

Consume Wisely to Conserve our Biological Resources



可持續發展委員會  
Council for Sustainable Development

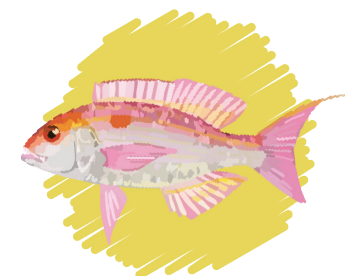
Promotion of Sustainable Consumption of Biological Resources  
Public Engagement Document 2016

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Can their future



be sustained?

## Foreword

We rely on different types of biological resources for our daily lives, from milk, crops, fisheries produce, timber, to cotton and palm oil. Biological resources provide us with food, clothing, housing, medicines, and spiritual nourishment. They are also elements fundamental to the ecosystem. It is estimated that at least 40% of the world's economy is derived from biological resources. Yet, many of the biological resources that we come across on a daily basis are now under the risk of depletion and exhaustion.

According to an estimate from the United Nations Food and Agriculture Organisation, over 70% of the world's fish species are either fully exploited or depleted. Demand for timber and other wood products has led to the loss of huge areas of forests every minute. Exponential increase in human population has created surging demands. These when combined with improved access and techniques for capture have led to overharvesting beyond sustainable levels. Many species as well as our ecosystems are now more threatened than ever before by human activities.

Biological resources are self-reproducing but time has to be allowed for them to replenish. If the rate of harvesting and consumption is greater than the reproduction rate, more and more species, habitats, and resources will disappear more quickly than we can imagine.

The Council for Sustainable Development (SDC) recognises the urgent need to promote sustainable consumption of biological resources, and believes that only with concerted efforts from all sectors of society can we make a fundamental change. For this reason, SDC has decided to conduct a territory-wide public engagement to arouse public awareness, stimulate public discussion, and explore ways and means to encourage behavioural changes that are conducive to a more sustainable pattern.

Consumers are the key to driving sustainable consumption. Everyone is a consumer. Therefore we all have a stake and a role to play in the transition towards more sustainable lifestyles and practices. This document sets out in layman language why biological resources are important to us, the impact of unsustainable consumption, and the efforts that have been made, and invites views on how we can empower and facilitate consumers, businesses, retailers, government, and all other stakeholders to achieve more sustainable consumption of biological resources.

Sustainable consumption is not about avoiding all kinds of biological resources. It is about making smart and responsible choices which satisfy our needs while respecting the environment.

SDC sincerely invites you to share with us your views and ideas by completing the questionnaire at the end of the document or participating in our engagement events. Your views will be most useful to us in mapping out the strategies towards more sustainable consumption.



Professor the Hon Arthur LI Kwok-cheung, GBS, JP  
Chairman, Council for Sustainable Development

# Executive Summary

## Biological Resources and Us

Biological resources provide for our daily needs and the society's development. They cover three main types of resources, namely animal resources, plant resources and microbial resources. They are the fundamental elements for our clothing, food and feed, shelter, fuel, paper, and medicine, etc.

Fisheries produce, timber, paper, cotton and palm oil are some examples of biological resources that we consume a significant quantity of on a frequent basis. Our current over-consumption pattern has various impacts and consequences on the ecosystems and the environment, including species depletion and extinction, and the destruction to habitats, etc. These impacts in turn will affect the provision of biological resources.

Biological resources are sustainable only if the consumption rate is maintained at a level that does not exceed the reproduction rate. This public engagement exercise aims to raise public awareness on the importance of biological resources and calls for collaboration among stakeholders in realising sustainable consumption practices.

## Current Efforts in Hong Kong

Government, non-governmental organisations, and businesses have put in place initiatives and measures to promote sustainable consumption of biological resources. Examples include the implementation of sustainable fishing practices where trawling has been banned, the adoption of green procurement guidelines and the commitment to stop serving or consuming shark fin, etc.

## More Action is Needed

Making reference to examples in other places and best practices, a mix of tools and instruments could be further discussed with the public and stakeholders on the promotion of sustainable consumption of biological resources:

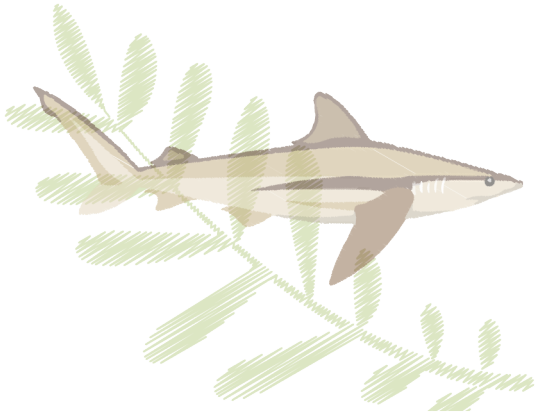
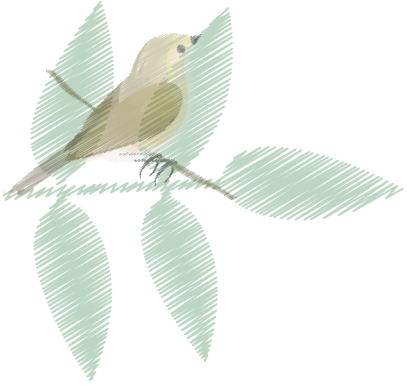
- **Facilitating smart choices for consumers** – eco-labels are useful for consumers to identify products and commodities that have adopted the principles of sustainable development in their production and supply chain. Information platforms in various forms and through different channels can also facilitate consumers to make the right choice in purchasing sustainable products. *What information would consumers need in order to choose sustainable products?*
- **Promoting best practices among businesses and the public sector** – green procurement guidelines, charters and voluntary commitments, award schemes, learning programmes and awareness building campaigns are some common tools used by both the public and private sectors on the promotion of sustainable consumption of biological resources. *How could the Government/public sector/private sector take the lead in promoting sustainable consumption of biological resources? What are the drivers for businesses to purchase more sustainable products?*
- **Education and publicity** – Education can shape the mentality and behaviours of all ages, in particular in correcting the common misconceptions. Effective publicity programmes will help convey the messages across the society. They will also provide information on the sustainable products. *What kinds of education and publicity activities should be put forward in promoting sustainable consumption of biological resources?*

## Sharing Your Views

The Council for Sustainable Development sincerely welcomes your views and ideas on promoting sustainable consumption of biological resources. For individual consumers, please complete and return the questionnaire on pages 24-27 and for organisation/company representatives, please complete and return the questionnaire on pages 28-30 on or before 15 November 2016. We also welcome you to join our engagement events. Updated details of the events are available at [www.susdev.org.hk](http://www.susdev.org.hk). For further information, please call the Public Engagement Hotline: 2219 4763.

# Chapter 1

## Introduction

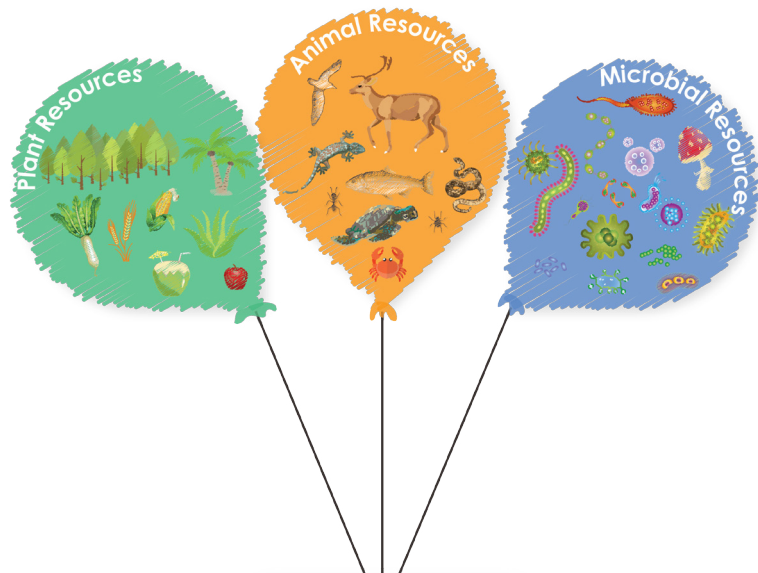


# 1.1 Biological Resources and Us

## What are Biological Resources?

Biological resources refer to all living organisms that fulfil human's fundamental needs, such as clothing, food and feed, shelter, fuel, paper, and medicine, etc. Generally speaking, biological resources cover three types of resources:

- **Animal resources**, e.g. insects, fish, amphibians, reptiles, birds, mammals;
- **Plant resources**, e.g. trees, shrubs, herbs; and
- **Microbial resources**, e.g. bacteria.



