

Sustainable Consumption Tracking Study and Joint Conference with CUHK

可持續消費行為追蹤研究及與中大合辦研討會

In June 2021, the Consumer Council published “*Embracing Sustainable Consumption for a Happy Life – A Tracking Study on Consumer Behaviour*”, an in-depth study to monitor changes in consumers’ attitude and behaviour towards sustainable consumption (SC) 5 years after its baseline survey in 2016.

Comparison of the current and baseline surveys’ scores of the 2 major SC Indexes indicated that consumers showed progress, albeit marginally. There was still a gap between consumers’ awareness and their behaviour in reality, in particular their participation in the crucial habit of recycling.

Given a sustainable SC culture requires tripartite effort by consumers, businesses and the Government, the Council puts forward 9 recommendations for consideration by all related stakeholders.

To enable an informed dialogue among stakeholders, the Council co-hosted a Sustainability Conference with the Centre for Business Sustainability of the CUHK Business School a week after the release of the study report.

2021年6月，消委會發表《可持續消費 知行融樂 — 消費行為追蹤研究》報告，監察自2016年發表的基線調查5年間，消費者對於可持續消費的態度和行為的轉變情況。

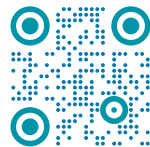
報告中比較了是次研究和基線調查的2個有關可持續消費的主要指數的得分，顯示消費者認知和行為均略有進步，雖升幅輕微。消費者的認知與實際行為之間仍存有差距，尤其在回收這個重要習慣方面。

有鑑於共建可持續發展文化，需要消費者、企業和政府三方攜手合作，各司其職，本會提出了9項建議，供各相關持份者考慮。

為促進持份者之間知情的意見交流，本會於研究報告發表後一星期，與香港中文大學商學院商業可持續發展中心合辦了可持續發展研討會。

More in “Fostering Competition and a Fair Marketplace”

詳情可參閱「促進市場競爭和公平貿易」一節



“Embracing Sustainable Consumption for a Happy Life – A Tracking Study on Consumer Behaviour”

《可持續消費 知行融樂 — 消費行為追蹤研究》



Consumption Voucher Communications Campaign

全面發放消費券資訊

Once the Government announced the consumption voucher scheme in mid-2021, traders and the designated Stored Value Facilities were quick to roll out a variety of offers as they vied for consumers’ \$5,000 worth of consumption vouchers, sparking a shopping craze across the city.

While supporting the Government’s efforts to revive the battered economy through the scheme, the Council also foresaw the potential risks of prepayment transactions and other consumption traps early on. In light of this, an extensive communications campaign was launched to share essential consumption tips and complaint cases with the public, both before and after the disbursement of the consumption vouchers.

政府於2021年中宣布推出電子消費券計劃，商戶與4個支付平台競逐每名消費者獲發\$5,000消費券的商機，迅即推出各種優惠作招徠，掀起全城購物潮。

在支持政府透過計劃振興經濟的同時，本會亦及早預視預繳式消費的潛在風險及其他消費陷阱。有見及此，本會於消費券發放日期前後，密集式推出一系列傳訊活動，跟廣大消費者分享重要的消費資訊及投訴個案。

More in “Disseminating Consumer Information”

詳情可參閱「傳播消費訊息」一節

2021-22

Launch of the Consumer Council and eCHOICE Integrated Website 全新消委會網站登場 與《選擇》月刊網站合併大革新

In August 2021, the Council unveiled its newly revamped website integrated with the eCHOICE portal, offering an enhanced and personalised user experience that better caters to the preferred information access habits of consumers.

Apart from a refreshed interface, the new website features an array of new sections and functions closely related to daily life, including “Shopping Guide” with 9 categories of free information to enrich consumer knowledge; a rich archive of almost 50 educational videos on different shopping advice; “Product Picker” which allows CHOICE subscribers to compare the test ratings and details of products in specific tests; as well as optimised online enquiry and complaint services.

2021年8月，本會推出全新官方網站，與《選擇》月刊網站進行同步革新及二合為一，為讀者提供更高質和個人化的瀏覽體驗，迎合現今世代消費者接收資訊的習慣。

新網站除了耳目一新的瀏覽介面，亦加入多項與日常生活息息相關的嶄新欄目及功能，包括涵蓋9大類免費資訊的「消費全攻略」，全面增強消費知識；典藏近50段教育影片，提供題材豐富的消費貼士；「篩選比較」功能，讓《選擇》月刊訂戶比較指定測試的產品評分及資料；以及優化的網上查詢及投訴服務。

More in “Disseminating Consumer Information”
詳情可參閱「傳播消費訊息」一節



22nd Consumer Culture Study Award (CCSA) 第22屆消費文化考察報告獎

The 22nd CCSA, the Council's annual flagship programme run in collaboration with the Education Bureau, was successfully concluded with an Award Presentation Ceremony on 21 October 2021, resuming in-person format after the unprecedented live-streamed ceremony of the previous year. A total of 653 teams from 59 secondary schools had participated in the programme.

