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Environment and Conservation Fund

Study on Tracking Sustainable Consumption to Achieve Carbon Neutrality Attitudes and Behaviours in Hong Kong

Press Conference: 22 October 2026



Sustainable Consumption (SC) Definition and The Council's Tracking Studies

Definition of sustainable consumption and production according to The United Nations

The use of services and related products, which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of future generations.



- First of its kind in Hong Kong
- Uniquely designed to track consumers' awareness and behaviour



2016

"Sustainable Consumption for a Better Future"
— **Aware but inadequate actions**



2021

"Embracing Sustainable Consumption for a Happy Life"
— **Marginal behavioural improvement but downward trend in certain recycling behaviours**

2026

The current study

Study Objectives

1

Collect information on consumers' awareness, attitudes, behaviours and readiness towards SC

2

Review changes in the above areas since the Baseline Survey

3

Identify key drivers and hurdles for different segments of consumers to pursue SC behaviours

4

Formulate recommendations on government policies, business practices and consumer education direction to promote SC at consumer and business levels

5

Encourage stakeholder discussions and collaboration to educate consumers to adopt SC practices

Methodology

Consumer Research (Oct – Nov 2025)

- **Consumer Survey:**
n=1,007 respondents; face-to-face interviews via street intercept interviews
- **Focus Group:**
n=30 participants; 6 face-to-face focus group discussion sessions with 5 respondents per group

Desktop Research

- Reviewed major SC trends, as well as policies and initiatives in the global arena
- Reviewed Hong Kong's policies and initiatives relating to SC
- Reviewed policies and initiatives relating to SC in selected jurisdictions

Trader Research (Apr – May 2026)

Collected information about procurement and sales strategies of sizeable local supermarket and personal care chains for products with SC claims

- n=7[#]

Post-Study Stakeholder Engagement

Sought views from key stakeholders:

- (i) Government/public bodies/utility companies
- (ii) trade associations from commerce, supplies, electronic appliances, eateries, property management
- (iii) sizeable business groups
- (iv) green groups/non-profit organisations
- (v) post-secondary academic institutions



Sustainable Consumption Trend



Major Policies in Hong Kong between 2021-2025



Clean Air Plan for Hong Kong 2035

To lead Hong Kong to become a liveable city with air quality on par with major international cities by 2035 and to fully meet the ultimate targets under the Air Quality Guidelines of the World Health Organization.

Oct
2021



The Blueprint for the Sustainable Development of Agriculture and Fisheries

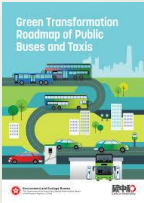
To promote the sustainable development of the local agriculture and fisheries industries and enhance the quantity, quality and value of local agricultural and fisheries products.

June
2024

Sustainable Finance Action Agenda

To further consolidate Hong Kong's position as the sustainable finance hub in the region and support the sustainable development of Asia and beyond.

Oct
2024

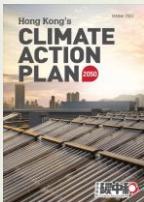


Green Transformation Roadmap of Public Buses and Taxis

To lead the green transformation of public buses and taxis in the most cost-effective manner step by step, and to achieve zero vehicular emissions and attain carbon neutrality before 2050.

Dec
2025

June
2021



Hong Kong's Climate Action Plan 2050

To outline the four major decarbonisation strategies that would lead Hong Kong towards the goal of carbon neutrality before 2050.

Dec
2023



The Strategy of Hydrogen Development in Hong Kong

To set out the four major strategies that would enable Hong Kong to grasp the opportunities arising from the future development of hydrogen energy production and application technologies when time is right, expediting the low-carbon transformation in Hong Kong.

Nov
2024



Action Plan on Green Maritime Fuel Bunkering

To promote the development of Hong Kong into a high-quality green maritime fuel bunkering centre.

Dec
2024



Hong Kong Biodiversity Strategy and Action Plan 2035

To outline the strategies and prioritise actions that Hong Kong will adopt over the next decade to conserve biodiversity and support sustainable development.

Policy Directions from the First Five-Year Plan and 2026 Policy Address

01 Accelerating the Low-Carbon Transition

- Increase the share of zero-carbon electricity from around 25% to 60-70% by 2035, while phasing out coal-fired electricity generation and improving energy security and price stability.
- Strengthen energy efficiency standards and promote green retrofits, targeting a 30-40% reduction in commercial building electricity consumption and 20-30% reduction in residential buildings by 2050.

03 Strengthening the Circular Economy

- Pursue the goal of "Zero Landfill" by 2035, expand waste-to-energy facilities, and promote waste-to-resource transformation.
- Expand Producer Responsibility Schemes and develop high-value recycling industries to encourage resource efficiency and reduce dependence on virgin materials.

02 Promoting Sustainable Mobility

- Continue expanding EV adoption and charging infrastructure, with over 180,000 EVs currently in use and EVs accounting for more than 70% of newly registered private cars.
- Advance vehicle electrification, hydrogen applications, and smart green mass transit systems to facilitate lower-carbon travel choices.

04 Enhancing Recycling Convenience and Participation

- Upgrade GREEN@COMMUNITY facilities into 24-hour smart recycling centers and expand smart recycling bins from about 140 to 3,000 starting in mid-2027.
- Increase food-waste recycling capacity, with food-waste collection rising from 130 tonnes/day in 2021 to 400 tonnes/day in 2026, alongside wider deployment of food-waste recycling bins.

Source:

The First Five-Year Plan (2026-2030), Chapter 25 "Build a Green and Liveable City", paras. 5.62-5.65; Chief Executive's 2026 Policy Address, Section (K) "Build a Green and Liveable City", paras. 401-412

Global Trend and Local Development in Sustainable Consumption

I. Carbon Neutrality & Energy Conservation

1. Carbon neutrality/ net-zero commitments by 2050-2060	
2. Transition to renewable/ new energy	
3. Green transport & electric vehicles (EV)	
4. Green buildings	

II. Product Design & Information

1. Circular Economy	
2. Product Information	
3. Sustainable Packaging	

III. Waste Management

1. Zero Waste	
2. Control on Single-Use Plastics	
3. Food Waste Prevention	

Carbon Neutrality & Energy Conservation – Local Policy Direction



iPark

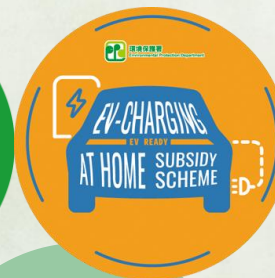
- iPark: waste-to-energy facility
- Landfill gas utilisation
- Energy efficiency registration scheme for buildings

New Energy

Green Building

Policy Framework (Examples)

- Hong Kong's Climate Action Plan 2050 (2021)
- Hong Kong Roadmap on Popularisation of Electric Vehicles (2021)
- The Strategy of Hydrogen Development in Hong Kong (2024)
- Green Transformation Roadmap of Public Buses and Taxis (2024)
- Buildings Energy Efficiency (Amendment) Ordinance 2025
- Hong Kong Roadmap on Popularisation of Electric Vehicles (updated version) (2026)