**Biological resources** include genetic resources, organisms or their parts, populations, or any other biotic component of ecosystems with actual or potential use or value for humanity.<sup>1</sup>

## Why are Biological Resources Important to Us?

We depend on biological resources for our daily needs. Here are a few examples of how we consume biological resources in our everyday lives.

**Morning**

Cereal and wheat are important **crops** from plant resources. **Palm oil** is used in the production process.

Most brands of toothpaste contain **palm oil**.

Many clothing items, shoes, and handbags are made from **cotton, silk, and animal skin**.

The illustration shows a morning routine. On the left, a girl is eating cereal from a blue bowl. An arrow points from a stalk of wheat to the bowl. In the center, a girl is brushing her teeth with a yellow toothbrush. An arrow points from a palm tree to the toothbrush. On the right, a girl is holding a yellow cup. An arrow points from a cotton plant to the cup. The background is a light yellow color.

**i** **Cotton** is grown in over 100 countries. It is used to make all kinds of clothes and homewares, such as T-shirts, bed sheets, nappies, cotton pads and bandages.

Cotton is mostly grown in **monoculture** (the approach of growing a single crop in a given field) and its production often involves **high water consumption and heavy use of pesticides and dyes**.

It takes more than **2,700 litres of water** to produce just **one single cotton T-shirt**. Taking the average water consumption per person per day in Hong Kong, this is enough for a person's use for about **20 days**.<sup>2</sup>

The illustration shows a white T-shirt on the left and a water drop inside a white container on the right, with an equals sign between them.

## Afternoon

Printing paper is made of timber from **forests**.



**Milk cows** produce milk, which is also an essential ingredient for other dairy products, e.g. cheese, yogurt, milk powder, cream and butter.



**i** The global market for **wood, pulp and paper products** creates pressure on tropical countries to clear their forests.

These products are a part of our everyday lives: furniture, books, newspapers, building materials, pencils, musical instruments, etc.



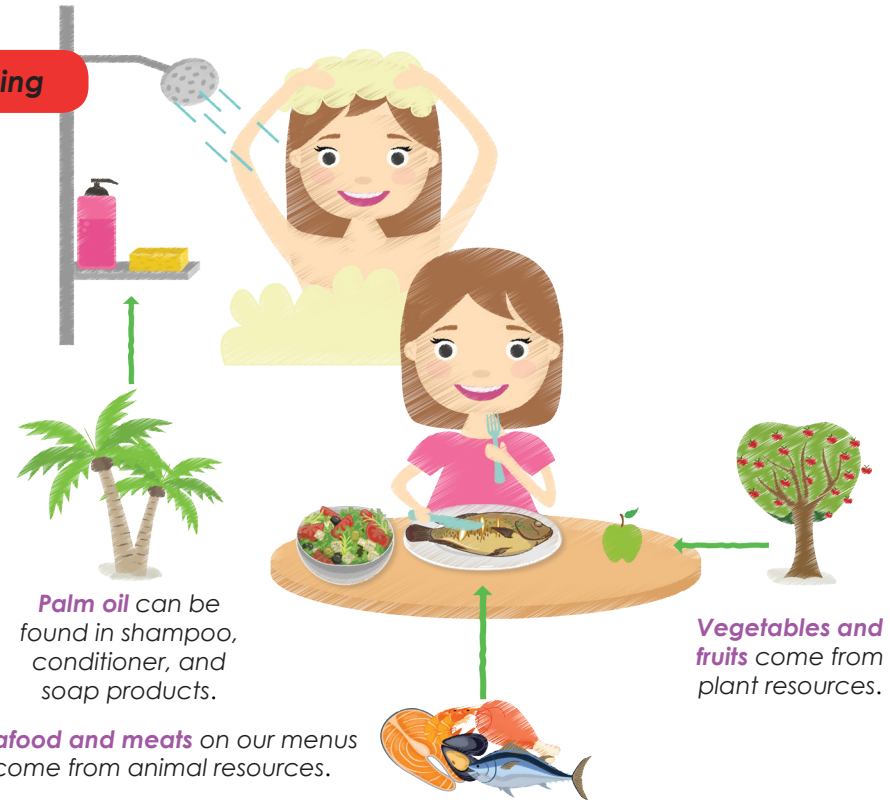
Wooden furniture is made of timber from **forests**.

**i** Globally, vast amounts of rainforests are being cleared for grazing livestock or growing animal feeds.

**i** Palm oil is a type of edible vegetable oil derived from the fruit of oil palm trees. Today, palm oil plantations are grown throughout **Asia, Africa and Latin America**, mostly at the expense of tropical forests. Currently, Indonesia and Malaysia produce over 80% of the world's palm oil.<sup>3</sup>

Palm oil is found in almost everything from **food and household products**, to **cosmetics and other body care products**, e.g. pizza, ice-cream, chocolates, soap and lipsticks.

## Evening



**Palm oil** can be found in shampoo, conditioner, and soap products.

**Seafood and meats** on our menus come from animal resources.

**Vegetables and fruits** come from plant resources.

**i** For **seafood**, local capture and mariculture fisheries contribute to about 28% of seafood consumed in Hong Kong.<sup>4</sup> The rest is supplied from the Mainland and other Southeast Asian countries, e.g. the Philippines and Indonesia.

**Frozen seafood** is mostly imported from other countries worldwide, e.g. Australia, the US and Canada.

Some seafood products can be processed as **dried seafood** (e.g. dried scallops, salted fish and dried fish maw) which is commonly found in Hong Kong.

## Current Levels of Consumption

Despite accounting for less than 0.1% of the world's population, Hong Kong's unique position as a major trading hub and a world city famous for its food means that our activities may lead to potential impact on some species of plants and animals, at the regional or global level. Over-exploitation of biological resources, such as overfishing and overharvesting has caused some species to become rarer and rarer and put the delicate ecosystem at risk.

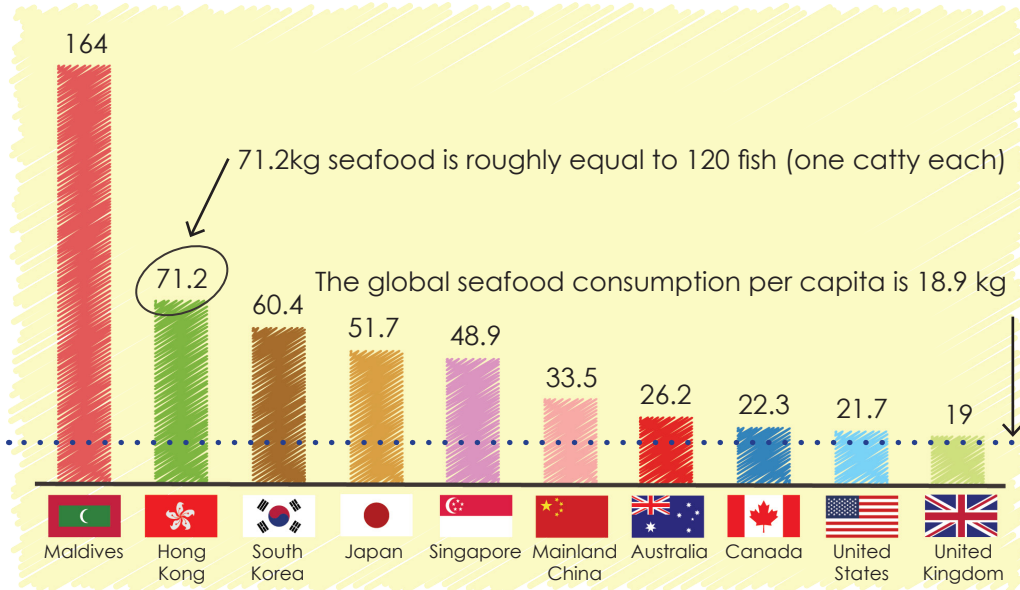
### Seafood



Hong Kong is the seventh largest per capita seafood consumer in the world - an average resident consumes 71.2 kg of seafood each year, **more than three times the global average.**<sup>5</sup>

About 80% of the fisheries produce consumed in Hong Kong is imported. Our consumption could have a significant impact on the marine ecosystem.

