

Consumption Awareness of and Behaviour in Sustainable Consumption (SC)

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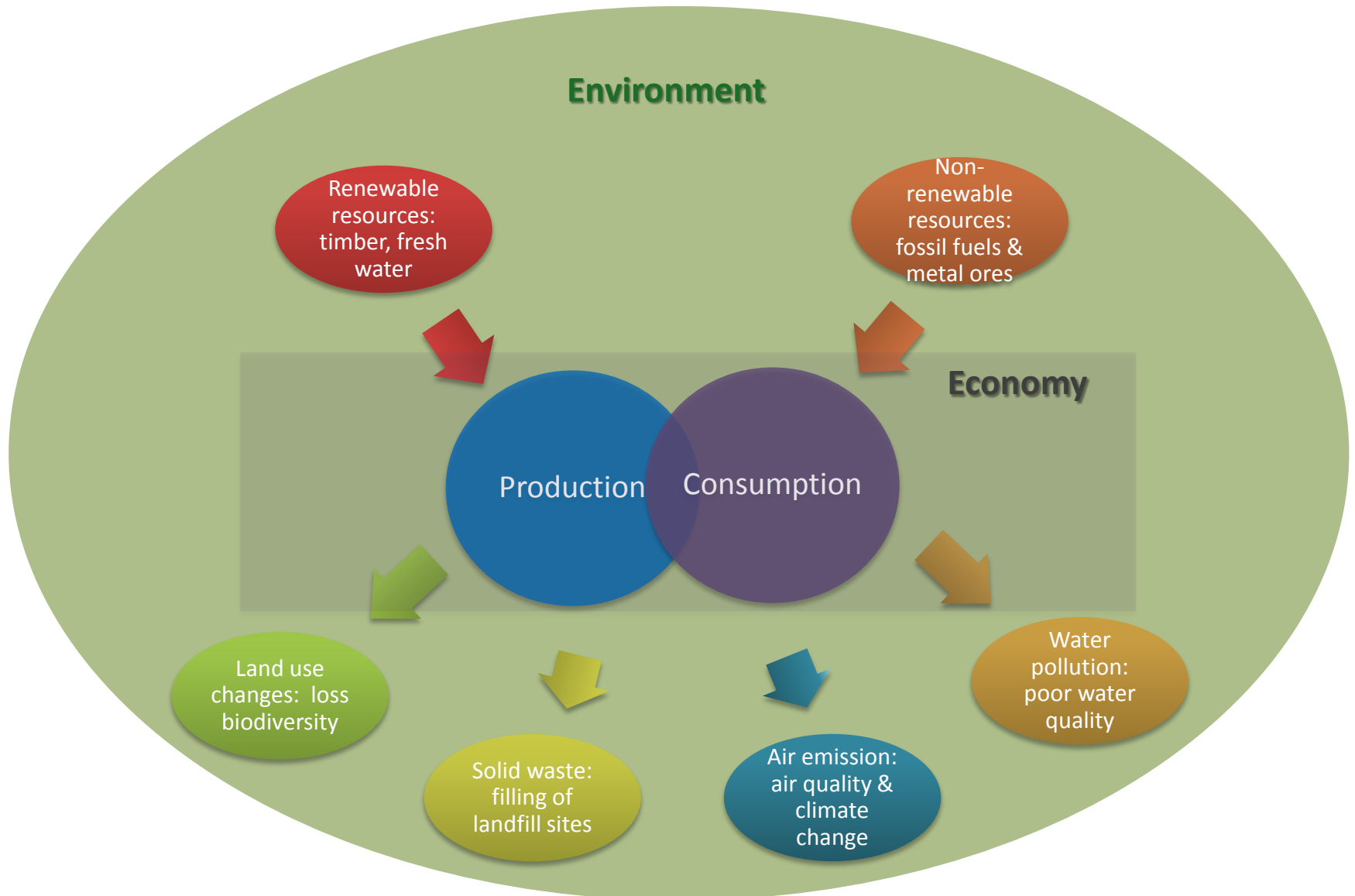
**Forum on Sustainable Consumption for Consumer Betterment
in Asia**

Consumer Council, Hong Kong

When did we first talk about SC?

- 1992 UN Conference on Environment and Development (*the “Rio Conference” or “Rio Earth Summit”*) agrees that Sustainable Consumption and Production (SCP) will be the overarching theme to link environment and development, one of the core UN SD objectives
- **Sustainable production (SP):** creation of goods and services using processes and systems that are non-polluting, conserving of energy or natural resources, economically viable

Environment, Economy and Consumption

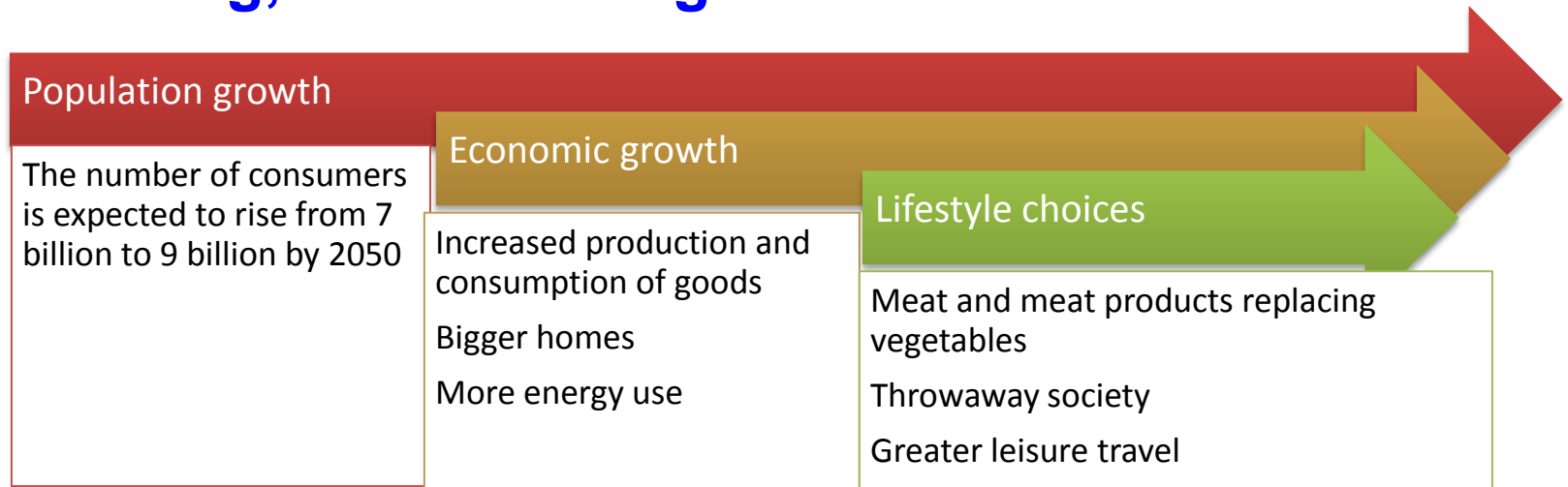


What is Sustainable consumption (SC)?

- **1994 Oslo Symposium defined SC as**
 - **Use of services and related products respond to basic needs and bring a better quality of life (wisely consume)**
 - **Minimize negative environmental impacts (use less natural resources, generate less toxic materials and emissions of waste and pollutants) over the life cycle of the service or product**
 - **Not to jeopardize the needs of future generations**
- **SC ≠ No consumption; SC ≠ Consuming less; SC ≠ Poor economy; SC ≠ Lower quality of life**
- **SC = Wise/Smart consumption; SC = Use more efficiency and less polluting goods**
- **Targets everyone, from individual to governments and multi-national conglomerates**

Why do we need SC?

- Human consumption continuously and significantly impacts upon the environment
- In last 50 years, global population has consumed more goods and services than combined total of all previous generations that foster economic growth, improve quality of life **BUT cause environmental degradation, depletion of natural resources, global warming, climate change.....**

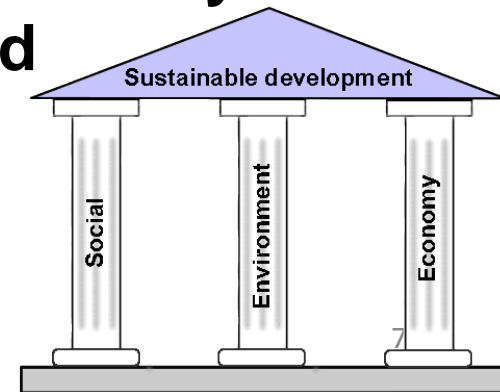


How to achieve SC?

- Increase in efficiency of consumption, achieve by
 - Technological improvements
 - Eco-efficient support
- Changes in consumption patterns and reductions in consumption levels, especially in industrialized countries, requires
 - Attitude and behavioral changes: many consumers are well aware of the importance of SC and care about environment, but most do not translate their concerns into actions, due to high prices; lack of awareness, information, support; traditional habits.....
 - Changes in infrastructures
- Essential to understand how consumers behave and to nurture their SC behaviour
 - Are SD, SCP and SC in Hong Kong? Any voice? Any agenda?

Sustainable development in HK

- In 1999, Policy Address of Chief Executive defined Hong Kong's SD in 3 ways:
 - Increase prosperity and improve quality of life while reducing overall pollution and wastes
 - Meet our own needs and aspirations without damaging prospects of future generations
 - Reduce environmental burdens on our neighbors and help preserve common resources
- Since 2001, all governmental bureau and departments must assess the impact of any proposed initiative or program on sustainability of Hong Kong (environmental, social and economic)



HK's mandated green products or standards



- Air Pollution Control ordinance (Control of vehicle emissions)
- Tightening of fuel standards



- Energy Efficiency (labelling of products) ordinance - covers air conditioning, etc.



- BEAM* plus – quasi-official buildings standard endorsed by industry

* Building Environmental Assessment Method promoted by Green Building Council

Green life style change in HK



- “Food wise” campaign: instill behavioral change to reduce food waste
- Environment Bureau’s “Save Energy, Start At Home”: voluntary energy label
- Green labels since 2001

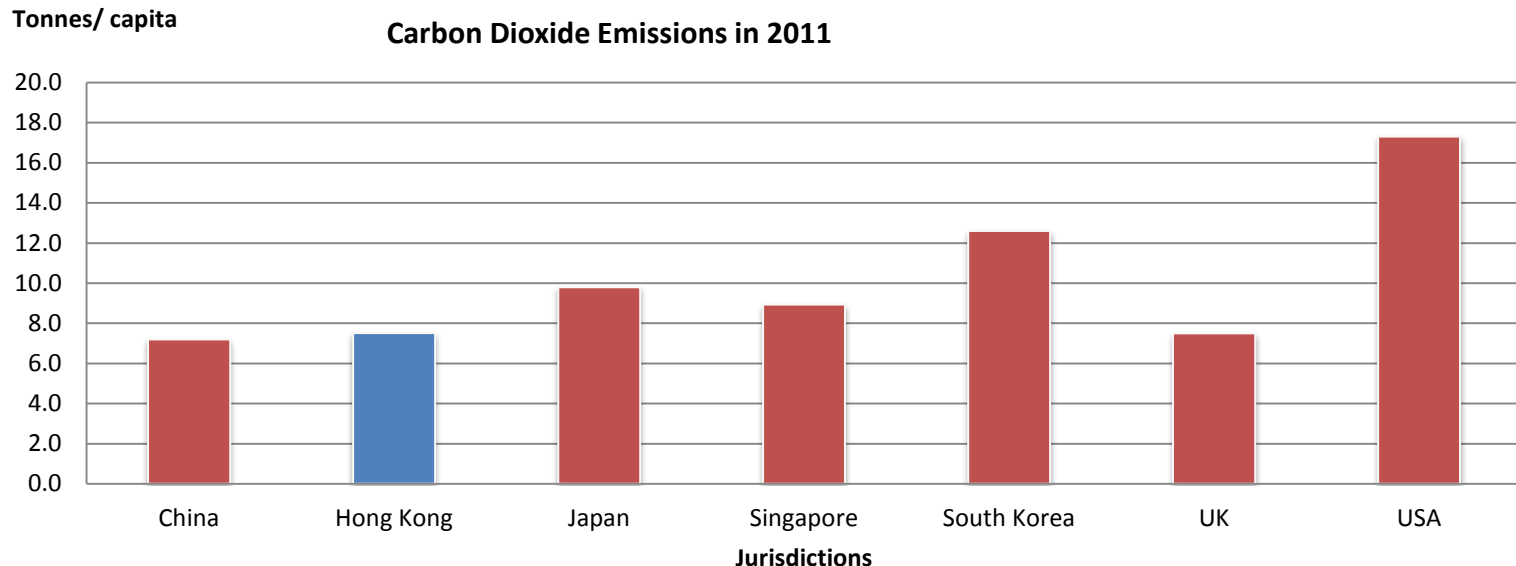


Are these sufficient to achieve sustainability in Hong Kong?

