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Environment and Conservation Fund

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

Final Report

22 October 2026





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1. Executive Summary



Sustainable Consumption Issue Still Pressing

This is the third issue of the report on Sustainable Consumption, one of the key projects of the Consumer Council tracking the awareness and behaviour of Hong Kong consumers towards sustainable consumption using a comprehensive approach comprising consumer and trader surveys, focus group discussions, desk research, and engagement with stakeholders from the government, public bodies, trade associations, major offline and online retailers, logistics companies, green groups and academia.

The United Nations' definition of Sustainable Consumption and Production (known as SCP)¹ is not just about doing more and better with less. It is also about decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles.

The Hong Kong SAR Government has announced its commitment to achieving carbon neutrality before 2050 and the interim decarbonisation target to reduce Hong Kong's carbon emissions by 50% before 2035 compared with the 2005 level. In October 2021, the Government promulgated the Hong Kong's Climate Action Plan 2050 which outlined four major decarbonisation strategies, namely "net-zero electricity generation", "energy saving and green buildings", "green transport" and "waste reduction", as well as interim targets that would contribute to achieving carbon neutrality for Hong Kong before 2050². In the recent First Five-Year Plan and 2026 Policy Address, the Government has announced its plans to accelerate low-carbon transition, promote sustainable mobility, strengthen circular economy, as well as enhance recycling convenience and participation.

It is a challenging target to achieve carbon neutrality in less than 30 years. The current study confirms a tripartite relationship between consumers, businesses and the Government, evidenced by the following research findings:

- Consumers were more aware of and motivated by initiatives that are mandatory, e.g. The Mandatory Energy Efficiency Labelling Scheme.
- More consumers agreed that the Government should take the lead in promoting sustainable consumption, which can encourage consumers to adopt more sustainable behaviours (from 63% in 2015, 70% in 2020 to 79% in 2025).
- Related to the above, more consumers agreed that if the retailers or service providers commit more to "Sustainable Consumption", they would do more too (from 60% in 2015, 69% in 2020 to 77% in 2025).

Sources of Information:

1. UN: <https://www.unep.org/explore-topics/resource-efficiency/what-we-do/sustainable-consumption-and-production-policies>

2. Carbon Neutral@HK: <https://cnsd.gov.hk/en/climate-ready/climate-targets-of-hk/>

Post-Pandemic New Normal

The pandemic spanning 2020 to 2023 had significant personal, social and economic impact on sustainable consumption. The current study revealed:

- The shift from dining-in and in-person grocery shopping towards more regular use of delivery apps and bulk online ordering; and
- An increase in online shopping and greater attention to personal hygiene, leading to increased packaging waste and more habitual use of sanitizing and disposable products.

Against this backdrop, the **Sustainable Consumption Index (SCI)** provides a composite score to measure consumers' awareness, attitude, behaviour and readiness towards sustainable consumption. An upward trend was observed in both indexes: **Awareness and Attitude Index** (79, increased from 74 in 2015 and 77 in 2020) and **Behaviour and Readiness Index** (72, increased from 67 in 2015 and 71 in 2020) were reported, indicating strong consumer awareness and engagement in sustainable consumption.

The study revealed an **awareness-to-action gap**. While most consumers are willing to pay more, high cost, insufficient product information and supply act as barriers. Behaviours requiring significant efforts (e.g. separation of recyclables and non-recyclables) or lifestyle compromise (e.g. buying imperfect food or products with frequent updates) are largely rejected. On the other hand, key drivers for green practices were found to be low-effort, immediate and economic benefits (e.g. savings and rewards).

The study also found that close to one-third of consumers can be classified as "**High Action Consumers**". They are predominantly consumers aged 35-54 with higher education, senior position, and higher income levels, with a stronger understanding of and commitment to sustainable consumption. As role models, this group can help influence the low action consumers, including youth, seniors and consumers with lower education or income levels, to adopt more sustainable lifestyles. Targeted education and engagement efforts, as recommended in this study, will also be important in helping these consumers translate awareness into action.

Recommendations and The Way Forward

Recommendations

Below is a list of recommended actions the Council puts forward for stakeholders' consideration:

1. Accelerate Energy-efficient Equipment Retrofit in Commercial Sector
2. Implement a Reward Scheme for Water Conservation at Households
3. Encourage Eco-Packaging and Refill Packs
4. Communicate with Consumers on Product Sustainability Elements
5. Enhance Product Longevity and Repairability
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
10. Advance Sustainable Consumption Through Consumer Education, Business Best Practice Sharing and Innovation Adoption

The Way Forward

Over the past decade, the Council's sustainable consumption tracking studies have helped shape stakeholder discussion and inform policy and industry initiatives. The implementation of several recommendations from the previous studies, alongside progress in areas such as recycling infrastructure and consumer awareness, demonstrates how research, collaboration and practical action can contribute to advancing sustainable consumption in Hong Kong.

Looking ahead, the findings and recommendations of this study are closely aligned with the directions set out in Hong Kong's First Five-Year Plan and the 2026 Policy Address, both of which highlight carbon neutrality, waste reduction and recycling, circular economy development, resource efficiency and green lifestyles as important priorities for building a greener and more liveable Hong Kong.

While encouraging progress has been observed, the findings suggest that further efforts are needed to bridge the gap between awareness and action. The Consumer Council will continue to facilitate this process through research, consumer education and stakeholder engagement, helping to connect different sectors and advance practical solutions that support Hong Kong's sustainable development objectives.

2. Introduction



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.



Tracking Studies

The Council's tracking study series is the first of its kind in Hong Kong, uniquely designed to track consumers' awareness and behaviour towards SC.



2016

"Sustainable Consumption for a Better Future"
— Consumers were aware of SC, but actions were inadequate



2021

"Embracing Sustainable Consumption for a Happy Life"
— Marginal improvement in consumers' SC behaviour, with a concerning downward trend in certain recycling behaviours (e.g. paper, plastics)



2026

The current study

Study Objectives

1

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

2

Review changes in consumers' awareness, attitudes, behaviours and readiness since the Baseline Survey.

3

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

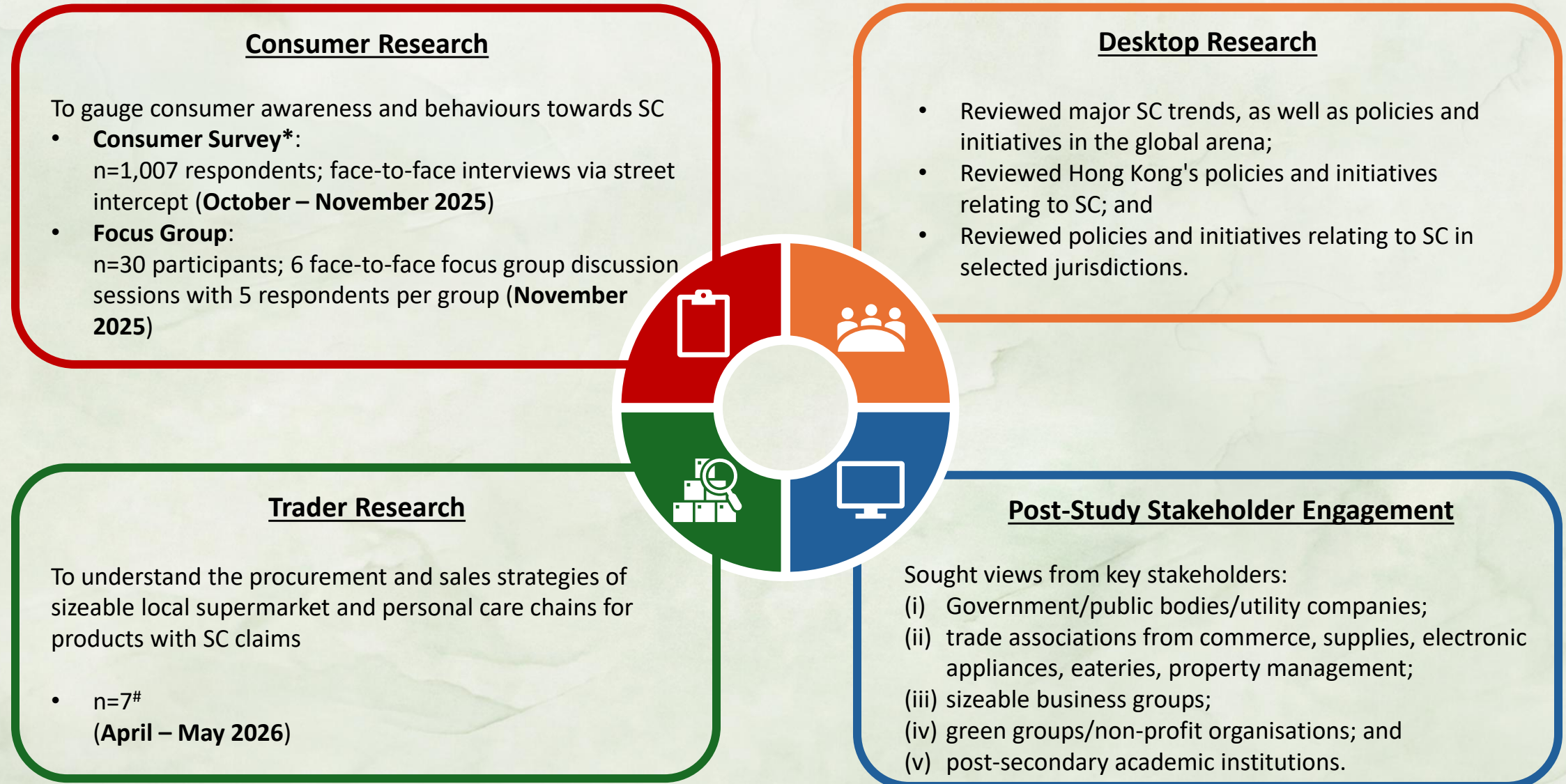
4

Formulate recommendations on government policies, business practices and consumer education direction with a view to promoting SC at consumer and business levels.

5

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

Methodology



*Target respondents & quota: General public in Hong Kong aged 15-69 (Quota on age, gender, education level, occupation, employment status, personal and household income and residential district, based on 2024 mid-year population statistics, the latest available census data)

Including major supermarket chains, personal care retailers and e-commerce platform.

Note to this Report – Jurisdiction Selection Criteria

The criteria for selecting jurisdictions for reference to Hong Kong are as follows:

- Geographical and cultural proximity to Hong Kong
- Implemented policies and initiatives in emission control, waste management, product design and information, and sustainable consumption
- Relatively high global index scores: Environmental Protection Index (EPI) and Sustainable Development Goal Index (SDGi)

The EPI is a joint project conducted by the Yale Center for Environmental Law & Policy, the Center for Integrated Earth System Information, Columbia University and the Yale Center for Geospatial Solutions. Conducted bi-annually, the latest index was published in 2026. It provides a data-driven summary of the state of sustainability around the world. Using 47 performance indicators across 12 issue categories, the EPI ranks 177 countries on environmental health and ecosystem vitality. These indicators provide a gauge at a national scale of how close countries are to established environmental policy targets.

The SDG Index serves as a tool in the Sustainable Development Report (SDR), produced annually by the Sustainable Development Solutions Network’s SDG Transformation Center, in assessing 193 UN member states’ progress towards achieving the SDGs, including the “SDG12: Responsible Consumption and Production”. It builds on a peer-reviewed, statistically audited, and transparent methodology. The latest publication was released in 2026 which incorporated 123 global indicators to rank 169 countries.

	EPI	EPI Ranking	SDGi	SDGi Ranking
Australia	59.4	25	79.0	29
Canada	57.78	29	79.1	28
Chinese Mainland	33.88	129	74.7	49
Germany	69.93	6	84.0	5
Singapore	46.06	60	73.8	59
United Kingdom	71.51	3	82.5	8

3. Global and Local Developments



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

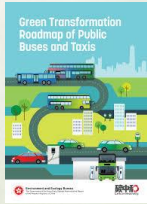
To promote the sustainable development of the local agriculture and fisheries industries and enhance the quantity, quality and value of local agricultural and fisheries products.

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

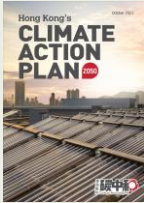


Green Transformation Roadmap of Public Buses and Taxis

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

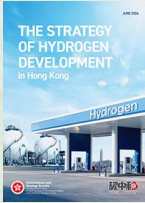
June
2021



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

- The section examines local policy direction and business initiatives against three areas of global SC trends:

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

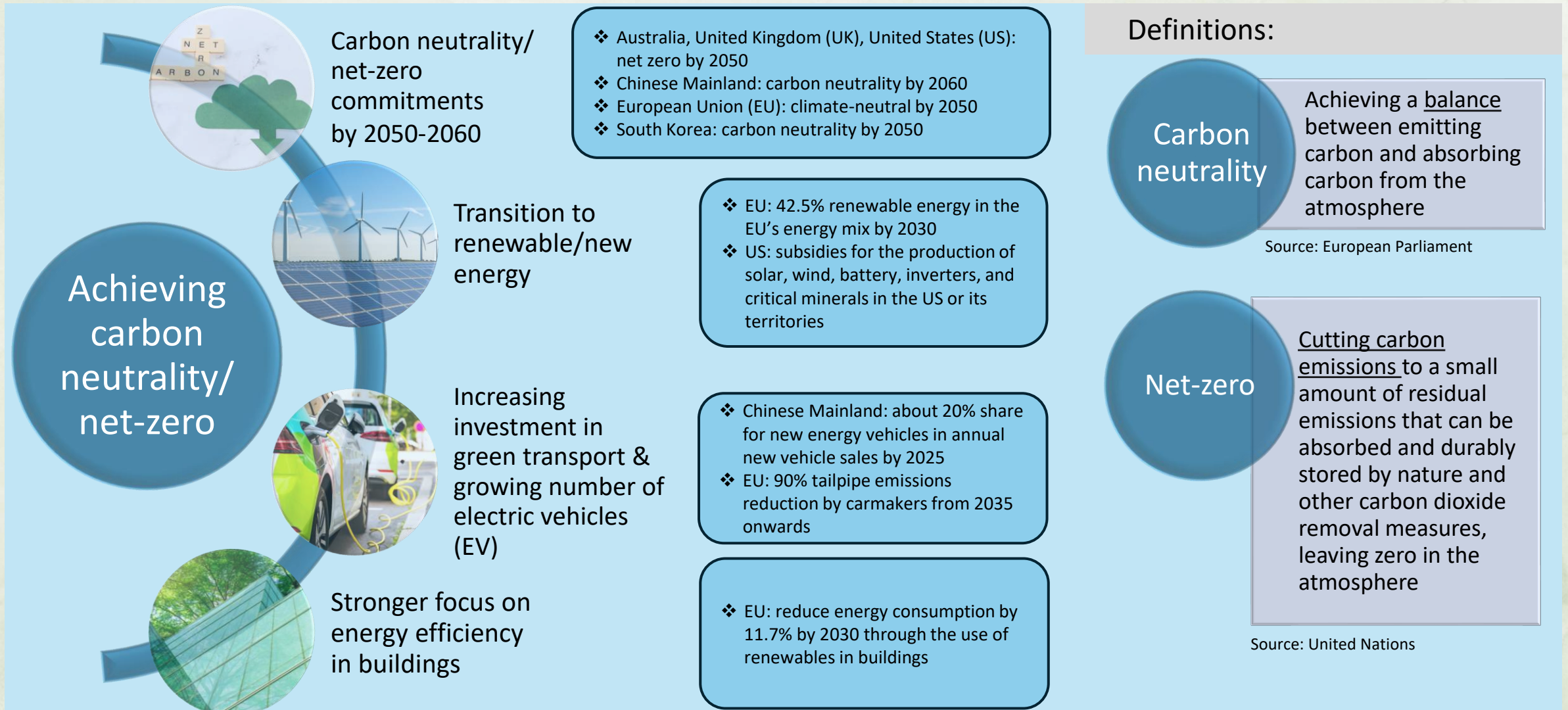
1. Circular Economy	
2. Product Information	
3. Sustainable Packaging	

III. Waste Management

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

Carbon Neutrality & Energy Conservation – Global Trend

- Achieving carbon neutrality and net-zero emissions has emerged as a major and long-term global target aiming at combating climate change, as outlined in the Paris Agreement. According to Climate Action Tracker, as of October 2025, around 145 countries had announced or were considering net zero targets, covering close to 77% of global emissions.





Carbon Neutrality & Energy Conservation – Local Policy Direction

- Hong Kong's policy direction aligns with global carbon neutrality goals, with a focus on green transport, energy efficiency, and new energy to drive the transition to low-carbon future.



iPark

- iPark: waste-to-energy facility
- Landfill gas utilisation

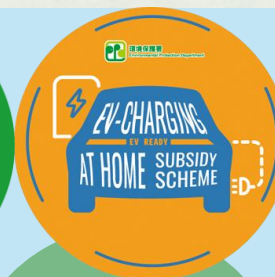
New Energy

- Energy efficiency registration scheme for buildings

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

- EV-charging at Home Subsidy Scheme
- Fast Charger Incentive Scheme
- New Energy Transport Fund
- Pilot Scheme for Electric Public Light Buses

Green Finance

- Green and sustainable finance grant scheme
- Green and sustainable fintech proof-of-concept funding support scheme

Carbon Neutrality & Energy Conservation – Local Business Initiatives

- Businesses in Hong Kong are also actively supporting carbon neutrality through initiatives in energy saving, renewable energy, green building and green finance. These efforts complement government policies and demonstrate the private sector's growing role in advancing a sustainable, low-carbon economy. Below are some examples initiated by local businesses:

Energy Saving

- **CLP** – Subsidises business customers to install/upgrade energy-efficient lighting or air-conditioning.
- **HK Electric** – Subsidises non-residential customers to retrofit energy-efficient lighting and air-conditioning system



Electrical Equipment Upgrade Scheme
Photo source: CLP

New Energy

- **Environmental services, property development and conglomerate sectors** – Solar farm on landfill to generate renewable energy
- **An aviation engineering company** – Expansion of its solar photovoltaic system

Green Building

- **BEAM Plus** – Green building assessment
- **A shopping mall** – ESG mall concept (e.g. photovoltaic farm, artificial wetland to recycle dirty water from handwashing for irrigation)



Photo source: HKGB

Green Finance

- **Hong Kong Exchanges and Clearing Limited** – promotes sustainable finance through ESG disclosure requirements, carbon market development (Core Climate), and green finance initiatives.



Carbon Neutrality & Energy Conservation – Initiatives in Selected Jurisdictions

- Many jurisdictions are using incentives, regulations, and financing support to encourage investment in energy-efficient technologies, building upgrades, and low-carbon projects, helping to accelerate emissions reduction and long-term decarbonization.

Energy Saving

- Canada – Greener Homes Affordability Program:** Providing free energy-efficiency retrofits to low- and middle-income households.
- UK – Warm Homes: Local Grant:** Provides grants for energy efficiency improvements and low-carbon heating installations to help low-income households.

New Energy

- Australia – Cheaper Home Batteries Programme:** Subsidising up to 30% of solar battery installation costs for households and small businesses.

Green Building

- Singapore – Mandatory Energy Improvement Regime:** Mandating large energy-intensive buildings to conduct energy audits and implement energy-saving measures.
- Canada – Deep Retrofit Accelerator Initiative:** funding to organizations/ projects that facilitate deep retrofits.

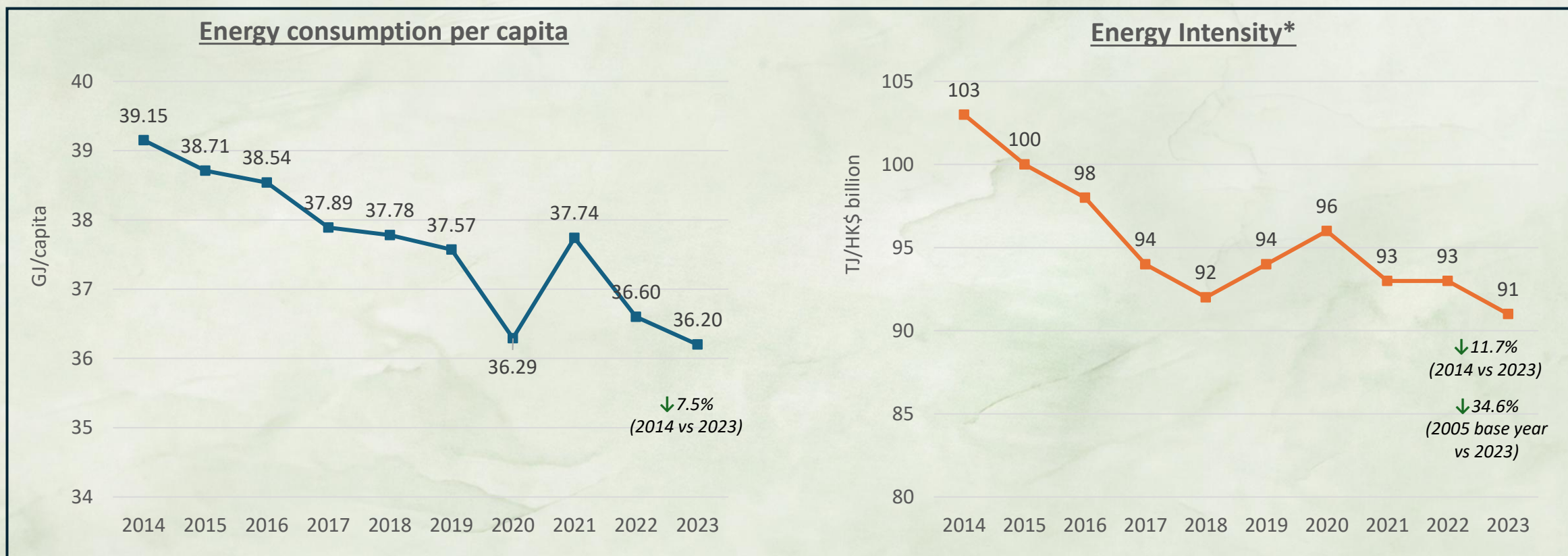
Green Finance

- Chinese Mainland - Carbon Emission Reduction Facility:** The People's Bank of China provides low-cost refinancing to banks that make loans to carbon-reduction projects.
- Australia - Inaugural Green Treasury Bond:** Australian first sovereign green bond to support environmental and net zero transformation projects.



Reduction in Energy Consumption Per Capita and Energy Intensity in Hong Kong

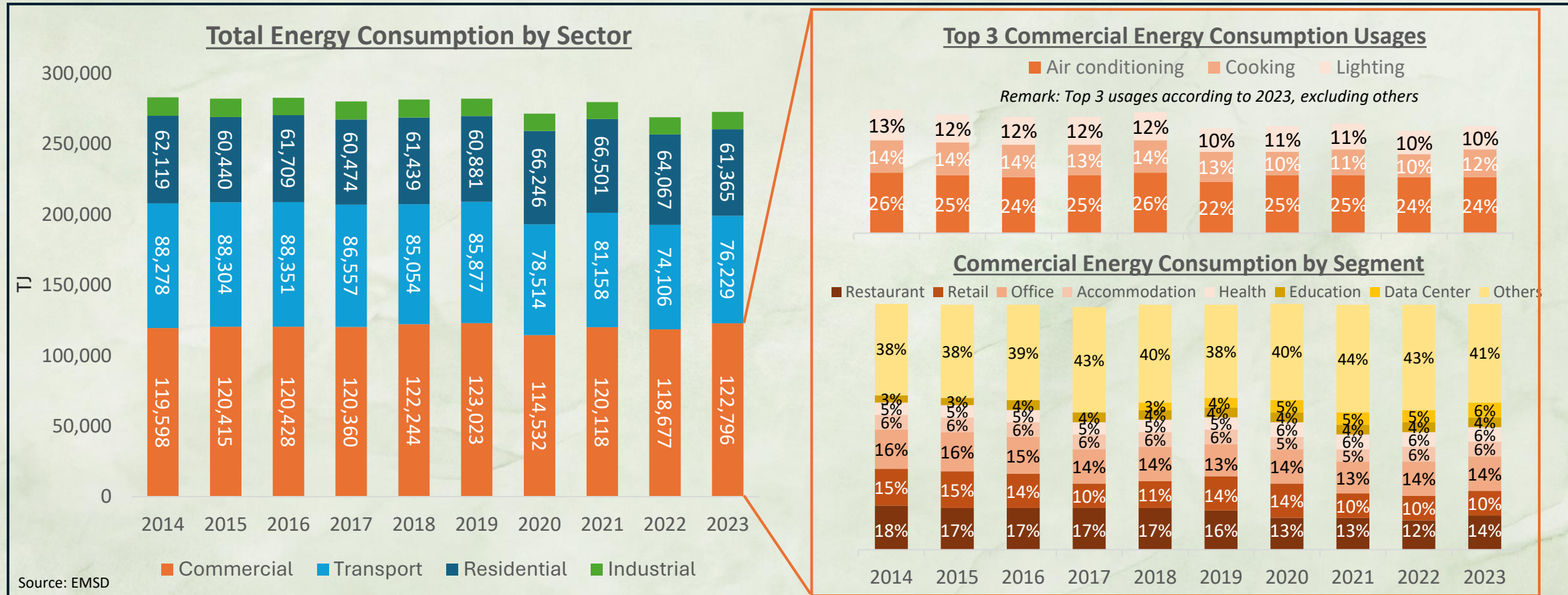
- Hong Kong's overall energy consumption performance has improved, with the per-capita energy consumption declined by 7.5% between 2014 and 2023, alongside an 11.7% reduction in energy intensity.
- Under the Energy Saving Plan 2015–2025+, Hong Kong has achieved a 34.6% reduction in energy intensity from 2005 to 2023, showing good progress towards the 2025 target of 40% reduction.