Seafood Consumption Per Capita (kg) in 2011

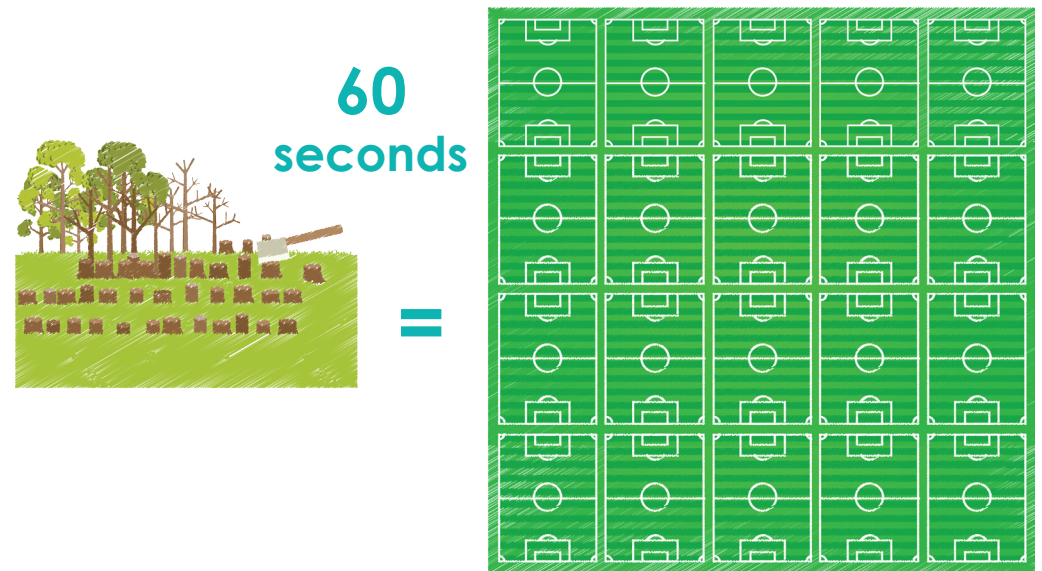


**i** Scientists predict that **world fisheries and seafood populations will collapse by 2048** if current trends in overfishing and habitat destruction are to continue.<sup>6</sup>

### Timber



Deforestation results from the huge demand for timber and wood products. Globally, an estimated 70,000 km<sup>2</sup> of forests are lost each year, equivalent to **the size of 20 football fields every minute.**<sup>7</sup>





## Palm Oil



Palm oil is found in half of the products that are sold in supermarkets.

About **35,000 km<sup>2</sup> of rainforests** in Indonesia, Malaysia and Papua New Guinea were lost for oil palm plantations between 1990 and 2010, causing destruction of natural habitats which were homes for many endangered species, such as rhinos, elephants, tigers and orangutans.<sup>8</sup>

**i** The increase of global palm oil consumption was 22.8% during 2011-2015.<sup>9</sup> In 2015/16, the global palm oil consumption amounted to over 60 million tonnes which can **fill up about 24,000 Olympic-sized swimming pools.**

**i** Indonesia is the biggest producer of palm oil worldwide. Nearly **10,000 km<sup>2</sup> of forests,**<sup>10</sup> equivalent to **10 times the size of Hong Kong,** are being cleared each year.

10X



Are you aware of the over-exploitation of biological resources?

Do you know what impact this has?

## The Impact of Unsustainable Consumption

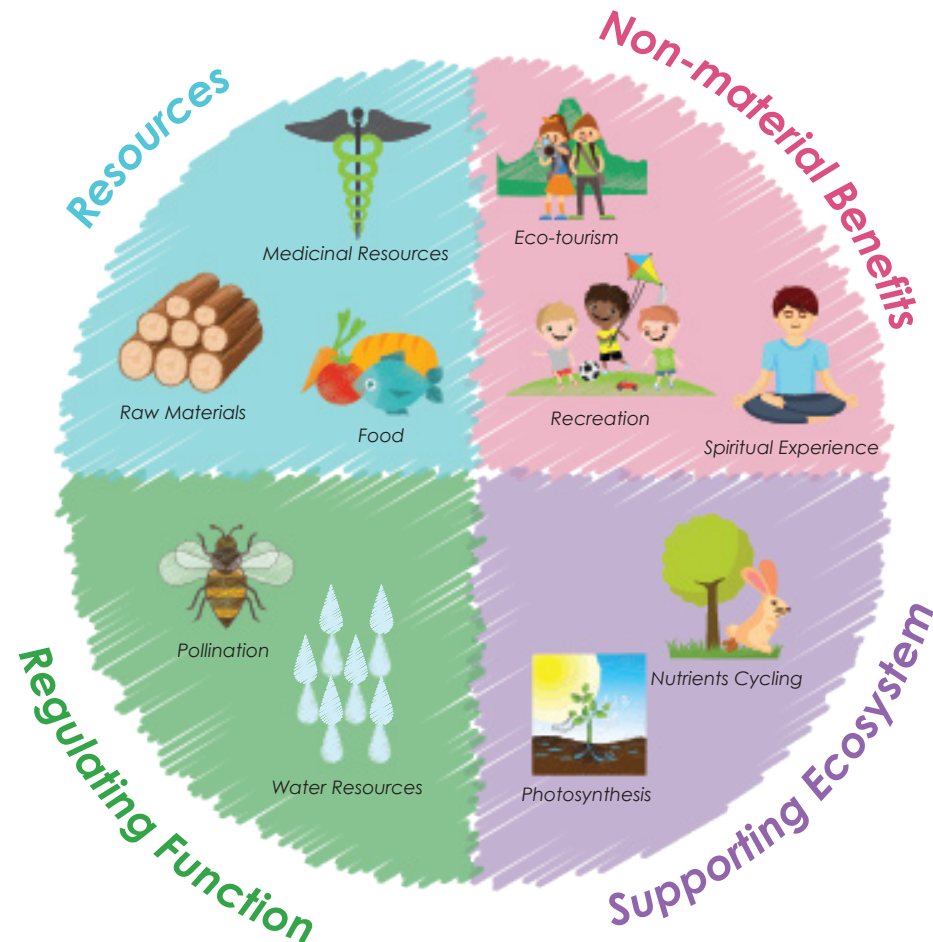
Biological resources are fundamental elements to the ecosystem, but they are sustainable only if the consumption rate does not exceed the reproduction rate. Over-exploitation of wild animals and plant resources by human may lead to the depletion and extinction of some species, resulting in unstable food supply and disappearance of some common food forever.

Moreover, unsustainable consumption of biological resources will destroy natural habitat and disrupt the ecological balance. Human survival and development will be affected.

**Affect the occurrence, abundance, and distribution of biological resources**

**Biological resources are fundamental elements to the ecosystem**

**Ecosystem provides for human survival and development <sup>11</sup>**

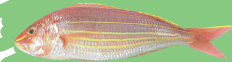


**Our current consumption pattern has various impacts and consequences on the ecosystems and the environment**



## **Consequences of unsustainable consumption of biological resources**

### **Species Depletion**



Partly due to overfishing in the South China Sea, the catches of a common fish consumed by Hong Kong people, i.e. Golden Threadfin Bream, have declined by 30% over the past 10 years.<sup>12</sup>



The number of Yellow-breasted Buntings fell by nearly 90% from 1980 to 2013 due to our eating habits and industrial-scale hunting.<sup>13</sup> Since 2013, Yellow-breasted Buntings have been classified by the International Union for Conservation of Nature (IUCN) as Endangered.

### **Destruction to Environment**



Clearing rainforests for oil palm plantations has destroyed critical habitats for endangered species, e.g. elephants, tigers and orangutans. For example, it is estimated that the population of orangutans in Borneo and Sumatra dropped significantly from around 66,000 in 2006 to 45,000 in 2016.<sup>14</sup>

In addition, the clearing of rainforests will lead to soil erosion and accelerate climate change, which will affect human survival.