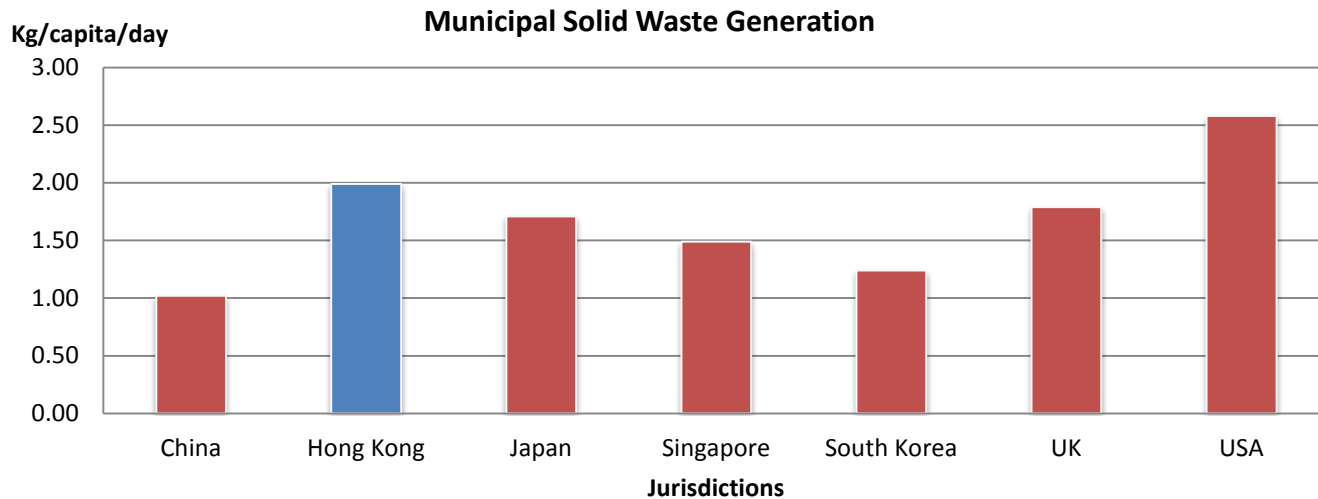
Climate change: CO₂ emissions

CO₂ emissions in HK are slightly lower than other developed economies

But given our warm climate (little heat need) and high population density (low personal transport needs), HK's emissions are disappointingly high!!



HK's generation of wastes



MSW production in HK: higher than our neighboring cities with comparable economy

HK people produces 3,648 tonnes food waste daily

HK consumption of fish

World Rank	Country/region	Fish consumption per capita (kg)
1	Maldives	164
7	Hong Kong	71
12	Korea	60
24	Japan	52
25	Singapore	49
47	China	34
72	Australia	26
89	Canada	22
93	US	22
99	UK	19

HK is world's 7th largest per capita consumer of fish based on FAO (2011)

HK consumption of timber

Country/Region	Paper consumption per capita in 2103 (Kg)
North America	221
Japan	215
Hong Kong, Singapore, Taiwan, Korea, Malaysia	159
EU	156
Oceania	126
China	75
Other European countries	52
Latin America	47
Other Asian Regions	23
Africa	8

HK consumes higher amount of paper based on the Swedish Forest Industries Report on the Paperless Project (2013)

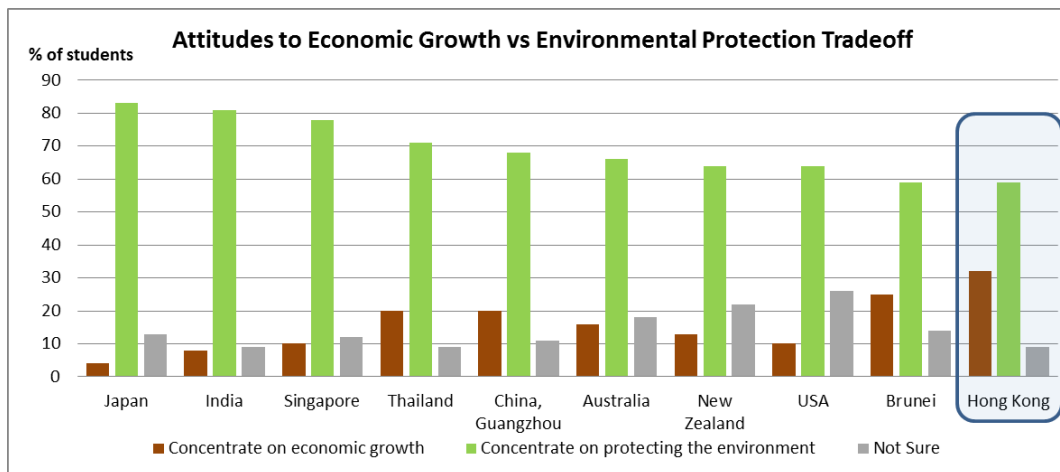
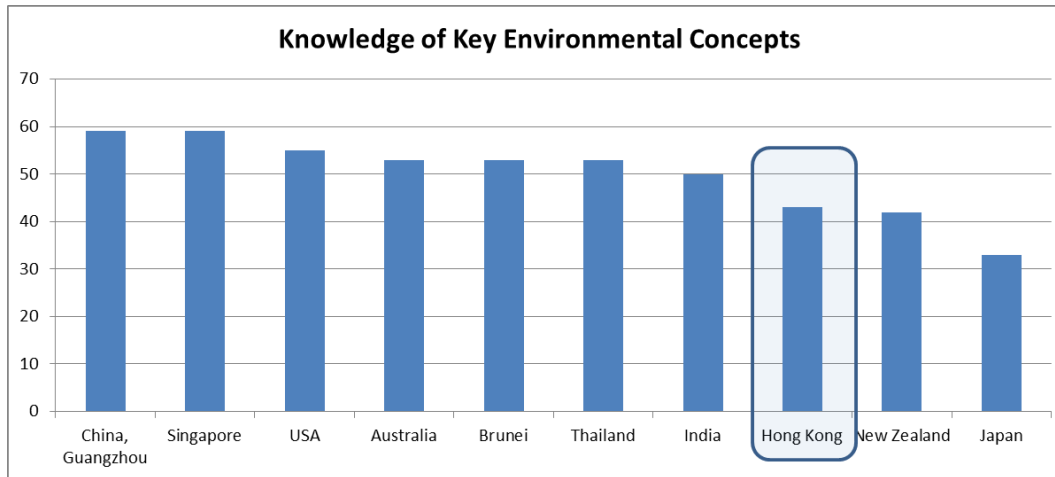
More....

- In Hong Kong, economy increased by 170% in past 30 years, one of the ten wealthiest economies in the world, becomes a “throw-away” city with “over-consumption”
- Hong Kong also imports goods, foods and raw materials from Mainland China and other countries, pose negative impacts abroad
- We need SC in HK, as consumers have pivotal role and are powerful to minimize negative impact

BUT

- Are we having SC pattern and lifestyle? Do consumers realize we have a major role to play in realizing sustainability for HK and the world?
- So far, we have little information about HK people’s relative preference and their awareness of and behaviour in SC

Limited survey on Hong Kong youths



- Pre-2000 survey showed HK youths had lower knowledge about environment and less relative support for the environment than youths in other countries
- Placed relatively more value on economy than environment compared to other countries
- Although more recent data suggest younger HK youth's interest has grown since 2000, there is a paucity of information about youths and adult in HK

Consumer Council: 1st Questionnaire Survey and Focus Group Discussion

In August – September 2015 to understand Hong Kong Consumers' Attitude and Behaviour towards SC



Framework of the Survey

Consumers' awareness and attitudes towards environmental protection and SC

Consumers' behaviour in relation to SC

Consumers' readiness towards SC

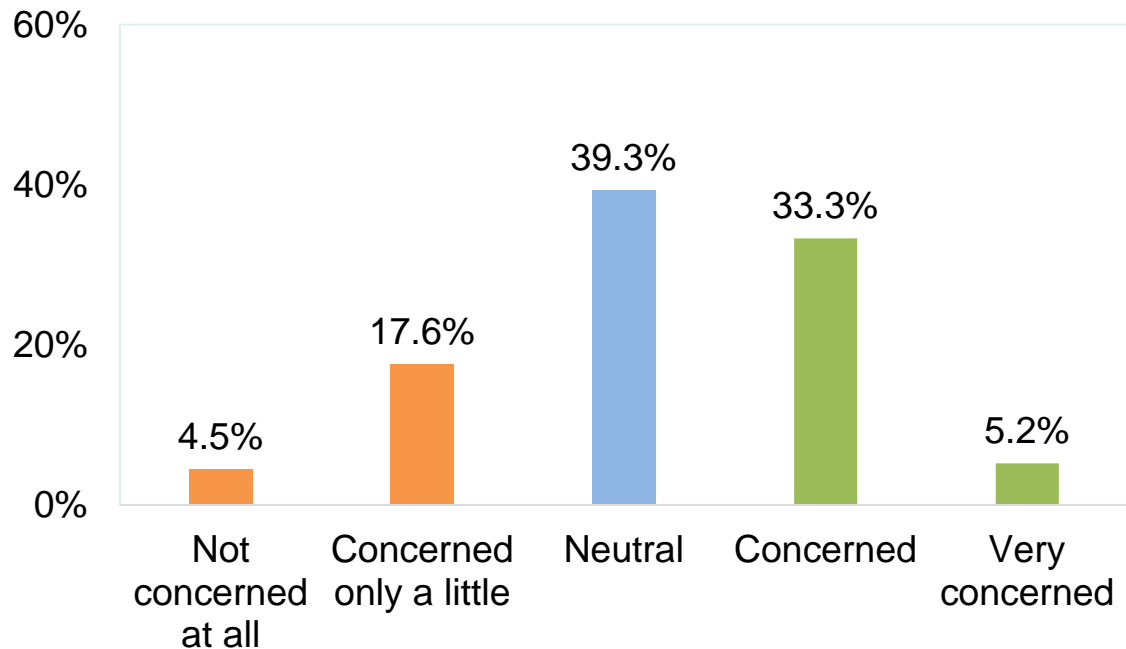
Telephone interview: 1000 Cantonese-speaking HK people (age: 15-64), each lasted 20-30 minutes
Discussion forum

Consumers' Awareness

- **Concern over the environment & products with adverse impact**
- **Understanding on concept of SC**
- **Relationships between SC and other issues**
- **Impact on consumption behavior to environment**
- **Preference on sustainable products**
- **Attitudes towards energy conservation and waste separation**