*Energy Intensity is the amount of "energy end-use" consumed in producing a unit of "GDP".

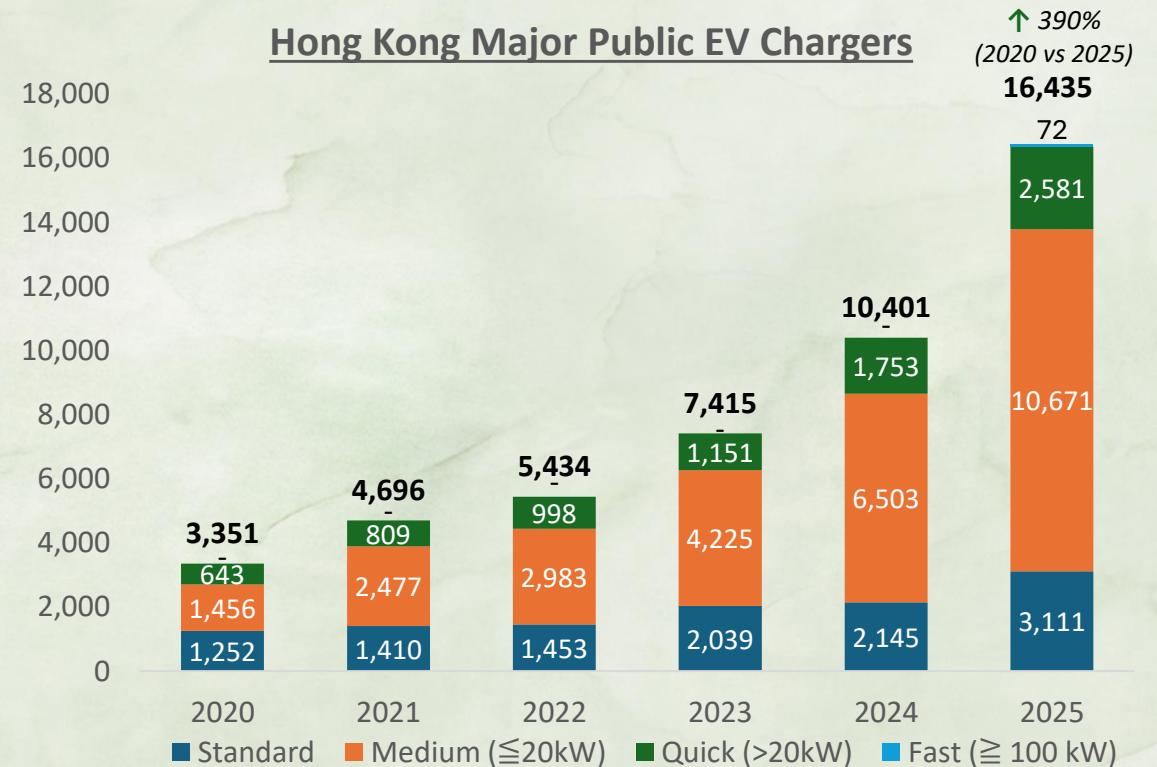
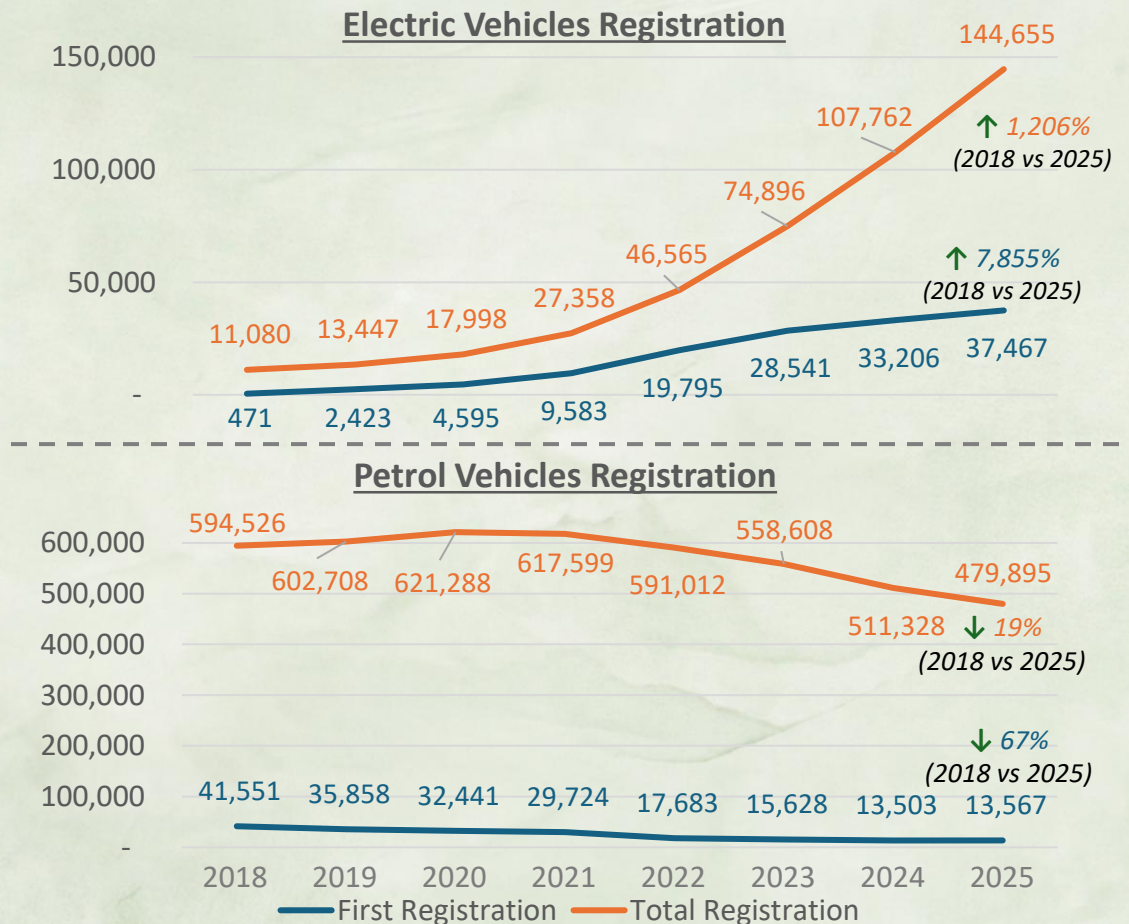
Energy Consumption in Hong Kong by Sector

- While total energy consumption has declined by 3.7%, **commercial sector recorded a 2.7% increase** between 2014 and 2023, with **air conditioning** being the largest component of energy consumption. The root causes included expanded commercial floor area from business growth, more data centres for I&T services, and increased hot-weather days.
- On the other hand, a **13.6% reduction in energy consumption in the transport sector** from 2014 to 2023 is observed, partly contributed by the resources devoted to promoting green transport. The **residential consumption** peaked during 2020-2022, potentially due to work-from-home arrangements during the pandemic.
- Although sustainable and continuous energy efficiency improvement efforts have been made within the territory, the above statistics indicate that stronger efforts are still required to meet the Climate Action Plan 2050 goals to reduce electricity use by 15%-20% and 10%-15% by 2035 (based on 2015 levels) in the commercial and residential sectors respectively.



Rise in Electric Vehicles Registration in Hong Kong

- Since the launch of the “One-for-One Replacement” Scheme for EVs in 2018, which encouraged car owners to switch to EV, both the first registration and total registration of EVs have risen substantially, by about 79 times and 12 times higher respectively from 2018* to 2025. In contrast, the first registration and total registration of petrol vehicles declined by 67% and 19% respectively over the same period.
- Public EV chargers in Hong Kong have also significantly increased by 390% over the past 5 years# to support the rapid growth in EV adoption.



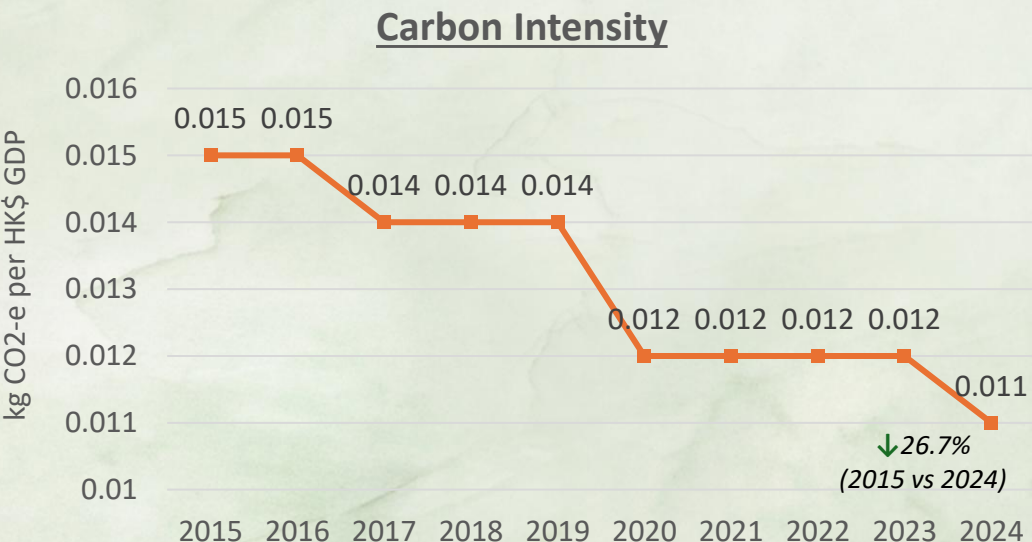
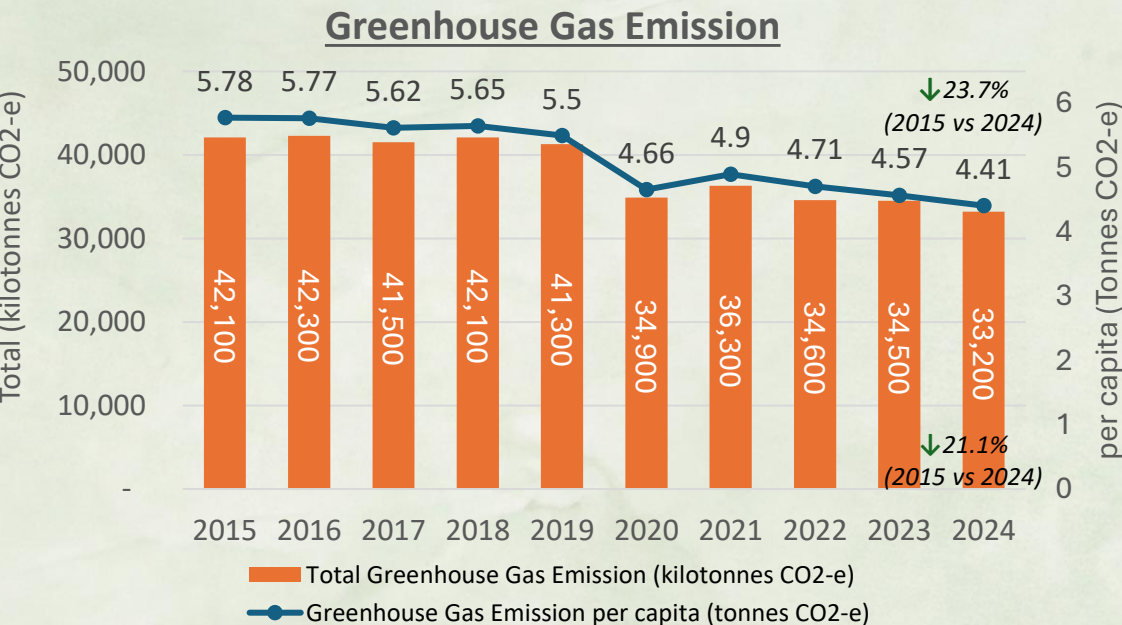
*Breakdown of electric and petrol vehicle registration was available since 2018

Data only available since 2020



Reduction in Greenhouse Gas (GHG) Emission Per Capita and Carbon Intensity in Hong Kong

- With the implementation of various mitigation measures, from 2015 to 2024, Hong Kong’s total GHG emissions and GHG emissions per capita dropped by 21.1% and 23.7% respectively. To achieve the target of halving GHG emissions by 2035 compared with 2005 levels, additional actions are required to keep progress on track.
- During the same period, carbon intensity decreased by 26.7%, from around 0.015 to 0.011 kilograms of carbon dioxide equivalent per GDP (in HK\$) between 2015 and 2024, which is broadly on track towards the target of a 65-70% reduction by 2035 using 2005 as the base year.

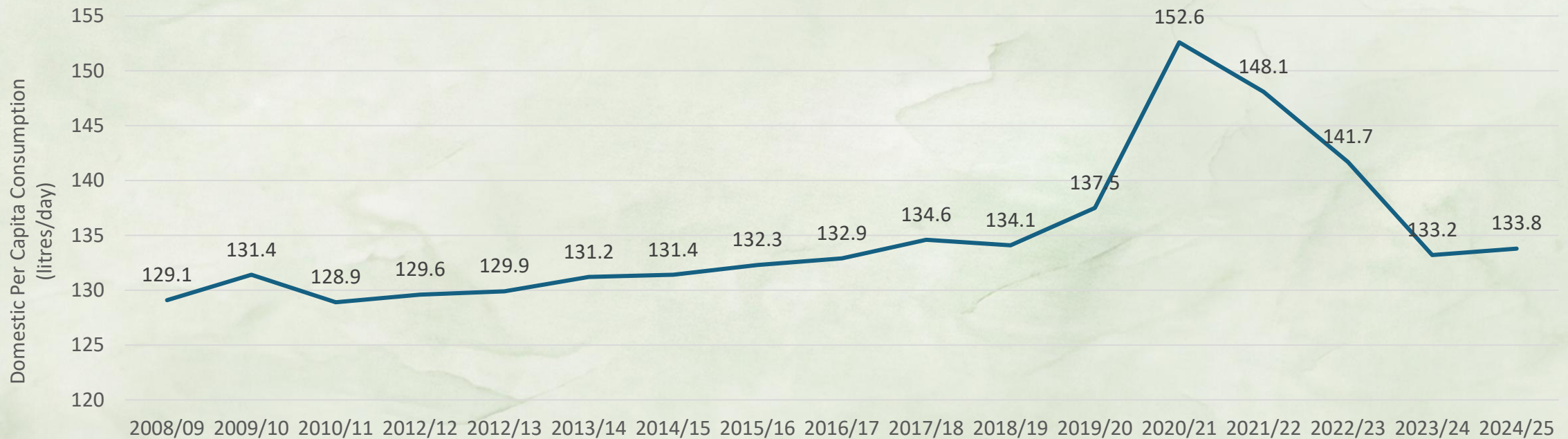


Target Set in Hong Kong’s Climate Action Plan 2030+/2050				
	2005 (Base Year)	2024 (Progress)	2035 (Mid-term Target)	2050 (Long-term Target)
Total GHS Emission (kilotonnes CO2-e)	42,800	33,200 (-22.4%)	21,400	Carbon Neutrality
Per capita emissions (tonnes CO2-e)	6.28	4.41 (-29.8%)	2-3	
Carbon Intensity (kg CO2-e per HK\$ GDP)	0.021	0.011 (-50%)	0.007-0.008 (-65-70% using 2005 as base)	

Stable Domestic Water Consumption in Hong Kong

- Water conservation also plays a role in achieving carbon neutrality. Significant amounts of energy are required to treat and deliver drinking water to consumers. As Hong Kong's local water catchment is insufficient to meet the city's needs, around 70% to 80% of its potable water supply is sourced from Dongjiang Water, which serves as a stable and reliable source. However, Dongjiang Water is not an inexhaustible resource. Maintaining a relatively low level of domestic water consumption is therefore important for both long-term water security and carbon reduction.
- Since the COVID-19 pandemic, Hong Kong's daily domestic fresh water consumption per capita has increased, but subsequently declined and has stabilised at around 133 litres in recent years, broadly returning to pre-pandemic levels. Through continued public education and water conservation initiatives. There remains room for further reduction in domestic water usage.

Per Capita Domestic Fresh Water Consumption



Product Design & Information – Global Trend

- Major economies have moved beyond voluntary initiatives towards mandatory requirements covering the full product life cycle, from design and production to labelling and end-of-life management. At the same time, there is growing emphasis on the credibility of environmental claims, reflecting rising consumer awareness and the need to enable more informed SC decisions.



Circular Economy

Governments embedding circular economy principles across product life cycles

- ❖ Australia: Doubling circularity* by 2035.
- ❖ Chinese Mainland: Accelerate the development of a circular economy and improve resource efficiency across key sectors under the 15th Five-Year Plan.
- ❖ EU: Legal framework in 2024 for eco design of physical products.

**Supporting targets include shrinking per capita material footprint and increasing resources recovery*



Product Information

Regulations enhancing information transparency and restricting vague or misleading environmental claims

- ❖ EU: Rules adopted in 2024 prohibit generic environmental claims that cannot be substantiated.
- ❖ EU: Digital Product Passport to enhance product information transparency in 2024.
- ❖ UK: Issue code in 2021 to guide businesses in making green claims.



Sustainable Packaging

Policies targeting reduction, reuse and recyclability of packaging

- ❖ EU: Regulation in 2025 to minimise packaging and raw materials usage
- ❖ UK: Producer Responsibility Obligations 2024 requiring businesses to report data about packaging produced.
- ❖ US: Several states introduced Extended Producer Responsibility laws for packaging beginning in 2021, requiring producers to finance packaging waste management.



Product Design & Information – Local Policy Direction & Business Initiatives

- The Government has been promoting sustainable product design and more concise product information through policies on packaging reduction, energy efficiency, as well as plastic reduction, alongside business initiatives that adopt certified materials, reduce waste, and develop lower environmental impact products.

Government & Public Sector (Examples)

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

Local Businesses (Examples)

A retail group

- Reduction in plastic packaging:** pledged in 2026 to reduce virgin plastic in its own-brand packaging by 21% by 2030 (e.g. removing plastic windows from hand cream gift packs).

A retail group

- Production of recycled aluminium cookware:** Launched own-brand recycled aluminium cookware in 2023, offering saucepans made from at least 90% recycled aluminium.

A multinational food manufacturing company

- Redesigned cup noodles containers to reduce plastic consumption by:
 - optimising space utilisation (2021)
 - integrating biomass materials (2024)

A local community-led repair organisation

- Promote repair culture and encourage more sustainable lifestyles through repair services, workshops, seminars, and public education.



Product Design & Information – Existing Schemes of Eco-Labeling

Hong Kong



Photo source:
Green Council

HKGLS (Hong Kong Green Label Scheme) - Product Level Eco-Label

Established in 2000 and administered by Green Council, it is a voluntary ISO 14024 Type I eco-label assessing products against life-cycle environmental criteria, including resource use, emissions, hazardous substances and recyclability. Primarily used as a credibility and marketing tool, with limited procurement incentives.



Photo source:
Hong Kong
Quality
Assurance
Agency (HKQAA)

HKQAA Eco-friendly Series - Organizational / Supply Chain Level Certification

Established in 2015 and administered by Hong Kong Quality Assurance Agency (HKQAA), the certification focuses on products, materials, manufacturing processes, services, facilities and projects. Emphasizes traceability and ESG-related business practices rather than certifying individual products against a fixed eco-label standard.

Other Jurisdictions

China Environmental Label ("Ten-Ring" Label) – Mainland China, Product Level Eco-Label

Established in 1993, this is a government-backed national eco-label administered by the Ministry of Ecology and Environment and CEC. Voluntary Type I certification covering a broad range of consumer and industrial products. The label is widely referenced in government procurement and corporate supply chains.



Photo source:
Global
Ecolabelling
Network (GEN)

EU Ecolabel - European Union, Product Level Eco-Label

Established in 1992, it is the official EU-wide Type I eco-label. Products must satisfy stringent life-cycle criteria covering environmental impact from production to disposal. This label is recognised across all EU member states and widely used in public procurement and sustainable purchasing policies.



Photo source:
EU Ecolabel



Product Design & Information – Initiatives in Selected Jurisdictions

- Overseas governments and businesses are placing greater emphasis on product sustainability throughout the product life cycle. Key approaches include promoting circular economy practices, reducing packaging waste, and improving the sustainability of e-commerce operations through product reuse, repair, recycling, and more resource-efficient packaging solutions.

Circular Economy

- Australia – “Seamless” National Clothing Product Stewardship Scheme:** Brands pay a levy per garment to fund collection, reuse, repair and textile recycling.
- Chinese Mainland - Subsidies for Home Appliance Trade-ins:** Provide financial incentives to encourage consumers to replace old home appliances with new ones.

Sustainable Packaging

- Germany – Reusable Packaging Obligation:** Restaurants and takeaway businesses must offer reusable packaging alternatives alongside disposable packaging.
- Australia – Reusable Food Container:** Refillable and reusable food container designed to replace single-use yoghurt pouches and food packaging.

Online Shopping Packaging

- Chinese Mainland – Green Stream Initiative of a Local E-Commerce Platform:** 500,000 new reusable cold chain delivery boxes into service for fresh products.
- United Kingdom – “No-added-box shipping” & “Made-to-fit packaging” of a Global E-commerce Platform:** Ship items in their original product packaging with just a shipping label attached and installation of automated packing machines that build made-to-fit packaging for each order.



Inadequate Warranty Services for Electrical/Electronic Products

- As revealed by the Consumer Council's surveys, although warranty services are commonly offered, coverage periods, service terms and charges vary significantly across businesses.
- Greater consistency and longer warranty protection can encourage repair over replacement, helping to extend product lifespans and support sustainable consumption and the circular economy.

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:

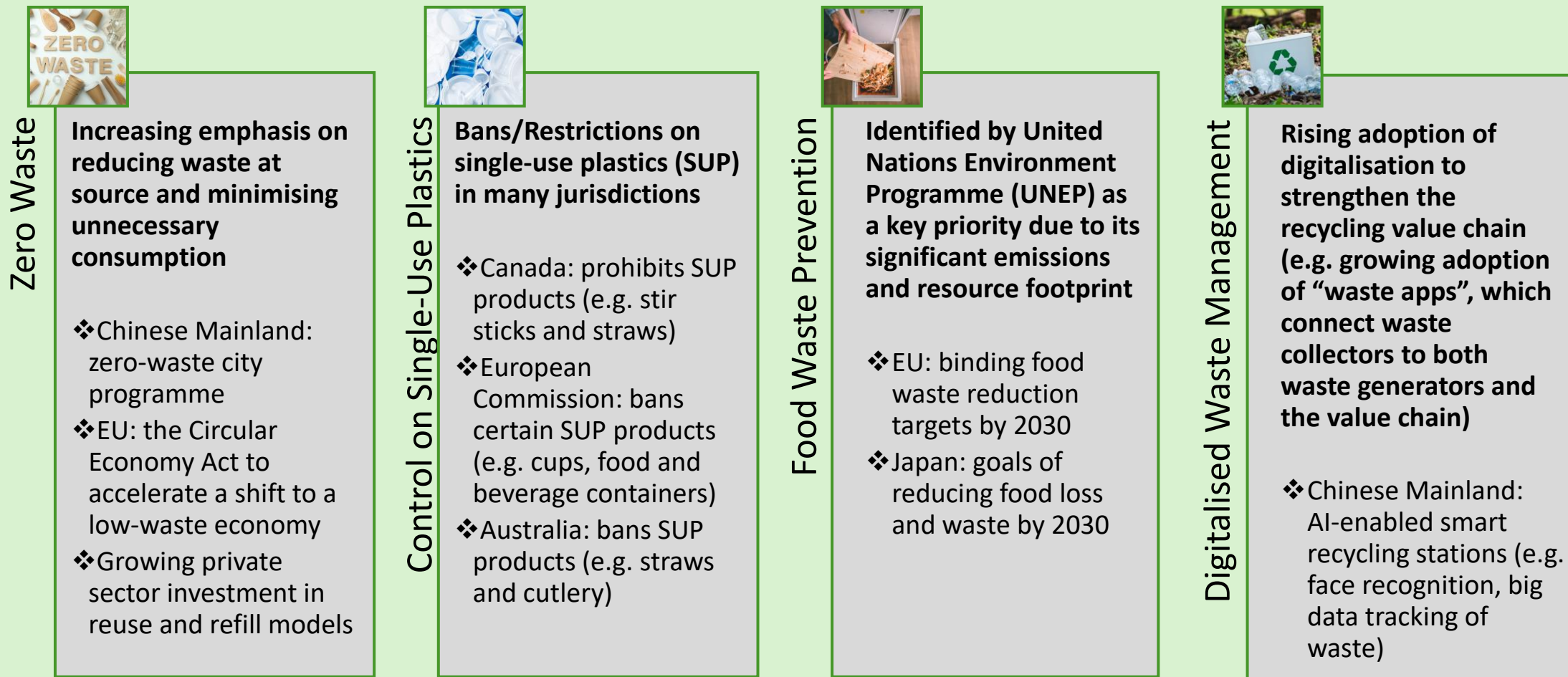
- 1-3 years warranty for all 11 samples
- Majority (8/11) offer 1-year warranty only
- Only 1 sample provides a warranty extension plan





Waste Management – Global Trend

- According to the World Bank, the world generates over 2 billion tonnes of municipal solid waste (MSW) each year, and it is expected to rise to 3.4 billion tonnes by 2050. While waste management is a key element of circular economy, it is often highlighted as a standalone area due to the urgency of global waste challenges. Meanwhile, efforts are shifting towards waste prevention at source, especially plastic and food waste. Also, digital solutions are more commonly adopted to improve waste management.



Waste Management – Local Policy Direction

- Hong Kong's waste management policy direction adopts a comprehensive approach, addressing general, food and plastic waste through regulation, recycling initiatives, and producer responsibility schemes to promote waste reduction at source.