**Affect the occurrence, abundance, and distribution of biological resources**

## 1.2 The Call for Sustainable Consumption of Biological Resources

Over-exploitation of biological resources has become one of the main threats to biodiversity. The urgency of sustainable consumption was reaffirmed in 2015 by the United Nations as one of the 17 Sustainable Development Goals. Over 150 nations have adopted these goals. Hong Kong should respond to the global call for urgent actions to halt unsustainable practices and adopt sustainable consumption in our everyday living.<sup>15</sup>

Sustainable consumption is not about avoiding the use of biological resources. It is about making choices and consuming the resources in a responsible manner so that present and future human needs can be met while the natural environment is protected.

What we should do are:



### Wise Use of Resources

Buy what we need; do not over-consume!



### Allow Resources to Replenish for Future Use

Save the biological resources for our next generations!



### Smart Choice

Know what we consume; identify the eco-labels; purchase sustainable products and practise green procurement!



### Respect the Environment

Reduce our impact of using biological resources!

## 1.3 Public Engagement Process

Through this public engagement process, the Council for Sustainable Development hopes to raise public awareness of our impacts on biological resources and the environment, identify opportunities and tools that can facilitate our behavioural change, seek collaboration from different stakeholders and encourage the realisation of sustainable consumption of biological resources.

Together, we can **MAKE A DIFFERENCE!**

### Objectives of this Public Engagement



#### Enhance Public Awareness

To raise awareness of the importance of biological resources to humans and the consequences of over-exploitation and unsustainable consumption of biological resources.



#### Stakeholders Participation and Cooperation

To identify the roles of different stakeholders and foster collaboration opportunities among them with a view to encouraging and facilitating sustainable consumption of biological resources.

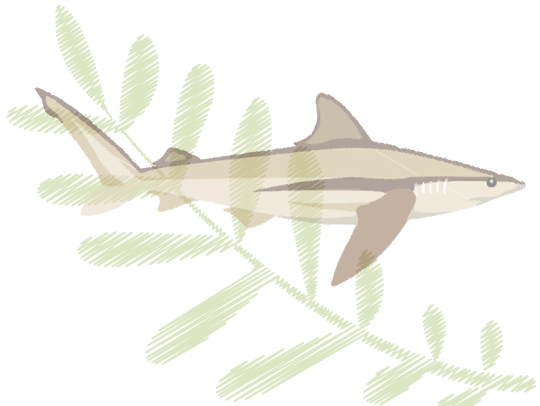
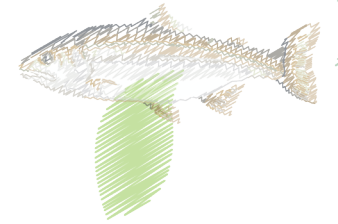


#### Consensus Building and Recommendations

To seek public views on strategies and priority measures to induce behavioural change towards sustainable consumption of biological resources in the community.

# Chapter 2

## Overview of Current Efforts in Hong Kong



# Current Efforts in Hong Kong

With the participation of different stakeholders, Hong Kong has already taken the first steps to pursue sustainable consumption of biological resources.

## Government's Initiatives



### Agriculture, Fisheries and Conservation Department's Accredited Fish Farm Scheme<sup>16</sup>

Launched in 2005, participating fish farms of the Scheme are required to adopt **good aquaculture practices** and undergo **quality assurance tests** to ensure that all cultured fish meet food safety standards before they are sold in the market.<sup>17</sup>



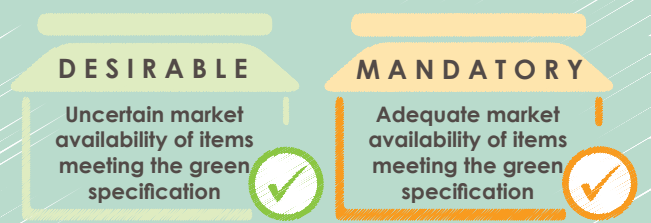
### Sustainable Fishing Practices

Trawling, a non-selective fishing method, was **banned** in Hong Kong waters in 2012 to protect marine resources and ecosystem.<sup>18</sup>



### Sustainability-conscious Menus at Government Entertainment Functions

Since 2013, **shark fin, bluefin tuna and black moss** have been excluded from menus at official receptions.<sup>19</sup>



### Green Procurement Guidelines

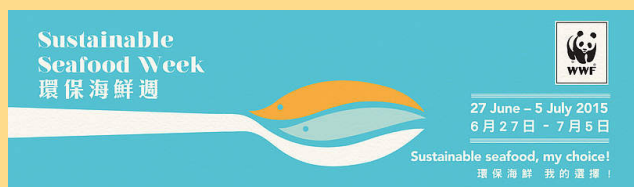
Taking into account environmental considerations and resources conservation, as of May 2015, the Government has developed and adopted green procurement guidelines for **150 items**, including paper, wood products, and furniture.<sup>20</sup>

## Sustainable Seafood Movement

WWF produced **Hong Kong's first Seafood Guide** in 2007 to promote sustainable seafood and released an updated version in 2014. The Guide covers **70 popular seafood species** and they are divided into three groups: **Green – Recommended, Yellow – Think Twice and Red – Avoid.**



**i** The number of restaurants and catering outlets (including fast food chains and Hong Kong style teahouses) which participated in the Sustainable Seafood Week **rose from 9 in 2011 to 114 in 2015**, proving that such awareness and demand are growing among the industry and consumers.<sup>21</sup>



## Sustainable Fashion Award in Hong Kong

The EcoChic Design Award is a sustainable fashion design competition<sup>22</sup> which aims to inspire fashion designers and students to design mainstream clothing with sustainable techniques. The competition promotes the concept of “Up-cycling” (the recycling of a material into a product of higher quality) and “Reconstruction” (the process of making new clothes from previously worn outfits or preformed products). Through the competition, designers could also better understand the possible negative environmental impacts of the fashion industry.



## Companies Say No to Shark Fin

Some hotels have stopped serving shark fin at their restaurants. They have started offering alternative menus for banquets and conferences that replace shark fin soup with other types of fish soup.



**PLEDGE NO TO SHARK FIN SOUP**  
Photo Credit: Shark Savers

**I'm FINISHED WITH FINS**  
一翅都唔食

Photo Credit: Shark Savers (FINished with Fins)

**i** In Hong Kong, a survey conducted in 2014 showed that **69% of respondents had reduced or completely stopped consuming shark fin** in the past five years and 81% of them had reduced the consumption of shark fin due to environmental concerns, compared with 56.8% in a similar survey conducted in 2009.<sup>23</sup>

The volume of shark fin products imported into Hong Kong **dropped by over 30%**, from 8,254 tonnes in 2012 to 5,746 tonnes in 2014.<sup>24</sup>

**i** Nearly **200 organisations in Hong Kong** have pledged not to sell or consume shark fin as part of their corporate activities. **Over 30 restaurant groups** provide sustainable seafood on their menus.

## Promoting Green Purchasing Practice in the Business Sector

Green Council launched the Hong Kong Green Purchasing Charter in 2007 to encourage businesses to take environmental factors into account in the purchasing process. Members of the Charter commit to formulating green purchasing policies, developing and implementing practical and sustainable green purchasing strategies as well as promoting the principles of green purchasing. In 2016, there are over 90 members of the Charter.<sup>25</sup>



## Growing Awareness and Demand for Certified Forest Products

Some banks use paper-based products like bank statements or cheque books from certified sustainable sources. Some hotels also provide shampoo, tissues and paper from certified sustainable sources.



**i** Certified pulp and paper products in Hong Kong have **increased substantially in the last 5 years.**

As of May 2016, there were **624 Forest Stewardship Council (FSC) suppliers** in Hong Kong, up from around 398 in 2011.<sup>26</sup> FSC is an internationally well-known certification scheme for wood and paper based products.