Consumers' awareness about SC

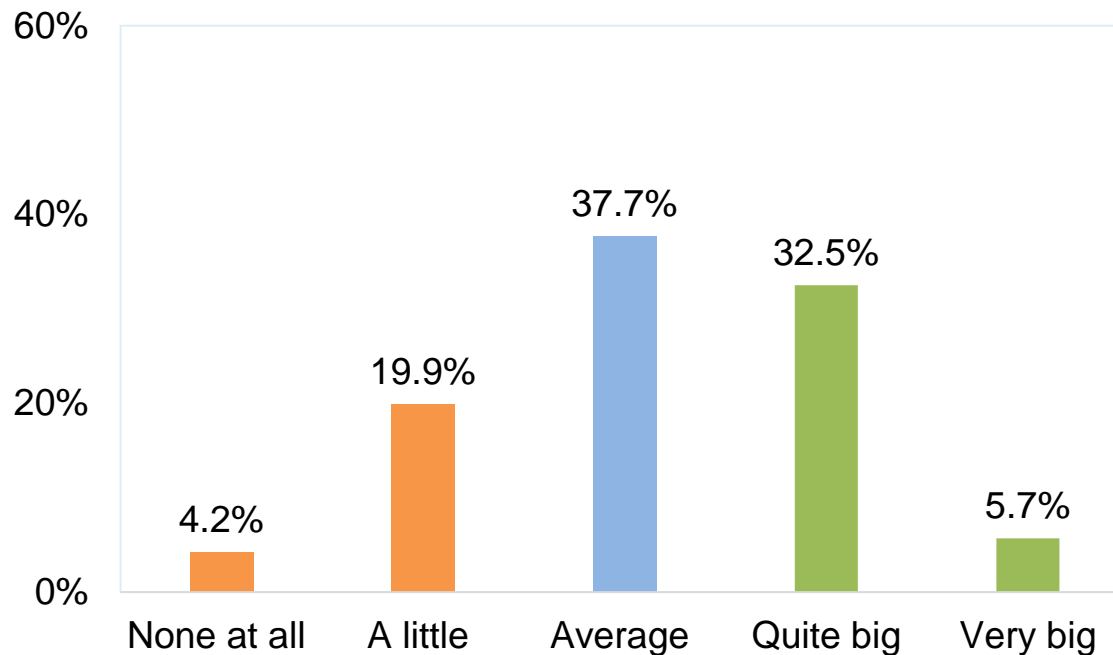
(i) Concern over the environment



- **38% concerned over the environment**
BUT
- **22% said NOT concerned**
- **Younger (aged 15 to 29), better educated (tertiary) and higher income people (monthly salary >HK\$20000) tended to be more concerned**

Consumers' awareness about SC

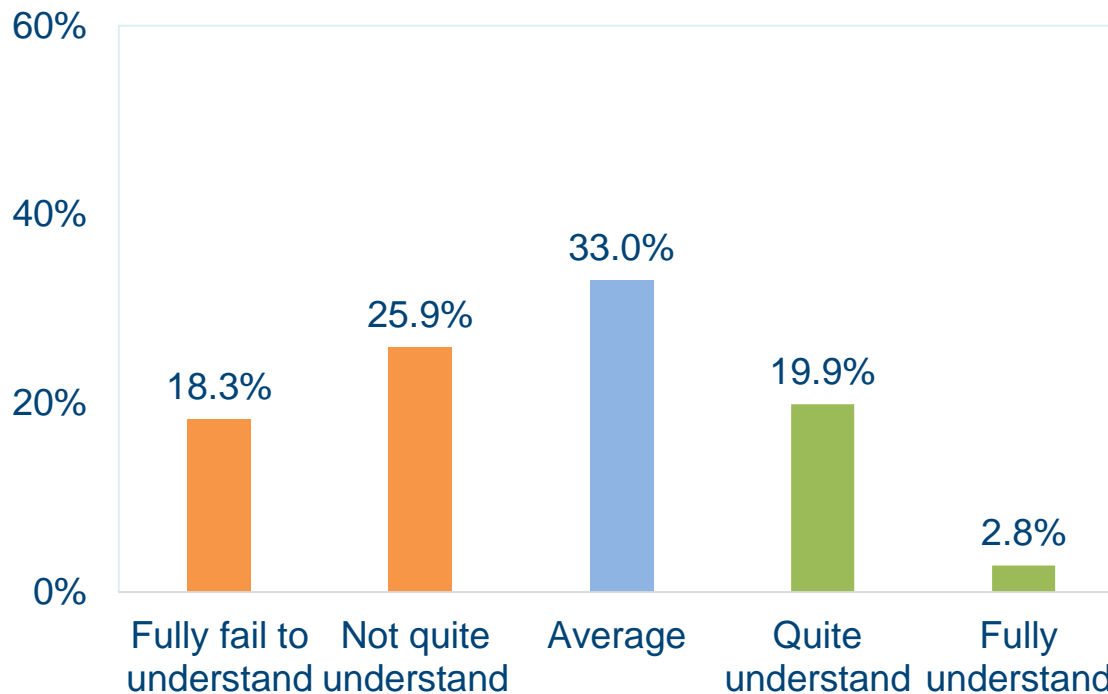
(ii) Impact of consumption pattern upon environment



- **Similar to Q(i), 38% considered their consumption had big impact upon the environment**
- **Also younger, higher income people tended to think their consumption had more impact**
- **However, around 22% thought little or no impact**

Consumers' awareness about SC

(iia) Understanding of the concept of SC

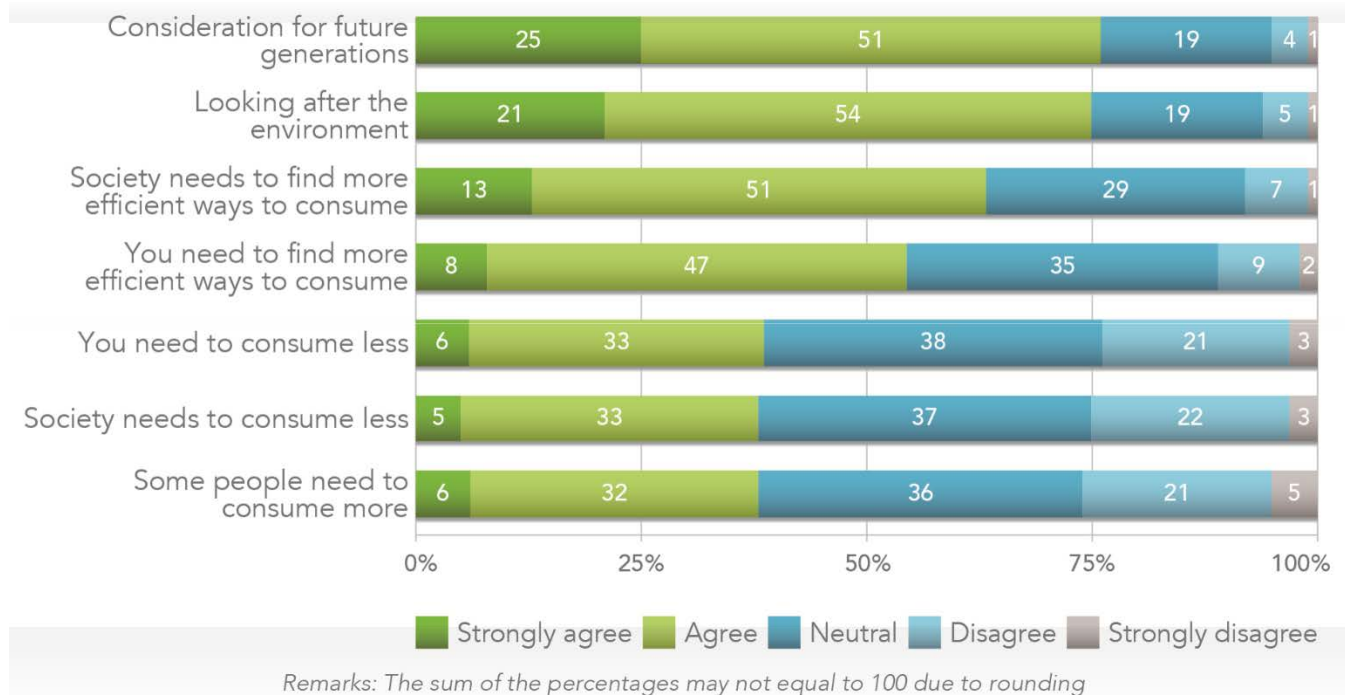


- 44.2% did not quite understand or fully failed to understand the concept of SC
- Out of those fully fail to understand/not quite understand:
 - 51% aged 45 to 64
 - 63% were Retired Person

Majority (94.3%) indicated that the survey enhanced their understanding upon SC

Consumers' awareness about SC

(iiib) What does “SC” mean to you?



Close to UNEP's definition

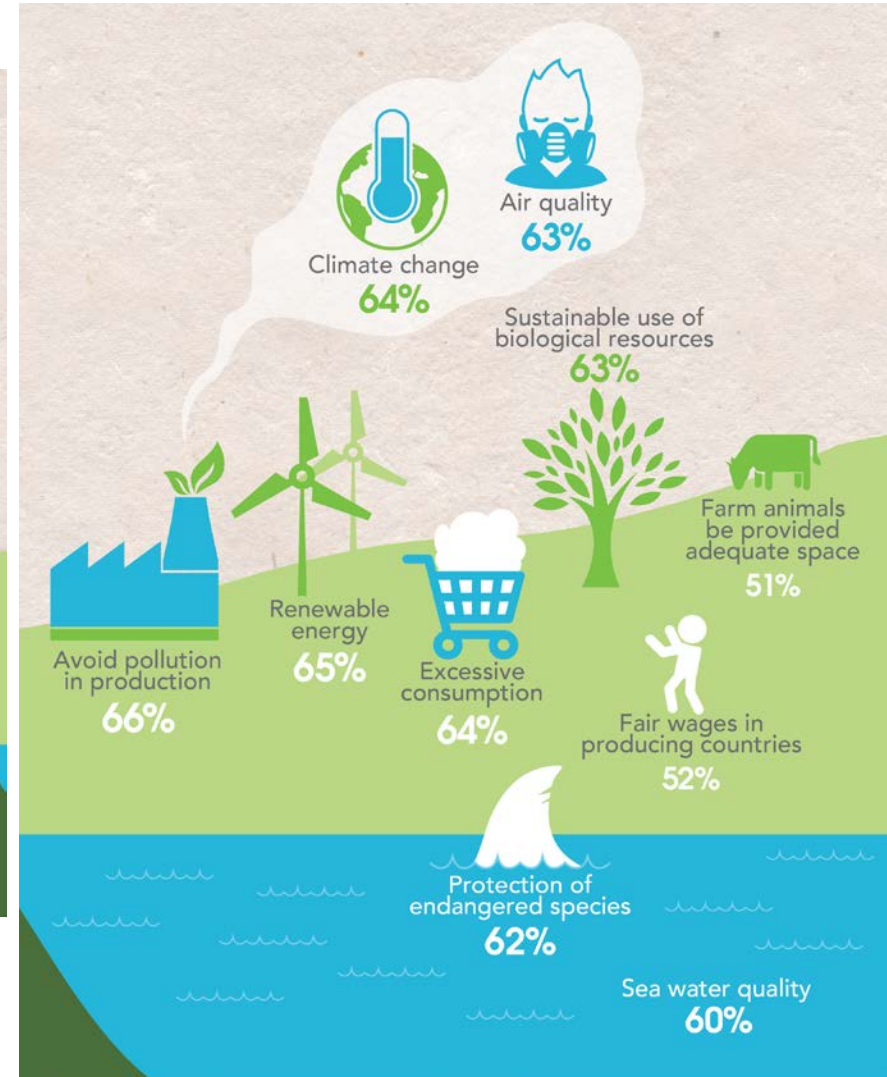
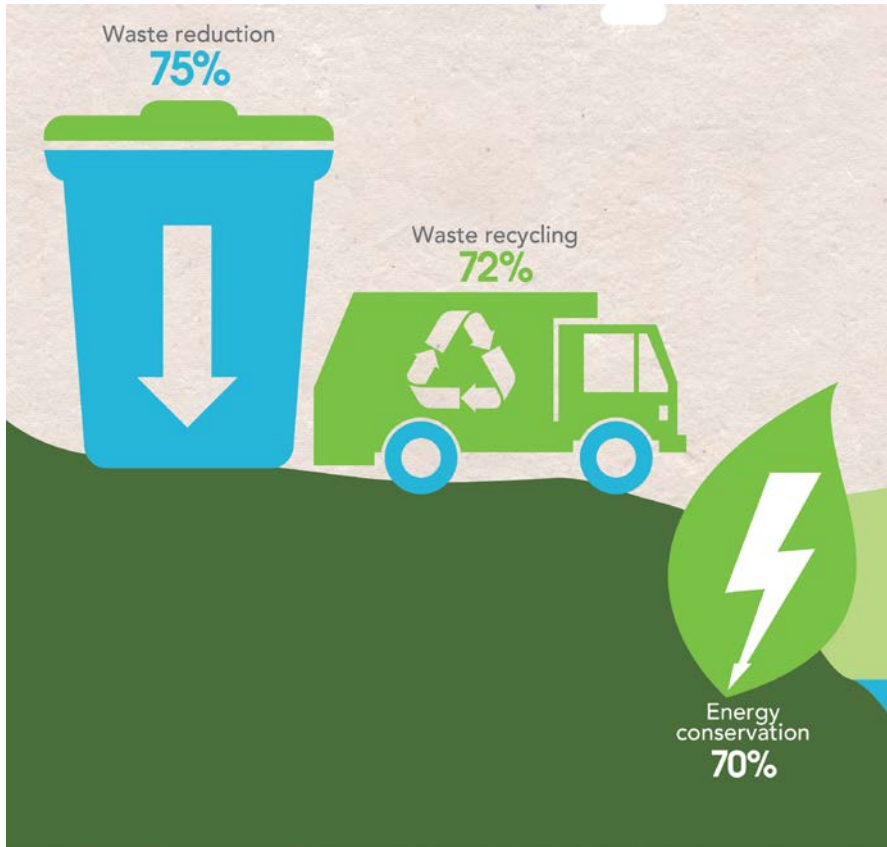
Top 3 issues are:

- **Thinking about the future generations (76%)**
- **Looking after the environment (75%)**
- **Society having to consume more efficiently (65%)**

Only 39% felt “You need to consume less”!!