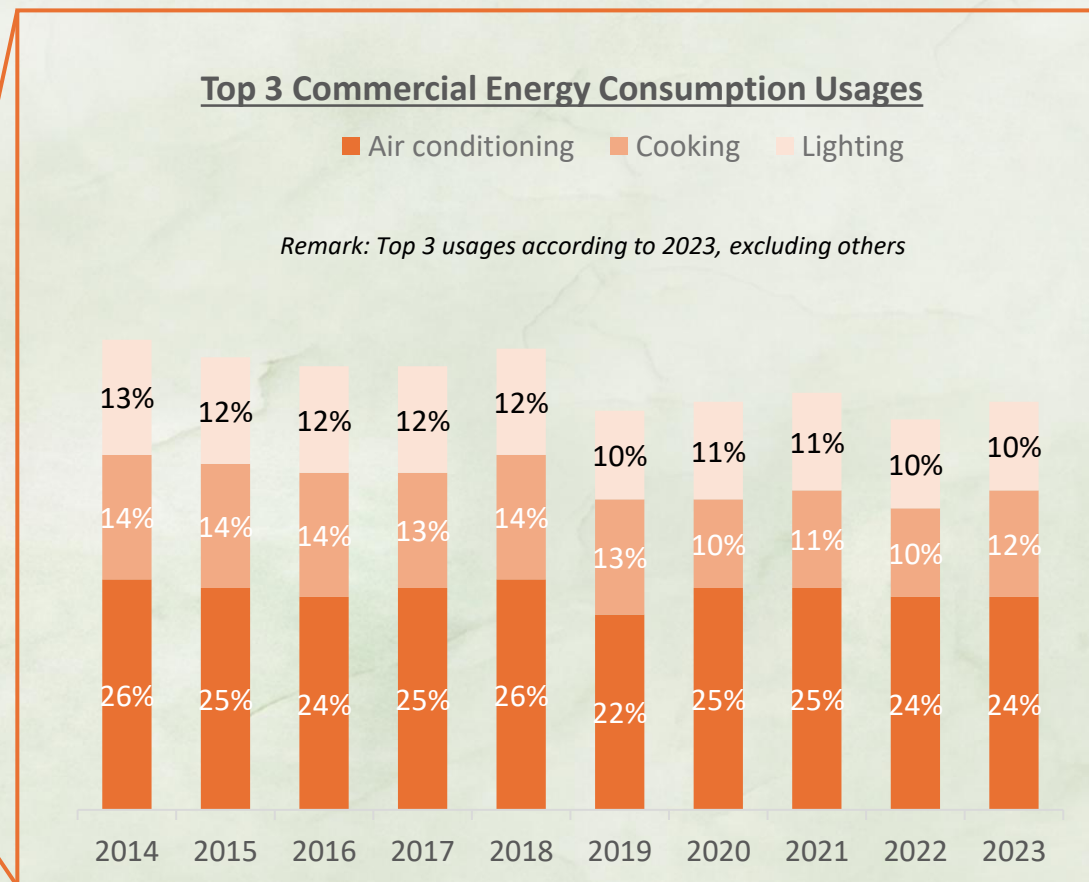
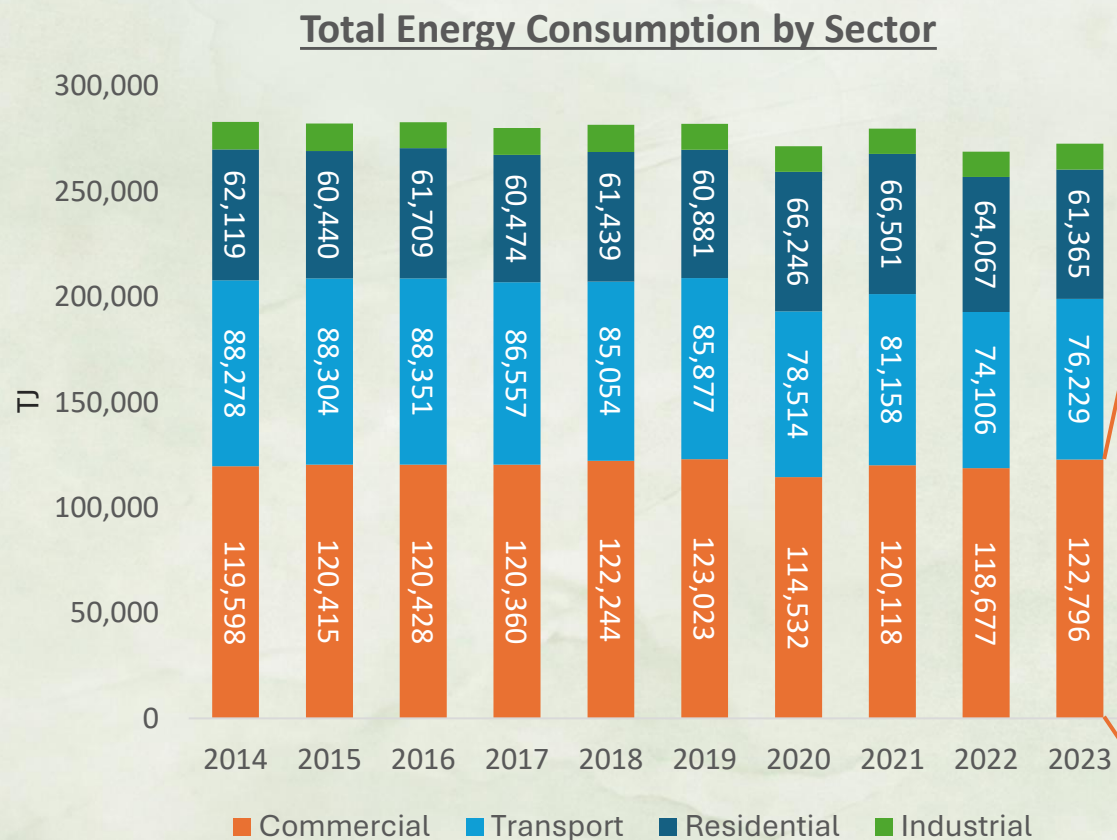
Green Transport

Green Finance

- EV-charging at Home Subsidy Scheme
- Fast Charger Incentive Scheme
- New Energy Transport Fund
- Pilot Scheme for Electric Public Light Buses
- Green and sustainable finance grant scheme
- Green and sustainable fintech proof-of-concept funding support scheme

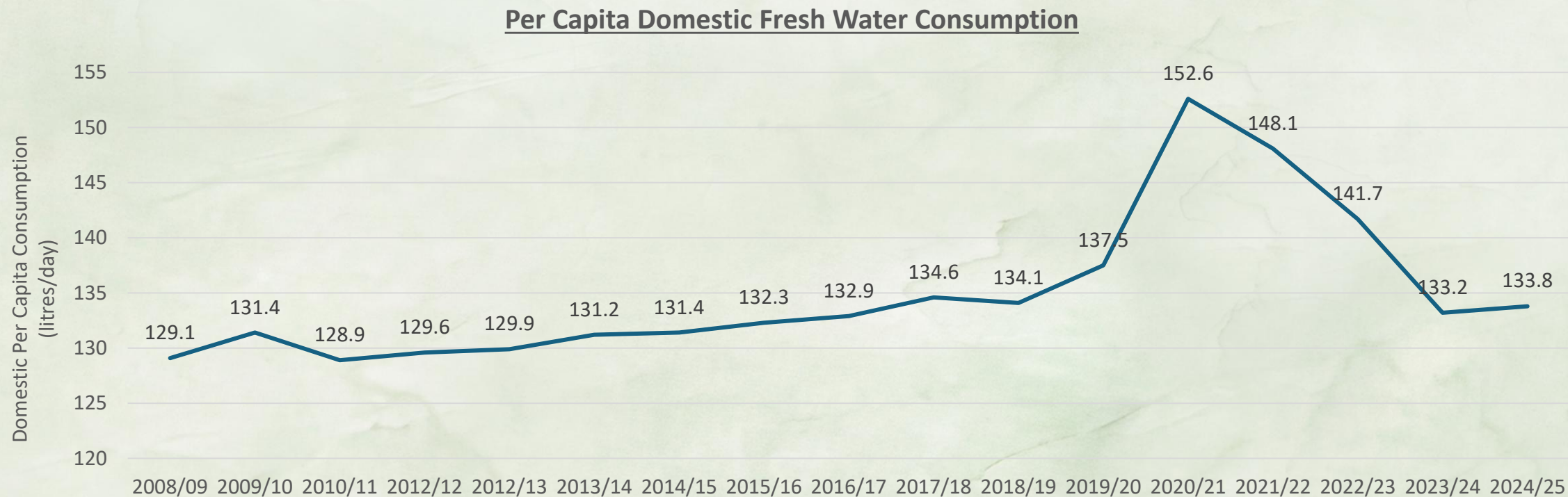
Photo source: Environmental Protection Department (EPD)