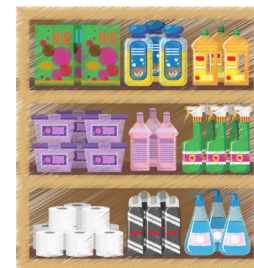
## Sustainable Purchasing for the Higher Education Sector

The Hong Kong Sustainable Campus Consortium (HKSCC)<sup>27</sup>, founded by the eight publicly-funded institutions of Hong Kong, recognises the importance to promote sustainable purchasing in the higher education sector. The Consortium initiated in 2015 the development of the **Sustainable Purchasing Framework** which aims to provide guidance to members on how to minimise environmental impacts of purchasing decisions, e.g. requiring contractor to offer products with eco-label.

Since 2012, a local university has required all its departments (including academic, research, administrative and support units, University-hired contractors and consultants) to include relevant specifications in tender invitations when purchasing commonly-used items in the University, e.g. A4 and A3 printing paper has to be 100% recycled and non-chlorine bleached. In addition, choice of food has to comply with sustainability principles - shark fin, bluefin tuna and black moss shall not be purchased, served, consumed or promoted.<sup>28</sup>

## More Choices of Sustainable Products

Some supermarkets and retail outlets have designated a sustainable commodity corner with consumption guides to provide a wider choice for consumers.



**i** Hong Kong people discarded 110,000 tonnes of textiles in 2014, equivalent to about **1,400 T-shirts every minute.**<sup>29</sup>

Organic cotton is grown without the use of pesticides or chemical fertilisers. This helps to improve the quality of land and conserve biodiversity. It may reduce the impact the garment has on the environment and ensure better health for farmers and consumers. Organic cotton T-shirts are more commonly found at specialised counters of department stores, as well as baby clothing shops in Hong Kong.

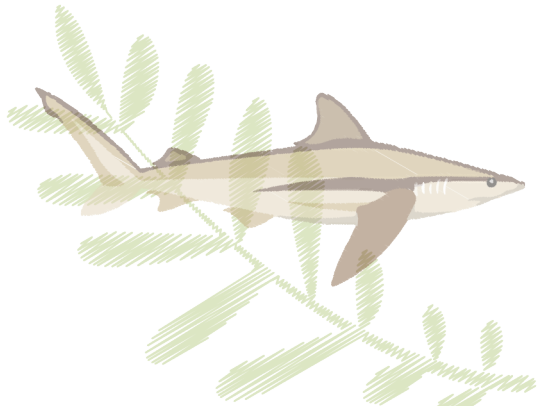
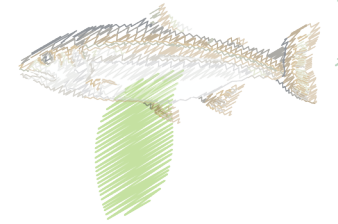
How often do you purchase sustainable products?

What hinders you from purchasing sustainable products?



# Chapter 3

## Are We Ready to Step Up Our Action?



## 3.1 Facilitating Smart Choices for Consumers

Every member along the supply chain plays a unique and essential role in the sustainable consumption of biological resources. Collaboration among stakeholders is the key to success. Some common tools and instruments used to drive the society's transition towards sustainable consumption of biological resources are outlined below.

### Eco-labels

Eco-labels allow consumers to identify products which are proven to align with the principles of sustainable development or environmental protection. Some labels quantify environmental impacts by way of index scores, while others assert compliance with a set of practices with minimum requirements. Eco-labels can be certified by independent third parties or on the basis of self-declaration claims.

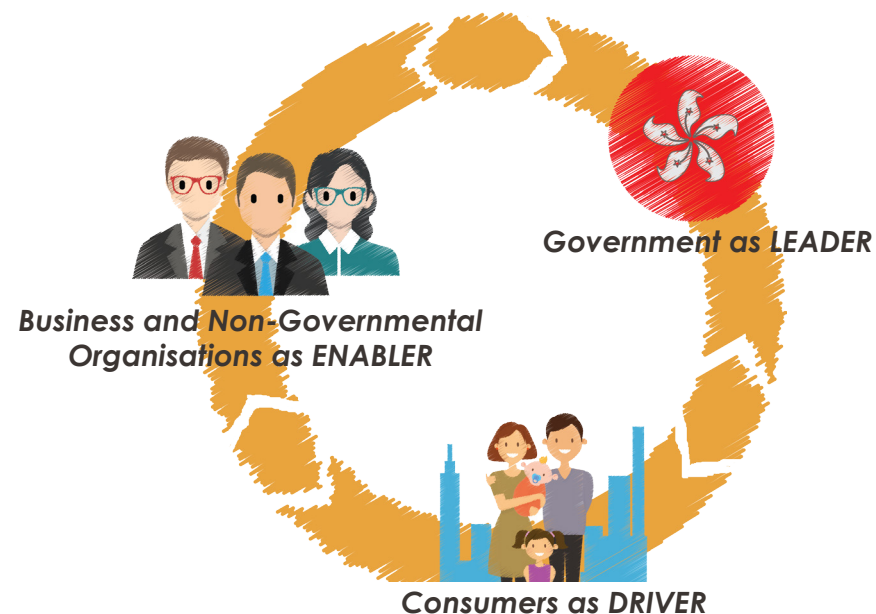
See Annex I for the key international and local eco-labels found in Hong Kong.

#### **i** Are eco-labelled products more expensive?

Public sentiment plays a major part in mainstreaming sustainable products in the market. With growing demand, the price of some eco-labelled products has dropped and is comparable to non eco-labelled ones. Take shrimps as an example, the price difference between certified and non-certified frozen tiger shrimps has narrowed and in some cases their prices are very close to each other (depending on factors such as the origin and quality of shrimps, as well as types of retail outlets).

#### **i** Is it difficult to purchase eco-labelled products?

More retailers (e.g. supermarkets, department stores) in Hong Kong are providing eco-labelled products for consumers. There are also more product categories to choose from, such as paper, tissue paper, soap, and frozen seafood.



#### **Example: Leading Retailer Rolls Out Sustainable Seafood in Japan**

In 2006, the biggest supermarket chain in Japan became the first store in the country to sell seafood certified by the **Marine Stewardship Council** (i.e. the most common and best known labels for wild capture fisheries). In 2014, they started sourcing and selling the **Aquaculture Stewardship Council** (i.e. well-known certification for responsibly farmed seafood) certified salmon.



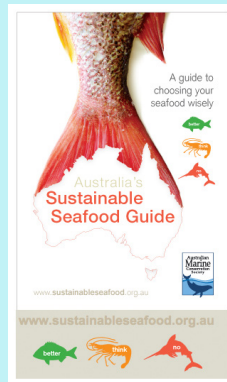
## Information Platforms on Sustainable Sources and Sustainable Products for Consumers

Information platforms in **various forms** (sustainable product database, consumer guides, etc.) and through different channels (dedicated webpages, mobile applications, pamphlets, etc.) aim to facilitate consumers to make the right choice in purchasing sustainable products.

Information platforms can provide **a wide range of information**, including updates on different eco-labels and certificates, facts and statistics of sustainable products (product origins, harvesting methods, etc.), availability of suitable suppliers, and results of market surveys on consumers' attitudes and preferences.

### Example: Sustainable Seafood Guide in Australia

Sustainable seafood guides aim to raise public awareness about sustainable seafood issues and facilitate consumers to make responsible seafood choice. They are often developed by non-governmental organisations, or through a multi-stakeholder process, consisting of representatives from the industry, academia and government. Sustainable seafood guides are widely adopted across the world, e.g. Australia's Sustainable Seafood Guide, Canada's Sea Choice, the US's Seafood Watch and Taiwan's Seafood Guide.



In 2012, the **Australian Marine Conservation Society** released a comprehensive Sustainable Seafood Guide along with a free smart phone application. The Guide focuses on the sustainability of both wild capture fisheries and farmed seafood. It labels each type of seafood as **Better, Think, or No.**<sup>30</sup>

What information would consumers need in order to choose sustainable products?

## 3.2 Promoting Best Practices Among Businesses and The Public Sector

### Green Procurement Guidelines

Green procurement means purchasing products and services that cause minimal adverse environmental impacts. It incorporates human health and environmental concerns into the search for high quality products and services at competitive prices. Procurement guidelines provide a holistic approach and step by step instructions where organisations and companies take into account a wider scope of factors, including economic, environmental, and social aspects.