Consumers' awareness about SC

(iv) Which issues are related to SC?



Top 3 related issues are:

- Reducing waste (75% support)
- Using energy efficiently (70%)
- Avoiding using harmful substances and production method (66%)

Summary on consumers' awareness

- **HK people's intuitive understanding of SC is close to UN's official definition**
- **Agree that SC is pivotal and powerful to SD**
- **BUT few people felt they should consume less**
- **Most strongly embrace SC ideas related to their own daily experiences, i.e., issues they face everyday**
 - **Waste reduction/recycling**
 - **Energy conservation**
 - **Avoid harmful substance**
- **Less concerned with remote issues, e.g. fair trade, animal welfares**

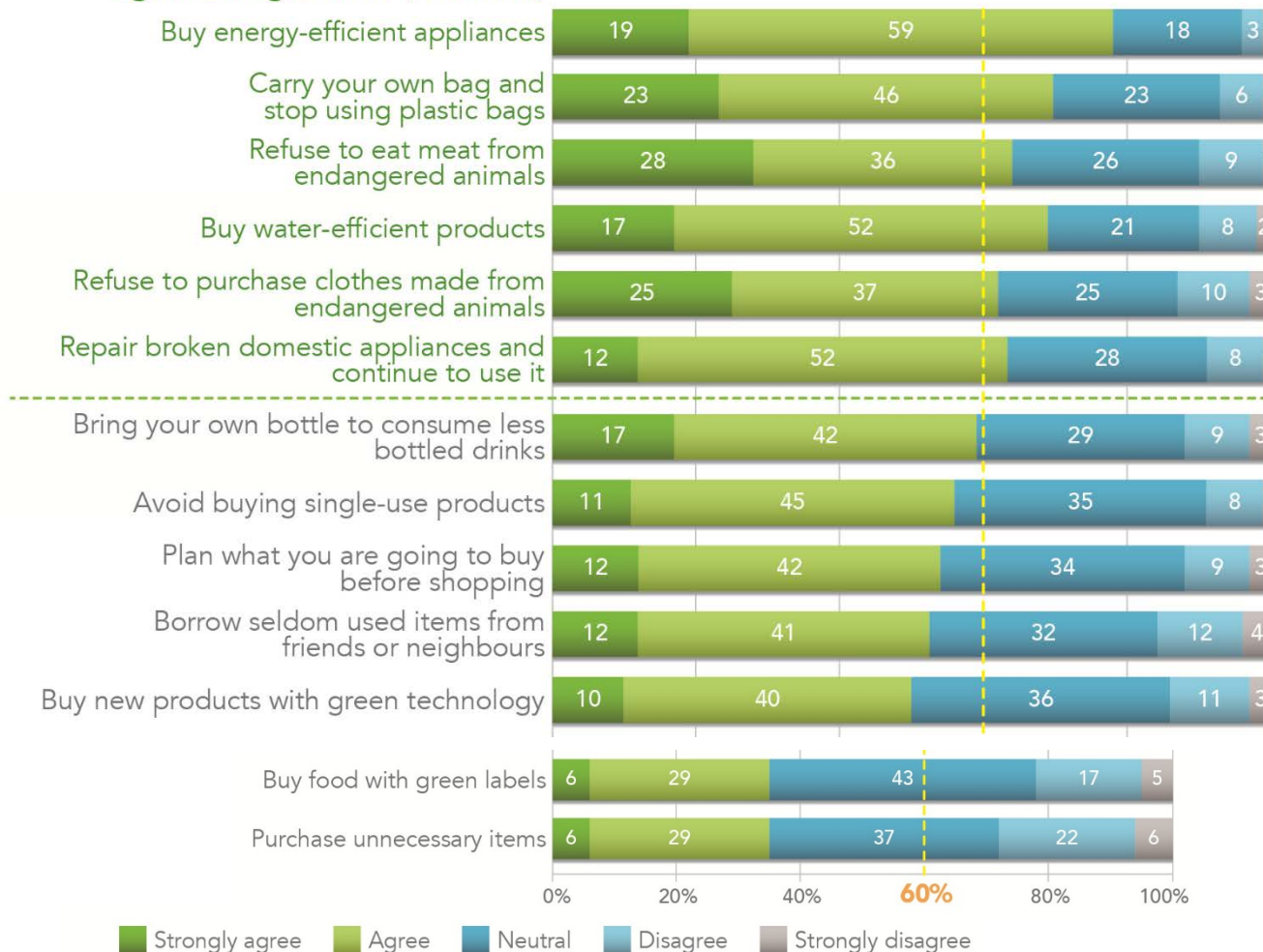
Consumers' Behaviour

- **Purchasing behavior: habits being practiced**
- **Conservation behaviour**
- **Recycling behaviour**

Consumers' behaviour in relation to SC

(i) Purchasing behaviour: to what extent do you agree with followings about your purchasing behaviour?

Significant agreement (over 60%)

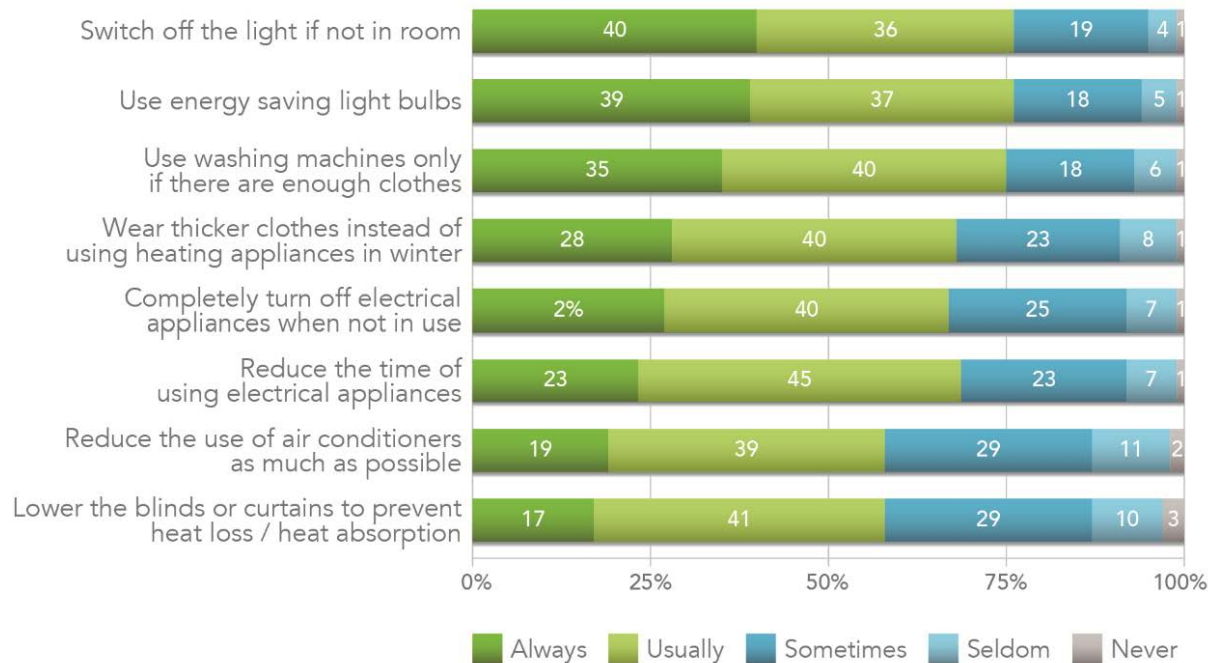


Higher support:
Bring about economic efficiency

Lower support:
Expensive such as green labelled products

Consumers' behaviour in relation to SC

(ia) Conservation behaviour: Do you usually practice the following:



Support activities simple to execute:

- Turn off light
- Use energy saving light bulbs
- Conserve water

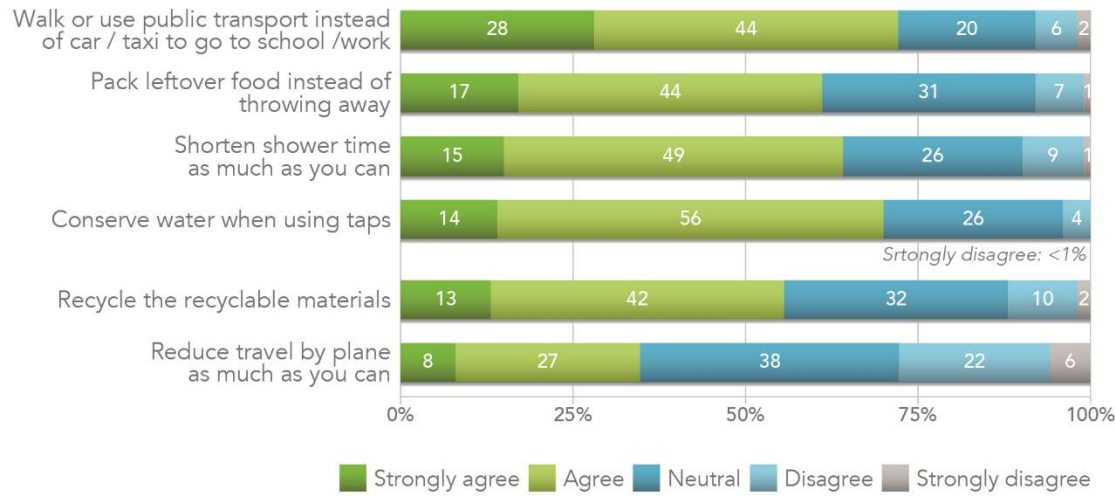
Older people although less concerned with environment, more likely to do the above

Lower Support:

- Need more effort /planning
- Give some discomfort, e.g., reduce the use of air-conditioner, lower the curtains to prevent heat loss

Consumers' behaviour in relation to SC

(iib) Conservation behaviour: Do you usually practice the following habits?



Remarks: The sum of the percentages may not equal to 100 due to rounding

For those save money and convenient:

- Usually walk or use public transport
- Pack uneaten food
- Recycle

Not those:

- Require behavior / lifestyle change
- Need more effort / planning
- Give some discomfort, e.g., reduce travel by plane

Particularly younger generation, they should learn more and adopt environmental behaviours more vigorously

Consumers' behaviour in relation to SC

(iii) Recycling behaviour: Do you recycle following materials?