Energy Consumption in Hong Kong by Sector



Source: Electrical and Mechanical Services Department (EMSD)

Stable Domestic Water Consumption in Hong Kong



Source: Water Supplies Department (WSD)



Product Design & Information – Local Policy Direction

Voluntary Scheme for Phasing Out Personal Care and Cosmetic Products Containing Microbeads (2021)



Photo source: EPD

Expansion of Mandatory Energy Efficiency Labelling Scheme (MEELS) (2024)

- LED lamps
- Gas cookers
- Gas instantaneous water heaters

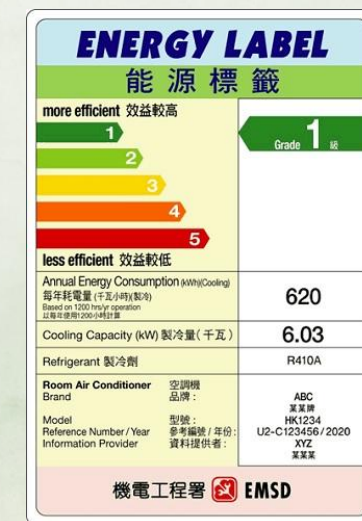


Photo source: EMSD

Packaging Reduction Charter (2025)

- Encourage businesses to commit to sustainable packaging practices and reduce packaging waste.



Photo source: EPD



Inadequate Warranty Services for Electrical/Electronic Products

Findings from the Council's surveys

CHOICE #595 issue (May 2026)

Inverter split-type air conditioner warranty:

- 1-3 years warranty for all 13 samples
- Nearly half (6/13) provide 1-year warranty
- 2 samples offer no warranty extension plan



CHOICE #569 issue (March 2024)

Mobile phone warranty:

- All 9 samples offer only 1-year warranty
- 4 samples have no warranty extension plan

Earbud warranty:

- 1-3 years warranty for all 11 samples
- Majority (8/11) offer 1-year warranty only
- Only 1 sample provides a warranty extension plan



Waste Management – Local Policy Direction



General Waste

Policy Framework (Examples)

- Enhanced Plastic Shopping Bag Charging Scheme (2022)
- Product Eco-responsibility (Amendment) Bill 2023
- Producer Responsibility Scheme on Glass Beverage Containers (2023)
- Enhanced Producer Responsibility Scheme on Waste Electrical and Electronic Equipment (2024)
- Promotion of Recycling and Proper Disposal of Products (Miscellaneous Amendments) Bill 2025
- The Five-Year Waste Reduction and Recycling Plan (starting in 2026-27)



- Expansion of GREEN@COMMUNITY network
- Waste Reduction and Recycling Charter (2024)
- Packaging Reduction Charter (2025)
- Self-pickup Store On-site Recycling Project (2026)



Food Waste

- Trial Scheme on Food Waste Collection in Public Rental Housing Estates (2022)
- Pilot Scheme on Food Waste Smart Recycling Bins in Private Housing Estates (2023)
- Food Waste Recycling Trial Scheme for Street-level Shops (2026)



Plastic Waste

- “Bring Your Own Containers (BYOC) Eateries” Scheme (2023)
- Ban on Single-Use Plastic Items (2024)



Expansion in Recycling Facilities in Hong Kong

Green@Community			
	2021	2024	2025#
Recycling Stations	11	12	12
Recycling Stores	22	82	82
Recycling Spots	>100	~380	~590
Visitors	*3.8 millions	12.9 millions	15.7 millions
Recyclables collected	14,400 tonnes	42,100 tonnes	47,500 tonnes

*3.8 million visitors refer to Recycling Stations and Recycling Stores only.
2025 are preliminary figures

Kerbside Recycling Bin		
	2020	2025
No. of bins	1,800	820

Smart Food Waste Recycling Programme (Public and Private Housing Estates)			
	2022	2024	2025
No. of bins	48	1,217	1,553



Recycling Stations



Recycling Stores



Recycling Spots



More than 140 sets of smart recycling bins in the city (residential premises, shopping malls, government venues, universities & hotels, etc.)



Source: Hong Kong Waste Reduction Website
Photo source: Hong Kong Waste Reduction Website, EEB website

Increasing Online Shopping in Hong Kong



Remarks:

- Source: Census and Statistics Department
- Measure the sales receipts of local retail companies, excluding spending outside Hong Kong by Hong Kong residents and services such as catering, financial services and entertainment etc.

E-Commerce Packaging Initiatives in Chinese Mainland and Hong Kong

Chinese Mainland

With effect from 1 July 2026, the “Requirements of restricting excessive packaging in express delivery” (限制快遞過度包裝要求) set clear standards on the packaging layers to be a maximum of 2 and 4 for non-fragile and fragile items respectively.

Hong Kong

EPD launched the “**Practical Guides on Packaging Reduction and Management for E-commerce Sector**” in May 2022 to provide practical tips to tackle excessive packaging waste.



Photo source: AI-generated images.

Consumer Research



2025 Sustainable Consumption Index (SCI)*:

Awareness and Attitude

Product Information



Concerned about...

Product lifespan
Cruelty to animals
Excessive packaging etc.

Energy Conservation



Agree with ...

Energy conservation at home is beneficial to the environment
Energy conservation at home is easy to achieve
Give priority to purchasing energy-saving / LED bulbs

Waste Separation



Agree with ...

Waste separation at home is beneficial to the environment
Waste separation at home is easy to achieve

Behaviour and Readiness

Purchasing Behaviour



Agree with buying...

Appliances with Grade 1 Energy Label
Water-efficient products
Organic food etc.

Conservation Behaviour



Carry out...

Reduce use of air conditioners
Turn off electrical appliances when not in use
Save water at home etc.

Recycling Behaviour



Recycling frequency of...

Food waste
Glass
Paper etc.

Motivation



Willingness to...

Pay extra for SC products
Purchase products / services from company that embrace environmental protection

Support



Willing to commit more if...

Government commits more
Retailers commit more
in line with my lifestyle etc.

*The SCI is constructed to combine responses from individual respondents of the consumer survey into a set of figures that can be tracked over time.