#### Economic

e.g. Price and Quality



#### Environmental

e.g. Product Life-cycle and From Cradle to Grave



#### Social

e.g. Poverty, Distribution of Resources, Labour Conditions and Fair Trade

Practising these requirements in purchasing sustainable products and services by the government will set a good example for other sectors to follow and help establish good corporate reputation and consumer confidence.



### Example: The UK Government Buying Standards<sup>31</sup>

The UK Government promulgated the Government Buying Standards (GBS) which are to be observed by all central government departments, central government procurers and their catering contractors, etc. when purchasing goods and services.

The GBS include a set of **minimum mandatory standards** for inclusion in tender specifications and contract performance conditions. For example, all fishes or fish as an ingredient in a composite product should be demonstrably sustainable.

How could the Government/public sector/  
private sector take the lead in promoting  
sustainable consumption of biological  
resources?

## Charters and Voluntary Commitments

Charters or commitments are brand-building initiatives. Businesses sign green charters as a formal pledge to their voluntary commitments on social responsibility and environmental protection.

### Example: Biodiversity in Good Company Initiative in Germany<sup>32</sup>

In 2008, the then German Federal Ministry for the Environment developed the **Biodiversity in Good Company Initiative**, which brought together private businesses to sign a Mission Statement and Leadership Declaration. Each member company expresses its commitment to integrate the protection of biodiversity into its entrepreneurial actions.

The Initiative supports the participating companies by developing a **Corporate Biodiversity Management Handbook**, organising **working meetings** and **regional workshops**, and documenting case studies and **best practices**. In addition, the Initiative's website, newsletters and touring exhibitions have contributed to the understanding of biodiversity and business as well as increased awareness of the member companies' ongoing projects.



BIODIVERSITY  
IN GOOD  
COMPANY

### Example: Good Fish Project Chef's Charter in Australia<sup>33</sup>



Launched in 2015, the **Chef's Charter** is an industry-inspired extension of the Good Fish Project run by The Australian Marine Conservation Society. It was designed to engage chefs and catering professionals in the promotion of sustainable seafood.

The Charter adopts a three-tier structure (i.e. introductory programme, membership programme, ambassador awards) with the following components:

- **Education** on what sustainable seafood means, and the costs it takes to buy and sell sustainable seafood
- **Personalised advice** and guidance on developing guidelines to sourcing sustainable seafood and reviewing the restaurants' menus
- Provision of **promotional materials**, e.g. project postcards, stickers and logos for use on the menu and website
- Promotion of Chefs' Charter Membership signatories through **social media**
- **Ambassador awards** are given to chefs and restaurants who are leading the industry and actively promoting sustainable seafood

## Award Schemes

Usually organised by the industry itself, award schemes aim to recognise and encourage industry excellence and promote successful best practices for sustainable consumption of biological resources.

Awardees will have to comply with the assessment criteria (e.g. sustainable sourcing and resource management) to gain the accreditation status. Awards can be in various forms, such as certifications, logos or stickers for display for easy public identification.

### Example: The UK's Sustainable Restaurant Award<sup>34</sup>

In 2012, Sustainable Restaurant Association (SRA), a non-profit organisation, launched the Sustainable Restaurant Awards in the UK to **give recognition** to restaurants which had excelled in pursuing sustainable development.

In 2013, SRA further launched a global sustainability rating system to encourage more sustainable practices across the industry and established an international standard for the catering industry. If a restaurant meets 50% of the goals, it is awarded one star, 60-69% merits two stars, and anything over 70% is awarded three stars.



### Example: Green Card Reward Programme in South Korea<sup>35</sup>

The reward programme was introduced in 2011, with over 4.5 million Koreans being card-holders by the end of 2012. Green points can be obtained when card-holders purchase certified green products (i.e. Korea Eco-label and Carbon Label products) and reduce consumption of electricity, water and gas or use public transport, etc. The points can be used like cash dollars to purchase eco-friendly products and services, which in turn promote a **green consumption culture** and encourage individuals to adopt a more **sustainable lifestyle**.



## Green Banquets and Dining Guidelines

Green banquets are becoming popular. Eating endangered species at wedding banquets and business/official meetings is avoided.

### Example: Official Banquets in Macau<sup>36</sup>

In Macau, shark fin, black moss, etc. are avoided in official banquets in order to protect the ecological environment.

What are the drivers for businesses to purchase more sustainable products?

### 3.3 Education and Publicity

The participation of civil society and private sector plays a vital role in forging the transition towards the pursuit of more sustainable and wise use of biological resources.

Education can shape the behaviours and mentality of all ages, in particular in correcting the common misconceptions, for example, sustainable consumption of biological resources means not to consume, sustainable goods always cost higher.

Effective publicity programmes will help convey the messages across the society. They will provide information on the availability of sustainable products in the markets and facilitate consumers to identify different eco-labels.

#### Example: Sustainable Consumption Week in the Mainland<sup>37</sup>



More than 600 chain stores participated in the Sustainable Consumption Week in 2015. With a theme of **Green Life, Consume with Wisdom**, the event aimed to **raise awareness about sustainable consumption**, promote conscientious purchasing decisions and create enabling policies for responsible consumption by involving both consumers and businesses.

#### Example: Singapore Supports the Use of Sustainable and Haze-free Products<sup>38</sup>

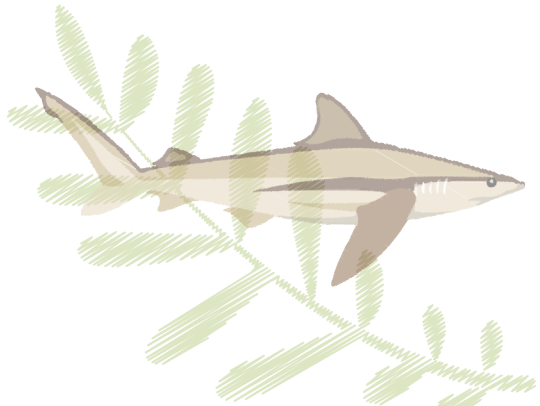
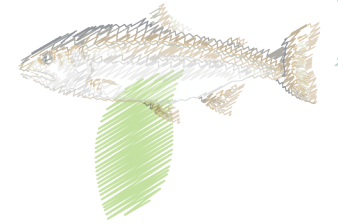
In order to educate Singaporeans on the impact of open burning to clear land for agriculture and palm plantation, as well as the benefits of using sustainable palm oil, environmental groups and a think tank launched a series of educational outreach and social media programmes in 2015, including public engagement campaign, bus stop advertisement, nature walks, mall exhibitions, school talks, art installations, and short videos production.



What kinds of education and publicity activities should be put forward in promoting sustainable consumption of biological resources?

# Chapter 4

## Sharing Your Views





There is an urgent need to induce behavioural change towards a more sustainable pattern. The Council for Sustainable Development (SDC) sincerely invites you to send us your views to the questions appended. For individual consumers, please complete and return the questionnaire on pages 24-27 and for organisation/company representatives, please complete and return the questionnaire on pages 28-30 on or before 15 November 2016. You are also welcome to express your views on other issues relevant to promoting sustainable consumption of biological resources through the channels listed under Contact Us.

Please also visit SDC's dedicated website at [www.susdev.org.hk](http://www.susdev.org.hk) for updated information on the public engagement activities.

**As global citizens, we must act responsibly and join global efforts to conserve our biological resources NOW!**

Please note that the SDC would wish, either during private or public discussion or in any subsequent reports, to be able to refer to and attribute views submitted in response to this Public Engagement document. Any request to treat all or part of a response in confidence will be respected, but if no such request is made, it will be assumed that the response is not intended to be confidential and the SDC may disclose or publish all or part of the views received as well as the identity of the source.



## Questions for Individual Consumers

This is an anonymous form for the purpose of gauging public views about possible ways to **promote sustainable consumption of biological resources**.