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)



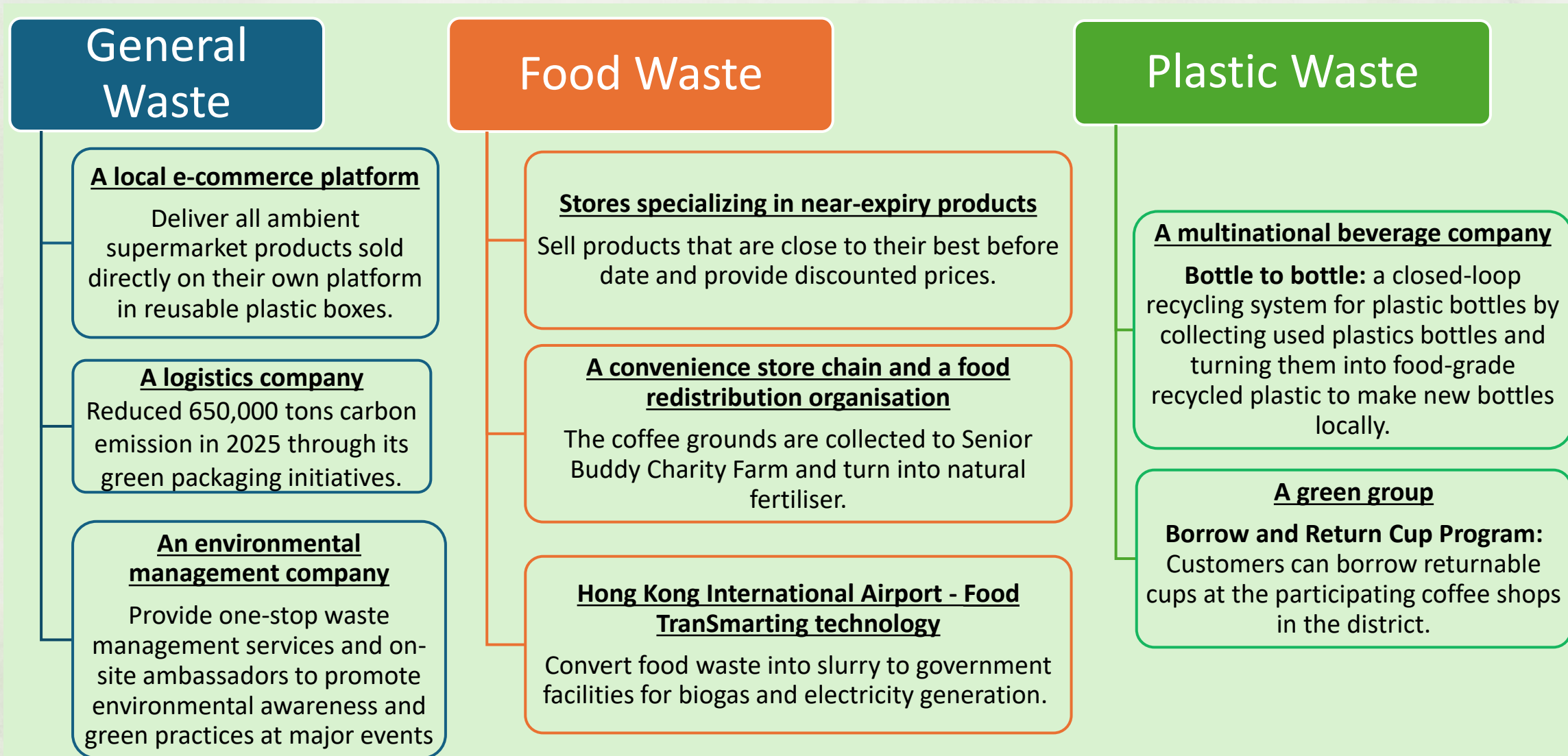
Plastic Waste

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



Waste Management – Business Initiatives

- Businesses in Hong Kong are advancing waste reduction through reuse, recycling, and food waste initiatives, supporting a more sustainable and circular economy.





Waste Management – Initiatives in Selected Jurisdictions

- Global waste management strategies are increasingly focusing on waste reduction at source, food waste recovery, and resource circularity. Through measures such as deposit return schemes, food waste recycling programmes, and advanced recycling technologies, governments and businesses are working to reduce landfill disposal and maximise resource recovery.

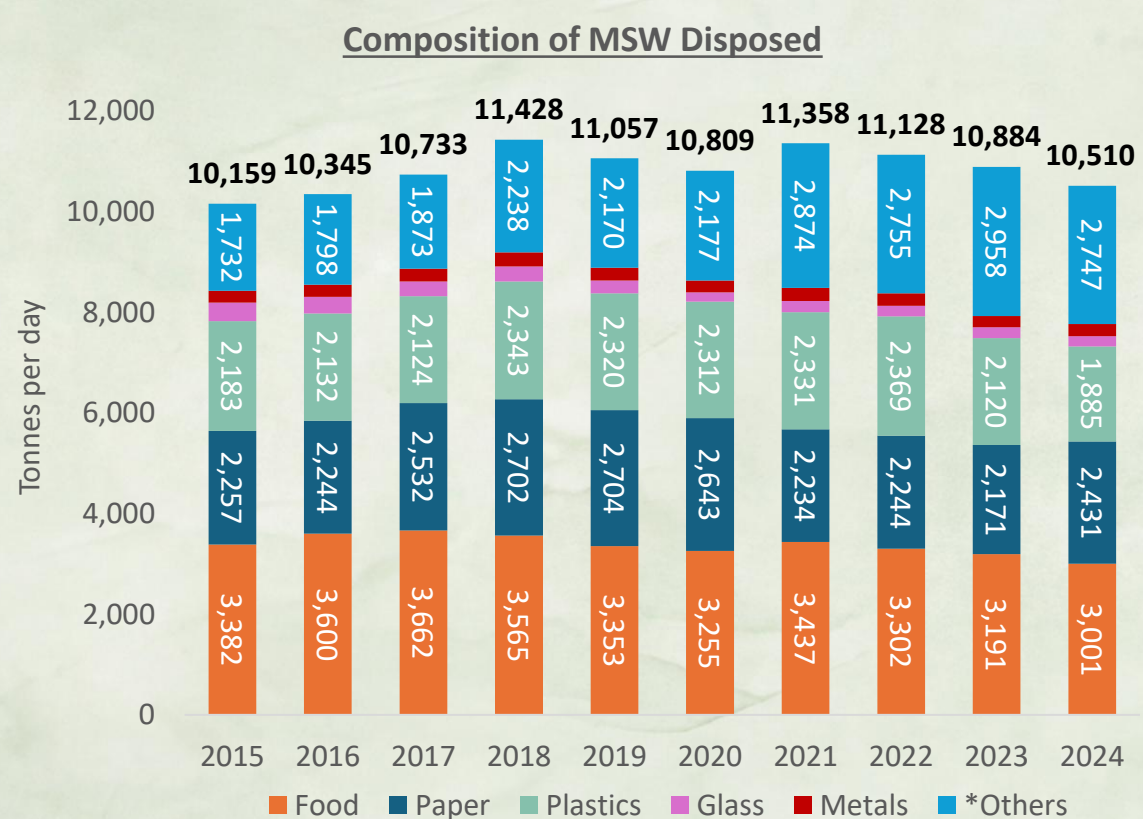
<u>Plastics Waste</u>	<u>Food Waste</u>	<u>Recycling</u>
United Kingdom – Deposit Return Scheme (DRS) for Drinks Containers (<i>to be commenced in 2027</i>): Introduce a deposit on single-use drinks containers, which is refunded upon return. Chinese Mainland – An Electronics Company’s Plastic Reduction and Elimination Initiative: Plastic reduction and elimination requirements in product design, manufacturing, procurement, logistics, and campus operations.	United Kingdom - Weekly Food Waste Collections Programme: Funding to introduce weekly food waste collections covering new food waste containers for homes and specialist collection vehicles. Singapore - Food waste recycling trials at malls: Converts food waste into bio-organic fertiliser using compact food recycling machines installed in a shopping mall.	Germany - Battery Recycling Project: Develop recycling technology for lithium-ion batteries and recover battery materials for reuse.



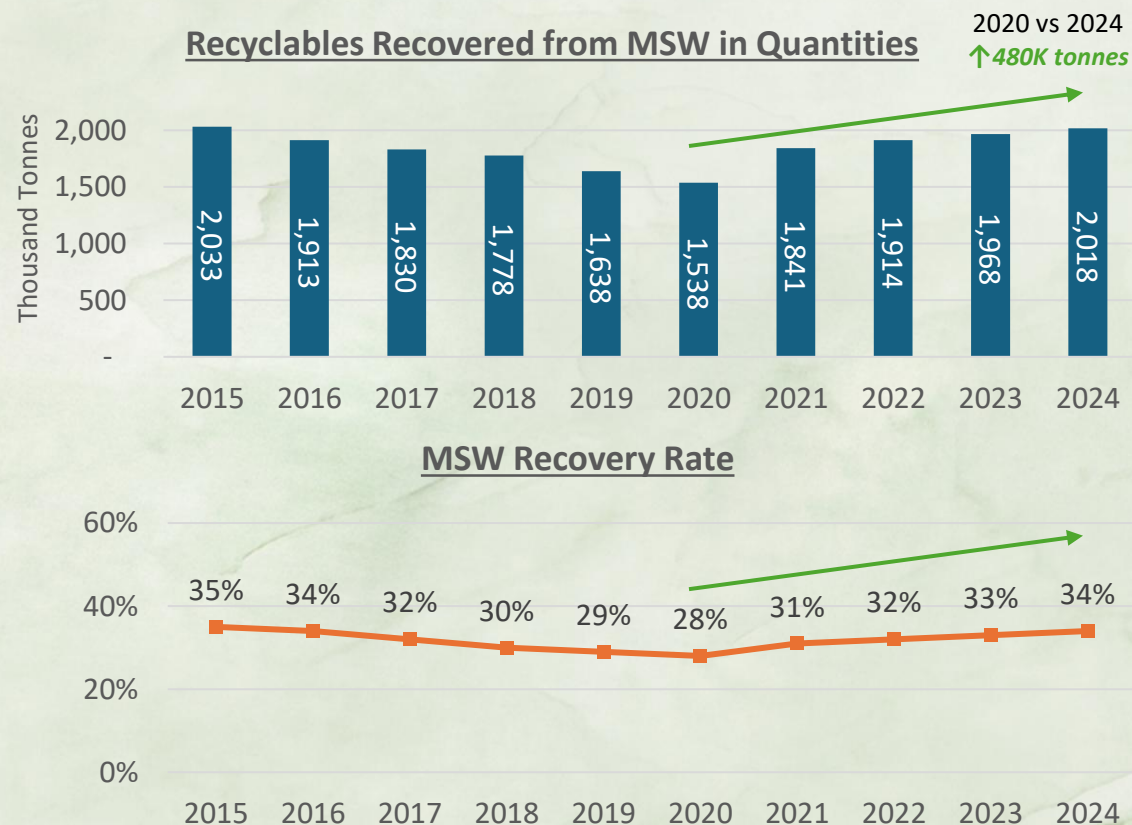
Municipal Solid Waste Disposal & Recovery in Hong Kong

- The current-term Government has successfully reversed the long-term upward trend in waste disposal quantities. The average daily disposal of MSW has continuously declined over the past four years since 2021, from an average of 11,358 tonnes per day in 2021 to 10,326 tonnes per day in 2025[^], a total reduction of 9.1%. The total MSW recovery amount climbed from the low point of around 1.54 million tonnes in 2020 to around 2.02 million tonnes in 2024, marking an increase of approximately 480,000 tonnes. The recycling rate also rose from 28% to 34%.

[^]Source: EPD



**Others include textiles, wood, yard waste, household hazardous wastes, bulky items and miscellaneous waste materials.*



Source: The EPD



“Bring-Your-Own-Container” (BYOC) Culture in Hong Kong

- Findings from the Consumer Council’s survey (CHOICE Issue #577, November 2024) showed that acceptance of customers’ own containers still has room for improvement in 2024, with a 69% success rate across 45 trials.
- Nonetheless, a subsequent survey (CHOICE Issue #580, February 2025) on takeaway drinks found full acceptance of reusable containers in 2025, indicating a growing adoption of the BYOC practice.

Findings from the Council’s research projects

CHOICE #577 issue (November 2024)

Trials on Eateries' Acceptance of Bring-Your-Own-Container (BYOC) in Hong Kong

- 5 “Bring-Your-Own-Container” (BYOC) eateries and 10 chained eateries were tested
- 3 trials per eatery, 45 trials in total
- Out of 45 trials, 31 of them accepted own containers (69%)

CHOICE #580 issue (February 2025)

Trials on Beverage Chains' Acceptance of Bring-Your-Own-Container (BYOC) in Hong Kong

- 20 beverage chains were tested
- 3 different stores per trial under each chain, a total of 60 trials
- All trials accepted own containers (100%)

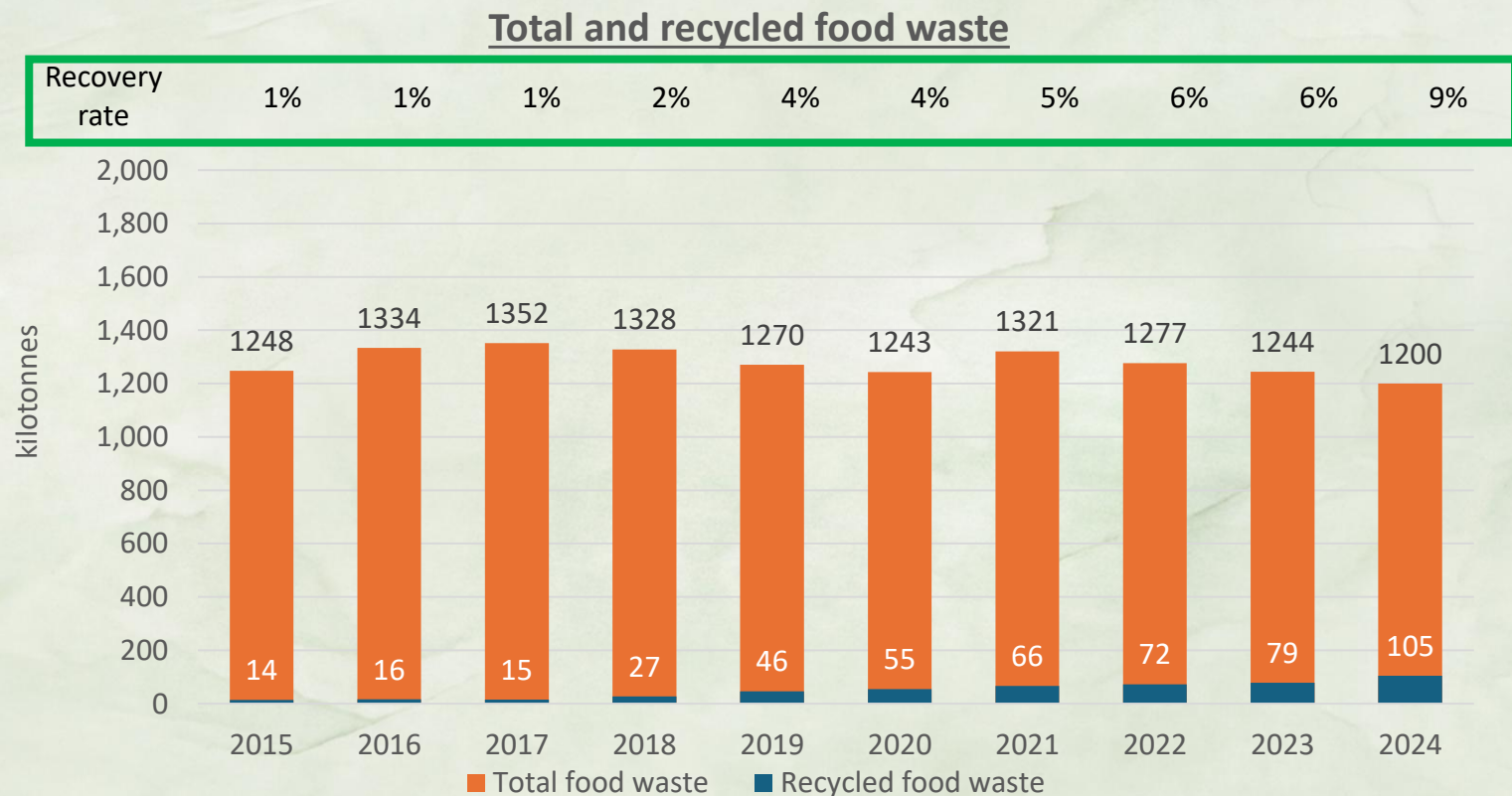


Photo source: The EPD



Food Waste Recycling in Hong Kong

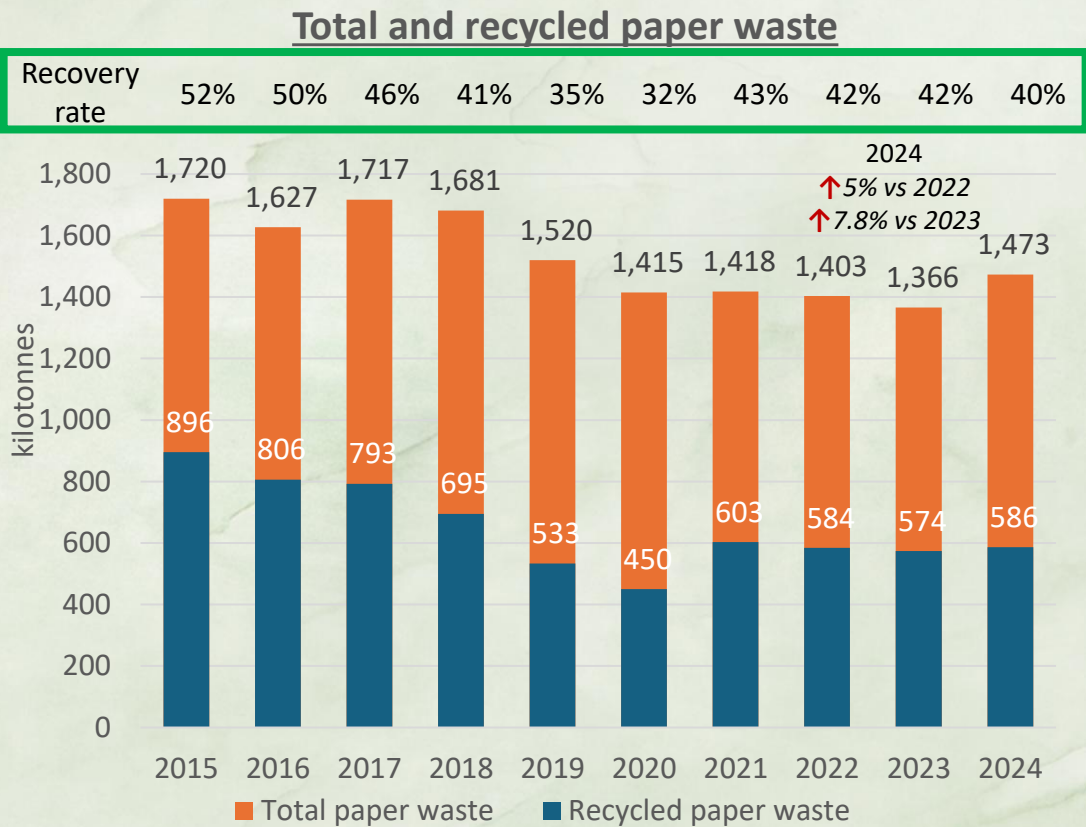
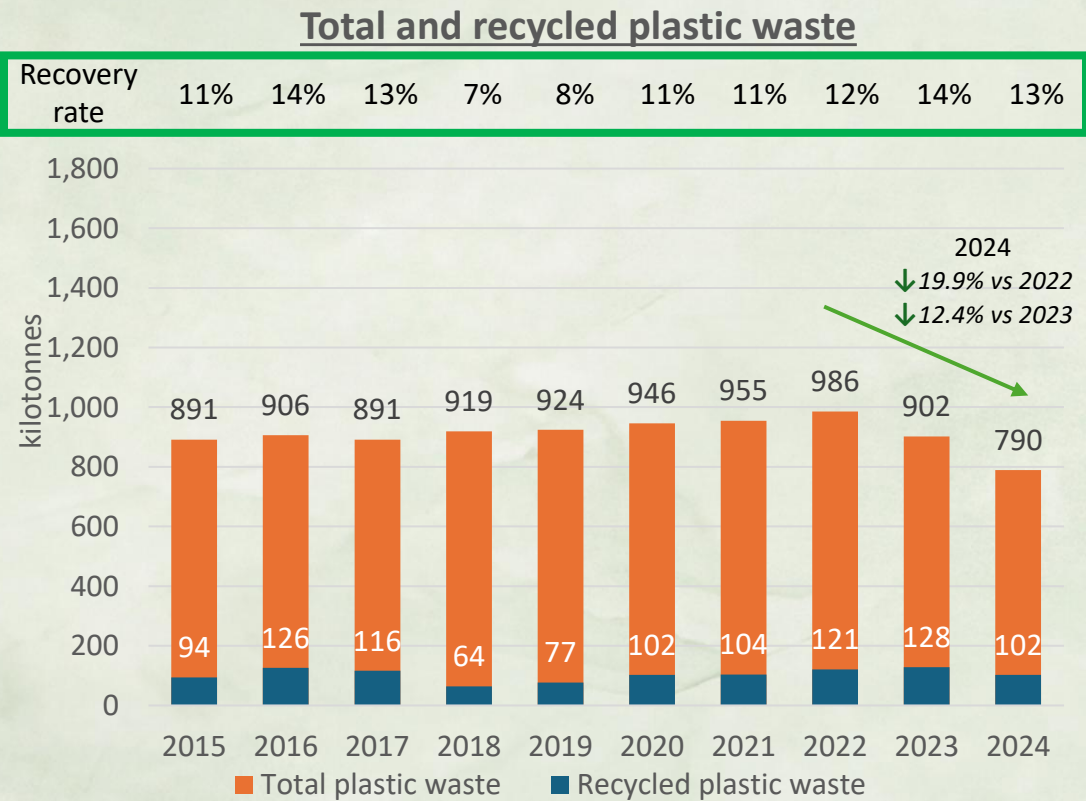
- Food waste has remained the dominant waste type over the past decade, indicating the challenges it poses to the local waste management system.
- Supported by Government initiatives such as the Pilot Scheme on Food Waste Collection, the Trial Scheme on Food Waste Collection in Public Rental Housing Estates, and the Pilot Scheme on Food Waste Smart Recycling Bins in private housing estates launched between 2021 and 2023, the quantity of food waste recycled demonstrated a sustained upward trend to 9% in 2024. This upward trend indicates that these policies are moving in the right direction.



**Others include putrescibles other than food waste, textiles, wood/rattan, household hazardous wastes, bulky items and miscellaneous waste materials*

Plastic and Paper Waste in Hong Kong

- Plastic and paper waste have remained to be the largest waste types following food waste. Recovery rates for both waste types have improved steadily in the post-pandemic period, indicating gradual progress in recycling performance.
- In particular, after the implementation of the Enhanced Plastic Shopping Bag Charging Scheme at the end of 2022 and the Regulation on Disposable Plastic Products in mid-2024, plastic waste dropped significantly in 2024, demonstrating the effectiveness of these measures.



Source: The EPD

Expansion in Recycling Facilities in Hong Kong

- The Environmental Protection Department (EPD) has launched various waste-reduction and recycling programmes to facilitate waste reduction at source and clean recycling across the community.
- Under the Source Separation of Waste (SSW) Programme, free waste separation bins have been supplied to over 2,800 housing estates/residential premises and 1,400 industrial-commercial buildings.
- EPD expands the GREEN@COMMUNITY community-recycling network to strengthen the district-level recycling infrastructure. It now operates more than 800 public collection points: 12 Recycling Stations, 82 Recycling Stores, around 600 Recycling Spots, and over 140 smart recycling bin sets.
- Together with around 820 sets of kerbside recycling bins in rural areas, the above measures now cover more than 90% of the population across all districts 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



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.)



Expansion in Recycling Facilities in Hong Kong (cont'd)

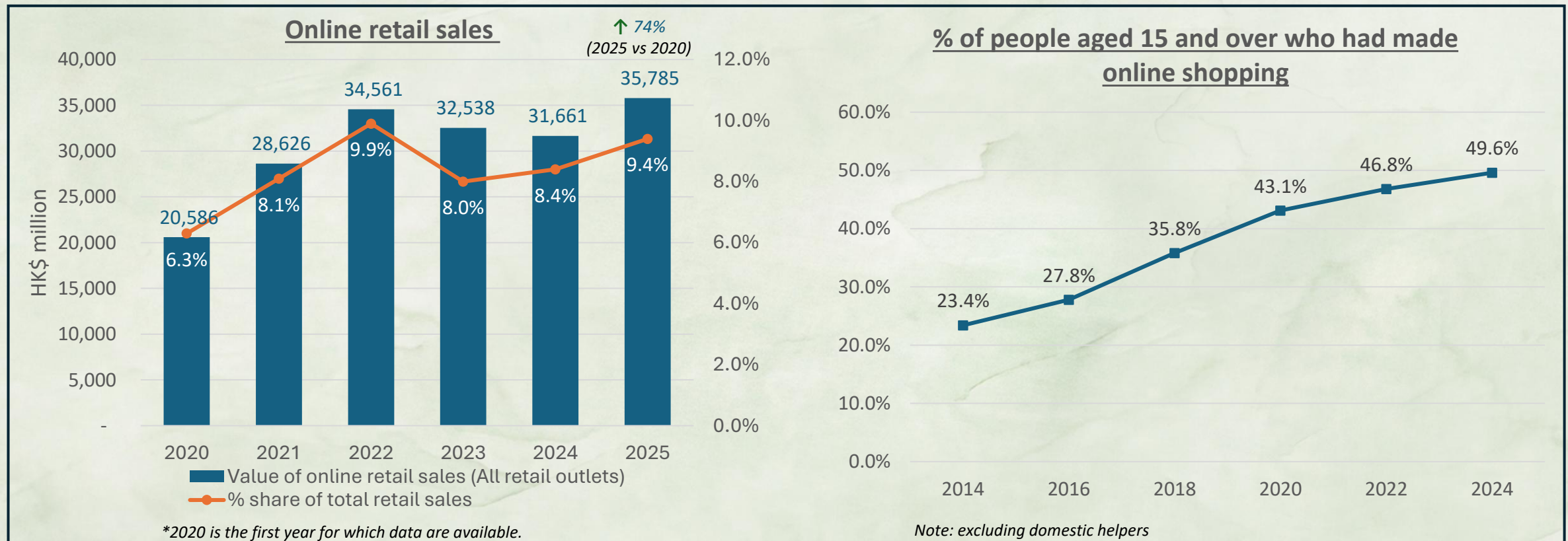
- Various food waste recycling initiatives have been launched since 2021 to target food waste, the largest component of municipal solid waste, and the coverage of food waste recycling network for both the domestic and commercial and industrial sectors has been expanding since then.