2025 Sustainable Consumption Index (SCI)*:

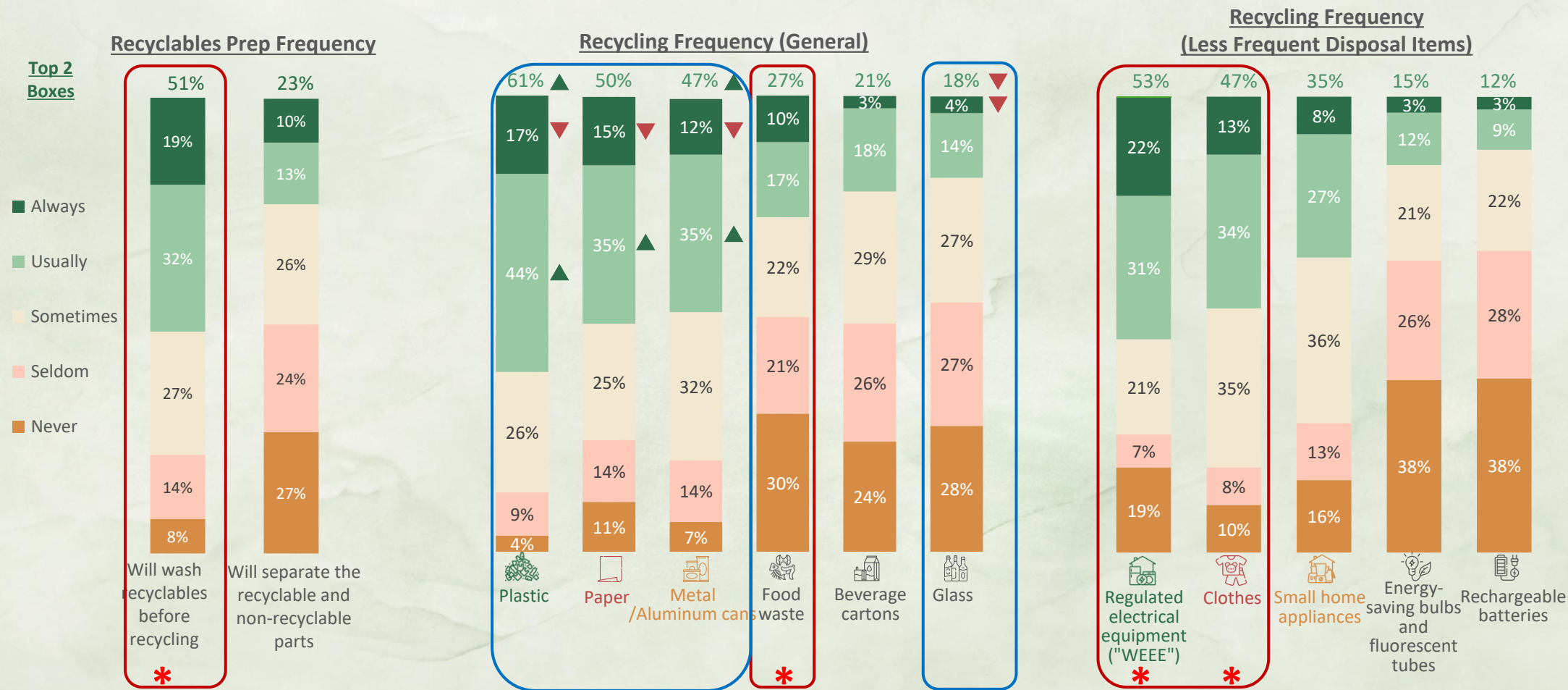
Energy Conservation leads Awareness, while Recycling Behaviour remains a key challenge



*The SCI is constructed to combine responses from individual respondents of the consumer survey into a set of figures that can be tracked over time.

Higher Recycling for Plastic and Metal; Lower for Glass and Paper

- Food waste and recyclables/ non-recyclable separation were new recycling practices measured with weak frequency.



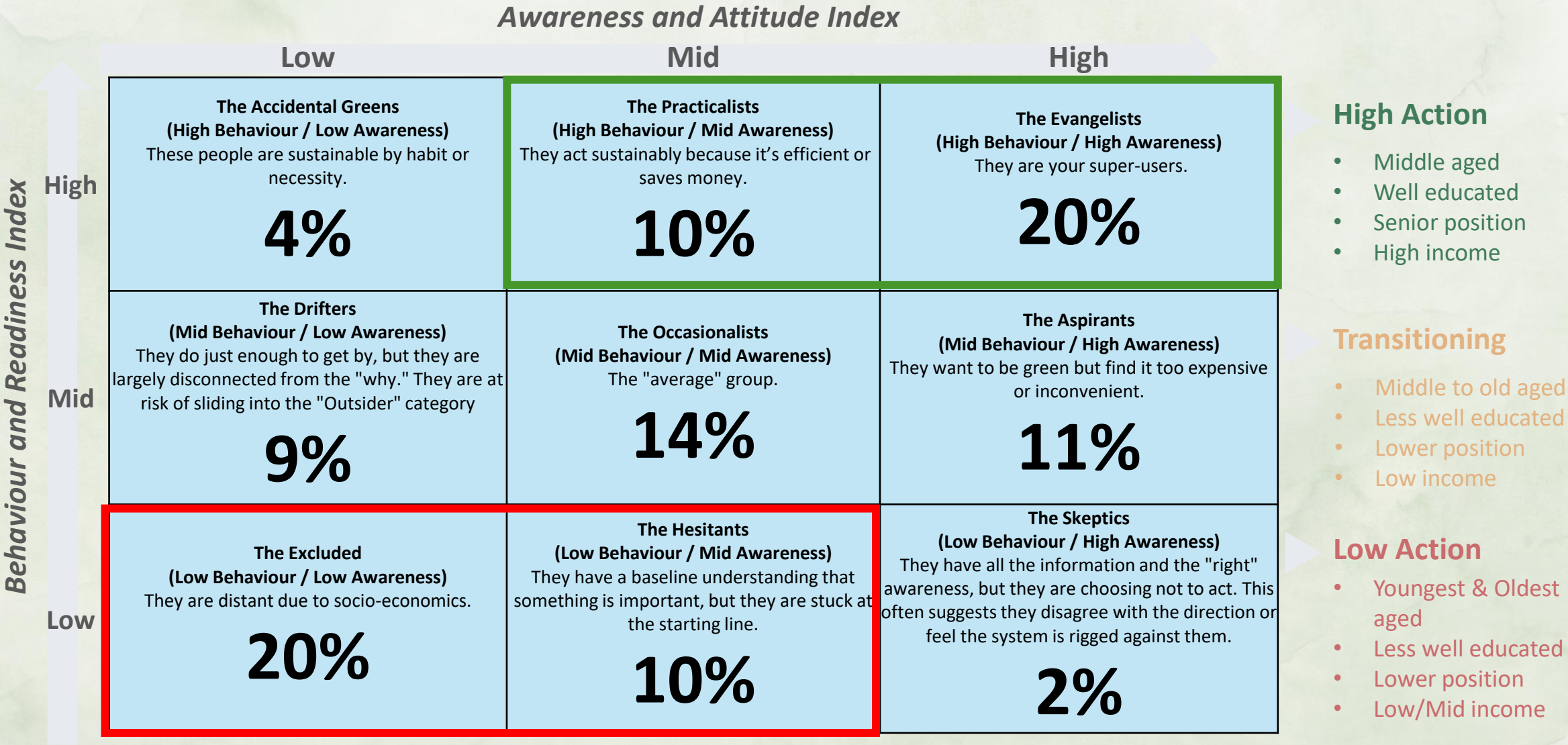
*: New recycling behaviour measured in 2025 SCI