For the 23rd CCSA, the Council has newly introduced 4 theme exemplars to guide participants through the projects and further enrich their learning experiences.

與教育局合辦的消費文化考察報告獎（「報告獎」）是本會每年一度的旗艦青少年消費者教育活動。年內舉辦第22屆，並以2021年10月21日舉行的實體頒獎典禮圓滿作結，是繼去年改為網上直播頒獎典禮之後，首次恢復現場舉行。是屆共有來自59間中學共653個隊伍參加。

第23屆「報告獎」亦隨即展開，並新增了4個主題舉隅供同學參考，以進一步豐富其學習體驗。

More in “Empowering Consumers Through Education”
詳情可參閱「以教育活動提升消費者自我保護能力」一節

HIGHLIGHTS OF THE YEAR 年度大事回顧

Advocating Enhanced Consumer Protection for Purchase of Properties Outside Hong Kong 倡議加強銷售香港境外物業的消費保障

In October 2021, the Council released the study report *"Purchase of Properties Outside Hong Kong – A Study on Enhancing Consumer Protection"*, putting forward 5 recommendations covering the licensing of estate agents, information disclosure, content of advertisements, as well as a mandatory cooling-off period, with a view to strengthening the regulation of sales of properties situated outside Hong Kong for the betterment of consumers purchasing non-local properties.

2021年10月，本會發表《境外置業添保障》研究報告，作出5大建議，從地產代理牌照、資料披露、廣告內容、強制性冷靜期多方面入手，強化銷售香港境外物業的監管，保障廣大消費者的權益。

More in "Advancing Legal Protection for Consumers"
詳情可參閱「促進消費者的法律權益」一節



CHOICE 45th Anniversary Celebrations 慶祝《選擇》月刊45周年紀念



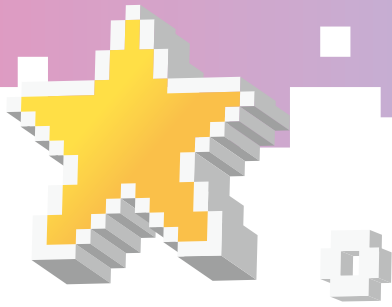
The 45th birthday of CHOICE Magazine in 2021 was marked with an exciting series of celebrations, which kicked off with a birthday party-themed booth at the Hong Kong Book Fair in July and culminated in November with a cake-cutting ceremony, while renowned Olympic gold medallist Guo Jingjing was the cover celebrity of the November issue. A campaign giving away autographed classic CHOICE covers of 12 iconic celebrities and groups attracted overwhelming response from the public and readers.

While CHOICE celebrated 45 years in circulation, it continued to publish a host of topics which raised public concern during the year, including a test report on pre-packaged biscuits as the cover story of the bestselling issue.

《選擇》月刊於2021年踏入45周年，一連串精彩慶祝活動由7月香港書展的生日主題攤位揭開序幕，並於11月將氣氛推上高峰；11月號由跳水皇后郭晶晶擔任封面人物，並於該期月刊新聞發布會上進行切蛋糕儀式；本會亦舉行了特備活動，送出12位名人或組合親筆簽名的《選擇》經典封面，成功吸引公眾及讀者的熱烈參與。

紀念發行45周年的同時，多篇《選擇》月刊的測試報告引發大眾關注，當中以一篇預先包裝餅乾檢出基因致癌物的封面故事，成為年度內最暢銷的一期。

More in "Disseminating Consumer Information"
詳情可參閱「傳播消費訊息」一節



Top 10 Consumer News - Year of the Ox 牛年十大消費新聞

Entering its 18th year, the annual Top 10 Consumer News voting campaign concluded in January 2022 with yet another record-high number of 6,425 voters.

The results reflected consumers' most pressing concerns of the year, with the top 3 news stories being the permanent closure of UA Cinema, passage of the waste charging bill, and the demolition and reconstruction of 2 towers of The Pavilia Farm III. In addition, 2 news stories related to the Council's work made it into the top 10, including the test report on 60 models of pre-packaged biscuits, and complaints relating to consumption vouchers.

第 18 屆的「十大消費新聞選舉」投票於 2022 年 1 月結束並再次刷新投票人數紀錄，吸引了 6,425 名參加者投票。

排名首 3 位反映年內最備受關注的消費議題：UA 院線宣布全線結業、立法會通過垃圾徵費條例草案，以及「柏傲莊 III」兩座需拆卸重建。此外，2 篇與消委會工作相關的新聞報導亦打入十大，分別為 60 款包裝餅乾的檢測報告、及消費券相關投訴。

More in "Disseminating Consumer Information"
詳情可參閱「傳播消費訊息」一節



A New Era for the Consumer Rights Reporting Awards (CRR) 開啟「消費權益新聞報道獎」新一章

The 21st CRR concluded with a presentation ceremony in August 2021, conferring a total of 32 awards in 7 categories.