Smart Food Waste Recycling Programme				
		2022	2024	2025
Public Housing	No. of estates	5	217	220
	No. of bins	29	860	981
Private Housing	No. of estates	3	119	181
	No. of bins	19	357	572
Total	No. of estates	8	336	401
	No. of bins	48	1,217	1,553



Increasing Online Shopping in Hong Kong

- Hong Kong's online retail sales increased rapidly during the pandemic period from 2020* to 2022 and reached a peak of HKD\$35,785 million in 2025, demonstrating an increase of 74% from 2020 to 2025. Meanwhile, the share of online retail sales in total retail sales increased from 6.3% to 9.4% over the same period.
- Also, the proportion of residents aged 15 or above who had shopped online doubled from 23.4% in 2014 to 49.6% in 2024, indicating that online shopping has become an increasingly common consumption habit among Hong Kong consumers.



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.



Overpackaging arisen from Online Shopping in Hong Kong

- With the robust growth of the e-commerce market in Hong Kong, the generation of packaging waste, which has low recyclability, poses severe threats to the environment.
- Businesses shifting the packaging cost to consumers for distributing excessive plastic bags are both against the producer responsibility or the polluter pays principle.

The Magnitude of the Problem

- According to a Legislative Council research in 2025, online shopping generates **4.8 times more packaging waste than offline retail**.
- The Green Earth, a local green group, estimated that online shopping packaging in Hong Kong weighed at least 2.7 million kg in aggregate in 2025. The survey also found that **60% of respondents considered online packaging excessive**, and **70% felt frustrated when handling it**. Over half reported an average of 2 layers of packaging per item; nearly 10% encountered 4 to 5 layers.

Low Recyclability of Packaging

- The Green Power, a local green group, categorised packaging into 2 types:
 - Outer wrapping (boxes, plastic bags, tape, nylon bags, stretch film): tape is heavily overused and non-recyclable, forcing consumers to remove it before recycling, which adds to the difficulty.
 - Inner cushioning (bubble wrap, styrofoam, air bags): most remain intact and could be reused, but without a return channel, they are simply discarded.

Findings from the Consumer Council's survey (CHOICE Issue #562, August 2023) revealed that some businesses were found to over-use plastic bags, such as putting prepackaged goods into additional plastic bags.



**Council staff posed as ordinary consumers to conduct 69 orders to purchase different types of food products from 11 online stores/e-commerce platforms*



E-Commerce Packaging Initiatives in Chinese Mainland and Hong Kong

Chinese Mainland

With effect from 1 June 2025, the amended “**Interim Regulations on Express Delivery**” (快遞暫行條例) added a chapter specifically on "Express Packaging" to promote green, minimal, and recyclable packaging, encouraging express delivery enterprises to use biodegradable and reusable environmentally friendly packaging materials.

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.

Alibaba Group

Agreement with L’Oreal China (2018, 2022):

In 2018, L’Oreal China announced a partnership with Alibaba Group to implement eco-friendly packaging for all its brands sold through Alibaba’s platforms in China. They pledged to decrease the use of plastic packaging materials in all of their brands by switching to FSC-certified sustainable paper and zipper carton boxes or paper adhesives.

In 2022, L’Oreal China became one of the 24 companies to participate in Alibaba’s guidance to promote green consumption, offering brands ways to develop low-carbon products and achieve green logistics.

Packaging Material Reduction (2018):

With smart packaging algorithm, items are assessed based on their category, volume, weight and area, and matched with the most space-efficient form of packaging, enabling a reduction of approximately 15% of packaging materials.

4. Consumer Research



Consumer Research Key Findings (I)

- **Sustainable Consumption Index (SCI)** provides a composite score to measure consumers' awareness, attitude, behaviour and readiness in SC. It is composed of 8 subindexes, namely:

Awareness and Attitude Index

1. Product information
2. Energy conservation
3. Waste separation

Behaviour and Readiness Index

4. Purchasing behaviour
5. Conservation behaviour
6. Recycling behaviour
7. Motivation
8. Support

- **Awareness and Attitude Index:** 79, increased from 74 in 2015 and 77 in 2020; **Behaviour and Readiness Index:** 72, increased from 68 in 2015 and 71 in 2020.
- The survey findings indicated upward trend for both indexes, indicating strong consumer awareness and engagement in SC.
- Most subindexes have improved over time, with **Energy Conservation** earning the highest score at 84 and **Recycling Behaviour remaining at 63.**
 - Although recycling facilities, visitors and recyclables collected have all increased, the index remained at 63. Possible reasons include new items with weaker recycling practice (food waste recycling), as well as gains in plastic and metal recycling offset by declines in glass and paper recycling, leaving the overall score broadly unchanged.
- **High Action Consumers**, those scoring high in the Behaviour and Readiness Index, are typically consumers aged 35-54 with high education, senior position and high income.
- **Low Action Consumers** tend to be young/ students (aged 15-24) or more mature (aged 55–69) with no or low income. The reasons for low action vary:
 - The youths and students scored average on Awareness and Attitude Index (78 & 77 respectively), but lowest on Behaviour and Readiness (69), specifically Recycling Behaviour and Motivation. From qualitative research, it was found that the lack of action was related to their reliance on family members or domestic helpers at home – their comfort zone.
 - For the mature group, they score low on both indexes, and are less willing to commit more to support SC.

Consumer Research Key Findings (II)

- The perceived impact of personal consumption on the environment and understanding of sustainable consumption have both increased over time, but awareness and understanding for most consumers are still insufficient (41% average score on impact and 20% perceived no or little impact on the environment; 41% average score on understanding and 28% do not or not quite understand).
- Higher concern over product information related to the fundamental ideas of SC, such as product lifespan, polluting the environment when in use, cruelty to animals in research and testing, pollution from the production process causing eco-system damage, is noted. Lower concern over frequent product update leading to unnecessary replacement and excessive product packaging might suggest higher value placed on convenience and enjoyment against sustainable consumption.
- Energy conservation is perceived as a high-reward, low-effort win, thanks to the Mandatory Energy Efficiency Labelling Scheme (MEELS), but waste separation at home is deemed less easy to achieve mostly due to lack of space at home and extra time and efforts required.
- In addition, only half of all surveyed consumers admitted confidence in the effectiveness of Hong Kong's recycling system.
- In general, convenience, easy execution, hygiene, immediate economic benefits such as energy savings, compliance with social norms such as avoiding excessive order at eateries are of higher importance than sustainable behaviour.
- The pandemic spanning across 2020-2023 has significant impact on several aspects of Hong Kong consumers:
 - Shifting away from dining-in and in-person grocery shopping towards more regular use of delivery apps and bulk online ordering; and
 - Increase in online shopping and care for personal hygiene leading to increased packaging waste and more habitual use of sanitization and disposable products.
- Consumers showed a high willingness to pay more (around 5-10% more) for sustainable products, especially when the product offers a direct reward:
 - Large household appliances: financial savings from reduced utility costs;
 - Food: benefits of health, safety, superior taste, and ethical satisfaction.
- Only one-quarter of all surveyed consumers perceived sustainable products to be very sufficient or sufficient, and actual eco-label awareness is low except for MEELS.
- Consumers viewed their own sustainability actions as conditional upon external support from the government and businesses.

Research Scope

PHASE 1 – Quantitative Face-to-face Street Intercept Interviewing

Objectives

To measure **consumer awareness, attitudes, behaviours, and readiness** regarding sustainable consumption; to **monitor trends** and update the **Sustainable Consumption Index (SCI)**, and identify key **drivers and hurdles** to sustainable consumption across consumer segments.

Methodology

- **Sample size and collection method:** 1,007 face-to-face interviews via street intercept during 10 Oct – 2 Nov, 2025
- **Target respondents:** General public in Hong Kong aged 15-69 (*wider age range than aged 15-64 in 2020 to capture a more representative data set*). *The respondents are a different cohort from those surveyed in 2020 and 2015.*
- **Quota: well-represented sample** achieved by ensuring a balanced mix of age, gender, education level, occupation, employment status, personal and household income, and residential district, in alignment with the latest available census data for Hong Kong.
- **Interview length and interviewing language:** up to 15 minutes in Cantonese/Traditional Chinese

PHASE 2 – Qualitative Face-to-face Focus Group Discussion

Objectives

To **deep-dive** into the underlying **rationales behind SC behaviours**, including uncovering psychological and systemic triggers and barriers of adopting SC behaviours, engagement with different SC initiatives, as well as a more in-depth understanding on **consumer’s interest on different SC features** via an experimental test exercise.

Methodology

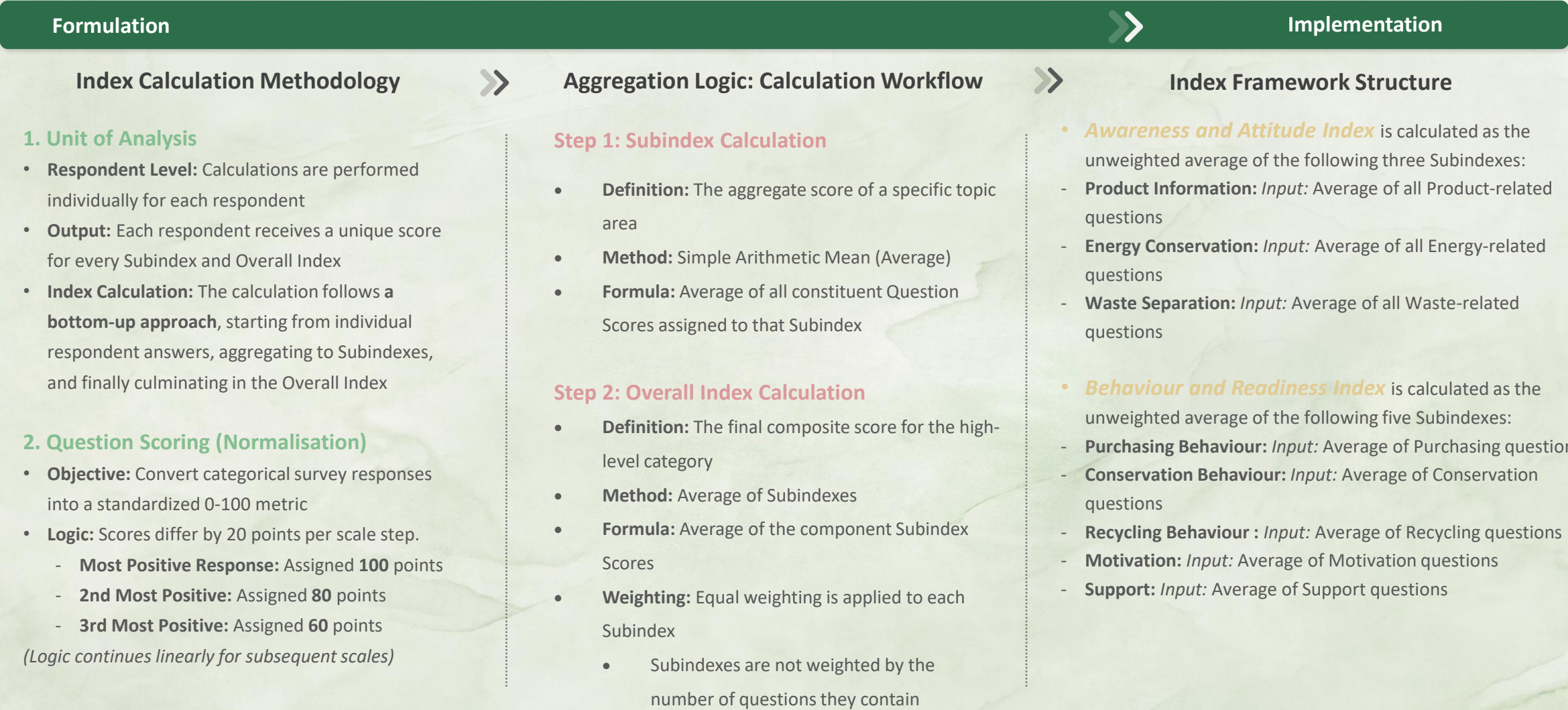
- **Sample size and collection method:** N=6 Focus Group Discussions with 5 respondents per group during 26-28 Nov, 2025. All respondents were freshly recruited for focus groups.
- **Target respondents and quota:**

Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
Working				Non-Working	
SC Action Takers & Aspiring Supporter		SC Idea Followers / Slow Adopters		Mix of Action Takers and Followers	
Young	Mature	Young	Mature	Students	Mix of homemaker and retiree
25-44 y.o.	45-69 y.o.	25-44 y.o.	45-69 y.o.	15-24 y.o.	25-69 y.o.

- **Interview length and language:** about 2 hours per group in Cantonese

Sustainable Consumption Index (SCI) Development Process

- SCI has been developed since the first launch of this project in 2015. It is a "3D" measurement that integrates Awareness & Attitude, Purchasing Behaviour, and Readiness into a single strategic framework. For the composition of 2025 SCI, please refer to the Appendix.



2025 Sustainable Consumption Index (SCI)*:

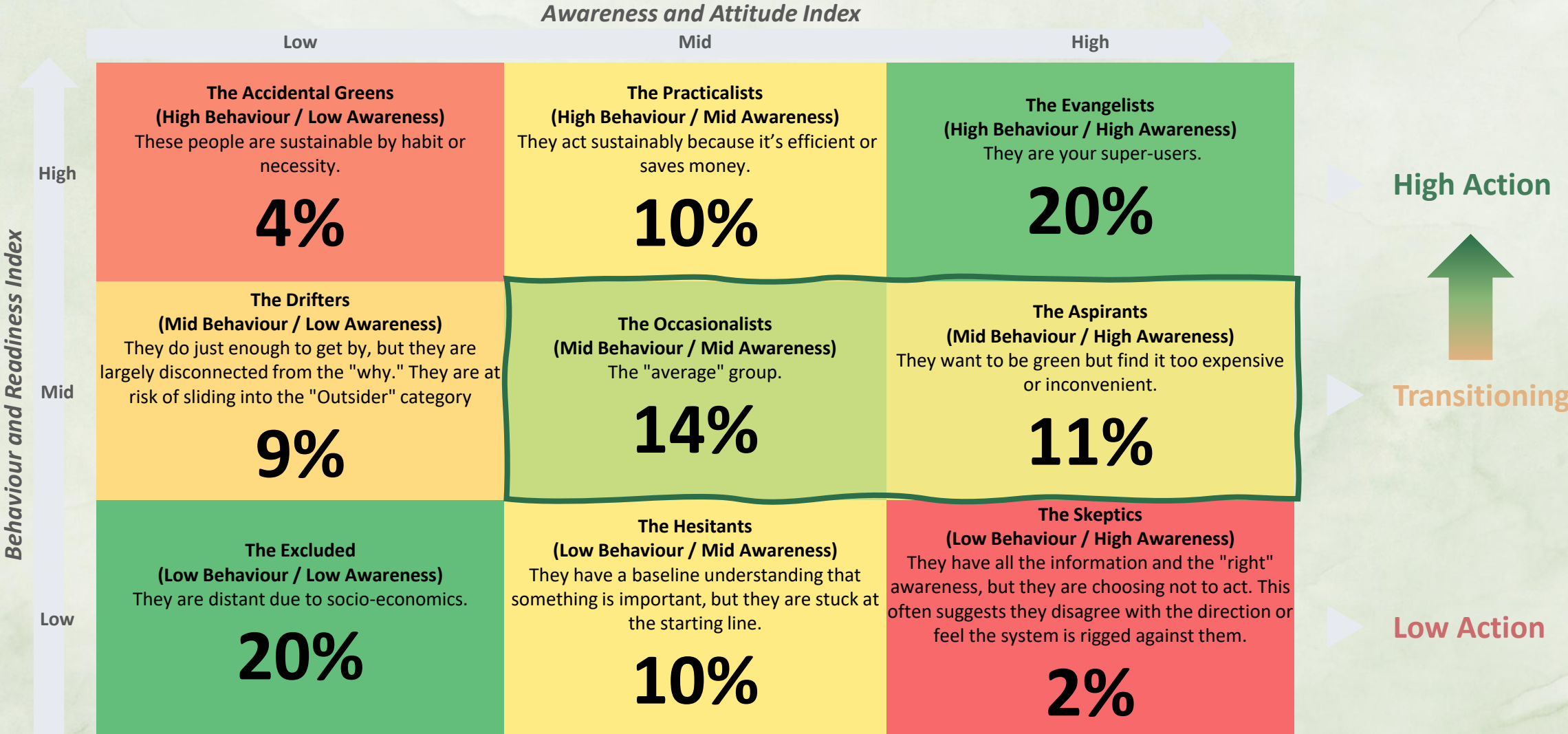
Energy Conservation leads Awareness, while Recycling Behaviour remains a key challenge



*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.

Matrix of Awareness & Attitude vs Behaviour & Readiness

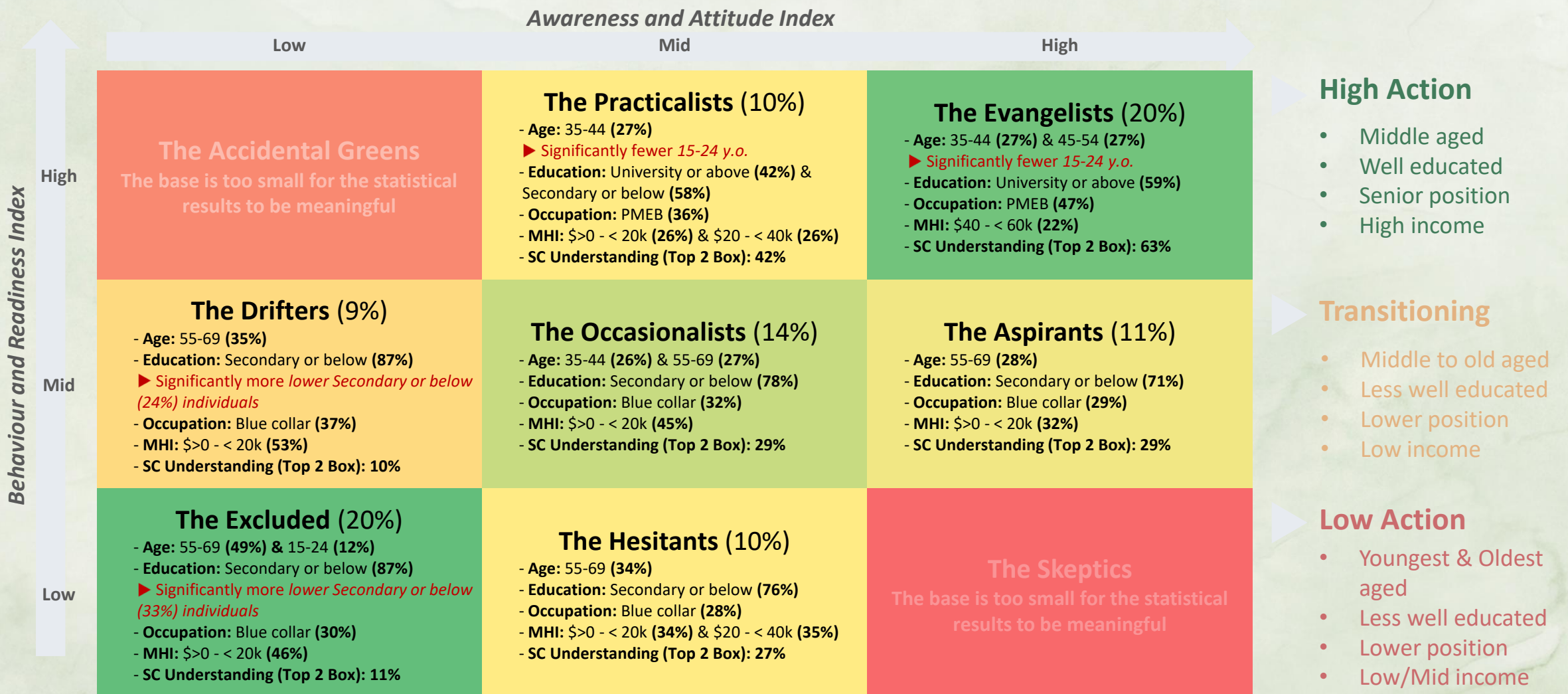
- The Targeted Activation Strategy categorizes nine distinct consumer personas based on the intersection of Awareness and Attitude versus Behaviour and Readiness.



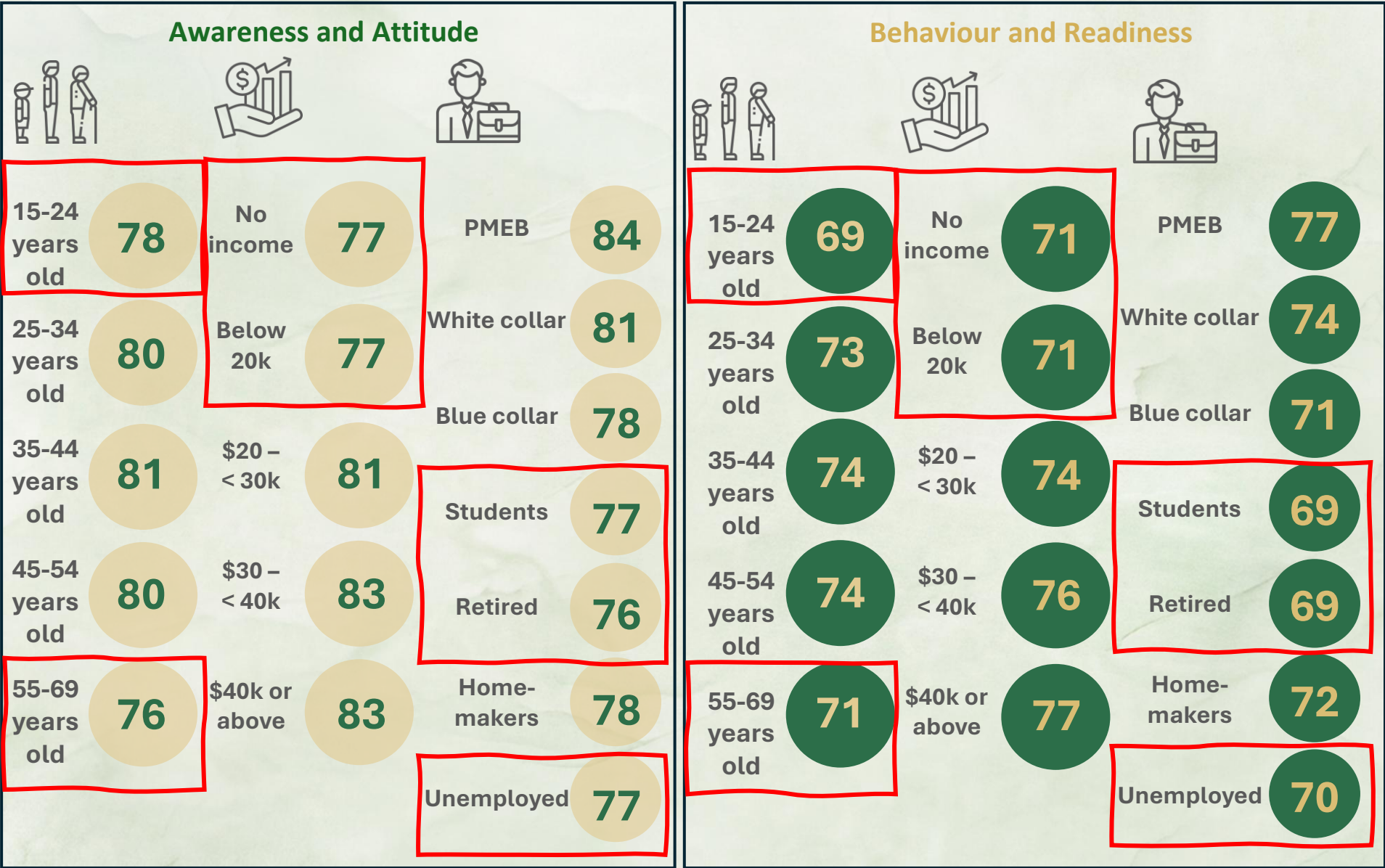
Source: Sustainable Consumption Behaviour Study, All respondents (N=1007)

High Action Consumers aged 35-54 with High Education, Senior Position and High Income

- “High Action Consumers” are typically individuals aged 35-54 who possess high education, held senior positions, and had high income, along with a strong understanding of SC.