Paper

53.3% usually/always

24.7% sometimes

22.0% seldom/never



Metal

33.4% usually/always

24.9% sometimes

41.7% seldom/never



Plastic

48.2% usually/always

25.3% sometimes

26.5% seldom/never



Glass

27.5% usually/always

22.0% sometimes

50.5% seldom/never



Summary on consumers' behaviour

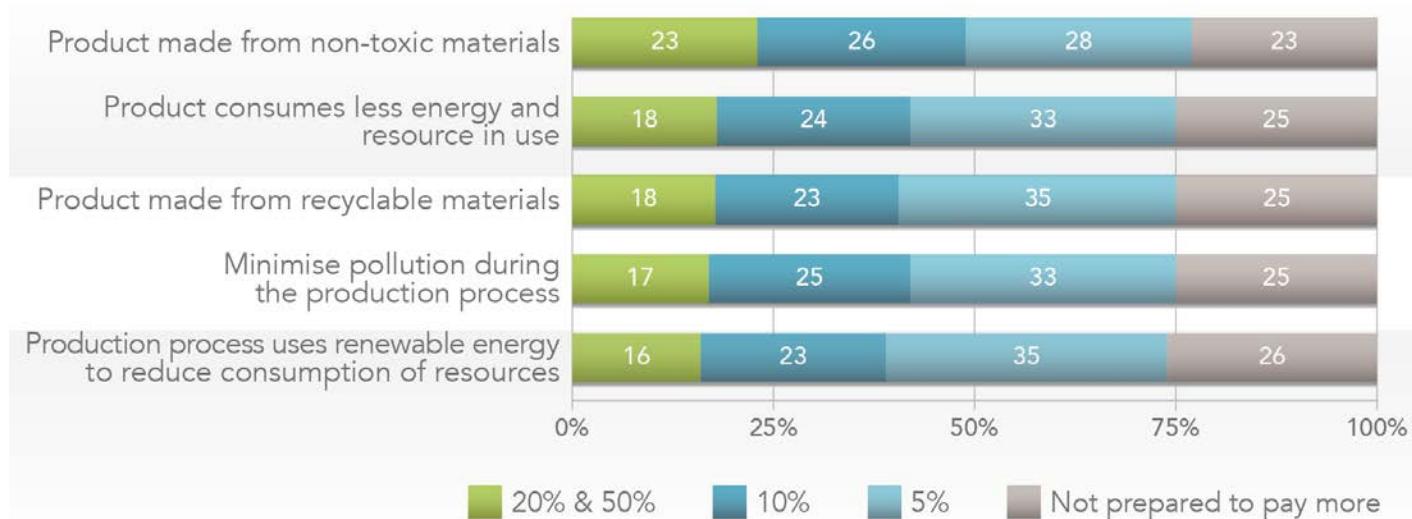
- **Still much room for HK people to enhance their SC behaviours to become an “always” habit rather than “usually” or “sometimes”**
- **Older people, although they were less concerned about the environment, were more likely to support SC (recycle and pack uneaten food)**
- **Younger people could learn from their elders**
- **People need to be helped to convert good intentions into actions through**
 - **Better education**
 - **Better infrastructure**
 - **Better information**
 - **Wider range of suitable sustainable produce choices**

Consumers' Readiness

- **Willingness to pay extra for eco-friendly products and consideration of SC**
- **Consumers' motives towards SC**
- **Consumers' support / commitment for SC**

Consumers' readiness for SC

(i) How much more would you be prepared to pay more for the following products?



Remarks: The sum of the percentages may not equal to 100 due to rounding

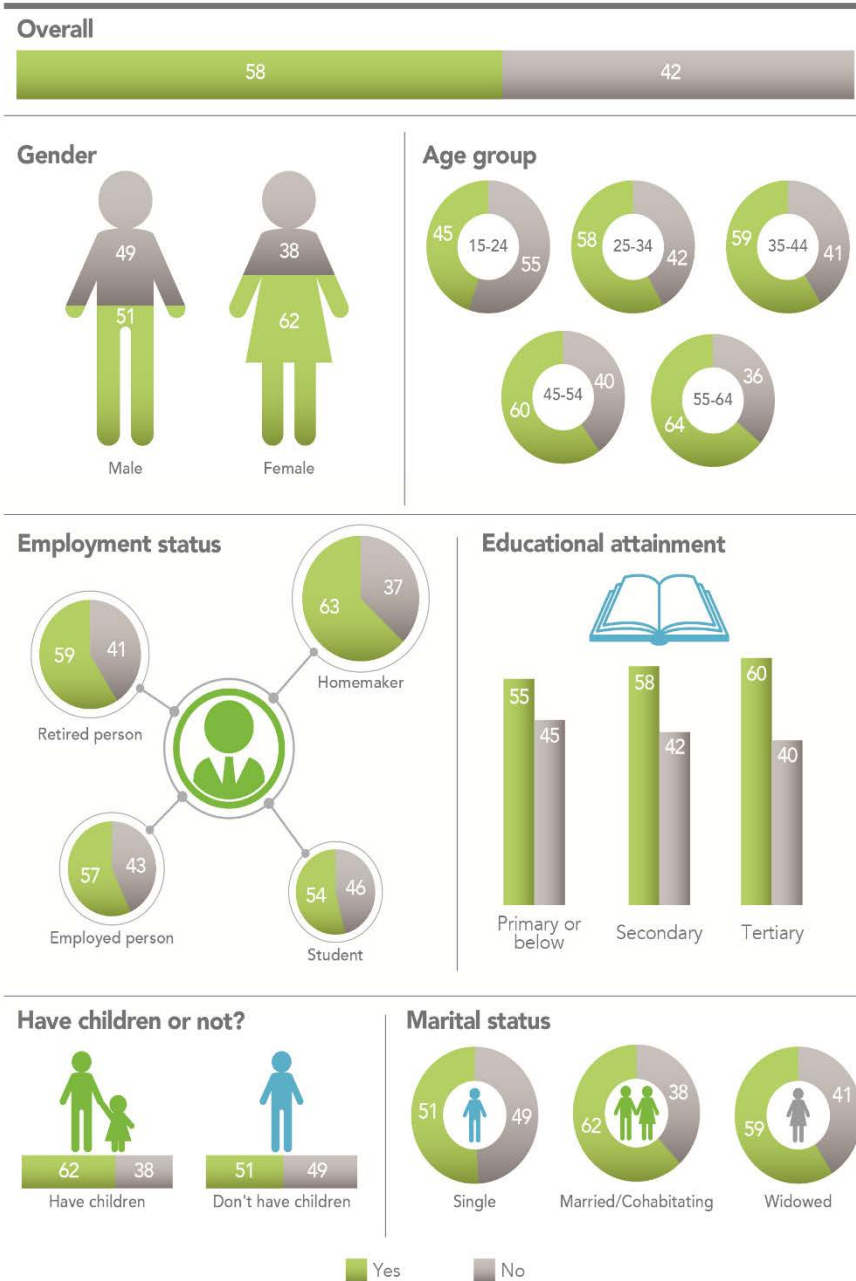
Large majority (75%) prepared to pay more price premium for more sustainable product, esp. if they provide greater safety or economy in-use
More true for consumers earning >HK\$20,000

BUT

Less true for older and retired consumers

25% NOT prepared to pay a price premium for more sustainable products

Figure 14: Whether the respondents usually purchase products or services that are produced in an environmentally friendly or sustainable way (%)



- Half respondents usually purchased sustainable good
- Female, people aged 35 or above, and more highly educated respondents: more likely to answer “Yes”

For younger consumers – they claimed they would pay more for sustainable products but LESS action taken

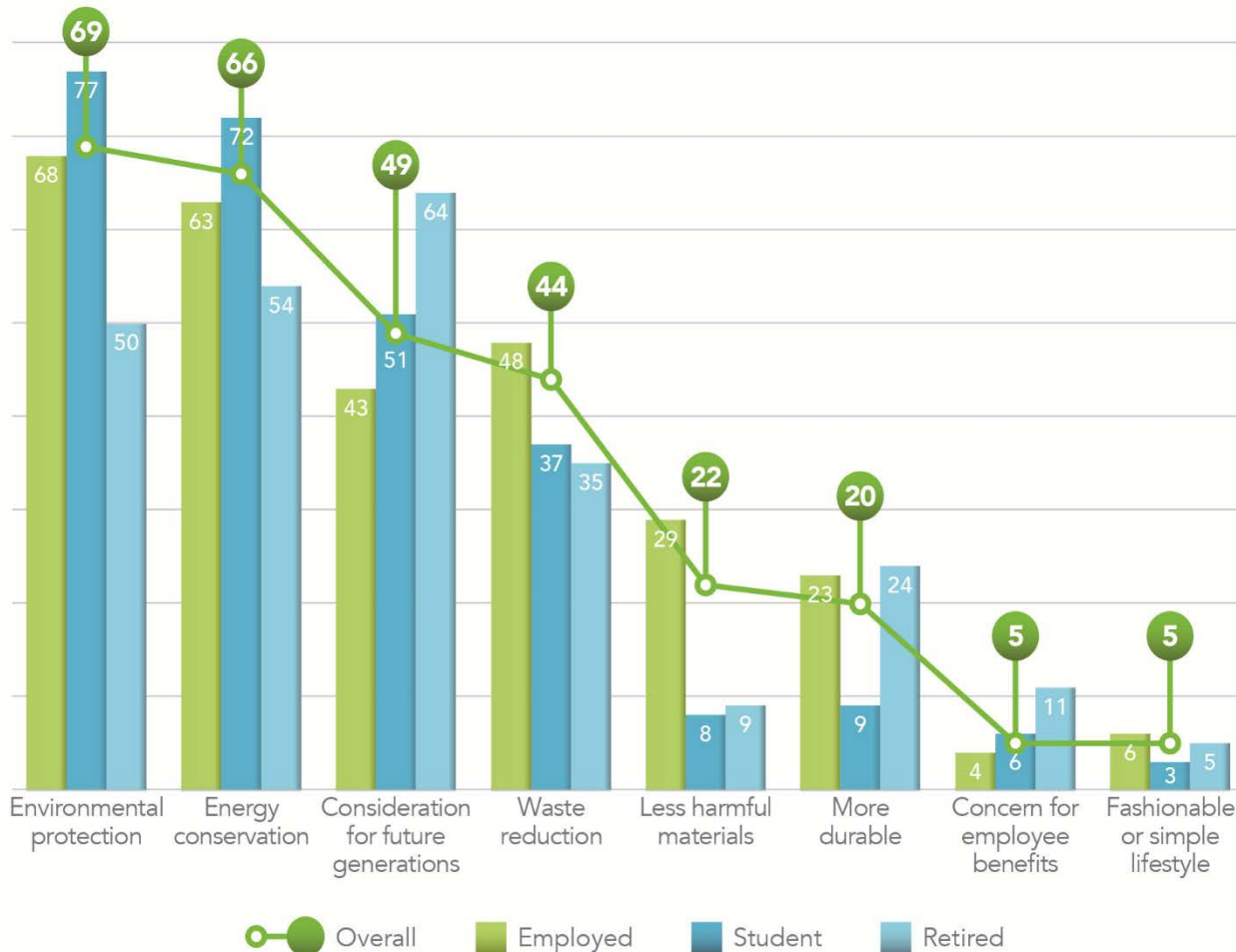
Respondents who were NOT willing to pay more for sustainable products by monthly income



Those with no income (pink color): more likely NOT to pay more for sustainable products and services
Affordability may be an issue

Consumers' readiness for SC

(iia) Motives: Reasons for making environmental or sustainable purchases?