1. How aware are you of the impact of over-exploitation of biological resources? (see p.6-9)  
(Please tick ONE that applies) (Please tick the appropriate box: 1-not aware at all; 5-very aware)
- 1      2      3      4      5
2. How aware are you of the current efforts of promoting sustainable consumption of biological resources in Hong Kong as listed on p.12-14?  
(Please tick ONE that applies) (Please tick the appropriate box: 1-not aware at all; 5-very aware)
- 1      2      3      4      5
3. How often do you normally purchase the following types of products?  
(Please tick ONE that applies)
- (i) Paper from sustainable sources
- Very often      Sometimes      Seldom      Never
- Not sure whether the paper purchased was from sustainable sources      Not applicable (because never or rarely purchase paper)
- (ii) Seafood from sustainable sources
- Very often      Sometimes      Seldom      Never
- Not sure whether the seafood purchased was from sustainable sources      Not applicable (because never or rarely purchase seafood)
- (iii) Clothes made of sustainable cotton
- Very often      Sometimes      Seldom      Never
- Not sure whether the clothes purchased were made of sustainable cotton
- Not applicable (because never or rarely purchase clothes made of cotton)
- (iv) Products made of sustainable palm oil
- Very often      Sometimes      Seldom      Never
- Not sure whether the products purchased were made of sustainable palm oil
- Not applicable (because never or rarely purchase products made of palm oil)

4. Before reading this document, which of the following labels for sustainable products can you identify?  
(Please tick ALL that apply)

<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	None of them		

5. To what extent do the following factors hinder you from purchasing sustainable products?  
(Please tick the appropriate box: 1-very small extent; 5-very large extent)

(i)	Knowledge about which products are truly sustainable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii)	Availability of sustainable products in the market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii)	The price of sustainable products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv)	The quality of sustainable products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v)	Others, please specify: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. How useful is the following information in facilitating you to choose sustainable products?  
(Please tick the appropriate box: 1-not useful at all; 5-very useful)

(i)	Eco-labels on products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii)	Consumer guides on purchasing sustainable products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii)	More information on sustainable products (e.g. product origins, statistics about sustainable products)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv)	Others, please specify: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. How could the Government/public sector take the lead in promoting sustainable consumption of biological resources?  
Please rate the importance of the following actions. (Please tick the appropriate box: 1-not important at all; 5-very important)
- |        |   |                          |                          |                          |                          |                          |
|--------|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| (i)    | Extend the list of sustainable products to be purchased   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (ii)   | Review and update the purchasing standards  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (iii)  | Review and promote sustainable menus for banquets   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (iv)   | Provide funding for non-profit organisations to promote sustainable consumption of biological resources | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (v)    | Launch publicity initiatives  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (vi)   | Organise workshops on sustainable consumption for staff/organisations/companies                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (vii)  | Support charters and voluntary commitments  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (viii) | Support award schemes   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (ix)   | Provide more information on sustainable products  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (x)    | Others, please specify: _____   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

8. How could the private sector take the lead in promoting sustainable consumption of biological resources?  
Please rate the importance of the following actions. (Please tick the appropriate box: 1-not important at all; 5-very important)
- |        |  |                          |                          |                          |                          |                          |
|--------|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| (i)    | Extend the list of sustainable products to be purchased  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (ii)   | Review and update purchasing standards   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (iii)  | Review and promote sustainable menus for banquets  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (iv)   | Step up marketing efforts in promoting sustainable consumption   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (v)    | Provide staff of companies/organisations with training about sustainable consumption of biological resources | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (vi)   | Support charters and voluntary commitments   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (vii)  | Support award schemes  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (viii) | Others, please specify: _____  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

9. Please rate the importance of the following education and publicity activities in promoting sustainable consumption of biological resources.  
 (Please tick the appropriate box: 1-not important at all; 5-very important)

- |   |                            |                            |                            |                            |                            |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| (i) School programmes   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (ii) Advertisements   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iii) Exhibitions   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iv) Workshops for the public   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (v) Themed carnivals or festivals                                     | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (vi) Cultural and art activities                                      | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (vii) Relevant information through electronic platform (e.g. website) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (viii) Others, please specify: _____                                  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

.....

## Personal Particulars

Gender

- Male                      Female

Age

- <18                       18-40                       >40

Education Level

- Below secondary                       Secondary                       Tertiary education

**-End-**  
**Thank you for your participation!**

# Questions for Organisation/Company Representatives

This form is for the purpose of gauging the views of organisations/companies about possible ways to **promote sustainable consumption of biological resources**.



1. Is there any policy or established practice on purchasing sustainable products in your organisation/company?

- Yes
- No

2. To what extent do the following factors hinder your organisation/company from purchasing sustainable products?  
(Please tick the appropriate box: 1-very small extent; 5-very large extent)

- |  |                            |                            |                            |                            |                            |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| (i) Knowledge about which products are truly sustainable | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (ii) Availability of sustainable products in the market  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iii) The price of sustainable products                  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iv) The quality of sustainable products                 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (v) Others, please specify: _____                        | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

3. What are the drivers that can encourage your organisation/company to purchase more sustainable products?  
Please rate the importance of the following. (Please tick the appropriate box: 1-not important at all; 5-very important)

- |   |                            |                            |                            |                            |                            |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| (i) Greater community awareness   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (ii) Charter schemes  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iii) Award schemes   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iv) Information platforms on sustainable products and suppliers (e.g. websites and database) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (v) Others, please specify: _____   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

4. How could the Government/public sector take the lead in promoting sustainable consumption of biological resources? Please rate the importance of the following actions. (Please tick the appropriate box: 1-not important at all; 5-very important)

- |        |   |                          |                          |                          |                          |                          |
|--------|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| (i)    | Extend the list of sustainable products to be purchased   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (ii)   | Review and update the purchasing standards  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (iii)  | Review and promote sustainable menus for banquets   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (iv)   | Provide funding for non-profit organisations to promote sustainable consumption of biological resources | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (v)    | Launch publicity initiatives  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (vi)   | Organise workshops on sustainable consumption for staff/organisations/companies                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (vii)  | Support charters and voluntary commitments  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (viii) | Support award schemes   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (ix)   | Provide more information on sustainable products  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (x)    | Others, please specify: _____   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

5. How could the private sector take the lead in promoting sustainable consumption of biological resources? Please rate the importance of the following actions. (Please tick the appropriate box: 1-not important at all; 5-very important)

- |        |  |                          |                          |                          |                          |                          |
|--------|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| (i)    | Extend the list of sustainable products to be purchased  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (ii)   | Review and update purchasing standards   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (iii)  | Review and promote sustainable menus for banquets  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (iv)   | Step up marketing efforts in promoting sustainable consumption   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (v)    | Provide staff of companies/organisations with training about sustainable consumption of biological resources | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (vi)   | Support charters and voluntary commitments   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (vii)  | Support award schemes  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (viii) | Others, please specify: _____  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

6. Please rate the importance of the following education and publicity activities in promoting sustainable consumption of biological resources.  
 (Please tick the appropriate box: 1-not important at all; 5-very important)

- |   |                            |                            |                            |                            |                            |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| (i) School programmes   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (ii) Advertisements   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iii) Exhibitions   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iv) Workshops for the public   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (v) Themed carnivals or festivals                                     | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (vi) Cultural and art activities                                      | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (vii) Relevant information through electronic platform (e.g. website) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (viii) Others, please specify: _____                                  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

.....