Low Action Consumers Require Attention and Subsequent Educational Efforts



Analysis of Low Action Groups:

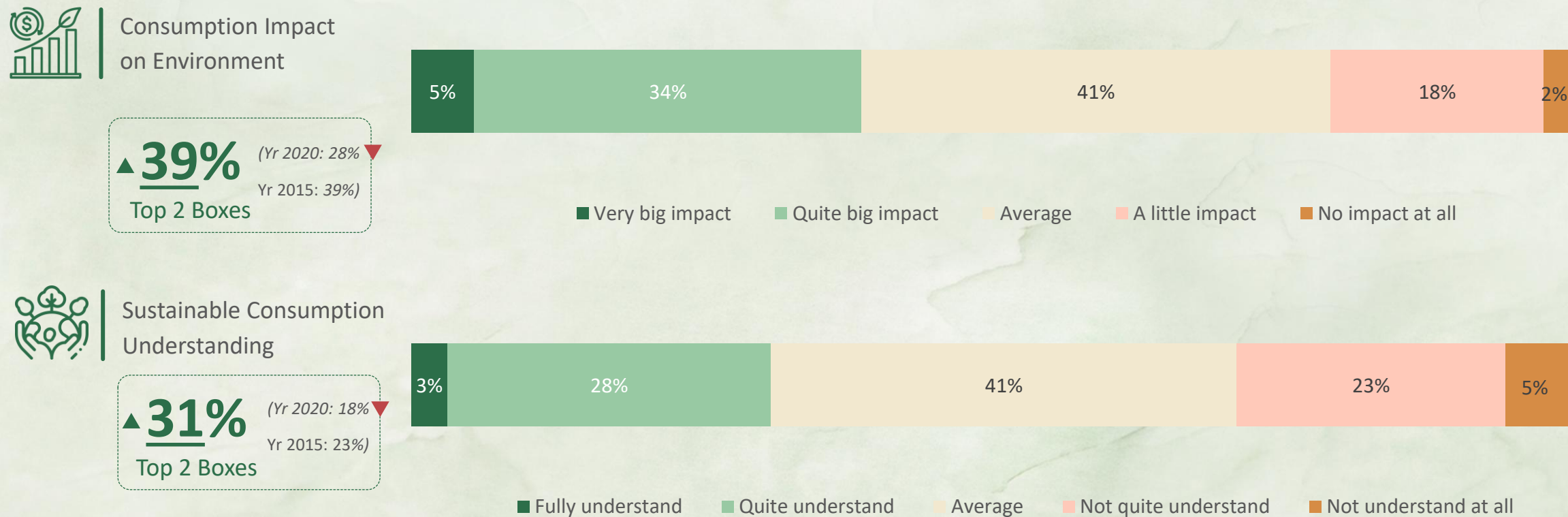
Youth & Student Action Gap: While the youngest group (15–24) and Students have reasonable awareness and attitude (78 & 77 respectively), they struggle significantly with action (69). Further analysis shows that they have lowest scores on the sub-categories of Recycling Behaviour and Motivation (see later slides).

Senior/Low Income Motivation Barrier: The oldest demographic (55–69) and the no/low income/unemployed groups show the lack of internal drive, scoring low in sub-categories of Recycling Behaviour and Motivation (see later slides), suggesting a reluctance to pay more or exert extra effort for sustainability.

 denotes low action groups

Increased Sustainable Consumption Awareness and Understanding

- Consumer perception of the impact of their consumption on environment and their understanding of SC has increased compared with 2020, but awareness and understanding for most are still insufficient.

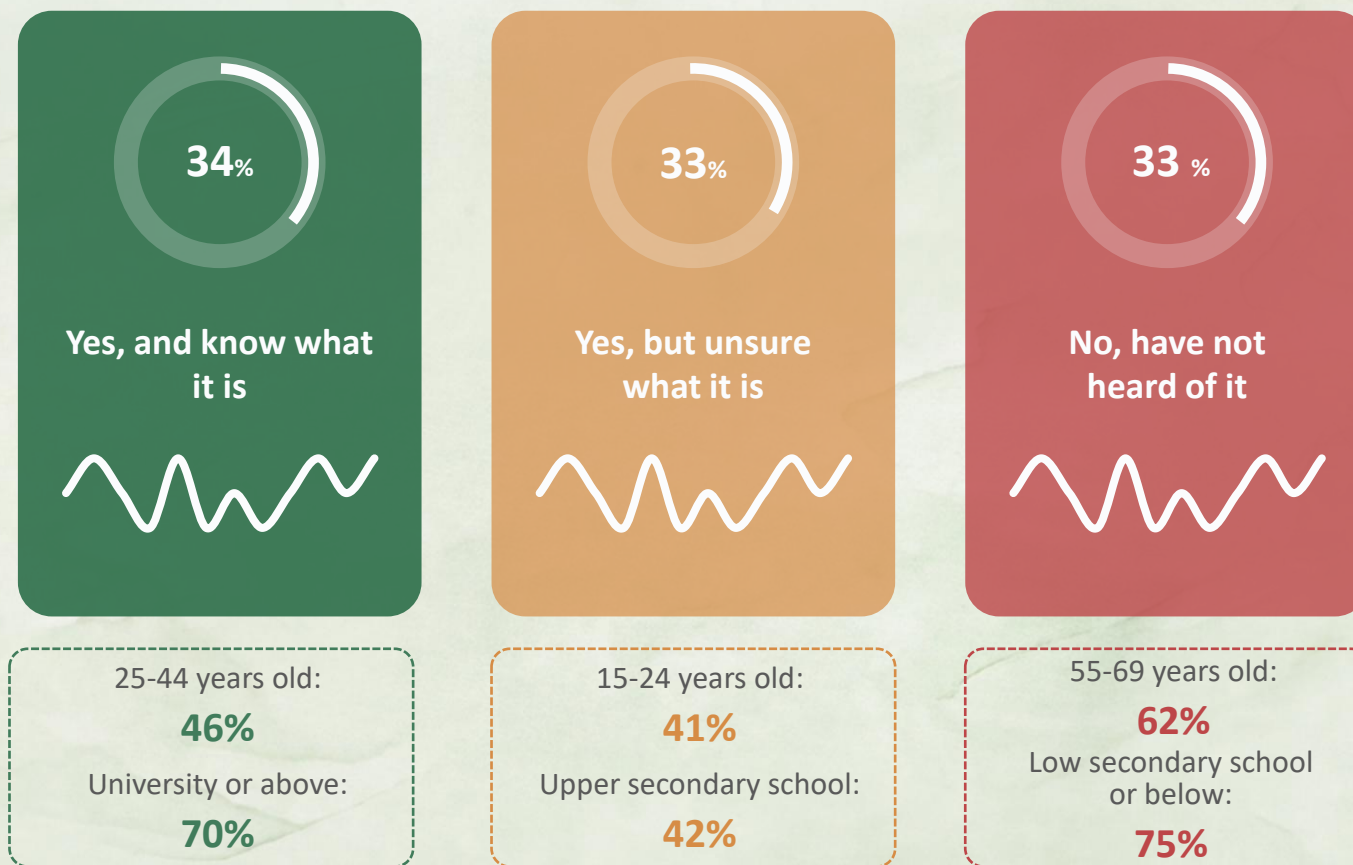


Note: The figures displayed in grey font and enclosed in brackets refer to data from the 2020 and 2015 study.

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

Incidence of Knowing “Carbon Neutrality”

- Regarding the concept of "Carbon Neutrality," only a minority of consumers (~34%) claim to know what it is, with the majority (66%) either unsure or unaware of the term. Younger individuals or those with an upper secondary school education typically exhibit awareness but remain uncertain. Conversely, older individuals with lower education levels are generally unaware.

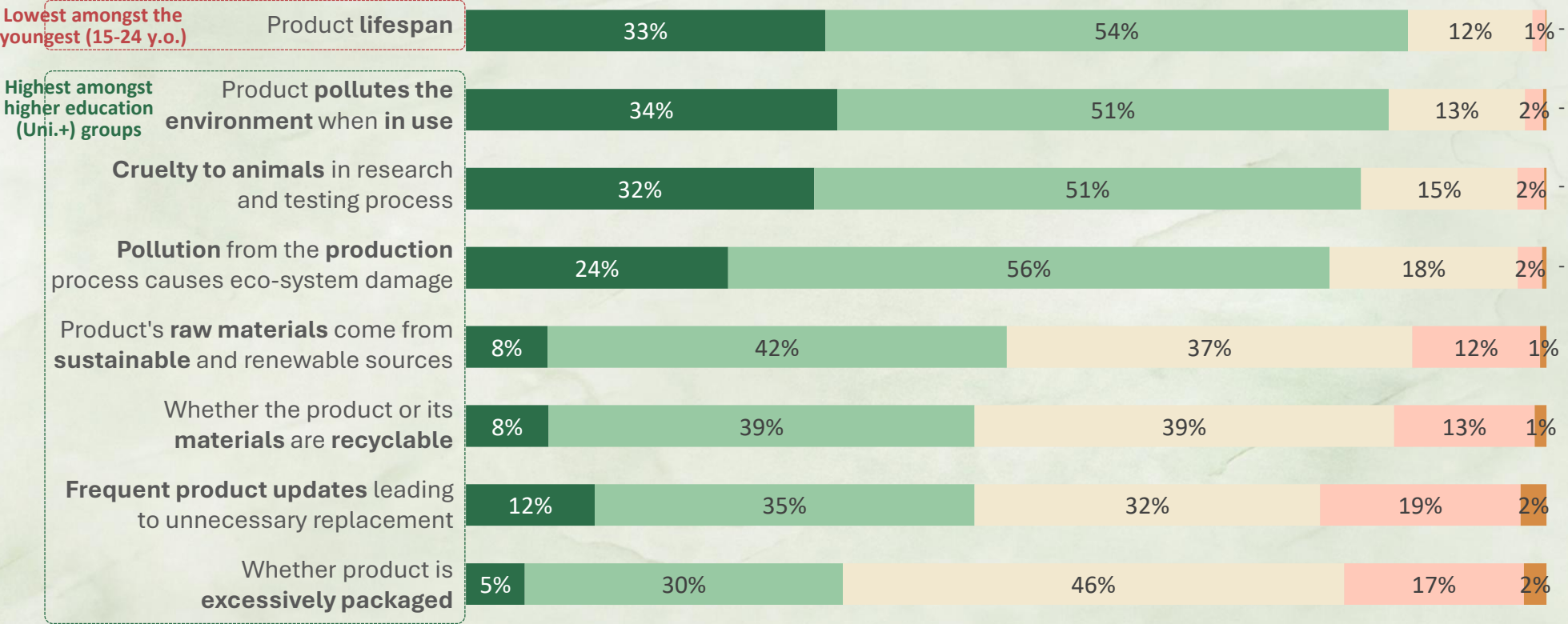


Note: To ensure an accurate measure of baseline knowledge, no definition of 'carbon neutrality' was provided to participants. The study focused exclusively on gauging unassisted awareness of the terminology.

Higher Concern on Fundamental Ideas of Sustainable Consumption

- ① The areas of highest concern were long-standing and fundamental ideas of SC, which had been part of public discourse for decades.
- ② The relatively low concern on raw material sourcing might be due to the unfamiliarity or abstract nature of the concept.
- ③ Lower concern for “frequent product updates” & “excessively packaged” might suggest that the convenience, enjoyment, or aspirational value outweighed the sustainable concern for many consumers.

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



Top 2 Boxes

	2025	2020	2015
①	87% ▲	69%	NA
	85% ▲	71%	67%
	83% ▲	64%	59%
	80% ▲	69%	67%
②	50%	NA	NA
	47% ▼	57%	53%
③	47%	52% ▲	44%
	35% ▼	55% ▲	44%

*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

Product Information Concern – Consumer Voice

Unfamiliarity or abstract nature of the concept on raw material

“ Consumers have no way of knowing about the pollution generated during the manufacturing process. We can only rely on the reputation of well-known brands. Expecting consumers to trace the source of raw materials or verify emission standards for every purchase is unrealistic.

Male, Young Working,
SC Action Takers

“ Compared with the unseen manufacturing process, I place more importance on tangible information such as the energy labels on products. Pollution generated during production feels too remote to me, and I cannot see how it directly affects my daily life.

Male, Retiree,
SC Action Takers

“ I do not think brands should use environmentally friendly materials or reduced carbon emissions as a justification for raising prices. These should be part of a company's responsibilities, and the choice or additional cost should not be passed on to consumers.

Male, Student,
SC Idea Followers

Convenience, enjoyment, or aspirational value outweighs the sustainable concern

“ I'm a big fan of technological products and use the full range of Apple products. I often like to keep up with the latest models, so whenever a new one is released, I trade in my old device and upgrade to a new one.

Male, Young Working,
SC Idea Followers

“ Although I frequently shop online, I often feel frustrated by the excessive packaging, such as large amounts of bubble wrap and oversized carton boxes used to prevent damage. Even when I buy small items, the packaging is often too large, adding to the burden of disposing of the waste.

Male, Student,
SC Idea Followers

“ Our company frequently orders takeout. Although I know that every takeout meal generates a large amount of plastic bags and disposable containers, the convenience of takeout is hard to resist.

Male, Young Working,
SC Idea Followers

“ Online shopping is affordable and convenient these days, with free shipping available for purchases as low as \$100. Even though I know it generates a lot of packaging waste, the economic benefits and convenience are too tempting to resist.

Female, Young Working,
SC Idea Followers

Positive Attitude towards Energy Conservation & Waste Separation at Home

- While the motivation for sustainability was nearly universal, execution was hindered by a confidence gap. Consumers perceived energy conservation as a high-reward, low-effort win but waste separation seemed to require more efforts.

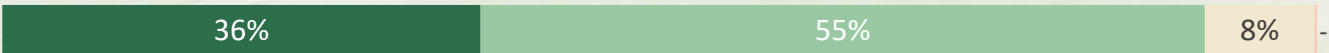
Top 2 Boxes

Note: Ranked in descending order according to the top two box scores



Energy conservation at home...

is **beneficial** to the environment



is **economically beneficial** to me



is **easy to achieve**



2025 2020 2015

91% ▲ 85% ▲ 72%

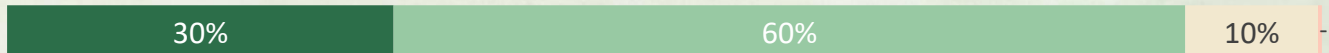
88% ▲ 76% NA

76% ▲ 67% NA



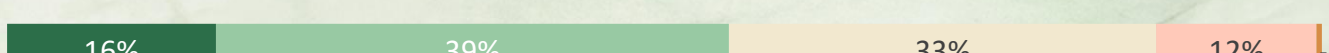
Waste separation at home...

is **beneficial** to the environment



90% ▲ 80% ▲ 70%

is **easy to achieve**



55% 55% NA

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



46% NA NA

Strongly agree Agree Neutral Disagree Strongly disagree

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%

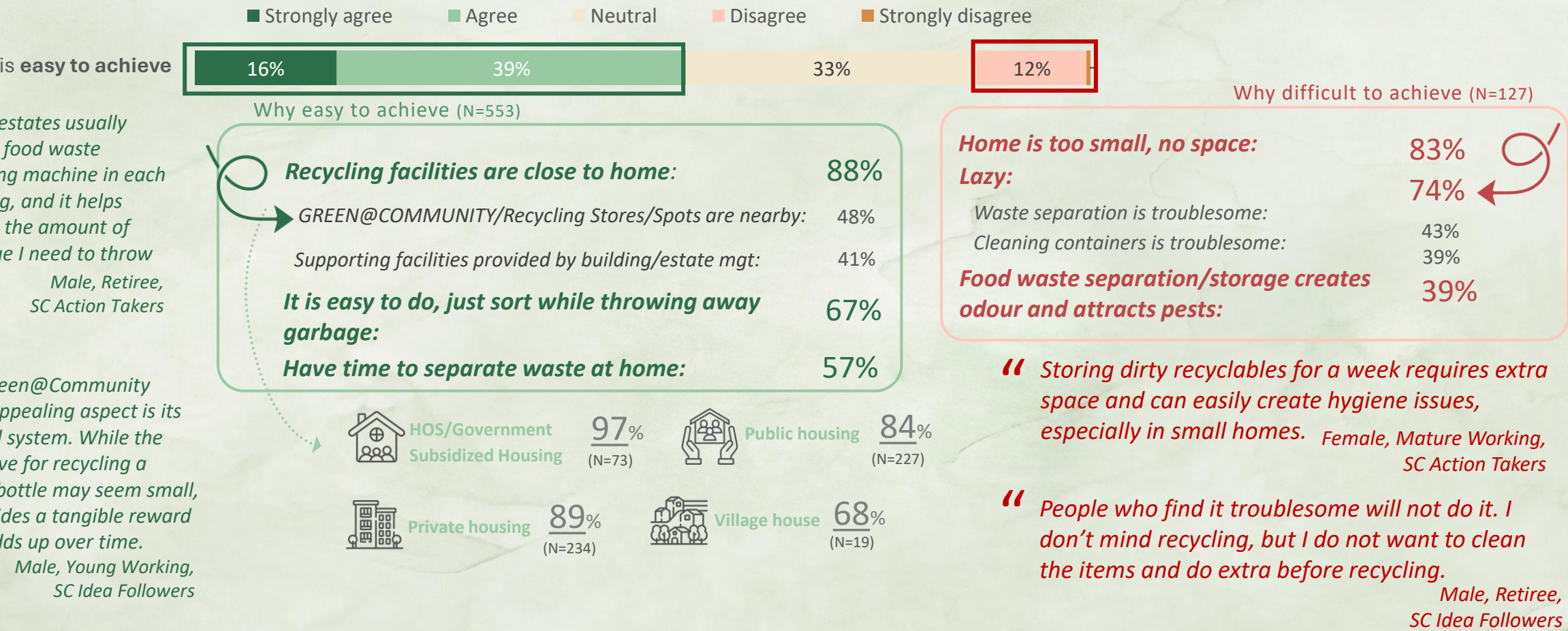
▲ Increase / ▼ Decrease significantly against the last wave at 95% confidence level

Consumer Attitude towards Waste Separation and Reasons

- Convenience was the main motivator to achieve waste separation at home.
- The challenges associated with waste separation highlighted systemic difficulties ranging from personal obstacles, such as effort and convenience, to practical challenges like space constraints and sanitary concerns.



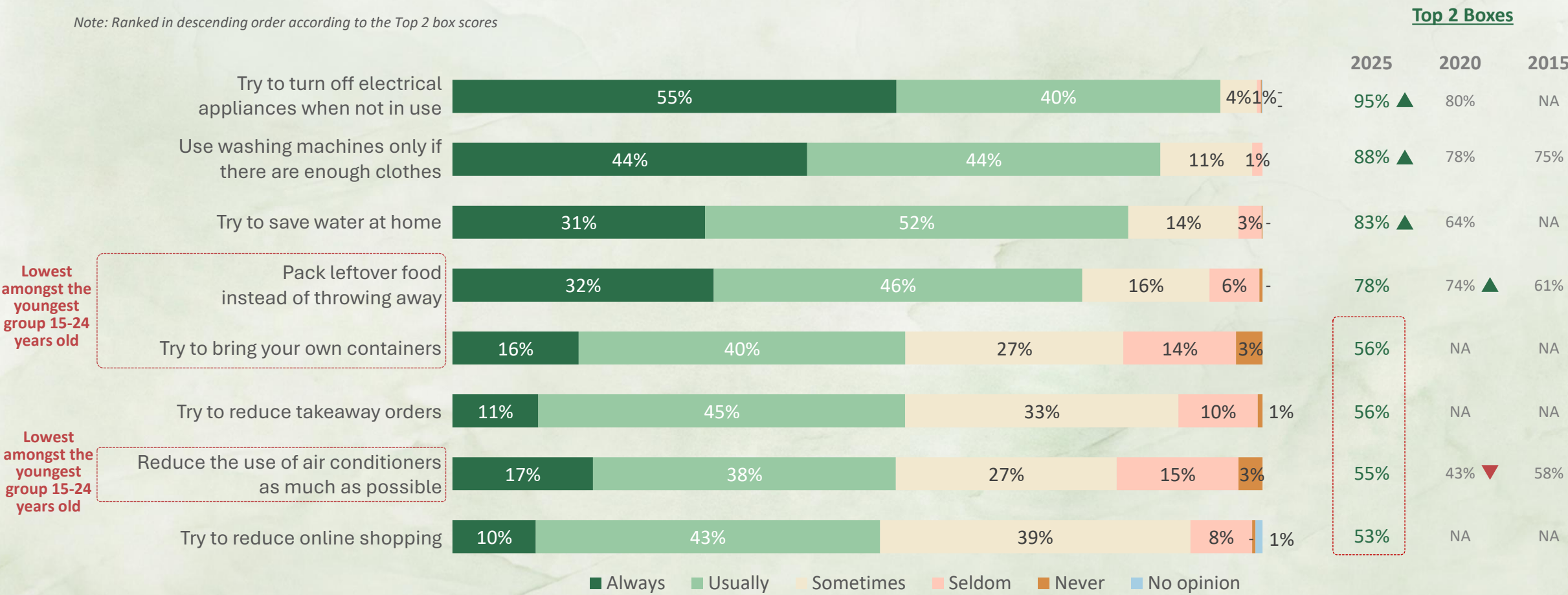
Waste separation at home...



Conservation and Waste Reduction Frequency Declined as Effort Increases

- Consumers inclined to adopt actions with low-effort and high-reward, such as energy-saving measures that reduce utility costs and offer personal financial gain.
- Conversely, there were lower adoption of actions that reduce convenience or comfort or require higher effort.

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



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

Quick to Adopt Behaviours with Immediate Economic or Convenience Benefits

- Consumers are quick to adopt behaviours with immediate economic or convenience benefits, such as energy savings and easy social norms like avoiding food waste. However, they are less willing to take actions involving personal costs or complexities, like carbon reduction. High adoption occurs when behaviours offer clear and tangible rewards.



Please note that the figures displayed in grey font and enclosed in brackets refer to data from the 2020 and 2015 study

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

Environmentally Friendly Behaviour Related to Food

- Individuals aged 15-24 exhibit the lowest engagement across all food-related parameters. Those from higher income group shows a greater propensity to prioritize purchasing locally grown, raised, or organic food. Consumers show less interest towards buying food that is close to its expiration date or shows imperfections.

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

		Top 2 Boxes			
		2025	2020	2015	
Food	 Avoid excessively order when dining out, to prevent food waste	94% ▲	80%	NA	“ In recent years, I have been buying more locally produced products. It allows me to support Hong Kong’s agriculture and economy. However, the higher prices make me purchase them less frequently. Female, Young Working, SC Action Takers
	 Try to eat more vegetables and less meat	78% ▲	60%	NA	
	 Consider to buy locally grown or raised fish, farm and livestock crop first	40%	40%	NA	“ I see environmental-friendly products as a premium choice that comes with higher price and is not easily affordable. Prices can vary between supermarkets, sometimes by as much as double. Although these products are marketed as organic or environmentally friendly, I don’t think they are affordable for many people. Female, Young Working, SC Idea Followers
	 Consider to buy organic food first	31%	35%	38%	
	 In order to reduce waste, I will buy food that is close to the expiry date or has flaws	12%	NA	NA	“ If there is no discount, I will always choose the item with the latest expiration date, as fresher products tend to be of better quality. Male, Young Working, SC Idea Followers “ Although the products are close to their expiration date, they are still perfectly good and are sold at half the original price. Female, Student, SC Idea Followers

Please note that the figures displayed in grey font and enclosed in brackets refer to data from the 2020 and 2015 study
Source: Sustainable Consumption Behaviour Study, All respondents (N=1007)

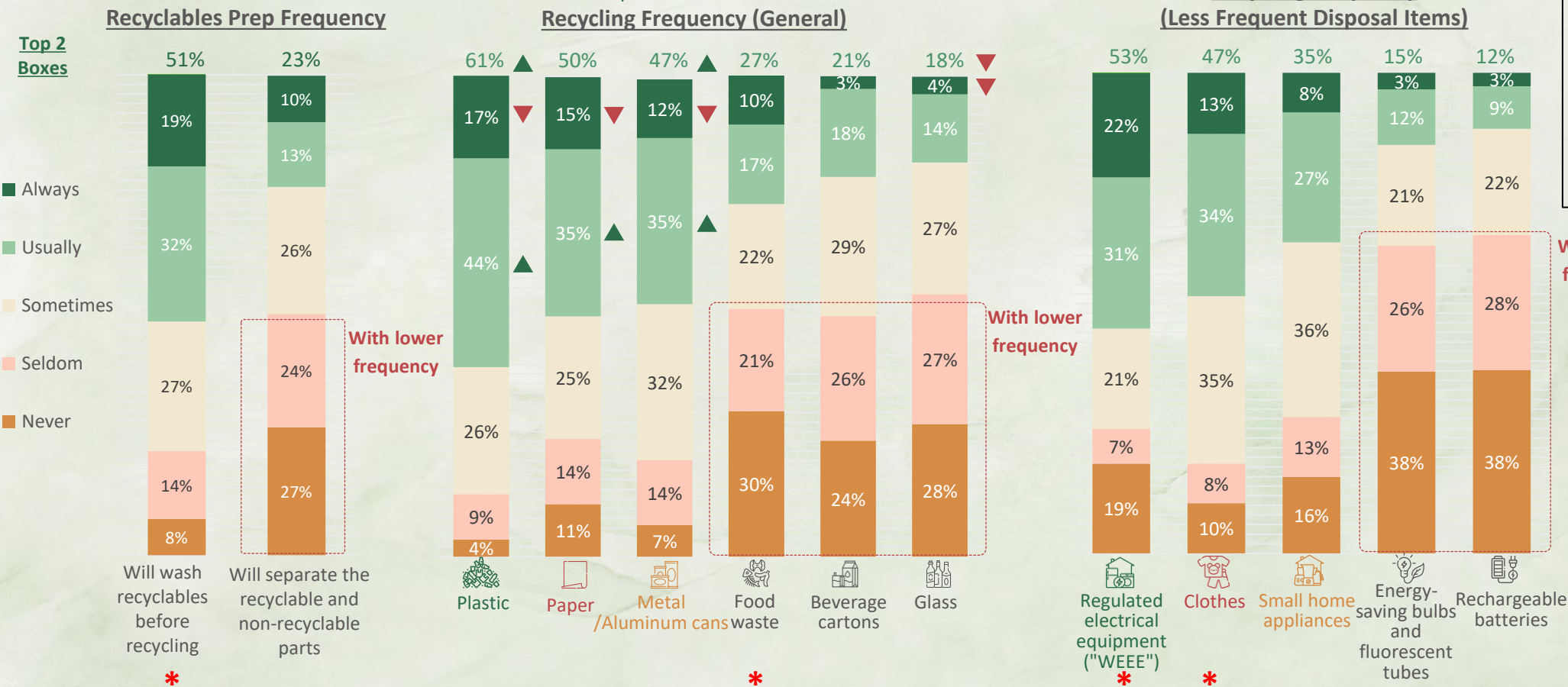
▲ Increase / ▼ Decrease significantly against the last wave at 95% confidence level

Familiar Recyclables Saw Higher Participation

- More consumers recycled plastic, paper, metal and WEEE probably due to more related education. Over one-third of consumers also recycled clothing and small home appliances.
- Recycling rates were lower for less common items such as food waste, beverage cartons and glass, where additional effort, cleaning, or knowledge is required.