Top 3 reasons:

- Environ Protection
- Energy Conservation
- Future Generation

Students:

Protecting environment and energy saving

Employed people:

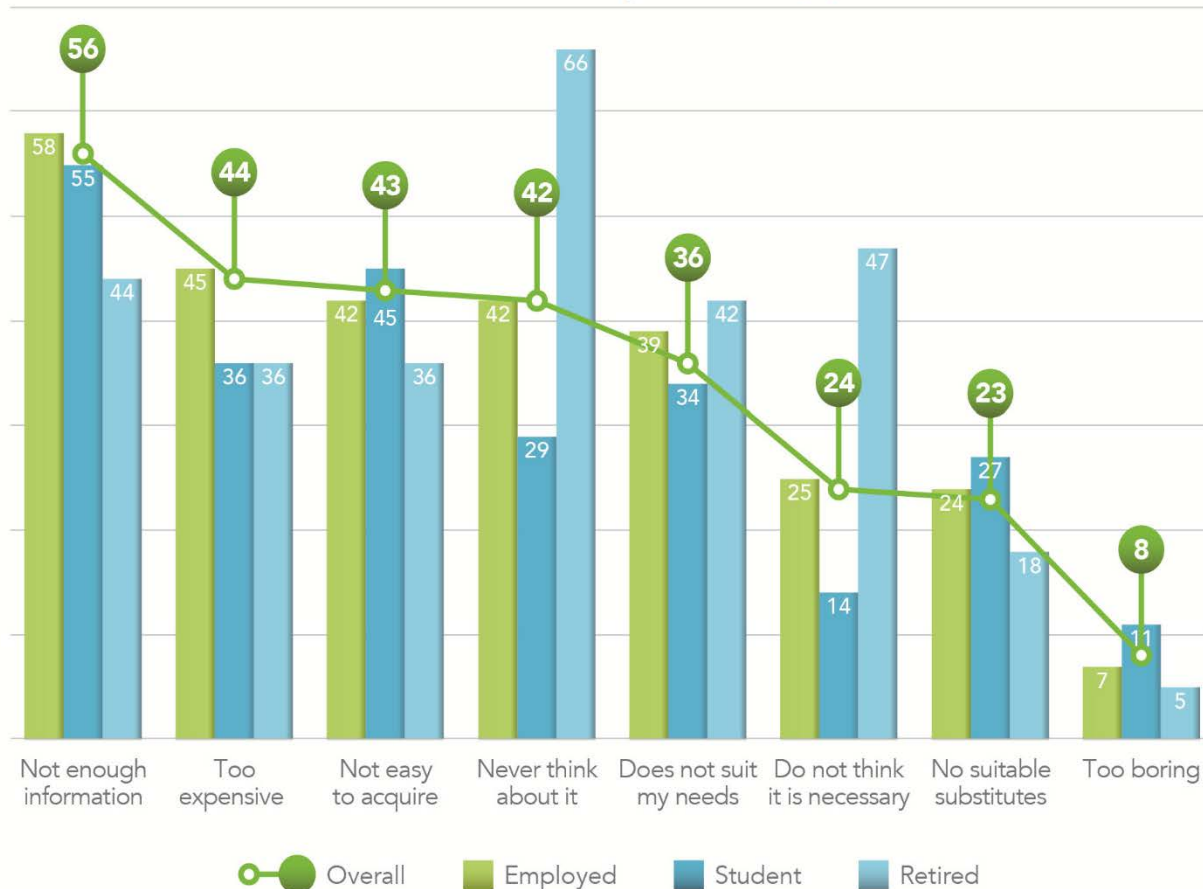
Waste reduction and less harmful materials

Retired people:

Consideration for future generations

Consumers' readiness for SC

(iib) Motives: Reasons for not making environmental or sustainable purchases?

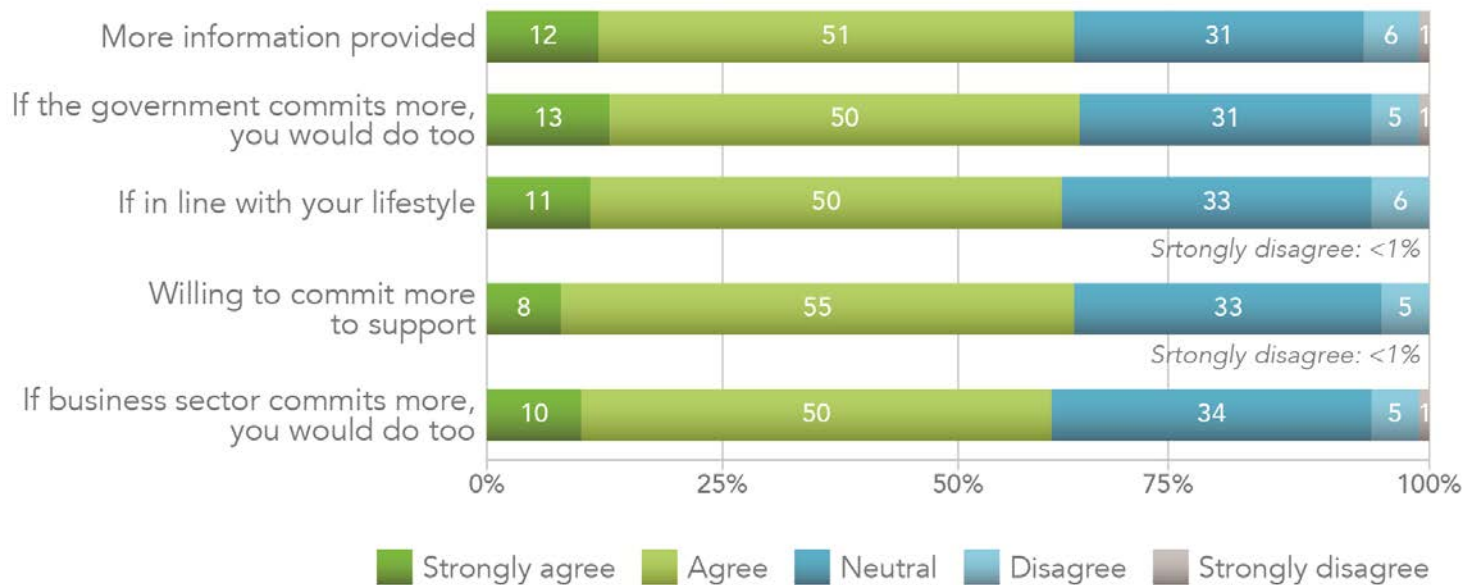


- Lack of suitable information
- High prices
- Lack of suitable product

People are not opposed or uninterested in SC **BUT** There are obstacles (may be overcome by Government and businesses)

Consumers' readiness for SC

(iii) You are willing to do more to support for SC if



Remarks: The sum of the percentages may not equal to 100 due to rounding

High proportion of respondents are prepared to support SC BUT

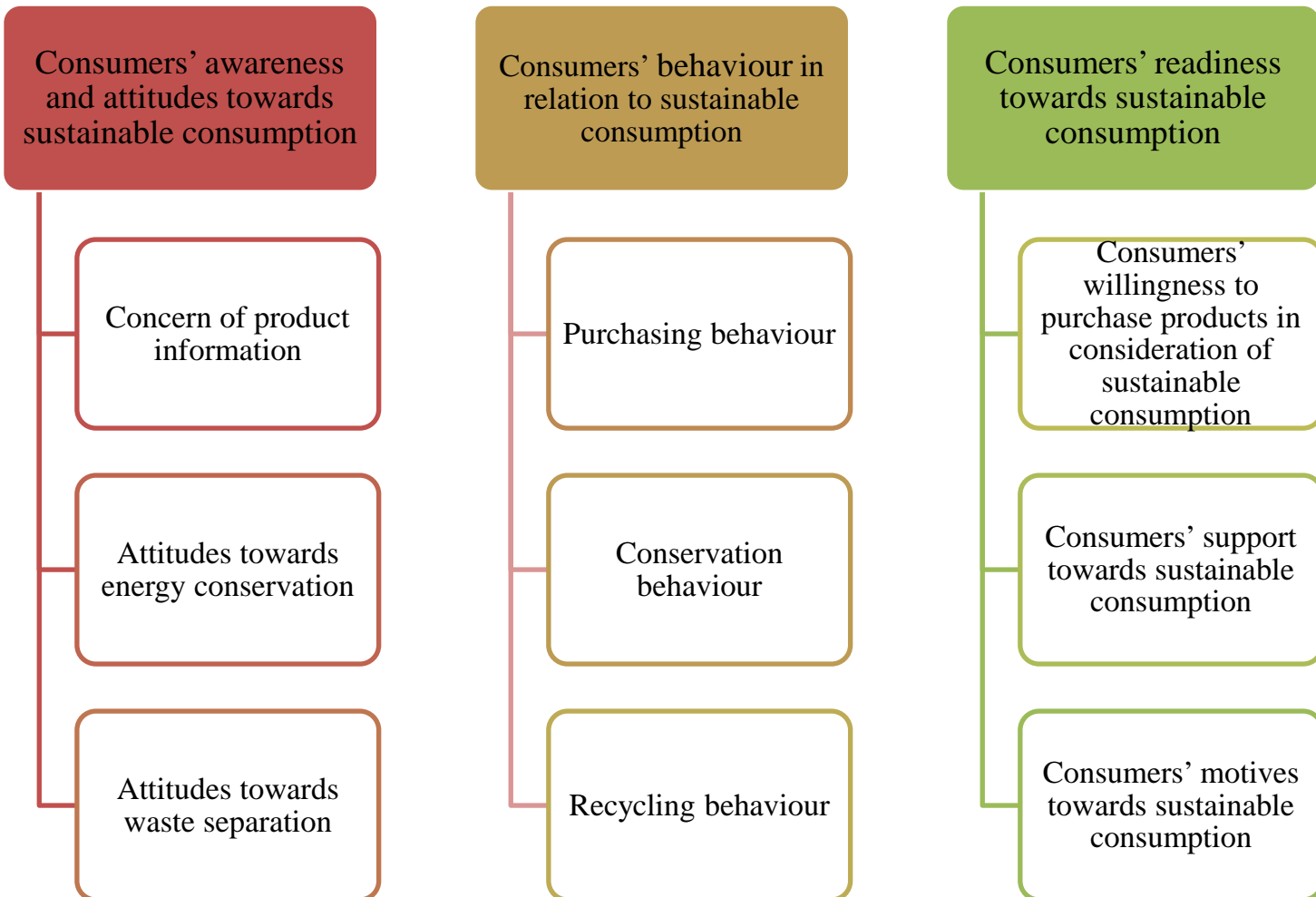
- Require more information
- Government to drive, formulate right regulations and infrastructure
- In-line with lifestyle

Summary on consumers' readiness

- Only about half of respondents said they usually purchased sustainable products
- Younger consumers and students claimed they would be prepared to pay more **BUT did not translate into actions**
- Lack of information and high prices are main factors holding consumers back
- Reasons towards SC:
 - **Concern for environment**
 - **Energy conservation**
 - **For next generation, particularly retired people**

Sustainable Consumption Index (SCI)

Based on framework, 3 indexes from 9 constituent parts, awareness-behavior-readiness, were constructed



1st SCI and Sub-index of Hong Kong

(0-100)	Sub-Index	Index
Consumers' awareness and attitudes towards sustainable consumption		<u>73.54</u>
Concern of product information	71.70	
Attitudes towards energy conservation	<u>75.43</u>	
Attitudes towards waste separation	73.33	
Consumers' behaviour in relation to sustainable consumption		69.23
Purchasing behaviour	69.03	
Conservation behaviour	75.17	
Recycling behaviour	63.36	
Consumers' readiness towards sustainable consumption		65.23
Consumers' willingness to purchase products in consideration of sustainable consumption	48.04	
Consumers' support towards sustainable consumption	72.89	
Consumers' motives towards sustainable consumption	73.93	

**Consumers are fairly concerned and aware about SC and their consumption can impact environment BUT
Have to be motivated to take further action (a gap between action and expectation)**

Summary of 1st survey

- A high level of awareness of and concerned of SC amongst HK people
- Support most strongly for issues they can directly experience such as waste reduction and energy conservation
- Action is greatest only for simple behaviour such as switching off lights BUT not for things less convenient or require more effort, like turn off air-conditioner or less air-travel
- Beliefs and agreements do not translate into actions

SO

- Need to strengthen people's support and action
- Need to enhance their understanding of SC through education
- Need to instil the belief that consumers can influence business and government

What should Consumer Council do?

- **Consumer Council has taken the very first step in the strategic direction of advocating for SC**
- **Continue the Survey and SCI from time to time to understand temporal trend and further improvements**
- **More:**
 - **Behaviour change of consumers: Provide consumers with practical tools and necessary information, let our consumers better informed and guide them to change behaviour**
 - **Communicating consumer viewpoint: Advice or influence government and business on ways to support consumers who wish to live more sustainably to have more sustainable choices**
 - **International coordination: work with international partners to monitor global movements, explore meaningful collaboration**
- **Develop partnership with government and business sectors in Hong Kong, such as SDC**

Council for Sustainable Development (SDC)

- **Established in 2003 by CE**
- **Members from different sectors (environmental, social and business sectors), as well as senior government officials**
- **The Council is a forum for exchanging views on key issues related to Hong Kong's long term sustainability**



可持續發展委員會
Council for
Sustainable Development

What SDC does?