Source: Sustainable Consumption Behaviour Study, All respondents (N=1007)

Note: Ranked in descending order according to the Top 2 box scores

▲ Increase / ▼ Decrease significantly against the last wave at 95% confidence level

Matrix of Awareness & Attitude vs Behaviour & Readiness

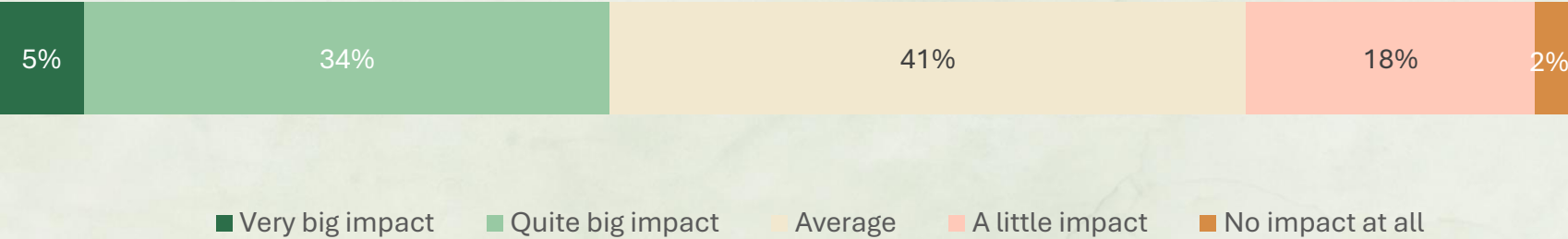
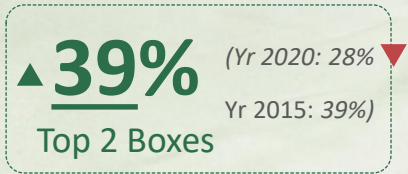


*PMEB = Professionals, Managers, Executives and Businesspeople

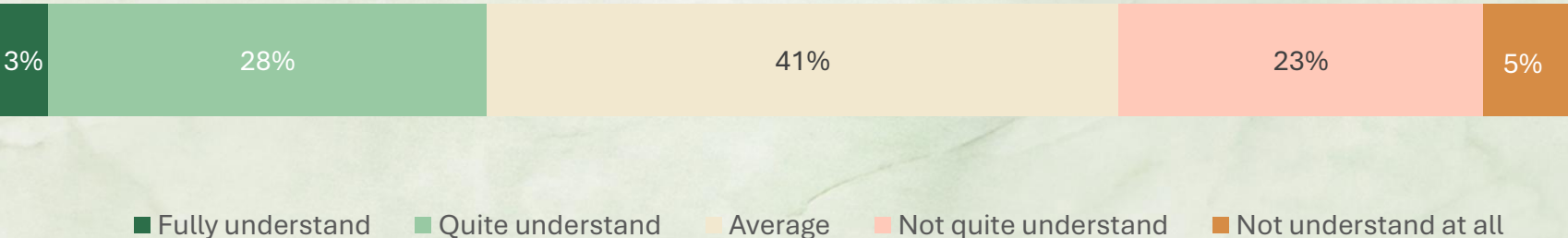
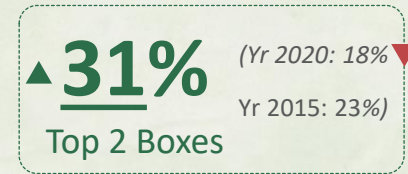
Increased Sustainable Consumption Awareness and Understanding



Consumption Impact
on Environment



Sustainable Consumption
Understanding

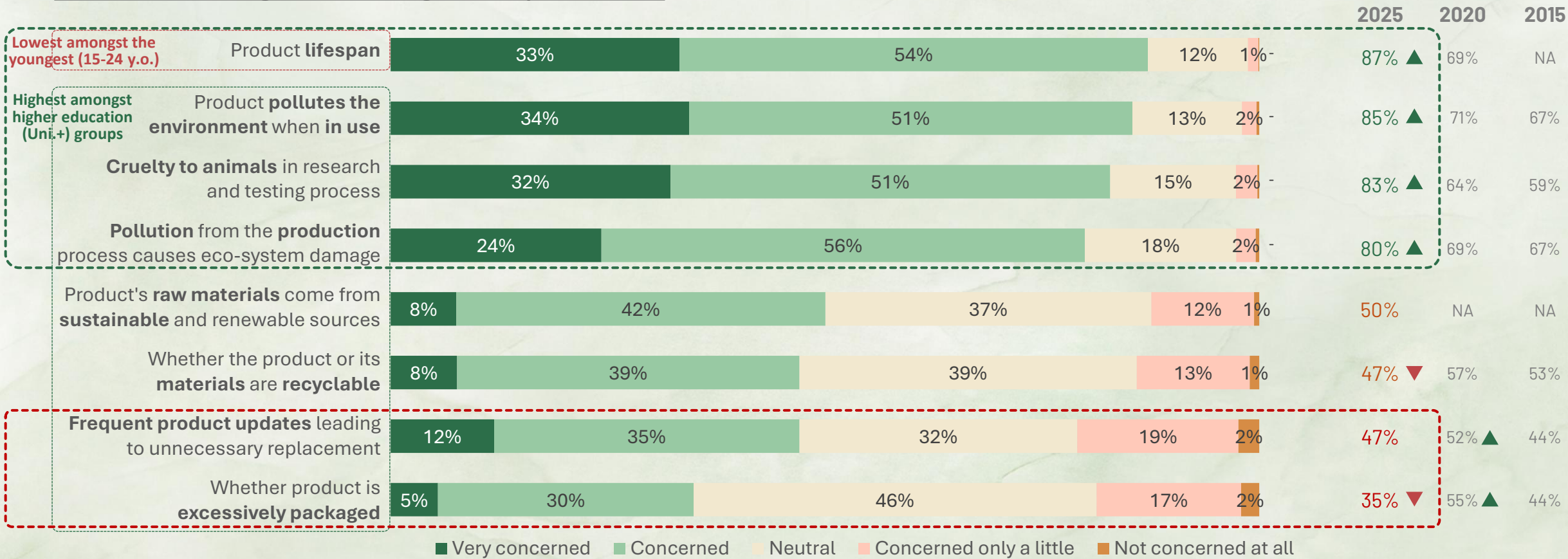


Note: The figures displayed in grey font and enclosed in brackets refer to data from the 2020 and 2015 study.

Higher Concern on Fundamental Ideas of Sustainable Consumption

Ranked in descending order according to the Top 2 box scores

Top 2 Boxes



*Percentages may not sum to 100% due to rounding

Note:

The figures displayed in grey font and enclosed in brackets refer to data from the 2020 and 2015 study.
- denotes less than 0.5%

▲ Increase / ▼ Decrease significantly against the last wave at 95% confidence level

Source: Sustainable Consumption Behaviour Study, All respondents (N=1007)

Positive Attitude towards Energy Conservation & Waste Separation at Home

Top 2 Boxes



Energy conservation at home...

