性保育的準則；
- 量度消費產品的生物多樣性足跡；
- 提升消費者接觸生物多樣性友善產品的機會；
- 正視進口貨品對生物多樣性的影響；
- 打擊漂綠聲稱；
- 改善企業在生物多樣性相關的環境、社會及管治披露；及
- 在社區推動野生動物園藝。

為進一步加強區內及國際層面的合作，本會亦建議當局考慮應對不同司法管轄區之間的監管標準差異、加強對野生動物貿易的監察，以及推動妥善管理的生態旅遊，使其在提高公眾認知的同時，避免對生態系統造成不必要的影響。

Public Education on Sustainable Consumption

To enhance awareness of sustainable consumption (SC) among different audiences, the Council systematically incorporated SC elements into various public education initiatives targeting primary and secondary school students, as well as senior citizens, helping participants cultivate concepts of rational consumption and green living.

A number of community talks and workshops were also organised on topics related to SC, encouraging the public to make more environmentally responsible and informed SC choices in daily life. Meanwhile, the Council has actively collaborated with stakeholders to enrich the said programmes through thematic seminars, guided tours, and visits to recycling facilities, thereby deepening and extending SC education within the community.

可持續消費的公眾教育

為提升不同受眾對可持續消費理念的認知，本會以中小學生及銀髮族為對象的多項公眾教育活動中，均有系統地加入可持續消費元素，協助參加者建立理性消費和綠色生活的觀念。

本會亦舉辦多場社區講座及工作坊，探討與可持續消費相關的課題，鼓勵公眾在日常生活中作出更負責任和可持續的消費選擇。本會同時致力與不同持份者協作，透過專題講座、導賞團、參觀回收設施等活動，持續豐富上述教育計劃內容，共同推展可持續消費教育在社區層面的深化與延展。

Details of the programmes are covered in the chapter “Empowering Target Segments Through Education” (p.66).

有關計劃內容，請瀏覽本年報「教育賦能 提升目標群自我保護能力」（第 66 頁）一節。