- **To advise Government on priority areas it should address in promoting SD**
- **To advise on preparation of a SD strategy for HK that will integrate economic, social and environmental perspectives**
- **To facilitate community participation in promotion of SD in HK through various means, including the award of grants from SD Fund, public engagement**
- **To promote public awareness and understanding of the principles of SD**

Participatory approach

- Engaging various stakeholders and community on issues of SD in HK
 - solid waste management, renewable energy and urban living space; population policy; air quality; sustainable built environment and climate change
- 5-stages “bottom-up” “stake-holder led” engagement process:
 - Identify priority areas, form support and focus groups
 - Prepare an “Invitation for Response” (IR) document
 - Design and implement public involvement stage
 - Present “IR” document to public and encourage interactive discussion to build consensus
 - Make proposal and recommendations to Government based on responses



Public involvement/engagement

- Organize engagement events (regional forums)
- Arrange roving exhibitions in different districts
- Encourage public and stakeholders participation through announcements, such as broadcasting, websites, face book page, mobile applications, competitions
- Compile thousands of views and written submissions from individuals and organizations



SDC public engagement exercises

- **Making Choices for Our Future (2004)**
 - 1st sustainable strategy for Hong Kong
 - overall strategic vision, strategic objectives, targets and action plans
- **Enhancing Population Potential for a Sustainable Future (2006)**
 - Sustainable population policy and quality of life
- **Clean Air (2007) – Better air quality**
 - High air pollution days, road pricing and demand side management
- **Building Design to Foster a Quality and Sustainable Built Environment (2009):**
 - Sustainable building design guideline, GFA concession, Building energy efficiency



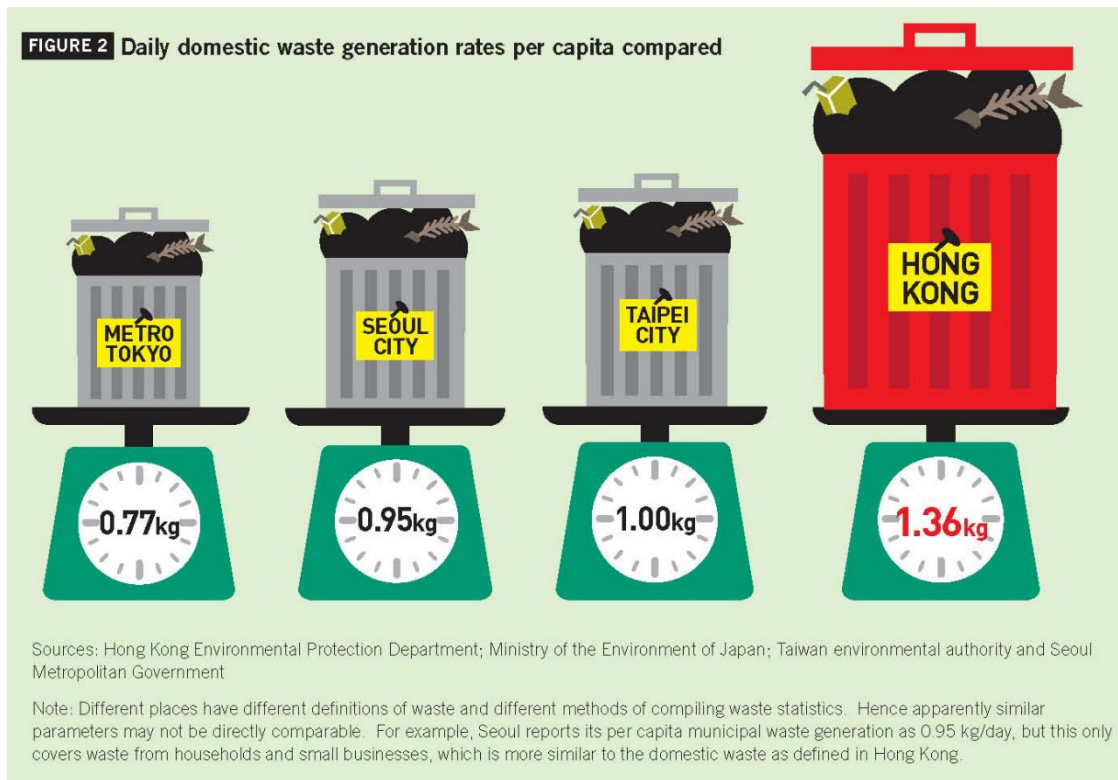
SDC public engagement exercises

- **Combating Climate Change: Energy Saving and Carbon Emission Reduction in Buildings (2011):**
 - **Systemic enhancement: tightening building energy code (BEC), e.g. energy efficient performance**
 - **Provide recognition for buildings achieving high energy efficiency: BEAM and BEAM plus**
 - **Extension of application of the mandatory energy efficiency labelling scheme (MEELS)**
 - **Promote green procurement and use of energy-efficient electrical installations/appliances**
 - **Facilitate behavioral changes: energy/carbon audit, better understanding of your energy consumption**
 - **Promote adoption of energy-efficient electrical appliances among trades, etc.**



SDC public engagement exercises

Municipal Solid Waste Charging (2013)



Daily waste disposal in Hong Kong : over 13 000 tonnes

Sufficient to fill up 4 Olympic-sized swimming pools

Waste problem in Hong Kong

	Hong Kong ¹ (2012)	Taiwan ² (2013)	Singapore ³ (2013)	South Korea ⁴ (2010)
Landfill	61%	1%	0.2%	18%
Incineration	0%	44%	50%	22%
Recovery/ Recycle	39%	55%	50%	61%

- Note:
1. Source: Environmental Protection Department of Hong Kong
 2. Source: Environmental protection authority of Taiwan
 3. Source: Ministry of the Environment and Water Resources of Singapore
 4. Source: Ministry of Environment of South Korea



Four key issues on MSW charging

Charging
Mechanism

Coverage
of Charging
Scheme

Charging
Level

Recycling



Behavioural changes



Recommendations

- **Charging should be implemented in all sectors in one go**
- **Residential buildings, ultimate goal: by household using pre-paid designated garbage bags, allow a 3-year transitional period for some buildings to be charged based on total volume of waste disposed by building**
- **C&I waste: based on the weight of waste (“gate fee”)**
- **Charging level:**
 - **C&I Waste : \$400 – 499 per tonne**
 - **Domestic Waste : \$30 – 40 per month for a household (based on a three-person household)**
- **Supporting measures, especially recycling**



Follow up on MSW charging

- **Conduct trials to identify gaps and facilities needed**
- **Set up an inter-departmental working group to coordinate issues related to MSW charging**
- **Allocate HK\$50 million for community involvement programmes on MSW**
- **Complete all preparatory work for legislation in 2016**
- **Prepare the document for Legislative Council to consider in early 2017**

SC of Biological Resources (2016)

- **Current operation and consumption pattern**
 - Are people aware sources and raw materials?
 - What is the demand for sustainable sources?
- **Obstacles to change behavior for SC**
 - Are there sufficient and suitable choices for sustainable goods?
 - What are difficulties in promoting eco-label and certification?
- **Priority areas: sea food, wood and paper, products containing palm oil**
- **Possible actions**
 - Measures to enhance supply of sustainable products and alternatives?
 - Roles of different stakeholders, e.g., government, private sector, public?

Similar to what Consumer Council has done! Partnership

Conclusion

- **Consumer Council's 1st SC survey and SDC 2016 public engagement share similar thoughts: behavioural changes and translates belief into action**
- **HK is moving towards SC and SD, requires partnerships**
- **HK also needs to collaborate with Mainland and overseas, as HK imports goods and services, uses resources from them**
- **Education to raise public awareness and change behaviours**
- **Provide relevant information and guidance for consumers to choose more sustainable goods and products**

- **SC ≠ No consumption; SC ≠ Consuming less; SC ≠ Poor economy; SC ≠ Lower quality of life; SC ≠ More expensive**
- **SC: essential for a better future**
- **SC involves everyone: consumers, business and government**



Thank you!

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SC in China

- Started quite late (later than other territories)
- In 2012, an internet consumer survey of Chinese consumers in Beijing, Shanghai, Guangzhou, Shenyang, Xi'an and Chengdu (Tier 1 cities) was conducted by China Consumer Association collaborated with Chinese Academy of Social Sciences



Results of 2012 survey

- **<40% of Chinese consumers are aware about the exact meaning of SC**
- **>70% believe that their consumption behavior could have a major impact on society or the environment**
- **>90% believe that their purchasing behavior can have an impact on the activities of enterprises**
- **Consumers prepare to pay extra (an average of extra 10%) for 5 environmental characteristics:**
 - **Production process of Product X conserves energy**
 - **Production process of Product X reduces pollution**
 - **Materials of Product X could be recycled and reused**
 - **Product X does not contain harmful substances**
 - **The use of Product X consumes less energy and resources**
- **Based on overall summary statistics, Chinese consumers have a moderate tendency towards SC**

China's 12th Five-Year Plan (2011-2015)

- **Three main priorities to ensure long-term prosperity for the entire nation:**
 - Sustainable growth
 - Industrial upgrading
 - Promotion of domestic consumption
- **Sustainable growth:**
 - energy conservation and environmental protection
 - improve energy efficiency
 - new energy (nuclear, wind and solar power)
 - clean energy vehicles
- **Invest heavily in low-carbon economy and sustainable development**

Targets to achieve sustainable development

- **Energy:** Cut energy intensity by 16 percent per unit of GDP, increase non-fossil fuel energy sources from 8.3 percent to 11.4 percent of primary energy consumption
- **Pollution:** Cut carbon intensity 17 percent per unit of GDP, reduce sulfur dioxide and chemical oxygen demand by 8 percent, reduce ammonia nitrogen and nitrogen oxides by 10 percent
- **Water:** Cut water intensity per unit of value-added industrial output by 30 percent by 2015
- **Forestry:** Increase forests by 600 million cubic meters and forest cover to 21.66 percent
- **Promoting “green” consumption**

China energy label

- Introduced in 2005 but has developed very quickly and now has possibly the broadest coverage of products in the world
- This is a compulsory scheme created under the Energy Label Administration Regulation and the Label has to be displayed on products manufactured or imported into China
- The primary goal is to save energy, improve energy efficiency, regulate product market, create fair market competition, bring consumer's awareness, and ultimately develop an "energy-saving society".
- Apply to >25 item, e.g., washing machine, air conditioning, refrigerator, air-purifier and humidifier, etc.
- It also introduces standards for appliances that are found in Asian or hot climates like rice cookers, induction cookers and electrical fans



Other policies related to energy saving in China

- Encourage the uptake of energy efficient products
- Ban some of the energy inefficient product, e.g. incandescent lightbulb using more than 15W
- China Energy Savings Programme: provide subsidies to make the most energy efficient products cost competitive with standard products, e.g.,
 - home air conditioning units can enjoy subsidies ranging from RMB 180-400 per unit
 - Manufacturers have ceased production of grades 3, 4 and 5 air conditioners