Responding to the rapidly changing media landscape and increasingly diversified information dissemination channels in recent years, the revamped CRR was launched in February 2022 as it entered its 22nd year. Notable changes and new features included restructured categories with a newly added "Topical Reporting Award", piloting of the social media category to expand participation, as well as opening up 2 categories for public voting, whereas the cash prize was also doubled.

第 21 屆「消費權益新聞報道獎」(「報道獎」)以 2021 年 8 月的頒獎禮作結，一共頒發 7 個組別合共 32 個獎項。

鑑於近年傳媒行業生態和傳播方式日趨多元化，「報道獎」亦藉著踏入第 22 個年頭，進行全方位改革，並於 2022 年 2 月以全新面貌登場。主要亮點和優化項目包括：重整現有參賽組別，新增「年度主題大獎」；試行引入社交平台組別，以擴大參選範圍；邀請公眾參與兩個組別的評分；同時，獎金亦倍增。

More in "Disseminating Consumer Information"
詳情可參閱「傳播消費訊息」一節

Strengthening Consumer Protection for the Elderly — Launch of the Pilot Educator Scheme for Senior Citizens (ESSC) and Elderly Hotline

全新「智齡消費教育大使」及「智齡消委會熱線」推動銀髮消費權益

As population ageing has become a global trend, a fair and age-friendly marketplace coupled with protection of consumer rights for the elderly have become ever more important. The Council launched the Pilot ESSC and the Elderly Hotline in the year under review, marking a significant milestone in the Council's mission to promote and safeguard elderly consumer rights.

The Pilot ESSC, organised by the Council with 5 partner NGOs, aims to equip the elderly with knowledge in consumer rights and public speaking techniques, so that they could transfer knowledge to other senior citizens by hosting community talks, sharing consumption-related news, and forming a strong social support network.

隨著全球人口老化，建構長者友善的消費市場，以及加強保障銀髮一族的消費權益愈趨重要。本會於年內推出「智齡消費教育大使」試行計劃及「智齡消委會熱線」，為推動及保障長者消費權益的使命奠下重要的里程碑。

「智齡消費教育大使」試行計劃由本會主辦，並與 5 間社福機構合作，旨在裝備長者學習所需的消費權益知識及演講技巧，俾能為社區內長者主持消費權益講座及傳遞消費資訊，並建構有效的支援網絡。

More in “Empowering Consumers Through Education”
詳情可參閱「以教育活動提升消費者自我保護能力」一節

The Council has launched the Elderly Hotline — **2110 2288** — to provide a convenient and accessible channel for elderly consumers to make enquiries and seek help when consumer issues and disputes arise. This dedicated hotline is purposely designed to reduce the number of steps or buttons to press before patching the caller through to the Council's staff, greatly enhancing the user-friendliness for senior citizens.

消委會推出「智齡消委會熱線」：2110 2288，旨在為年長消費者提供便捷的渠道，讓他們可就消費事宜及糾紛作出諮詢及尋求協助。這條為銀髮一族而設的熱線，特意減省來電者與職員直接對話前所需的步驟或按鈕次數，大大提升長者友善的客戶服務。

More in “Resolving Disputes Between Consumers and Businesses”
詳情可參閱「調停消費者與營商者之間的糾紛」一節



Disseminating Information on Rapid Antigen Test (RAT) Kits and Pandemic-related Consumer Issues

發放快速抗原測試包及疫情相關消費資訊

The Council remained highly diligent in educating and providing the public with anti-epidemic information through the dedicated “*Together, We Fight COVID-19*” webpage.

In response to the acute situation and the Government's announcement recognising RAT results as early identification of positive cases in late February 2022, the demand for RAT kits soared and related complaint cases also surged. The Council swiftly developed and launched a “*Search Tool for RAT Kits Approved for Use by Various Regions*” within 10 days to help consumers verify and select suitable products amongst the vast selection on the market. The search tool clocked 1 million page views in 11 weeks' time, an exceptionally high usage rate.

本會透過特設的《齊心抗疫》專頁，繼續積極整合及發放實用的抗疫資訊。

鑑於疫情嚴峻和政府由 2 月起承認快速抗原測試的結果，作為早期診斷確診個案的方式，令快速抗原測試包的需求迅即上升，而相關投訴個案亦隨即飆升。為幫助消費者從市面上湧現的大量快速抗原測試包當中，核對和選購認可的測試包，本會於短短 10 日內開發出「不同地區認可的快速抗原測試包名單搜尋器」。「搜尋器」推出後僅 11 星期，瀏覽量已突破一百萬人次，反映消費者在抗疫的關鍵時刻使用率甚高。

More in “Collecting Market Information on Goods and Services” and “Disseminating Consumer Information”

詳情可參閱「蒐集消費品和服務業的市場資訊」及「傳播消費訊息」兩節



Search Tool for Rapid Antigen Test (RAT) Kits
Approved for Use by Various Regions
不同地區認可的快速抗原測試包名單搜尋器