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

The Private housing group tends to have high recycling frequency than other housing groups



Socioeconomic status remains the primary determinant of recycling habits:

- **Peak Engagement:** Higher-income, university-educated PMEBS.
- **Engagement Laggards:** Youth (15–24) and older adults (55–64).

*: New recycling behaviour measured in 2025 SCI

Behavioural Changes Post-Pandemic

- Post-pandemic, dining habits of Hong Kong people have shifted away from dining-in and in-person grocery shopping towards more regular use of delivery apps and bulk online ordering. **Convenience has taken precedence over guilt about visible waste and sustainability.**

	Pre-Pandemic	Pandemic	Post-Pandemic
Dining Habits	• Dine-in was the default option with minimal use of delivery apps • There were takeaway habits with limited awareness of environmental cost of single use containers	• Shift to takeaway due to social distancing measures • Hygiene and safety were the top priorities. Consumers paid less attention to sustainability and the disposal of single-use containers	• Takeaway remains popular due to its convenience • [Action Takers] opt for “no cutlery” and use their own utensils due to their stronger awareness of disposed waste
Groceries	• Physical trips to wet markets and supermarkets are common	• Online order became more popular as it minimized exposure to infection • Fear of shortages over daily essentials led to stockpiling behaviour with minimal attention to environmental impact	• Habits of using online bulk ordering persist due to its highly convenient and time-saving nature • Near-expiry food shopping at specific stores are perceived as a “smart” choice with an unstable economy

“ (Compared with pre-pandemic) I have not reduced my takeout orders as delivery platforms offer coupons. I used to cook more often when I lived at home.
Male, Student, SC Action Takers

“ I have read articles suggesting paper cups may contain harmful substances, so I keep reusable plates for use in office.
Female, Young Working, SC Action Takers

“ Before the pandemic, I ordered takeout out of necessity, but now I do so more often. However, since utensils are not provided, I bring my own.
Male, Mature Working, SC Action Takers

“ I used to buy ingredients only when I had time to cook, but now I stock up frozen food, so my freezer is much fuller than before.
Female, Retiree, SC Idea Followers

“ I think it’s great that more stores now specialize in selling products that are close to expiration dates. The quality is usually fine, and it helps teach children not to waste food.
Male, Young Working, SC Action Takers

Behavioural Changes Post-Pandemic (Cont'd)

- Post-pandemic, online shopping and personal hygiene habits have shifted from being a novel trend to becoming an **essential part of daily life**. However, this digital convenience has led to **increased packaging waste** and the **accumulation of unused stock**.

	Pre-Pandemic	Pandemic	Post-Pandemic
Online Shopping	• Shopping was primarily a physical and social activity • Online shopping were mostly for non-essential, small items • Environmental impact of online shopping was not widely considered	• The prioritization of health and convenience continued to drive high e-commerce volumes, overshadowing eco-awareness and resulting in a sharp escalation of packaging waste	• Extended online purchase to daily essentials and all sorts of items • [Action Takers] actively request for reduced packaging to limit the wastage of wrapping material in logistics
Personal Hygiene	• Minimal attention on health and medical products except for occasional medical needs	• Personal health and hygiene became paramount, triggering massive growth for single-use medical and cleaning supplies • Mandate for safety completely overwhelmed guilt regarding environmental impact of disposable usage	• The demand for overall hygiene remains strong, yet consumers have noticeably relaxed their previously strict sanitization standards. • Habitual use of sanitization products continue to drive steady consumption

“ When I shop online, I often make a special request for items to be shipped without individual plastic packaging and packed together in one larger bag instead, as it helps reduce unnecessary waste. *Female, Student, Action Takers*

“ During the pandemic, spending long time at home meant that online shopping became the main way to shop, leading to much more packaging waste. It was probably the hardest time to reduce consumption or live sustainably. *Male, Student, Moveable Middle*

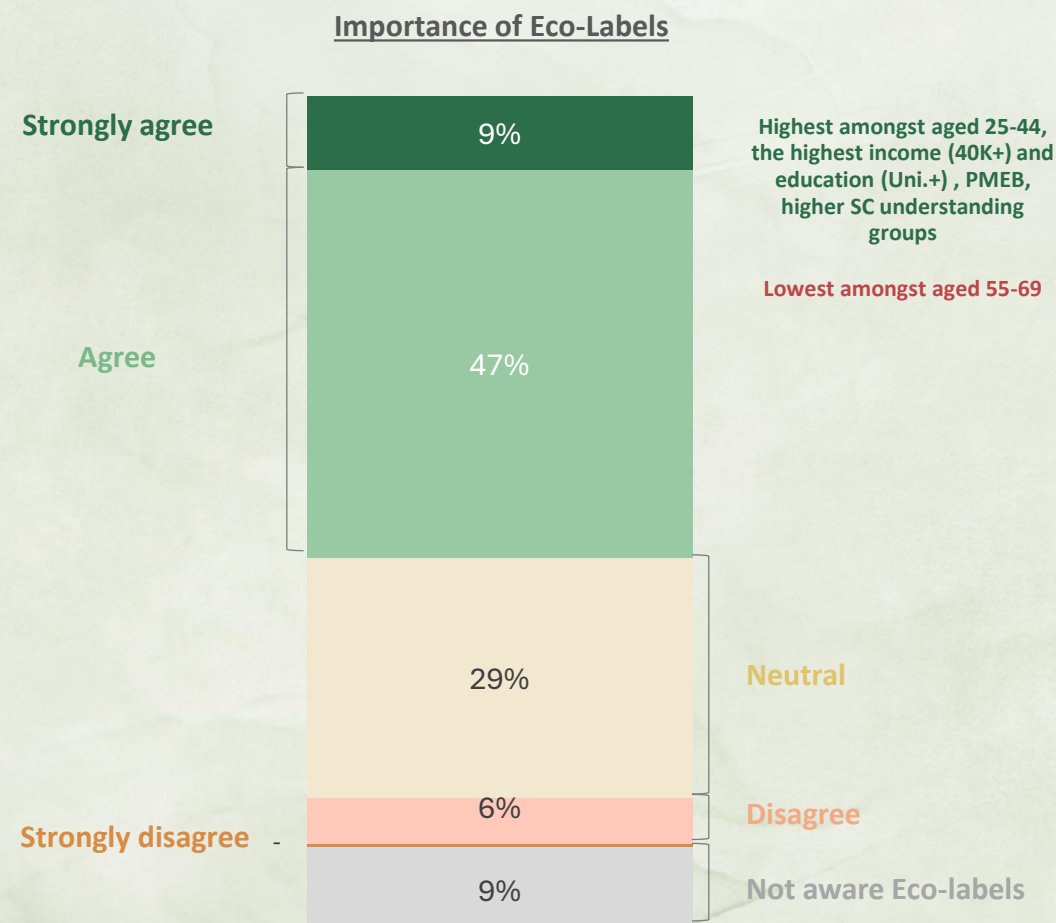
“ During the pandemic, hygiene made daily life much less environmentally friendly. Items such as masks and testing kits, were disposable and had to be thrown away after a single use. *Female, Retiree, Idea Followers*

“ You have to choose between health and environmental protection. Health will always come first.

Female, Mature Working, SC Action Takers

Importance of Eco-Labels

- Consumer attitudes towards Eco-labels are characterized by high initial receptivity but low operational confidence. The lack of clarity is paramount. Consumers specifically cite inadequate market education and a lack of understanding of the label's true meaning as top reasons for not valuing them.



Why Not Value Eco-Labels (N=351)

TOP 1	I feel there is insufficient market education regarding environmental labels	62%
TOP 2	I don't fully understand the true meaning of the environmental labels	60%
TOP 3	Environmental labels might mislead consumers	45%

Other reasons...

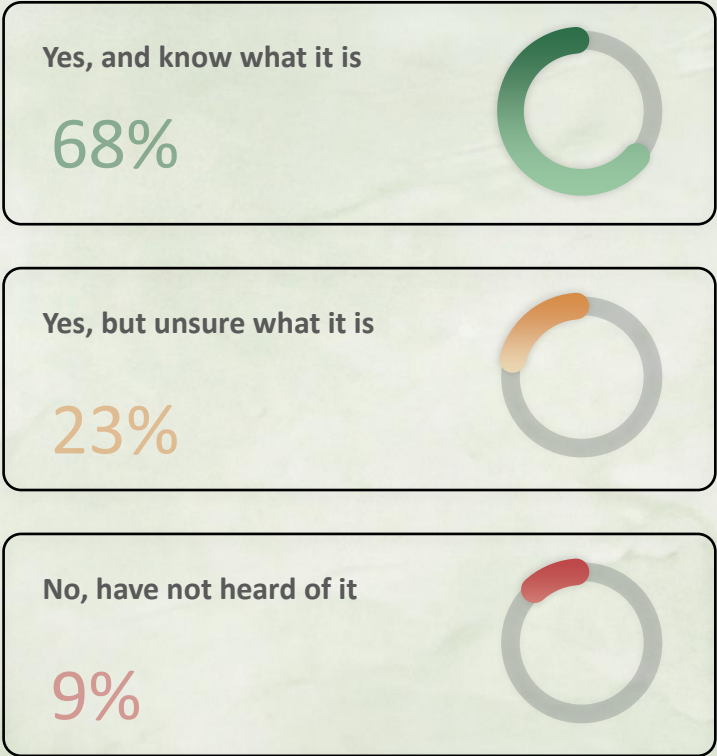
Too many different environmental labels on the market, which confuses me and makes choice difficult	42%
I lack confidence in the certification process of the labels, feeling there is a lack of effective monitoring and unified standards	32%
The environmental information indicated by the labels is not scientific or transparent enough, making traceability difficult	29%
I have negative experience using products with environmental labels, such as unsatisfactory quality or durability	11%
I suspect companies' environmental motivation, believing they use labels for profit or "greenwashing"	10%

- denotes less than 0.5%

Gap between Perceived and Actual Knowledge of Eco-Labels

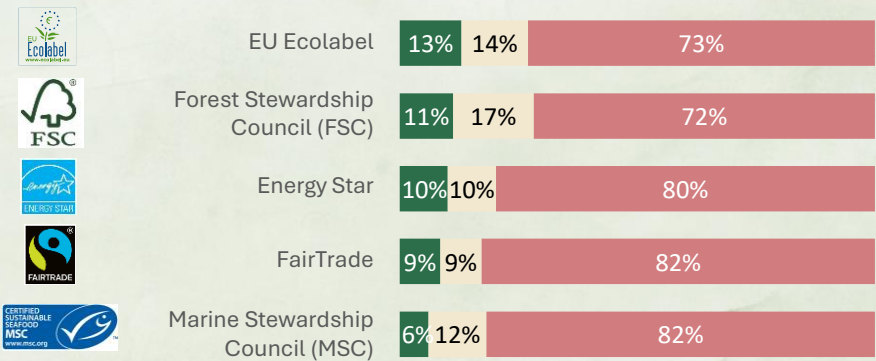
- There is a profound gap between perceived and actual knowledge of what is Eco-Labeling, undermining the effectiveness of all voluntary environmental certifications.

Eco-Label Awareness (General awareness without logo prompt)



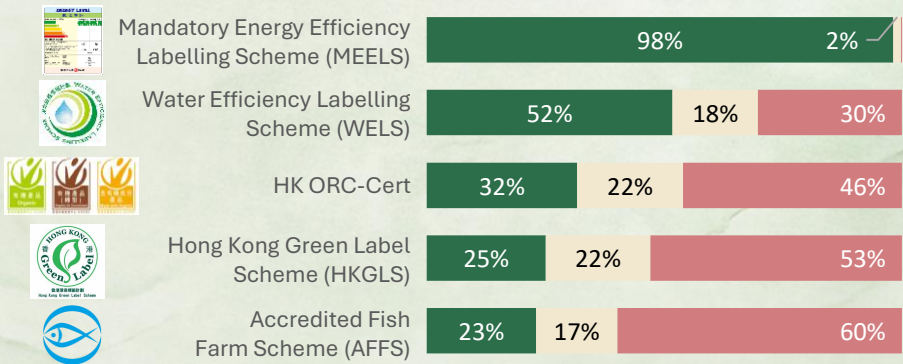
Int'l Eco-Label Awareness

Aware of any Int'l Eco-Label: 23%



Local Eco-Label Awareness

Aware of any Local Eco-Label: 98%



Yes, and know what it is Yes, but not quite sure what it is No, have not heard of it

Eco-label image sources (top to bottom): EU Ecolabel, The Forest Stewardship Council, ENERGY STAR, Fairtrade Foundation, The Marine Stewardship Council, EMSD, WSD, Hong Kong Organic Resource Centre, Green Council, Agriculture, Fisheries and Conservation Department (AFCD)

“Some labels only display an abstract logo without explanation, making it difficult to tell whether it is a certification or part of the packaging design.”
Female, Student, SC Idea Followers

“Most eco labels in the market lack clear explanations or Chinese descriptions. When only abbreviations such as FSC are used without explanation, they seem no difference from ordinary packaging.”
Male, Student, SC Action Takers

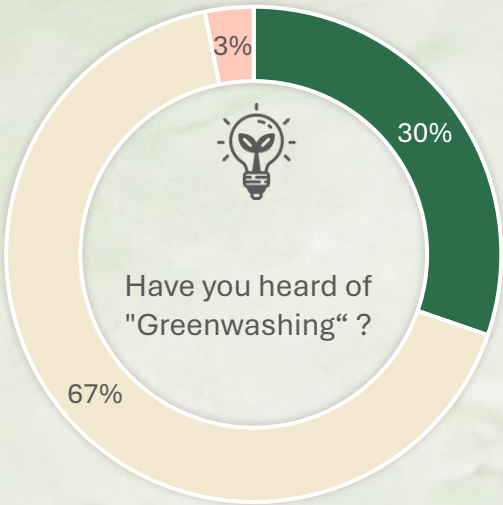
“Compared with companies’ own environmental claims, I trust government-mandated energy and water efficiency labels more, as they are based on objective data.”
Female, Mature Working, SC Action Takers

“The Grade 1 Energy Efficiency Label has the most direct impact on me. Although such products may cost more upfront, the long-term savings on electricity make them worthwhile.”
Female, Young Working, SC Action Takers

Greenwashing Awareness

- While only 30% of consumers heard of "Greenwashing", a commanding majority of 65% are concerned about companies making misleading environmental claims or engaging in the practice. This shows that skepticism over authenticity is high, regardless of terminology. It is essential to establish and enforce robust legislative measures against vague, misleading, or unsubstantiated environmental claims to restore public trust in the market.

Awareness of Greenwashing



■ Yes ■ No ■ Unsure

Highest amongst aged 25-44, the highest income (40K+) and education (Uni.+), PMEB, higher SC understanding groups

Lowest amongst aged 55-69

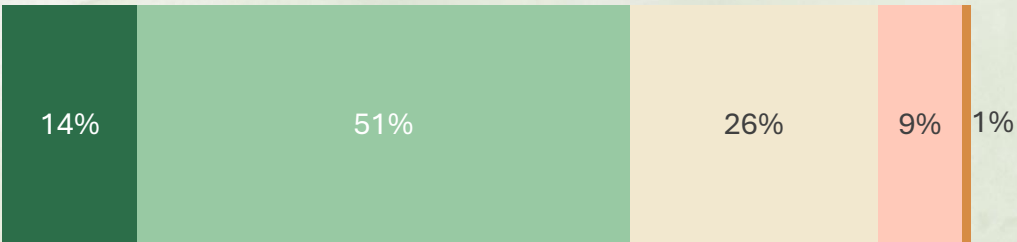
How concerned are you that **companies/businesses** may make **misleading** environmental claims or engage in **"Greenwashing"**...

Greenwashing refers to 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.)

65%
Top 2 Boxes

Highest amongst aged 35-44, the highest income (40K+) and education (Uni.+), PMEB groups

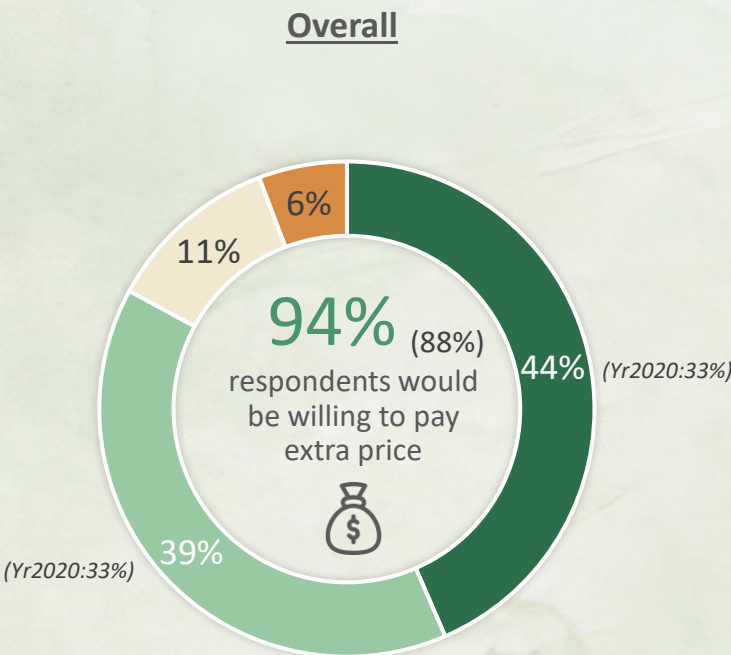
Lowest amongst aged 15-24 and 55-69



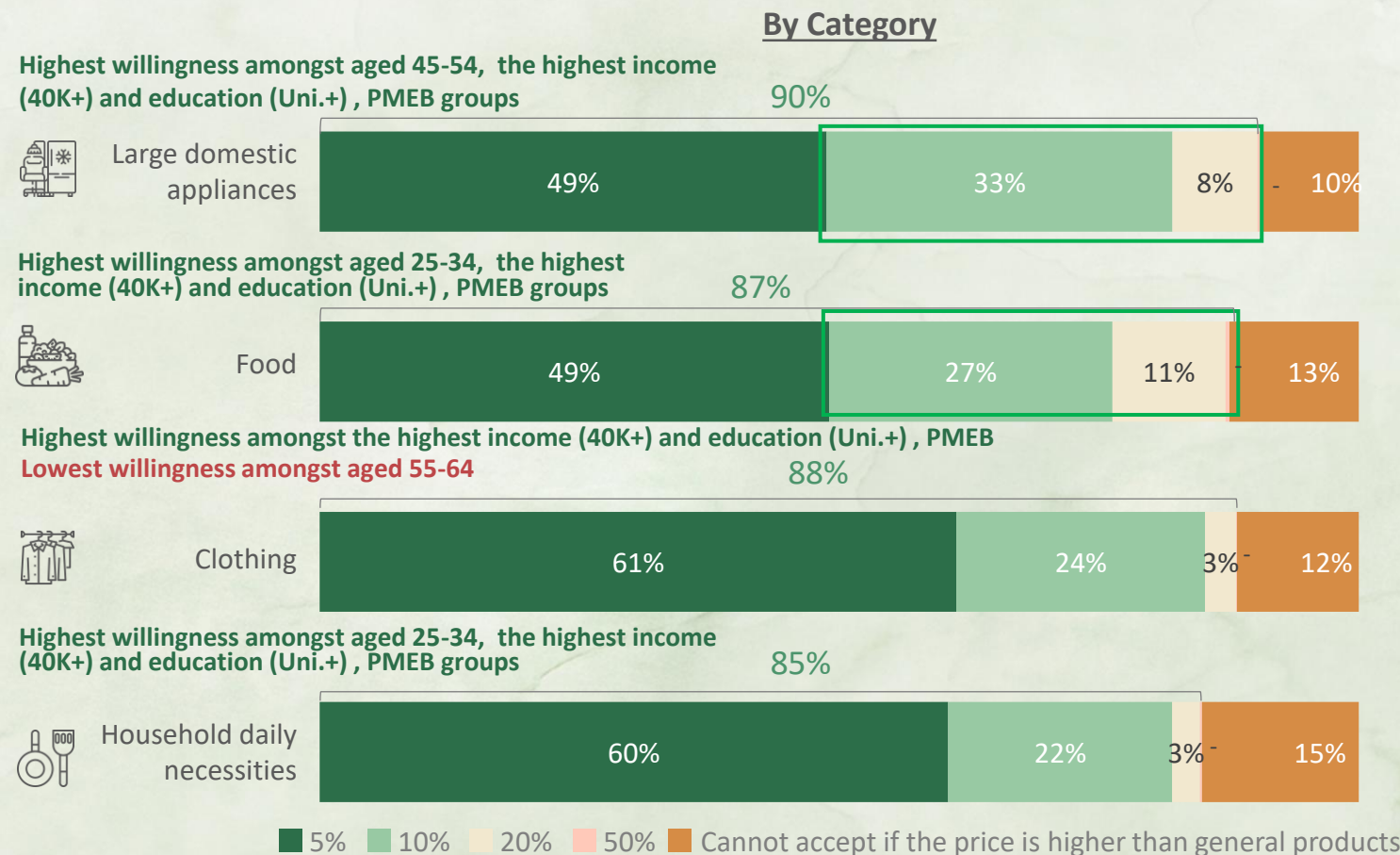
■ Very concerned ■ Concerned ■ Average
■ Not concerned ■ Very unconcerned

High Willingness to Pay More for Sustainable Products

- Consumers showed a high willingness to pay more for sustainable products, especially when the product offers a direct reward:
 - Large household appliances: financial savings from reduced utility costs;
 - Food: benefits of health, safety, superior taste, and ethical satisfaction.



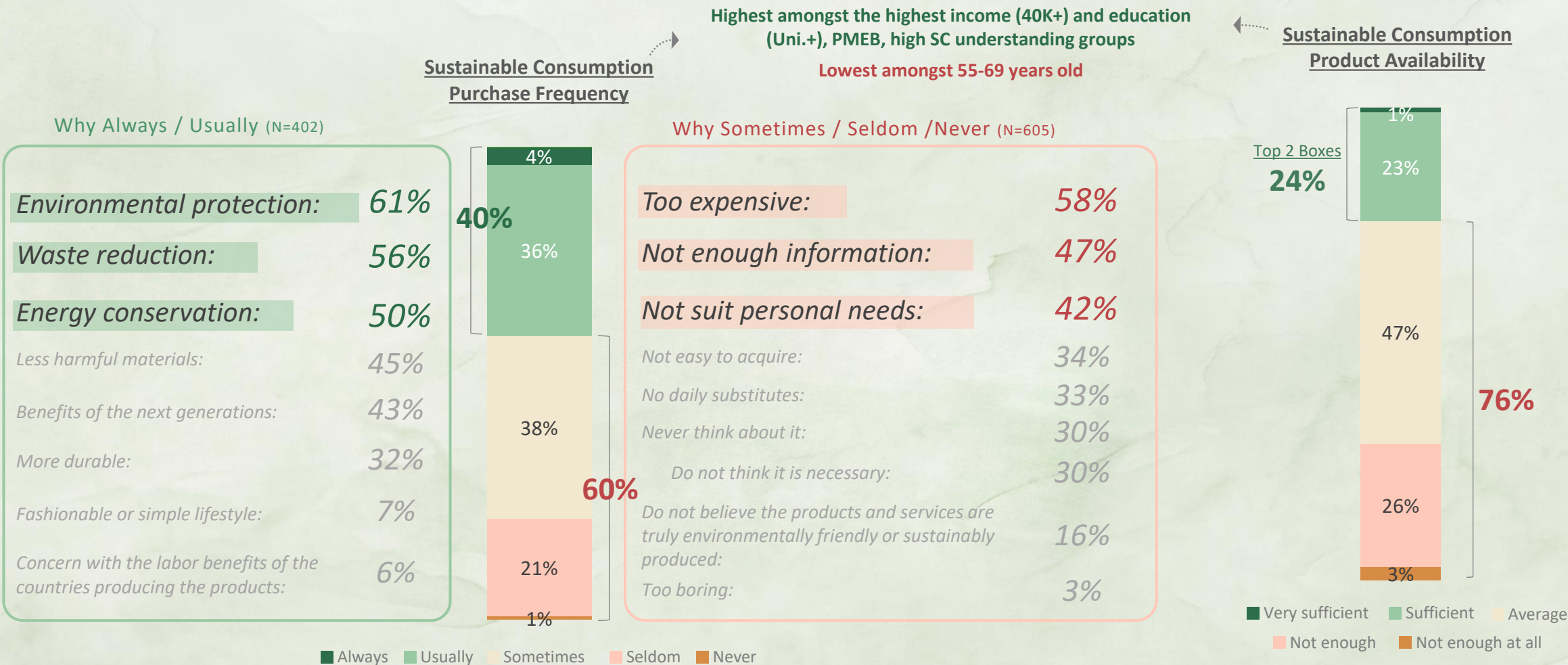
Highest willingness amongst aged 25-34, the highest income (40K+) and education (Uni.+), PME B groups



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%

Perceived Insufficient Availability of Sustainable Products

- Although price and information were significant obstacles to buying sustainable products more regularly, a relatively low purchase frequency was also influenced by a perceived lack of sufficient sustainable products in the market.