Strongly agree Agree Neutral Disagree Strongly disagree

is **beneficial** to the **environment**



2025	2020	2015
91% ▲	85% ▲	72%

is **economically beneficial** to me



88% ▲	76%	NA
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is **easy to achieve**



76% ▲	67%	NA
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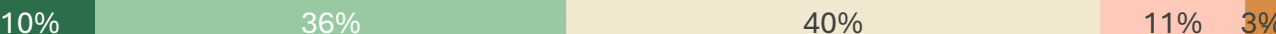
Waste separation at home...

is **beneficial** to the **environment**



90% ▲	80% ▲	70%
-------	-------	-----

I have **confidence** in the effectiveness of Hong Kong's recycling system



46%	NA	NA
-----	----	----

is **easy to achieve**



55%	55%	NA
-----	-----	----

Why easy to achieve (N=553)

Recycling facilities are close to home:	88%
GREEN@COMMUNITY/Recycling Stores/Spots are nearby:	48%
Supporting facilities provided by building/estate mgt:	41%
It is easy to do, just sort while throwing away garbage:	67%
Have time to separate waste at home:	57%

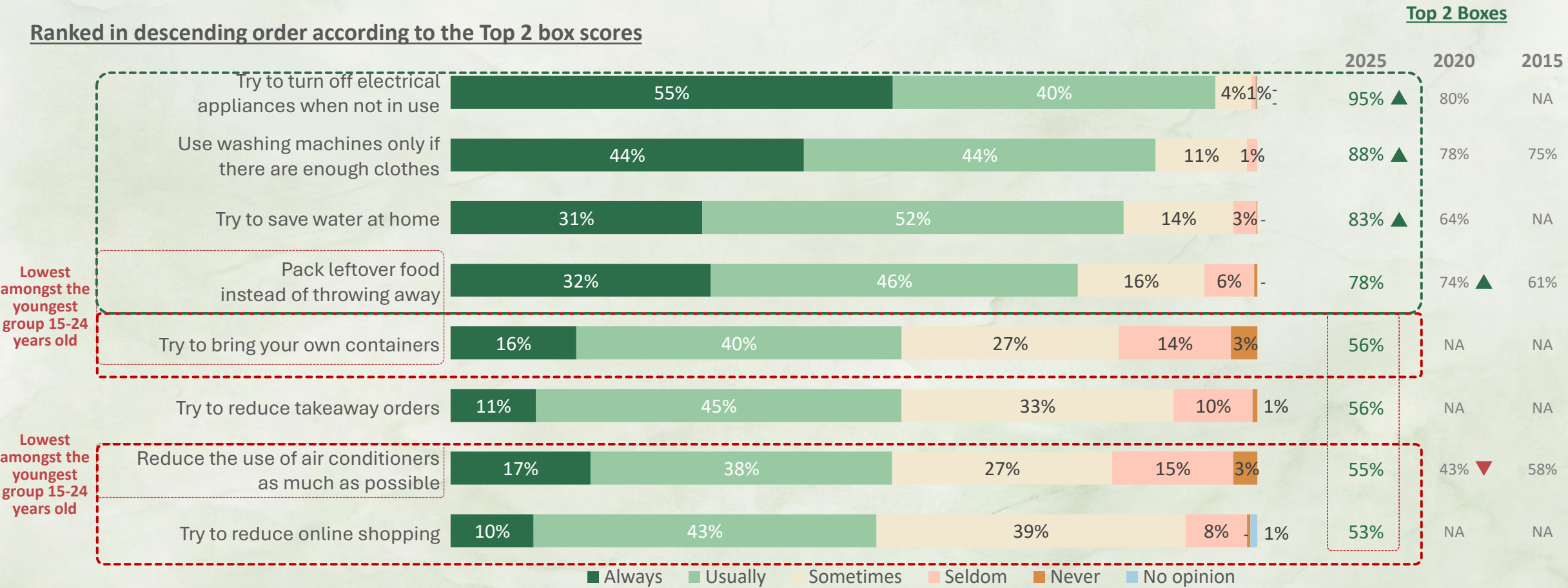
Why difficult to achieve (N=127)

Home is too small, no space:	83%
Lazy:	74%
Waste separation is troublesome:	43%
Cleaning containers is troublesome:	39%
Food waste separation/storage creates odour and attracts pests:	39%

Note:
The figures displayed in grey font and enclosed in brackets refer to data from the 2020 and 2015 study.
- denotes less than 0.5%
Source: Sustainable Consumption Behaviour Study, All respondents (N=1007)

▲ Increase / ▼ Decrease significantly against the last wave at 95% confidence level

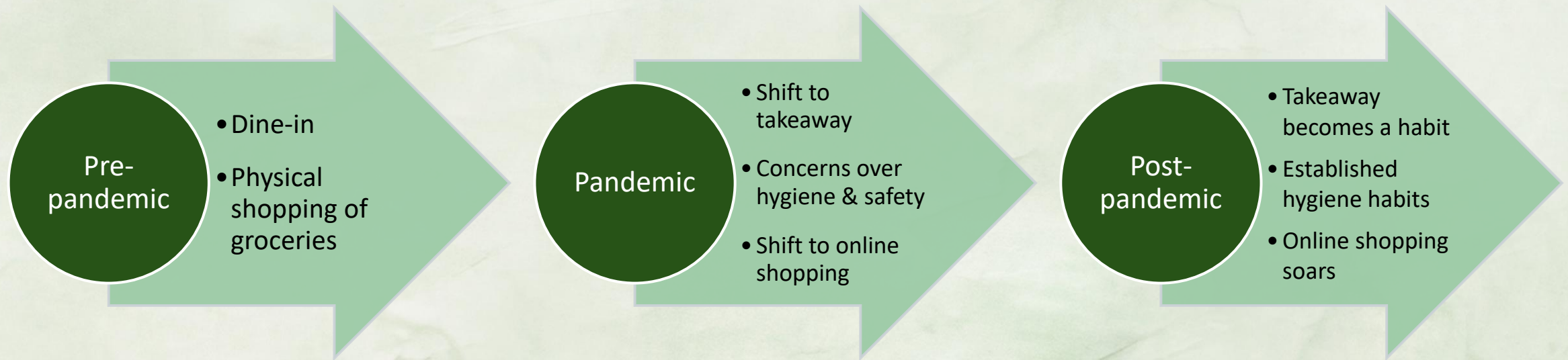
Conservation and Waste Reduction Frequency Declined as Effort Increases



Note:
The figures displayed in grey font and enclosed in brackets refer to data from the 2020 and 2015 study.
- denotes less than 0.5%

▲ Increase / ▼ Decrease significantly against the last wave at 95% confidence level

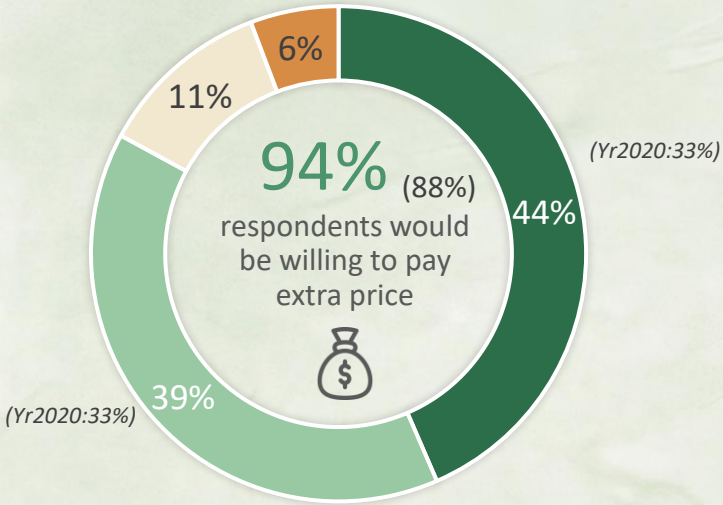
Behavioural Changes Post-Pandemic



Source: Qualitative consumer research (focus group discussion)