SC in Hong Kong

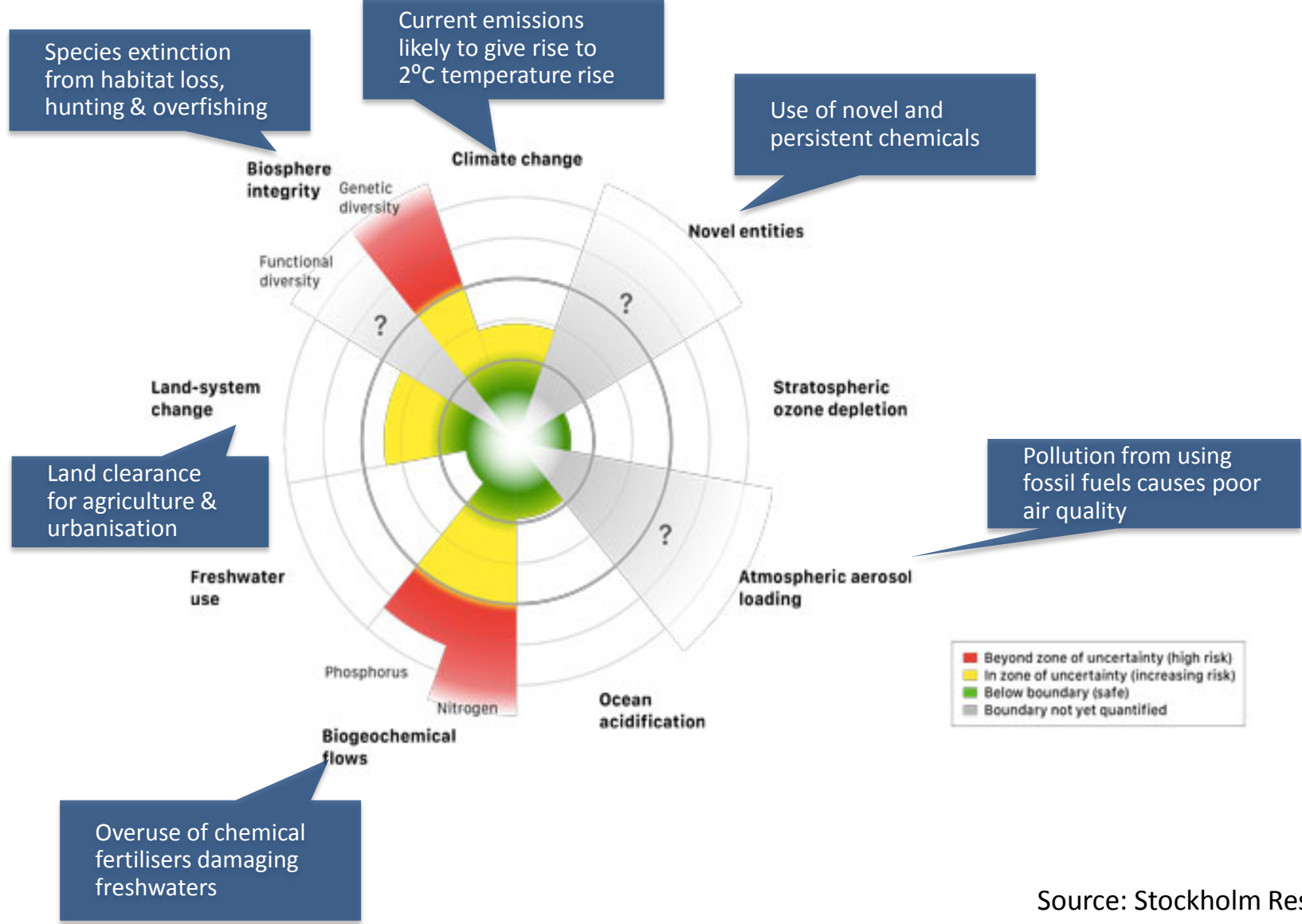
- Mostly in energy efficiency of buildings and electrical appliances, food and waste and recycling. Recently on biodiversity conservation
- Consumer Council is already active in electricity policy and appliance energy efficiency standards
- Government bodies, e.g.
 - EPD
 - AFCD
 - EMSD
- Advisory committees, e.g.
 - Council for Sustainable Development (SDC)
 - Advisory Council on the Environment (ACE)
 - Steering Committee on Biodiversity Strategy and Action Plan (BSAP)
- NGO, e.g.
 - WWF Hong Kong: campaigns to curtail serving endangered species such as shark fin and Bluefin tuna; campaign on ecological footprinting explaining to people the extent of the unsustainability of present lifestyles
 - Civic Exchange: conduct research and talks on issues related to sustainable consumption, e.g., “ship emissions” on air quality arising from international ships in the PRD areas; “Renewable and Electricity Market Reform” on energy efficiency and demand side management; “Water Conservation and Watershed Management”
- Manufacturing and agricultural sectors in Hong Kong are very small, nearly all consumption is imported: we are using other people’s resources?? So must engage with our neighbors

What are MEELS?

- MEELS: mandatory energy efficiency labelling scheme from government (EMSD), started in 2009
- Covers products, including air conditioners, refrigerators, CFLs, washing machines and dehumidifiers
- From Nov 2015, standards for air conditioners, refrigerator and washing machines have been tightened
- Will extend to new products, e.g. TV, air conditioners (in heat pump mode), small washing machines, electric water storage heaters, electric rice cookers, microwave cookers, induction cookers
- Voluntary Energy Efficiency Scheme (VEELS) has also launched for appliances not covered in MEELS

Scientific views about sustainability

Current threats to environmental sustainability



Milestones in international dialogues and implementation of sustainable consumption and production (SCP)

- 1992 UN Conference on Environment and Development (*the “Rio Conference”*) agrees that SCP will be the overarching theme to link environment and development
- Debate continued and working definition agreed in Oslo in 1994
- 2002 world leaders signed the *Johannesburg Plan of Implementation*. Chapter 3 was devoted to SCP
- This called for a *Ten Year Year Framework of Programmes* (10 FYP) to accelerate the shift to SCP
- The *Marrakech process* was launched in 2003 as a multi-stakeholder process to implement the 10 FYP. This has created a network of activities and regional SCP programmes

Working definition of SCP as agreed in Oslo:

“The use of services and related products, which respond to basic needs and bring a better quality of life while minimising 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 jeopardise the needs of future generations”.

Norwegian Ministry of Environment,
Oslo Symposium, 1994

Programmes being Implemented Under the Marrakech Process & the Consumer Information Programme

Initial five

- i) **Consumer information;**
 - ii) Sustainable lifestyles and education; (launched Nov. 2014)
 - iii) Sustainable public procurement (SPP);
 - iv) Sustainable buildings and construction (not yet launched); and
 - v) Sustainable tourism, including ecotourism (launched Nov. 2014).
 - vi) Sustainable Food Systems (only just approved)
- 

- The **Consumer information programme** is run jointly by UNEP, the German & Indonesian Governments and Consumers International
- Launched in June 2014
- Programme objectives
 - Improving availability, accessibility and quality of consumer information
 - Better comparability of information from government and business.
 - Enhancing communication to drive behavioural change

The green agenda has permeated into consumption through at least three different mechanisms

Greener products mandated or incentivised by government

- Switch to low emission road fuels / polluting vehicles
- Energy labels resulting in phase out of poor performing appliances & lighting

Green lifestyle choices (not always motivated to environmental concern)

- Switch to more vegetarian / less meaty diet
- Decisions to use less polluting modes of transport cycling / walking over driving / flying
- Repair / re-use / swapping of products

Ethical consumerism (not always giving rise to a better environment)

- Purchase of “environmentally friendly” products or brands

Green consumerism

Green consumers are a small proportion of consumers even in countries with high environmental awareness

- Green products: healthy / organic foods, solvent free paints/toys, 'natural' cleaning products and cosmetics
- *Niche* rather than *mass market* products.
- In "Green" Germany
 - 3.9% of food sales (organic in 2012),
 - 6% of car sales (electric or hybrid),
 - 0.02% of textiles (organic textile standard)
- Germans spent EUR 46 bn on green products out of sales of EUR 1,500 bn (3%)



SODASAN Products That Work for People Who Care
German CERTIFIED ORGANIC Cleaning Products since 1985

Our Principles in Production
Environmentally Protective :
Certified organic vegetable oil

Powerful & Concentrated :
No chlorine chemical
No genetic engineering

Socially Responsible :
No animal testing
Ingredients from Fair Trade



Non Toxic, Skin-friendly, Kid-friendly, Pet-friendly as well as Eco-friendly

- No Enzymes**
- No Synthetic Perfumes**
- No GMOs**
- No Chlorine based ingredients**
- Phosphate-free**
- Not CO² contributing**
- No nuclear energy used in production**

Why not having SC?

- **Traditional habits, not aware of**
- **Consumers may want their consumption to be sustainable but**
 - Do they know what to do?
 - Are their consumption pattern and behavior sustainable?
 - Is sustainable consumption a preference?
- **Policy and business interests may not help promote sustainable consumption?**

Other allied concepts similar to sustainable consumption

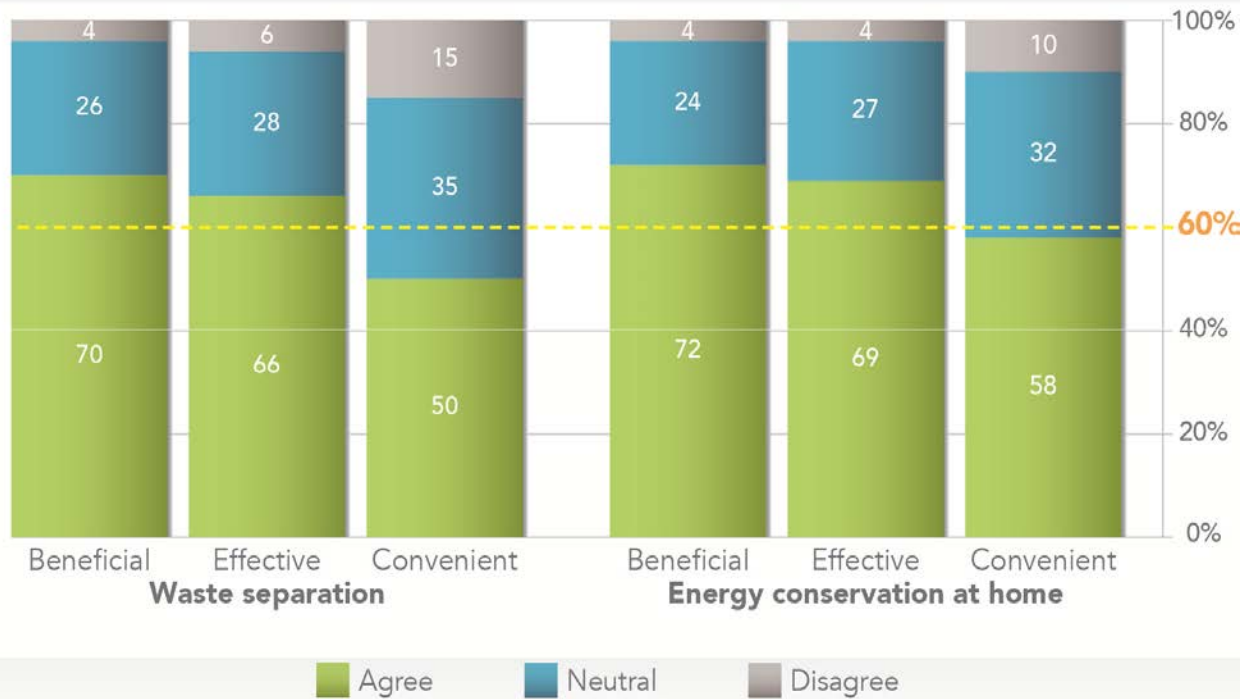
- **Carbon Footprinting** – calculating the total amount of greenhouse gas emissions caused by an organisation, event or product
- **Corporate Social Responsibility (CSR)** - a values-based way of conducting business in a manner that advances social and sustainable development, seeking positive impacts between business operations and society
- **Cradle-to-cradle** - principle that products can be designed from the outset so that, after their useful lives, the materials can be re-utilised to produce something new
- **Demand side management** – policies or measures that serve reduce environmental impacts through reducing or shifting the time of consumer demand
- **Ethical consumerism** – marketing of products and services to consumers that are produced to higher environmental or social standards beyond the mandatory requirement
- **Fair trade** – conducting trade, usually with developing economies, so as to strengthen the economic position of small-scale producers ensuring they receive a fair share of the total profit
- **Resource decoupling** – decoupling refers to breaking or reducing the correlation between growth in economic activity and the growth in use of energy or other resources

More

- **Possible actions**

- **Measures to enhance supply of sustainable products and alternatives?**
- **Can information such as Eco-labelling, certification, guidelines, internet help and is this effective?**
- **Do you think the following measures such as voluntary labelling or agreement, environmental or green purchase, education and publicity effective?**
- **Any administrative policy and financial incentives suitable to Hong Kong? Reward system?**
- **What is the direction in promoting education and public awareness?**
- **Any possible priority areas or actions?**
- **Roles of different stakeholders, e.g., government, private sector, public?**

Figure II: Attitudes towards energy conservation & waste separation



**Strong agree on benefits and effectiveness
BUT
Not so strong support for convenient to act upon**

Need Help to Convert Belief into Action