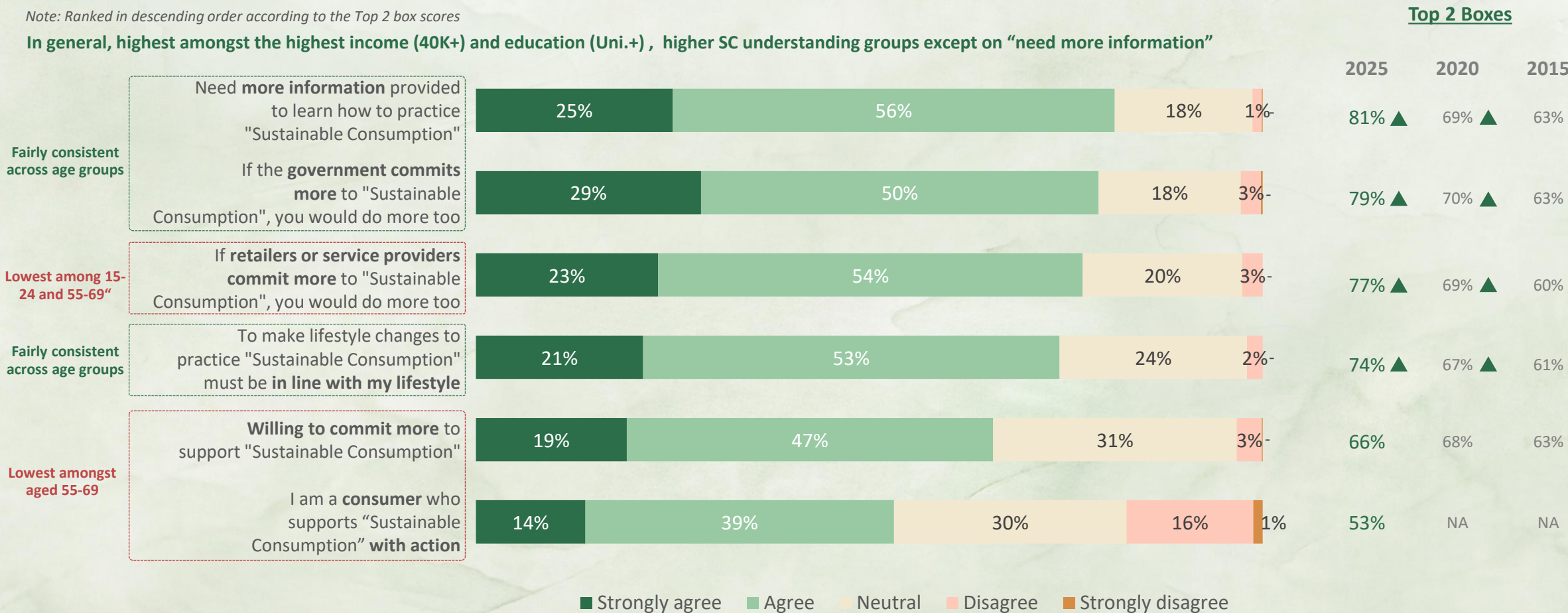


Motivated if Government / Businesses Commit More

- Consumers viewed their own sustainability actions as conditional upon external support.
- In essence, the consumer message is: "If the Government and retailers take the lead in committing sustainable consumption, it will encourage me to adopt more sustainable behaviours too".

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

In general, highest amongst the highest income (40K+) and education (Uni.+), higher SC understanding groups except on "need more information"



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

Influence of Sustainable Consumption Initiatives on Consumer Behaviours

- Consumers were more aware of, and more motivated by, initiatives that are mandatory or closely linked to personal benefits.
- For example, the Plastic Bag Charging Scheme and Plastic Tableware Reduction initiatives were effective in raising awareness and encouraging behavioural change. In contrast, initiatives such as green building certification were perceived as less effective, as consumers viewed them as less directly relevant to their daily lives.

(Max. Votes: 30)	Awareness	It motivates me
Producer Responsibility Scheme		
Plastic Shopping Bag Charging Scheme	30	30
Glass beverage containers	29	29
Plastic beverage containers & beverage cartons (reverse vending machine)	28	24
Waste electrical and electronic equipment	23	20
Regulation on Disposable Plastic Products		
Regulation of disposable plastic tableware	30	30
Regulation of single-use hotel plastic toiletries	27	16
Regulation of other disposable plastic products (e.g. cotton buds, party hats, cheer sticks)	23	19
Other Schemes		
Mandatory Energy Efficiency Labelling Scheme	30	28
GREEN@COMMUNITY	29	26
First registration tax concession arrangement for EVs and EV Charging Easy	27	5
New energy public transportation (ferry electrification, green transformation of public buses and taxis)	26	22
Green Building Certification Label	18	0

 >90% conversion from awareness to motivation (motivation/awareness)

 >80% conversion from awareness to motivation (motivation/awareness)

“ Although I do not prefer electric vehicles, the use of new energy should be beneficial to the environment.
Male, Mature Working, SC Idea Followers

“ I went to a Green@Community and saw people bringing batteries and fluorescent lamps, which made me realize these items can actually be recycled.
Female, Student, SC Idea Followers

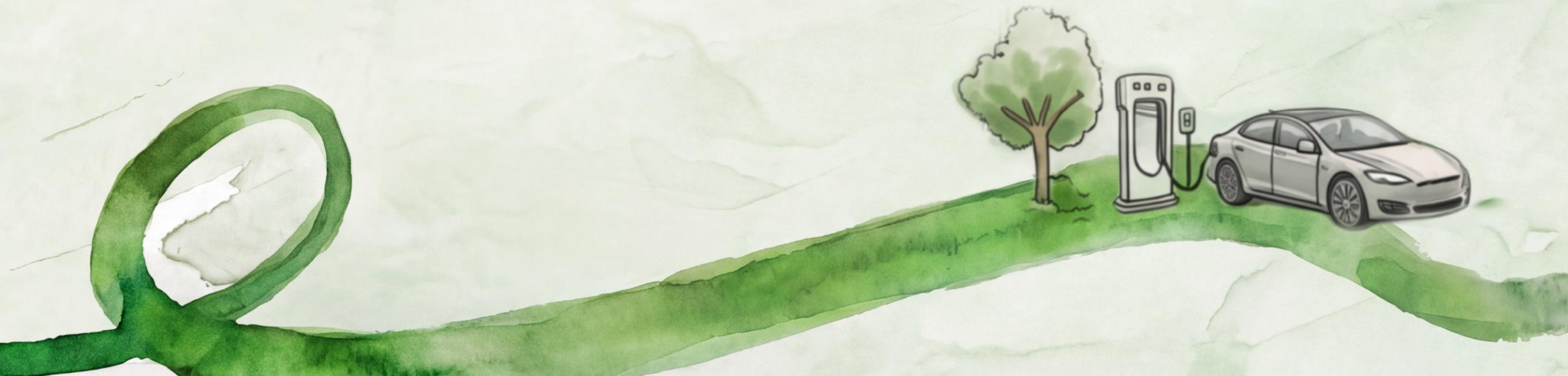
“ It’s great that when a washing machine breaks down, I can simply make a phone call, and someone comes to collect it. It is heavy and occupies a lot of space, having someone take it away for free without needing to deal with it myself is more than I could ask for.
Female, Mature Working, SC Idea Followers

“ Although I am aware of the green building certification, I am not sure what benefits it can bring to my daily life.
Male, Student, SC Action Takers

“ The glass bottle recycling scheme is a commendable policy, at least, it is a step forward in environmental protection.
Male, Mature Working, SC Idea Followers

“ I think “Green@Community” is less effective in remote areas like Tin Shui Wai, where recycling points are far and inconvenient, near the Wetland Park. Elderly people wouldn’t take the light rail with a trolley just to recycle. Although there are self-service facilities in the New Territories, elderly people don’t know how to use them. Physical service points are needed.
Male, Student, SC Idea Followers

5. Trader Research



More Commitment from Businesses Promoting Sustainable Products Needed

- A trader survey was conducted to understand the procurement and sales strategies relating to products that carry SC claims among sizeable local supermarket and personal care chains as well as local e-commerce platform in Hong Kong.
- The trader survey revealed that not all surveyed retail groups had established mechanisms to monitor whether their product offerings support SC.

Out of 7 traders who responded:

1. Procurement of Sustainable Products & Monitoring mechanism

5 Traders had established:

- 1 Internal procurement policies
- 2 Supplier certification requirement
- 3 Mechanisms to monitor the proportion of SC products

Note: 2 of them exclusively focused on their own brands only

2. Pricing Strategy

3 Traders

Set **same price level** as non-sustainable products.

3. Proportion

% of sustainable products in portfolio

Present vs Past 5 years (2 traders)

 **17%** average

Next 5 years vs Present (2 traders)

 **25%** average

4. Sales Strategy to Promote Sustainable Products

Publicity & education (5 traders)

Discount & promotion (4)

Exposure on online store / app (4)

Dedicated sustainable product sections (3)

Prominent placement (e.g. eye level) (1)

6. Recommendations



Recommendation Overview

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

Recommendation 1 – Accelerate Energy-efficient Equipment Retrofit in Commercial Sector

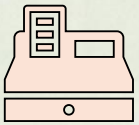
Medium term

Rationale:

Although the overall energy consumption in Hong Kong has declined by 3.7% from 2014 to 2023, the energy consumption in the commercial sector grew by 2.7% over the same period due to various causes, reflecting sector-specific challenges and drivers. While the Mandatory Energy Efficiency Labelling Scheme (MEELS) supports consumers' selection of energy-efficient appliances, commercial-sector energy improvements rely primarily on the Buildings Energy Efficiency Ordinance (BEEO) and Retro-commissioning (RCx) for identifying energy-saving potential; it is therefore recommended to step up outreach and promote relevant subsidy schemes to commercial-sector stakeholders to boost energy-efficient equipment retrofits.

To support the commercial sector in adopting energy-efficient equipment, the two local power companies have introduced energy audit schemes to encourage the adoption of energy-efficient equipment since 2008, as well as subsidy schemes to cover equipment such as air-conditioning and lighting systems since 2019. Positive outcomes are observed, with approximately 100 to 130 cases being supported under the HK Electric programme, and some participants in the CLP programme expecting to save 8,000-10,000 units of electricity per year.

In light of the above, a targeted approach focusing on accelerating retrofit adoption in energy-inefficient equipment can be considered.



Businesses

1.1 Enhance the Reach and Effectiveness of Existing Retrofit Subsidy Programme

Local power companies are encouraged to further expand the reach of the existing subsidy programme, including:

- **Strengthen outreach to the commercial sector**, so as to encourage wider participation and maximise energy savings.
- **Quantify the benefits of retrofit in promotions**, such as the expected upfront cost and payback periods in various scenarios, supplemented by real-life case studies.

1.2 Accelerate Retrofit by Businesses

Businesses are encouraged to take a more proactive role in upgrading inefficient equipment:

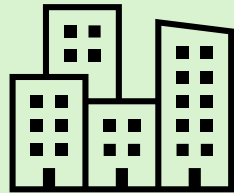
- **Proactively apply for available subsidy programme**, leveraging financial support to reduce capital costs while improving energy efficiency.
- **Prioritise high-impact retrofits**, particularly air-conditioning systems, where efficiency gains are substantial.

Reference: Energy-efficient Equipment Retrofit (Canada and Chinese Mainland)

Canada

Deep Retrofit Accelerator Initiative (2023):

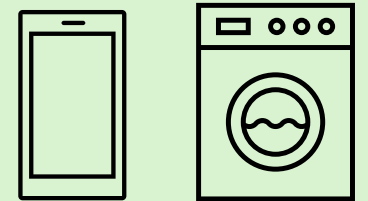
The government provides funding to organisations that assist, among others, commercial and institutional building owners in executing complex deep-energy retrofits (e.g. upgrading insulation, heating, ventilation and air conditioning (HVAC) systems, and windows to radically cut energy use).



Chinese Mainland

Notice on Implementing the Policy for Large-Scale Equipment Updates and Trade-Ins of Consumer Goods in 2026 (關於2026年實施大規模設備更新和消費品以舊換新政策的通知) (2025):

For the trade-in policy for consumers, the government subsidises purchase of Tier 1 energy efficient or water efficient products. The subsidy is 15% of the product's retail price, with a maximum subsidy limit of RMB1,500 per single item.



Recommendation 2 – Implement a Reward Scheme for Water Conservation at Households

Medium term

Rationale:

- Water is a precious resource which is essential for our daily lives and societal development.
- Increase in population and rapid development of society, coupled with the impact of climate change, presents grave challenge in water supplies.
- Everybody shares the responsibility to conserve water to ensure a sustainable use of valuable water resources.
- The Water-Smart Taskforce (慳水特攻隊) Programme has successfully achieved its goal of reducing annual water consumption by over 500,000m³. The programme helped 67.3% of domestic participants reduce their water consumption.
- It is recommended to promote prudent domestic water consumption in Hong Kong through the following measures:



Government

2.1 Expand the Water-Smart Taskforce Programme

- The WSD can consider extending the programme to a larger pool of high-water-consumption households in the next phase to analyse their water usage, with an aim to ultimately expand the scope to all households in Hong Kong.

2.2 Introduce Reward for Households with Improvement

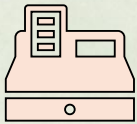
- The WSD could monitor participants' water usage through the smart water meters to evaluate behavioural changes. For households demonstrating significant improvements, rewards such as GREEN\$ points could be offered as an incentive. Given that Hong Kong's water tariffs are already exceptionally low, this reward-based approach is preferable to direct water bill reduction.
- Further encourage reduction in domestic water consumption e.g. through competitions with recognition and reward.

Recommendation 3 – Encourage Eco-Packaging and Refill Packs

Short/Medium term

Rationale:

The Government has launched the Packaging Reduction Charter in 2025 to encourage reduced packaging. With participating companies from various sectors (e.g. supermarket, food and beverage manufacturing), this initiative represents an important step in mobilising the business sector to reduce waste at source. From a trader perspective, the reduction in packaging presents opportunities for businesses to lower production and packaging costs, while delivering environmental benefits and enhancing their corporate sustainability image. From a consumer perspective, it is equally important that the cost savings achieved through reduced packaging by businesses should be reflected in lower product overheads, rather than being repositioned as a premium cost passed onto consumers. According to the Consumer Survey, the main barrier preventing consumers from purchasing SC products was their high price (58%). Given the strong price sensitivity at the retail environment, businesses are encouraged to:



Businesses

3.1 Introduce Eco-Packaging

- To ensure that sustainable choices remain accessible and inclusive across different socioeconomic groups, businesses can consider the following packaging:

Primary packaging

- **Adopt material-efficient packaging designs**, including lightweight or reduced-plastic containers, which lower material input and transportation costs.
- **Review packaging strategies to avoid the use of unnecessary/hard-to-recycle packaging materials** – such as non-essential cling wrap and plastic tray, as well as composite packaging with low recyclability.

Secondary/Tertiary packaging

- **Improve logistical arrangements** by streamlining packaging practices across storage and distribution processes to minimise duplication and excessive materials.

3.2 Introduce More Refill Packs

- Make refill-pack offerings more available and commercially viable through dedicated marketing, promotions and consumer demand.

Reference: Reduction of Single-use Packaging (United Kingdom)

United Kingdom – A supermarket chain

In the year 2024/25, the supermarket chain was committed in reducing plastic consumption:

- It vacuumed packed lamb mince, replacing traditional plastic tray packaging. The packaging uses a minimum of 65% less plastic and saves 26 tonnes of plastic every year.
- It also introduced pulp trays for fresh salmon and trout, along with cardboard packaging for fresh breaded chicken and fish products, saving 369 tonnes of plastic a year.
- Across food, it delivered a 2,812 tones reduction in plastic, an absolute reduction of 18.7% since the baseline in 2018.

United Kingdom - A supermarket chain

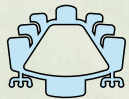
In the year 2021/22, the supermarket chain removed 75 million pieces of plastic from its Food business. Since 2018, it had removed over 3,000 tonnes of packaging in Foods, including removing plastic trays from vegetables such as broccoli, asparagus, and pears.

Recommendation 4 – Communicate with Consumers on Product Sustainability Elements

Medium term

Rationale:

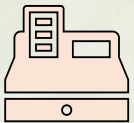
As revealed in the Consumer Survey, consumers, especially the higher education and income groups aged 25-34, expressed willingness to pay more for SC products (94%), but perceived a lack of sufficient SC products in the market (only 24% perceived sufficient). Meanwhile, findings from the trader survey indicated that not all surveyed retail groups have established mechanisms to monitor whether their product offerings support SC. In addition, the Consumer Survey suggested that clear standards and recognised labelling schemes can effectively raise public awareness and influence behaviour, as seen in the widespread recognition of the Mandatory Energy Efficiency Labelling Scheme (MEELS) and water saving initiatives. Applying similar principles to sustainability claims and eco-labels could improve consumer confidence, making SC products easier to identify, and help meet growing consumer demand. As such, the following proposals are put forward:



Government

4.1 Strengthen the market value of credible sustainability claims and eco-labels

- Hong Kong already has established eco-labels but consumer awareness remains limited. The Government could consider recognising and promoting credible third-party eco-labels through public education, procurement policies, and collaboration with retailers. Greater visibility and recognition of trusted eco-labels would help consumers make informed choices, strengthen confidence in sustainability claims, and encourage wider adoption of sustainable products and practices.



Businesses

4.2 Establish Policies for Procuring SC products and Monitoring their Sales Share

- Businesses, particularly large retail groups which can play a market-leading role by setting benchmarks, are encouraged to take a more proactive role in expanding the availability of SC products by:
 - Establishing internal procurement policies that prioritise SC products, including own-brand lines;
 - Setting targets for the proportion of SC products within their product mix; and
 - Monitoring and reporting progress to enhance accountability and transparency.

4.3 Promote SC through Brand Messaging and Advertisements

- Businesses are encouraged to leverage brand communication and marketing strategies to encourage consumers to adopt more sustainable lifestyles through positive and relevant messaging, in order to help translate consumer willingness into actual purchase behaviours.

Reference: Supermarket Eco-Labeling (EU and United Kingdom)

EU and United Kingdom - A supermarket chain

- In 2021, a German international supermarket chain, piloted a new rating-based environmental label called Eco-Score across stores in five markets (Austria, Belgium, Germany, Netherlands and the UK). Eco-Score is a front-of-pack label that is designed to communicate the overall environmental impact of a product to the end consumer.
- As part of the pilot, the Eco-Score label was displayed on the shelving (next to the price point) alongside over 50 house-brand products, including coffee, tea and milk. The aim was to give shoppers a better understanding of the environmental impacts of products at a glance.
- The pilot found that there was a positive effect on purchase of products with a better score than other products in the product group.

Recommendation 5 – Enhance Product Longevity and Repairability

Medium/Long term

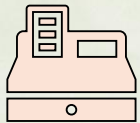
Rationale:

Findings from the Consumer Survey indicated that consumers generally placed strong importance on product lifespan (87%) and adopted repairing practices (85%), such as repairing furniture and domestic appliances. However, they expressed difficulties in carrying out repairs, such as high repair costs, limited availability of spare parts, and lack of accessible repair services.

Findings from the Council's research projects also suggest that warranty services for electrical/electronic products are generally inadequate. While many businesses already provide warranty services, the warranty periods and prices vary. Extending the lifespan of products is a critical component in SC and circular economy.

At the same time, it is observed that the wide availability and affordability of small home appliances (e.g., blenders, toasters, kettles, etc) exacerbate consumers' tendency to make impulse purchases of such low-priced products, many of which are rarely used, resulting in unnecessary material waste.

To facilitate longer product lifespans and support consumers in product repairing, the following measures could be adopted to encourage consumers to prioritise repair/maintenance or enhance usage over disposal:



Businesses

5.1 Extend Product Functions

- Manufacturers can combat low-tier impulse buying by embedding multi-functional features (e.g. WiFi control, heating, drying) to extend product utility and shift competition beyond price alone.

5.2 Enhance Product Durability

- Businesses are encouraged to enhance the durability of their products and to stop planned obsolescence, reducing the need for frequent replacement and supporting more sustainable consumption.

Recommendation 5 – Enhance Product Longevity and Repairability (cont'd)

Medium/Long term



Businesses

5.3 Offer Longer Warranty Period

- Businesses can improve consumer confidence in product durability and reduce early replacement by offering longer warranty periods with lower renewal costs, alongside clear disclosure and communication of what are included/not included in the warranty plan. Businesses are also encouraged to offer optional extended warranty plans for consumers who require additional coverage, providing greater protection beyond the standard coverage period.

5.4 Ensure Repairability of Products

- Manufacturers/ Businesses can ensure that sufficient spare parts are readily available for a reasonable period, say 7 years after purchase, at a fair and transparent price.
- Manufacturers/ Businesses can enhance repairability with affordable and accessible repair services, such as providing repair information or guidance, and supporting authorised/third-party repair networks to broaden service availability.

Reference: Right to Repair Directive (EU)

Entered into force on 30 July 2024, EU member states must apply the directive to national rules from 31 July 2026. This instrument aims at promoting more sustainable consumption by increasing repair and reuse of goods both within and outside the legal guarantee, thereby extending the lifetime of consumer products.

- **Mandatory Manufacturer Repairs**: Manufacturers must repair technically repairable products at a reasonable price, unless it is physically impossible to do so.
- **Third-Party Freedom**: Manufacturers are prohibited from using contractual, hardware, or software restrictions (like unfair "parts pairing") to block independent repairers or consumers from using second-hand, 3D-printed, or compatible spare parts.
- **Extended Liability**: When a consumer chooses repair instead of replacement during the legal guarantee period, their statutory warranty is automatically extended by 12 months.
- **European Online Platform**: The directive establishes a centralised online matchmaking platform, making it easy to find local repair services and shops that sell refurbished goods.
- **European Repair Information Form**: Through voluntary adoption of a standardised form, repairers will be able to offer to consumers repair information, allowing consumers to compare different repair offers more easily. Should the form be opted, the repair conditions set out therein must remain valid for 30 days.
- **Accessible Repair Information**: Manufacturers, importers or distributors should ensure that information on their repair services are available free-of-charge in an easily accessible, clear and comprehensible manner.

Reference: Right to Repair Directive (EU)

- Pioneered in France, the reparability index is a standardised rating system that scores products—usually electronics and appliances—based on how easy they are to repair, aiming to combat electronic waste and help consumers choose products with longer lifespans.
- In June 2025, EU integrated a mandatory standardised reparability index (ranging from A to E) into the EU Energy Labels for smartphones and tablets. The coverage was extended in November 2025 to cover household tumble dryers, with mandatory compliance taking full effect by January 1, 2027.
- The EU reparability index is calculated by evaluating six parameters:
 1. Disassembly depth: Ease of disassembling the product.
 2. Fasteners: Type of fasteners used (e.g. whether destructive, permanent adhesives are avoided).
 3. Tools: Whether standard, readily available tools are required.
 4. Spare parts availability: How long and how quickly necessary replacement parts can be obtained.
 5. Repair information: Free and accessible manuals and 3D diagrams for repairers.
 6. Software updates: The guaranteed duration of OS and security updates.