Willing to Pay More but Perceived Insufficient Sustainable Products

High Willingness to Pay More for Sustainable Products



Cannot accept if

- 5%
- 10%
- 20%
- 50%
- higher price than general products

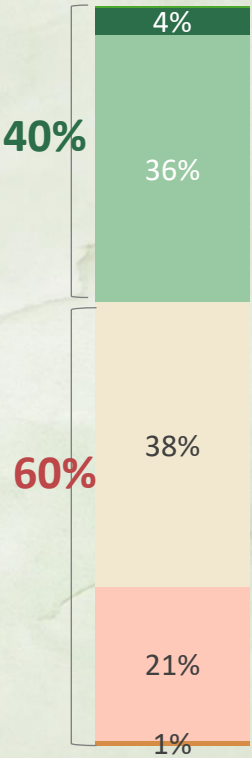
Why Always / Usually (N=402)

Environmental protection:	61%
Waste reduction:	56%
Energy conservation:	50%

Why Sometimes / Seldom / Never (N=605)

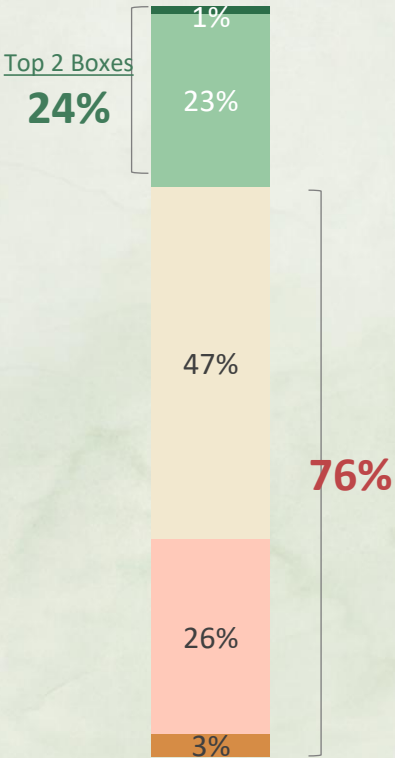
Too expensive:	58%
Not enough information:	47%
Not suit personal needs:	42%

Sustainable Consumption Purchase Frequency



Always Usually Sometimes Seldom Never

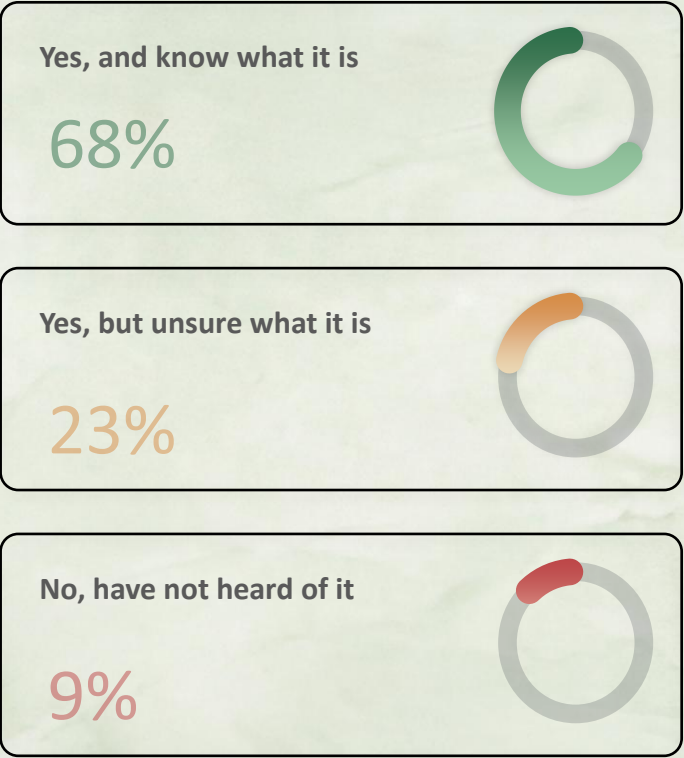
Sustainable Consumption Product Availability



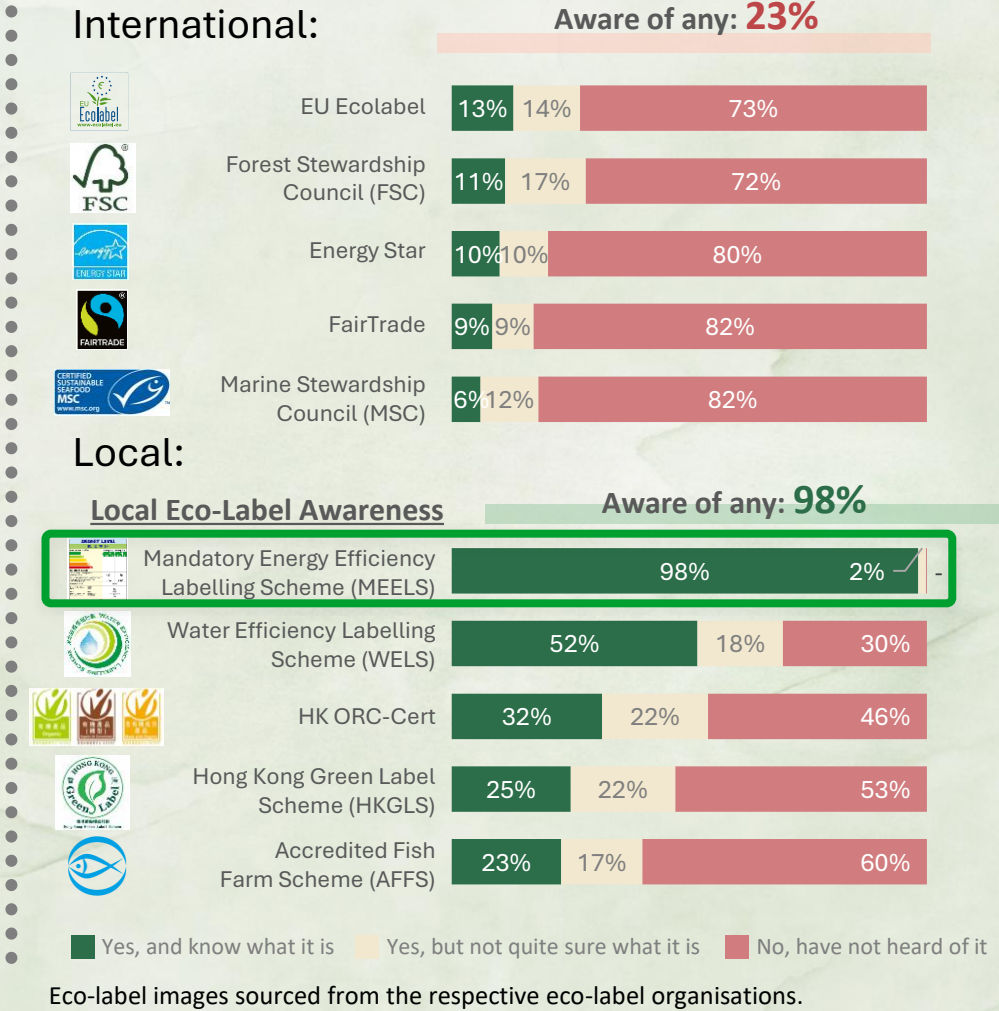
Very sufficient Sufficient Average Not enough Not enough at all

Gap between Perceived and Actual Knowledge of Eco-Labeling

Eco-Label Awareness (General awareness without logo prompt)



Eco-Label Awareness



Greenwashing Degree of Concern



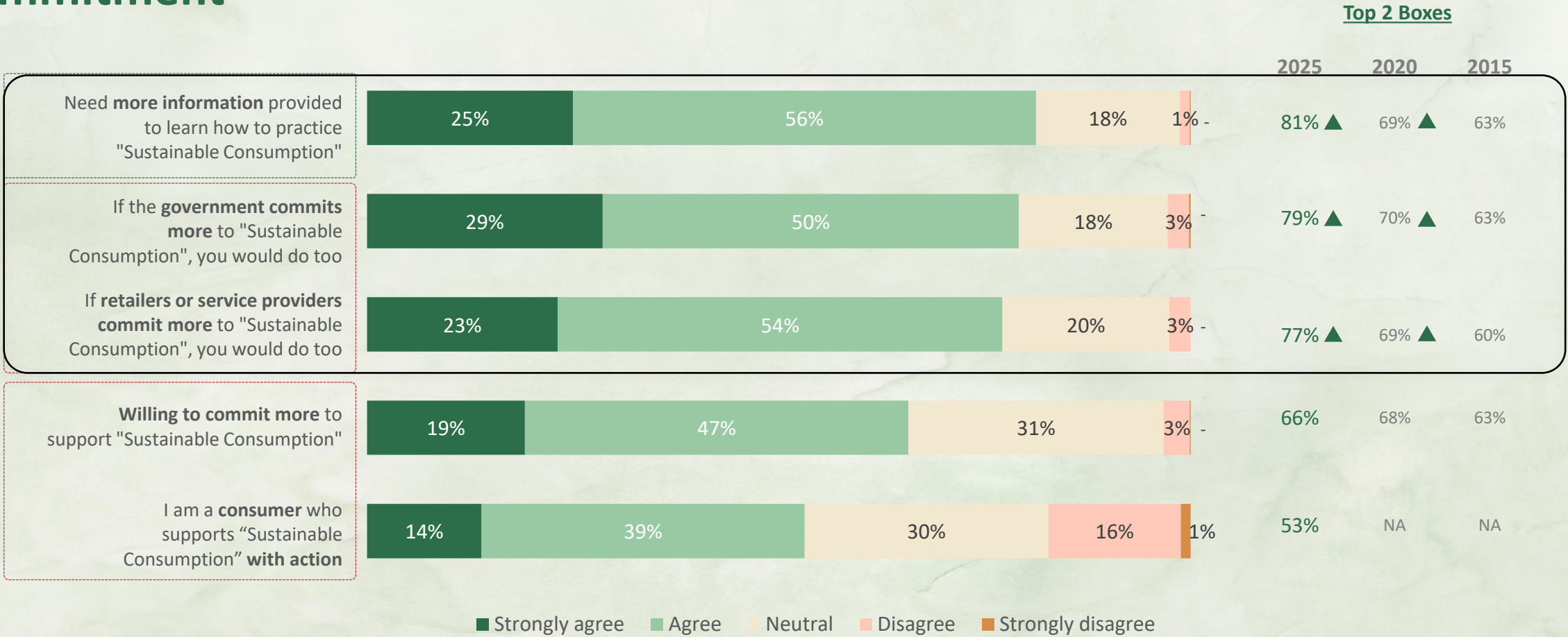
Greenwashing: a company/ business making misleading environmental claims, meaning they use green public relations and green marketing methods to make the public believe that the company/business's products, goals, and policies are beneficial to the environment.

Note: The above definition was read to the respondents during the survey.

Note:
- denotes less than 0.5%
* Degree of concern on a 5-point scale

Source: Sustainable Consumption Behaviour Study, All respondents (N=1007)

SC Attitude Motivated by More Information and Government/Businesses Commitment



Note:
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- denotes less than 0.5%

▲ Increase / ▼ Decrease significantly against the last wave at 95% confidence level

Source: Sustainable Consumption Behaviour Study, All respondents (N=1007)

Tripartite Effort to Achieve Carbon Neutrality and Sustainable Future



Overview of Recommendations

Government

Businesses

Consumers

Consumer Council

Areas		Recommendations		Initiated By			
	Carbon Neutrality & Energy Conservation	1.	Accelerate Energy-efficient Equipment Retrofit in Commercial Sector				
		2.	Implement a Reward Scheme for Water Conservation at Households				
	Product Design & Information	3.	Encourage Eco-Packaging and Refill Packs				
		4.	Communicate with Consumers on Product Sustainability Elements				
		5.	Enhance Product Longevity and Repairability				
	Waste Management	6.	Build A “Bring Your Own Containers” Culture				
		7.	Promote Workplace Waste Separation and Recycling				
		8.	Reduce Packaging Waste from E-commerce				
		9.	Enhance Transparency of Recycling Process				
	Education & Promotion	10.	Advance Sustainable Consumption Through Consumer Education, Business Best Practice Sharing and Innovation Adoption				 



Carbon Neutrality & Energy Conservation



1. Accelerate Energy-efficient Equipment Retrofit in Commercial Sector

- Local power companies to enhance the reach and effectiveness of existing retrofit subsidy programme
- Businesses to accelerate retrofit plan



2. Implement a Reward Scheme for Water Conservation at Households

- Government to expand the Water-Smart Taskforce programme and introduce reward for households with improvement





Product Design & Information



3. Encourage Eco-Packaging and Refill Packs

- Businesses to introduce more eco-packaging and refill packs



4. Communicate with Consumers on Product Sustainability Elements

- Government to strengthen the market value of credible sustainability claims and eco-labels
- Businesses to establish policies for procuring SC products and monitoring their sales share and promote SC through brand messaging and advertisements



5. Enhance Product Longevity and Repairability

- Businesses to extend product functions, enhance product durability, offer longer warranty period, and ensure repairability of products





Waste Management



6. Build A “Bring Your Own Containers” Culture

- Government to promote and encourage wider eatery participation
- Businesses to provide incentives for BYOC practices
- Consumers to actively support BYOC practices



7. Promote Workplace Waste Separation and Recycling

- Government to incentivize recycling facilities in commercial and industrial areas
- Businesses to promote workplace waste separation and recycling through existing programme, incentives and recognition schemes



8. Reduce Packaging Waste from E-commerce

- Government to maintain close communication with cross-boundary e-commerce platforms
- Businesses to adopt essential/reusable/recyclable packaging for local e-commerce, and increase the number of waste packaging recycling points



9. Enhance Transparency of Recycling Process

- Government to enhance public visibility of disclosed recycling operational data
- Businesses to improve the management of private recycling bins





Education & Promotion



10. Advance Sustainable Consumption through Consumer Education, Business Best Practice Sharing and Innovation Adoption

For Consumers

- Translate abstract concepts into relevant outcomes
- Emphasise practical and personal benefits
- Harness social media and influencer networks to drive sustainable consumption
- Facilitate knowledge and adoption of SC practices among seniors



For Trade

- Promote best practice sharing of sustainable consumption innovations
- Enhance awareness of existing support and funding opportunities



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Thank You for Supporting Sustainable Consumption