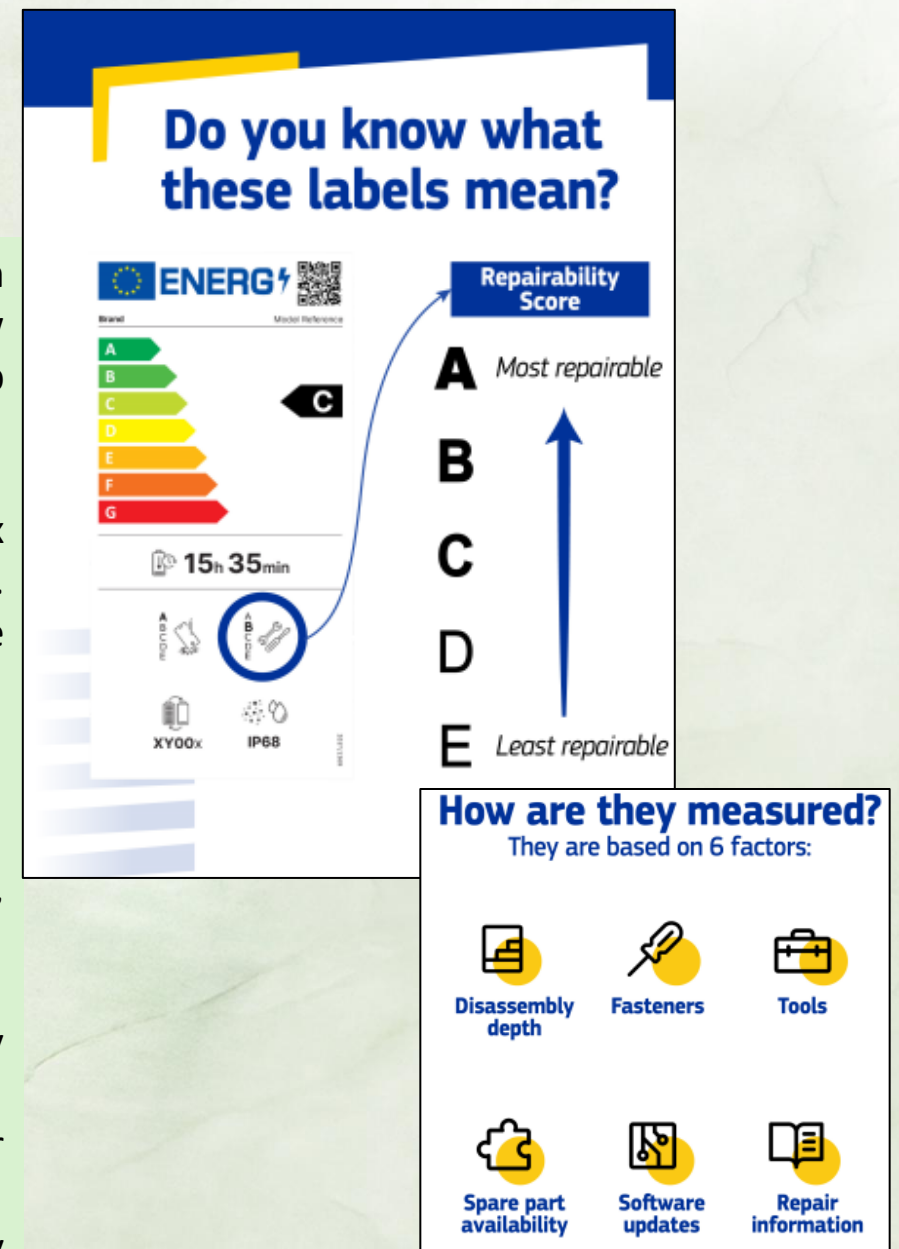


Photo source: Joint Research Centre, European Commission

Recommendation 6 – Build A “Bring Your Own Containers” Culture

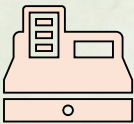
Short term

Rationale:
Building a 'bring your own containers' culture could play a useful role in reducing disposable takeaway waste in Hong Kong. To encourage eateries and the general public to reduce waste at source, the Government launched the “Bring Your Own Containers (BYOC) Eateries” Scheme in September 2023, encouraging eateries to welcome customers to bring their own containers or use reusable container lending services when ordering takeaway food. The BYOC Scheme has expanded from over 250 at inception to more than 1,200 in recent years. The Council’s previous research also found increasing acceptance and adoption of BYOC practices in Hong Kong. To further develop the BYOC culture in the society, it is recommended that the Government, businesses, and consumers work together to change consumer habits to order takeaway without disposable containers:



Government

- 6.1 Promote and Encourage Wider Eatery Participation**
- The Government could step up promotion of the BYOC Eateries Scheme and incentivise wider participation among eateries. Expanding the network of participating eateries would improve accessibility for the public and amplify the scheme’s overall impact on waste reduction.



Businesses

- 6.2 Provide Incentives for BYOC Practices**
- Some businesses are offering discounts or reward points for customers to bring their own customers. More active participation and coverage of the BYOC Eateries Scheme is welcome. Businesses are also encouraged to train their frontline staff to adopt an open and accommodating approach to these customers. Such measures can make it more attractive for consumers to join the waste reduction efforts. In the long run, this can also reduce packaging costs and strengthen the businesses’ sustainability image.



Consumers

- 6.3 Actively Support BYOC Practices**
- Consumers should support the eateries which accept own containers, while ensuring their own containers are cleaned. Thus, they can contribute to building a plastic-free culture, while benefiting from the incentives and making sustainable choices rewarding.
 - Meanwhile, consumers should be aware that avoiding disposable containers, particularly those made from composite materials, for hot food, may also help reduce potential exposure to microplastics that can be harmful to human health.

Reference: BYOC Campaign (Singapore and Australia)

Singapore

Say YES to Waste Less (2025):

The National Environment Agency (NEA) launched its annual campaign named “Say YES to Waste Less”, attracting over 260 partners to join in promoting the reduction of food waste and disposable items.

A beverage chain offered SGD\$0.5 discount when customers brought their reusable containers and 10-cent discount when they opt out of disposable carriers. Besides, a university launched a campaign, combining incentives and deterrents: SGD\$0.60 discount for BYOC consumers and SGD\$0.20 fee applied to drinks served in disposables.

Australia

BYO Containers (2021):

Launched by a group of advocates for green practices in Australia, the “BYO Containers” website collates businesses that welcome reusable containers. The website features a locator, facilitating consumers to find nearby businesses that support BYOC.

Recommendation 7 – Promote Workplace Waste Separation and Recycling

Short/Medium term

Rationale:

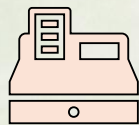
At present, smart recycling bin systems collecting food, plastic, paper, metals and glass bottles waste mainly focuses on residential areas where larger volumes of household recyclables are generated. It is noted that the labour force participation rate* in Hong Kong in 2025 was 54.6%, and clerical workers and professionals have a median working time of 40.6 hours per week. Given the long working hours, dense office clusters and reliance on takeaway food, a certain portion of food waste and disposable container/packaging is generated during daytime in commercial areas. Moreover, findings from the Consumer Survey indicated that Professionals, Managers, Executives and Businesspeople (PMEB) and white-collar consumers demonstrate the highest levels of attitude and readiness under the Sustainable Consumption Index (SCI). As such, commercial recycling efforts should be strengthened to complement the existing community recycling network. To better support recycling practices among high-readiness consumer segments, it is recommended to:



Government

7.1 Incentivise Recycling Facilities in Commercial and Industrial Areas

- Launch a charter scheme to encourage developers and landlords, particularly in high-traffic commercial and industrial areas, to adopt measures such as smart recycling stations, food waste and packaging collection points, with more EPD supportive initiatives and guidance.



Businesses

7.2 Promote Workplace Waste Separation and Recycling through Existing Programme, Incentives and Recognition Schemes

- Developers and management companies of properties in high-traffic commercial and industrial areas to provide clear signage to recycling facilities and establish mechanisms to monitor, report and evaluate performance. Employers to improve collection of common office recyclables, such as waste paper, plastic bottles and takeaway containers.
- This can be achieved through existing Programme on Source Separation of Commercial and Industrial (C&I) Waste, as well as ESG-related promotion, guidance and recognition schemes.

* Source: Census and Statistics Department

Labour force participation rate refers to the proportion of labour force in the total land-based non-institutional population aged 15 and over, and exclude foreign domestic helpers.

Reference: Recycling in Commercial Areas (Singapore & United Kingdom)

Singapore - National Recycling Programme

The recycle bins cover 14,700 locations in Singapore in both residential and commercial which collect beverage, paper, plastic, metal, glass, e-waste and textile.

The overall recycling rate of Singapore was 50% in 2024, serving as a good reference for Hong Kong which recorded a recovery rate of municipal solid waste of 34% in the same year.



Photo source: National Environment Agency (NEA)

Recycling Bin
(Singapore)

United Kingdom - Separation of Waste (England) Regulations (2025)

Effective on 31 March 2025, all workplaces in England must separate their waste before it is collected, including any waste produced by employees, customers and visitors. Dry recyclables (plastic, metal, glass, paper and card), and food waste must be separated from non-recyclable waste.

Recommendation 8 – Reduce Packaging Waste from E-commerce

Short/Medium term

Rationale:

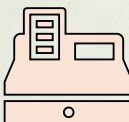
The rise of online shopping has increased packaging waste, as additional materials are used in logistics consolidation, including hard-to-recycle items like padded envelopes and multi-layer shipping bags. This issue is intensified by cross-border e-commerce, where packaging decisions are controlled by upstream sellers and overseas regulations, making local intervention more difficult. In contrast, local e-commerce is more readily influenced through policy guidance and industry collaboration. In light of such eco-system, a two-pronged approach targeting both local and cross-border e-commerce can be considered to further reduce packaging waste:



Government

8.1 Maintain Close Communication with Cross-boundary E-commerce Platforms

- Covering:
 - **Sustainable packaging practices upstream** to minimise the use of excessive/non-recyclable materials.
 - **Optimisation of logistical packaging** by exploring the use of recyclable/standardised packaging materials.
 - **Downstream third-party logistics service providers** to practise lean logistics.
- Meanwhile, the new Mainland mandatory national standard **Requirements of Restricting Excessive Packaging in Express Delivery GB 45186-2024**, which took effect on 1 July 2026, can help Hong Kong reduce packaging waste by imposing mandatory limits on excessive packaging in express delivery parcels, including **cross-border e-commerce shipments to Hong Kong**, thereby **reducing unnecessary packaging materials at the source**.



Businesses

8.2 Adopt Essential/Reusable/Recyclable Packaging for Local E-commerce

- The e-commerce sector is encouraged to make reference to EPD's "Practical Guides on Packaging Reduction and Management for E-commerce Sector" for practical tips and best practices to avoid and reduce packaging consumption and achieve sustainable packaging management in their daily operations.
- For local e-commerce platforms, direct waste-reduction-at-source measures are recommended. Businesses and logistics companies should apply essential but not excessive packaging. For example, reducing the packaging-to-product weight ratio and prioritising high-recyclability materials such as paper-based packaging.

8.3 Increase the Number of Waste Packaging Recycling Points

- Major logistics companies could actively participate in EPD's "Self-pickup Store On-site Recycling Project" (自提點即場回收計劃) to set up more recycling points and facilitate recycling.

Reference: Greener Packaging (Chinese Mainland)

Interim Regulations on Express Delivery (2025)

- With effect from 1 June 2025, the amended “Interim Regulations on Express Delivery”（快遞暫行條例）added a chapter specifically on "Express Packaging" to promote green, minimal, and recyclable packaging, encouraging express delivery enterprises to use biodegradable and reusable environmentally friendly packaging materials.
- 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）（GB 45186-2024）, setting clear standards on the packaging layers to be a maximum of 2 and 4 for non-fragile and fragile items respectively.
- Government actions focus on setting clear standards, encouraging innovation, and conducting education campaigns.

An e-commerce and technology company

Agreement with a multinational cosmetics brand (2018, 2022):

In 2018, a partnership to implement eco-friendly packaging for all its brands sold through the e-commerce platform in China was announced. They pledged to decrease the use of plastic packaging materials in all of their brands by switching to FSC-certified sustainable paper and zipper carton boxes or paper adhesives.

In 2022, the cosmetics brand became one of the 24 companies to participate in the e-commerce company's guidance to promote green consumption, offering brands ways to develop low-carbon products and achieve green logistics.

Packaging Material Reduction (2018):

With smart packaging algorithm, items are assessed based on their category, volume, weight and area, and then match them to the most space-efficient form of packaging, enabling a reduction of approximately 15% of packaging materials.

Reference: Reusable packaging (United Kingdom and Chinese Mainland)

United Kingdom – A sustainable packaging company

The company operates a circular, reusable packaging system for e-commerce and retail, designed to eliminate single-use waste.

Brands ship products in durable, foldable bags, which customers return via mailboxes (using pre-paid labels) or in-store drop-offs. It then sanitises and redistributes the packaging, which can be reused over 20 times.

Chinese Mainland – A technology company

The technology company has actively encouraged carton reuse, preventing the use of approximately 3 million single-use cartons within a year. Additionally, by promoting the reuse of transfer boxes and pallets, the company reduced the consumption of around 320,000 boxes and 10,000 wooden pallets in 2020.

Recommendation 9 – Enhance Transparency of Recycling Process

Medium term

Rationale:

Findings from the Consumer Survey revealed a room for enhancement in the consumer confidence in the recycling system, particularly kerbside recycling bins, as some focus group discussion consumers reported that these bins are often emptied together with general waste. While it is recognised that the Environmental Protection Department (EPD) has taken steps to enhance transparency, such as requiring disclosure of quarterly operational reports for GREEN@COMMUNITY facilities and publishing data on kerbside recycling bins, further effort is warranted in the private sector to strengthen consumer confidence in the recycling systems:

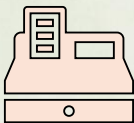


Government

9.1 Enhance Public Visibility of Disclosed Recycling Operational Data

Measures to address low public awareness of operational data and reports published by the EPD concerning GREEN@COMMUNITY, kerbside recycling bins and food-waste recycling, via social-media channels, the Waste Reduction Website and annual waste-statistics reports:

- Enhance promotion of recycling data through infographics, media releases, and public campaigns;
- Improve accessibility by providing user-friendly dashboards and simplified summaries of key statistics;
- Increase visibility through QR codes at recycling facilities and bins linking to relevant data and reports;
- Leverage schools, community organizations, housing estates, and district networks to disseminate information and encourage public engagement;
- Showcase district-level achievements and success stories to raise awareness and strengthen participation in recycling programmes.



Businesses

9.2 Improve the Management of Private Recycling Bins

Recognising the significant role of private property managers in providing recycling facilities, the following measures are recommended to enhance transparency and accountability:

- **Clear labelling:** A QR code placed next to the recycling container for information below to improve recycling process transparency to close the information gap:
 - Name of downstream collector/recycler, its address and contact information (phone number, email address)
 - Accepted types of recyclable
- **Open reporting:** Disclose information on the downstream collector/recycler processing the recyclables, including statistics on recycling outcomes (such as the weight of pellets produced from waste plastics), in addition to the quantities of recyclables collected for greater transparency.

Reference: Mandatory Waste Reporting (Singapore)

- The Mandatory Waste Reporting (MWR) aims to draw attention from owners/occupiers of various premises to sustain their awareness of the amount of waste produced by their premises and the potential for improving waste management systems.
- Any premises or places used for any industrial, trade, commercial or manufacturing purposes are required to complete and submit the below documents annually via Waste and Recycling Data Submission Services portal:
 - **Waste Report**: This covers the quantities of waste disposed of and recycled by the premises in the preceding year, supplementary information, and the waste management system details of the premises.
 - **Waste Reduction Plan and Progress Update**: This covers the planned activities for waste reduction at the premises as well as an update on the initiatives that have already been implemented.
- MWR by owners/occupiers of large commercial premises started in 2014. MWR by owners/occupiers of large industrial premises, large convention and exhibition centers started in 2020.

Recommendation 10 – For Consumers: Educate and Engage for Sustainable Consumption

Continuous efforts

Rationale:

The Environmental Campaign Committee (ECC) organises a wide range of educational programmes and activities* to raise environmental awareness and promote green, low-carbon lifestyles, encouraging wider community participation in environmental protection. These programmes and activities have played an important role in helping translate environmental knowledge into everyday actions.

The consumer survey indicated that many consumers showed concern in practice (e.g. product lifespan 87%, pollution during use 85%), though only 31% of consumers claim to understand SC. While familiarity with concepts like eco-labelling (68%) and greenwashing (30%) can be improved, awareness of common labels (e.g. MEELS 98%) and concern over misleading claims (65%) remain high.

Analysis of the low-action groups also indicates a significant action gap among youth (aged 15-24) and students, largely because waste management responsibilities are often undertaken by other household members, such as domestic helpers or elder family members, causing their limited motivation to participate in recycling activities. Nevertheless, many post-secondary institutions have been implementing various sustainability programmes aiming at fostering environmentally responsible behaviours and encouraging the adoption of sustainable practices in students' daily lives.

These findings showed that the key challenge is a relevancy gap, not lack of willingness. Overly technical or abstract messaging may alienate consumers, so SC communication should be “humanised” and made relevant to everyday decisions, using a more consumer-centric approach to improve engagement:

** Source: Environmental Campaign Committee : Publicity Campaigns and Programmes*



Government



Consumer Council



Businesses

10.1 Translate Abstract Concepts into Relevant Outcomes

The Government, Consumer Council and businesses are encouraged to simplify technical sustainability concepts in public education and link those concepts to practical actions to help the general public make informed and sustainable choices.

- Bridge the relevancy gap by translating technical terms (e.g. "sustainability" and "circular economy") into relevant outcomes and simple terms when communicating with the general public (e.g. "using less electricity", "using less resources" and "reducing waste").
- Consider incorporating additional languages, especially Bahasa Indonesia and Tagalog, to effectively engage domestic helpers, who play a key role in managing household waste and recycling practices.

Recommendation 10 – For Consumers: Educate and Engage for Sustainable Consumption (Cont'd)

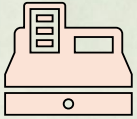
Continuous efforts



Government



Consumer Council



Businesses

10.2 Emphasise Practical and Personal Benefits

The Government, Consumer Council and businesses should highlight the practical and personal advantages to encourage SC:

- Money saving e.g. buying energy-efficient appliances lowers electricity bills; buying second-hand items saves money;
- Health and safety e.g. eating more vegetable and less meat/ using products with fewer harmful substances (e.g. microplastics released from single-use plastic products); and
- Convenience and durability e.g. buying longer-lasting products requiring fewer replacements.

10.3 Harness Social Media and Influencer Networks to Drive Sustainable Consumption

Engage dedicated media channels, educational platforms, and key opinion leaders (KOLs) to promote sustainable consumption practices among targeted audience groups, including youth and domestic helpers.

10.4 Facilitate the Knowledge and Adoption of SC Practices among Seniors

To support the dissemination of daily SC practices among the seniors through elderly community centres and care teams.

Reference: Educating and Engaging Consumers for Sustainable Consumption – Hong Kong & Singapore



Photo source: Environmental Campaign Committee

Hong Kong & Singapore – Educational Poster

Practical and personal benefits of SC actions are incorporated in educational materials.

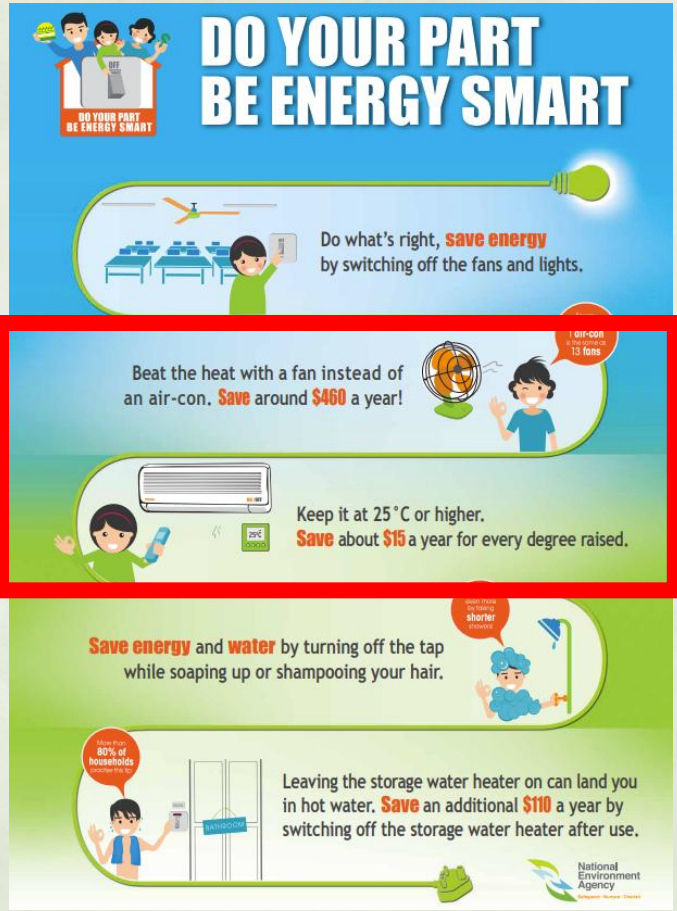


Photo source: National Environment Agency (NEA)

Reference: Educating and Engaging Consumers for Sustainable Consumption – Consumer Council

The Council's Publications

1. **CHOICE Magazines:** Promote SC concept through sharing SC related topics since its launch.



Issue 190 (1992) Issue 302 (2001) Issue 387 (2009) Issue 590 (2025)

2. **Social Media Posts:** Share SC related consumer tips on social media platforms to motivate consumers to do more SC actions.



Educational Programmes

1. **Smart Consumption Academy:** Equip secondary school students with practical SC knowledge, cultivate positive consumption values and encourage the adoption of SC behaviour through online quiz competitions (「消費·智惜碳」網上問答比賽).



2. **SC-themed school talks:** Enhance primary school students' SC awareness via interactive games and real-life examples; Encourage informed and responsible consumption choices.



3. **Community Talks:** Educate senior citizens about SC through ambassador training and community talks.



Recommendation 10 – For Trade: Share Business Best Practices and Promote Sustainable Consumption Innovations

Continuous efforts

Rationale:

Innovation is an important enabler of sustainable consumption and supports Hong Kong's transition towards carbon neutrality. Businesses increasingly face pressure to improve resource efficiency, reduce operating costs and respond to changing consumer expectations. Innovative solutions in areas such as energy efficiency, waste reduction, circular business models and sustainable product design can deliver both environmental and commercial benefits.

Hong Kong already has a wide range of innovation support programmes, funding schemes, demonstration projects and industry platforms. However, information on available solutions, successful applications and support measures is often dispersed across different organisations and channels. Businesses, particularly SMEs, may therefore find it difficult to identify suitable solutions, evaluate their applicability or connect with solution providers. Improving the visibility of successful practices and support measures could facilitate wider adoption of sustainable consumption innovations.



Government



Consumer Council



Businesses

10.5 Promote Best Practice Sharing of Sustainable Consumption Innovations

The Government and industry/ business associations are encouraged to strengthen the sharing of practical experiences and successful applications of sustainable consumption innovations through:

- Promoting case studies that demonstrate measurable environmental and business benefits;
- Organising thematic forums, exhibitions, workshops and experience-sharing sessions;
- Facilitating exchanges between businesses, technology developers, academia and startups; and
- Leveraging existing innovation and sustainability platforms to showcase proven technologies, pilot projects and demonstration cases.

10.6 Enhance Awareness of Existing Support and Funding Opportunities

The Government and industry / business associations are encouraged to improve awareness and accessibility of existing funding schemes, advisory services and collaboration opportunities that support the adoption of sustainable consumption innovations by:

- Providing clear and consolidated information on available funding schemes and technical support programmes;
- Showcasing successful projects and implementation experiences;
- Facilitating connections between businesses, research institutions, startups and solution providers; and
- Strengthening outreach efforts targeted at SMEs* that may face resource and capability constraints in adopting new technologies.

Note*: SME refers to Small and Medium Enterprises. It is defined as a manufacturing business with fewer than 100 employees or a non-manufacturing business with fewer than 50 employees. There are around 360,000 SMEs in Hong Kong, covering more than 98% of enterprises and over 43% of the private sector workforce (Ref: [SUCCESS - What are SMEs](#))

Appendix: Composition of 2025 SCI – Awareness and Attitude

Product Information
<i>How much are you concerned about the following product information?</i>
Cruelty to animals in research and testing process
Pollution from the production process causes eco-system damage
Product pollutes the environment when in use
Product lifespan
Whether the product or its materials are recyclable
Frequent product updates leading to unnecessary replacement
Whether product is excessively packaged
Product's raw materials come from sustainable and renewable sources

Energy Conservation
<i>How much do you agree with the following attitudes regarding energy conservation?</i>
Energy conservation at home is beneficial to the environment
Energy conservation at home is easy to achieve
<i>How much do you agree with the following statements about your purchasing behaviour?</i>
Give priority to purchasing energy-saving bulbs or LED light bulbs

Waste Separation
<i>How much do you agree with the following attitudes regarding waste separation?</i>
Waste separation at home is beneficial to the environment
Waste separation at home is easy to achieve

Appendix: Composition of 2025 SCI – Behaviour and Readiness

Purchasing Behaviour

How much do you agree with the following statements about your purchasing behaviour?

Buy appliances with Grade 1 Energy Label

Buy claimed water-efficient products

Give priority to purchase products with "Environmental Label"

Consider to buy organic food first

Consider to buy simple, environmental-friendly packaging or packaging-free products

Avoid buying single-use products

Try to use public transportation as much as possible, e.g. bus, MTR

Recycling Behaviour

How often do you put the following used items into recycling bins, give them to recycling companies, or sell them to waste collectors?

Glass

Metal/Aluminum cans

Plastics

Paper

Food waste

How often do you put the following used/discarded items into recycling bins, give them to recycling companies, or sell them to waste collectors?

Clothes

Regulated electrical equipment ("WEEE")

How often do you perform the following behaviours when handling recyclables?

Will wash recyclables before recycling

Conservation Behaviour

How often do you carry out the following conservation and waste reduction behaviour?

Reduce the use of air conditioners as much as possible

Use washing machines only if there are enough clothes

Try to turn off electrical appliances (including lights) when not in use

Try to save water at home

Pack leftover food or save it to eat later, instead of throwing away

Try to reduce takeaway orders to reduce the environmental impact of excessive/single-use packaging

Try to reduce online shopping to reduce the environmental impact of excessive/single-use packaging, logistics carbon emissions, and impulse consumption

Try to bring your own containers to reduce the use of disposable containers or cutlery

Motivation

Given that product functions are the same, if the products or services comply with "Sustainable Consumption" principles, what is the maximum extra percentage of price you would be willing to pay?

How much do you agree with the following statement about your willingness to support "Sustainable Consumption"?

If a company embraces environmental protection, you will give priority to purchasing its products and services

Support

How much do you agree with the following statements about the motivation to practice "Sustainable Consumption"?

Willing to commit more to support "Sustainable Consumption"

Need more information provided to learn how to practice "Sustainable Consumption"

To make lifestyle changes to practice "Sustainable Consumption" must be in line with my lifestyle

If the government commits more to "Sustainable Consumption," you would do too

If retailers or service providers commit more to "Sustainable Consumption," you would do too



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