## Organisational Profile

Name of Organisation: \_\_\_\_\_

Name of Representative/Contact Person: \_\_\_\_\_

- Organisational Nature:
- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Manufacturing                          | <input type="checkbox"/> Import/export and wholesale trades | <input type="checkbox"/> Retail trade                 |
| <input type="checkbox"/> Hotel and catering                     | <input type="checkbox"/> Information and communications     | <input type="checkbox"/> Financial and insurance      |
| <input type="checkbox"/> Real estate                            | <input type="checkbox"/> Professional                       | <input type="checkbox"/> Social and personal services |
| <input type="checkbox"/> Non-profit organisation/statutory body | <input type="checkbox"/> Others, please specify: _____      |   |
- Number of Employees:
- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Less than 50 employees | <input type="checkbox"/> 50 - 1000 employees | <input type="checkbox"/> Over 1000 employees |
|---|--|--|

**-End-**  
**Thank you for your participation!**



# Contact Us!



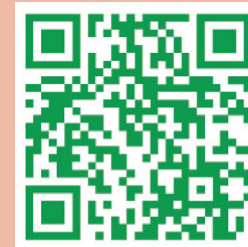
*E-Mail*

comments@susdev.org.hk



*Web  
Address*

www.susdev.org.hk



*Mail*

Council for Sustainable  
Development  
46/F, Revenue Tower  
5 Gloucester Road  
Wan Chai, Hong Kong



*Hotline*






2219 4763










*Fax*

3150 8168

## Annex I: Key International and Local Labelling Schemes Seen in Hong Kong (in alphabetical order)

Logo	Initiative	Details
	Aquaculture Stewardship Council (ASC)	<p>ASC is an independent non-profit organisation established in 2010. It is a certification and labelling programme for responsibly farmed seafood. ASC's primary role is to manage global standards for responsible aquaculture. ASC works with aquaculture producers, seafood processors, retail and food service companies, scientists, conservation groups and consumers to:</p> <ul style="list-style-type: none"> <li>• Recognise and reward responsible aquaculture through the ASC aquaculture certification programme and seafood label</li> <li>• Promote best environmental and social choice when purchasing seafood</li> <li>• Contribute to transforming seafood markets towards sustainability</li> </ul>
	Best Aquaculture Practices (BAP)	<p>Coordinated by the Global Aquaculture Alliance, the BAP certification promotes responsible practices in the aquaculture industry, maintains standards for farms, feed mills, hatcheries and processing facilities. The BAP standards cover aquaculture facilities for a variety of finfish and crustacean species, as well as mussels.</p>
	Better Cotton Initiative (BCI)	<p>BCI aims to make global cotton production better for the people who produce it and better for the environment in a sustainable way. The four specific aims of BCI include:</p> <ul style="list-style-type: none"> <li>• Reduce the environmental impact of cotton production</li> <li>• Improve livelihoods and economic development in cotton producing areas</li> <li>• Improve commitment to and flow of Better Cotton throughout supply chain</li> <li>• Ensure the credibility and sustainability of the Better Cotton Initiative</li> </ul>
	Dolphin Safe Tuna Program	<p>Initiated by the International Marine Mammals Project in 1990, the Dolphin Safe Tuna Program sets worldwide standards to stop the setting of nets on dolphins. The International Dolphin Safe Monitoring Program monitors fishery companies to ensure that tuna is caught without chasing or netting of dolphins.</p>
	Forestry Stewardship Council (FSC)	<p>FSC's overarching objective is to promote environmentally sound, socially beneficial and economically prosperous management of the world's forests. Its belief is to ensure that we can meet our current needs for forest products without compromising the health of the world's forests for future generations.</p>

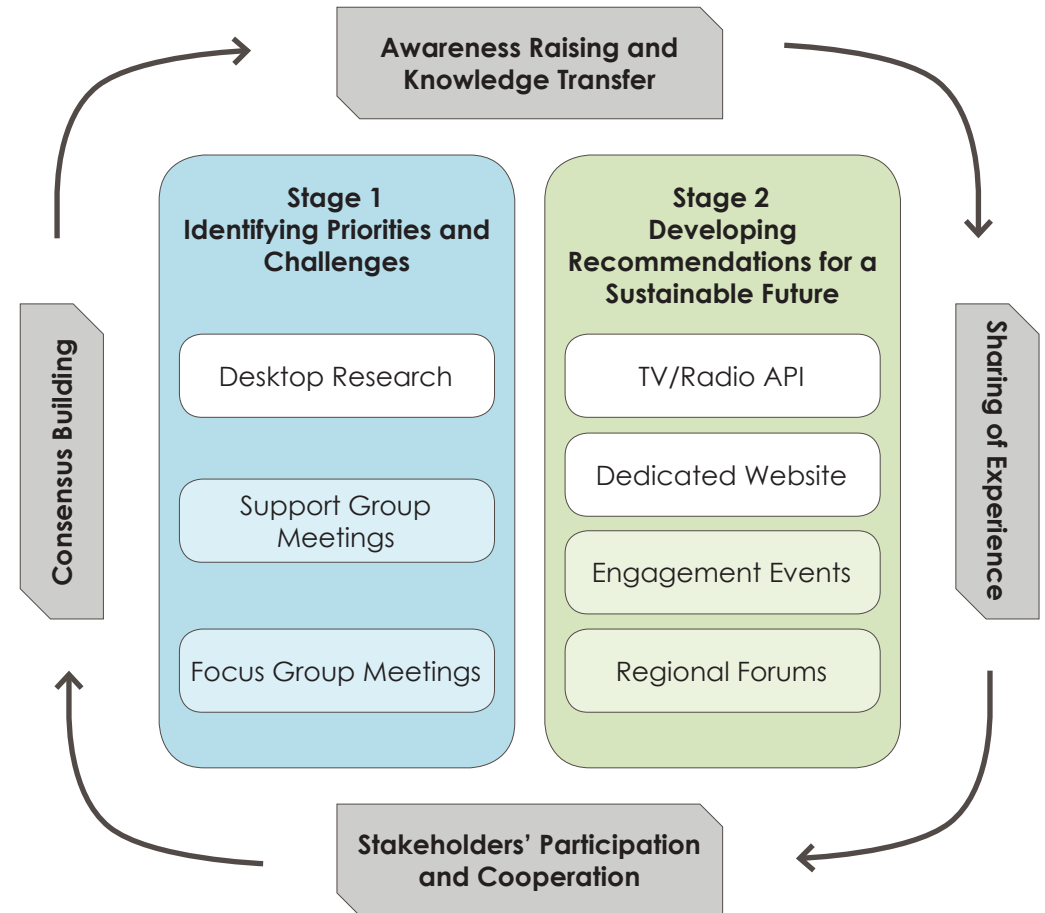
Logo	Initiative	Details
	Friend of the Sea (FOS)	FOS is both a seal and an organisation for sustainable fisheries and agriculture that conserves marine habitats. This global scheme follows guidelines from the Food and Agriculture Organization of the United Nations.
	Hong Kong Green Label Scheme (HKGL)	HKGL is an ecolabel for consumer products in Hong Kong run by Green Council.
	Marine Stewardship Council (MSC)	<p>MSC is an independent non-profit organisation recognised as one of the most comprehensive fisheries certification scheme in the world. Three principal pillars for assessing the sustainability of fisheries according to MSC are:</p> <ul style="list-style-type: none"> <li>• Independent scientific verification of the sustainability of the stock</li> <li>• The ecosystem impact of the fishery</li> <li>• The effective management of the fishery</li> </ul>
	Programme for the Endorsement of Forest Certification (PEFC)	PEFC is a globally accepted ecolabel for forestry industry products and forestry derived products which demonstrate principles of sustainable forestry management, biodiversity protection and wildlife and resource conservation.
	Roundtable on Sustainable Palm Oil (RSPO)	RSPO is an ecolabel and certifying body for palm oil. The seal applies to all steps of the production supply chain and demonstrates environmental responsibility, a commitment to conservation and fair labour standards.
	Sustainable Forestry Initiative (SFI)	SFI is a globally accepted ecolabel for forestry industry products and forestry derived products which demonstrate principles of sustainable forestry management, biodiversity protection and wildlife and resource conservation.
	The Hong Kong Green Mark Certification Scheme	The Hong Kong Green Mark Certification Scheme was developed by the Hong Kong Q-Mark Council. The scheme aims to raise industry's interest in green management and to recognise companies that excel in environmental management.

## Annex II: Public Engagement Process

This public engagement (PE) exercise adopts a bottom-up and stakeholder-oriented approach. It comprises two stages: Stage 1 is to identify priorities and challenges, while Stage 2 aims to develop recommendations to promote sustainable consumption of biological resources.

In Stage 1, a Support Group (SG) comprising members from relevant sectors was formed in November 2015 to provide advice to the SDC on a more definitive scope of the issues for engagement. The SG held five Focus Group Meetings (FGMs) from February to March 2016 with different stakeholders including consumers groups, business chambers, relevant industries, certification and accreditation bodies, women organisations, environmental groups and academics to collect their initial views on consumer behaviour and patterns, opportunities and challenges in promoting the sustainable consumption of biological resources, as well as possible measures.

In the light of views collected from the FGMs and advice of the SG, the SDC has formulated this PE document to further engage stakeholders and the public in Stage 2. In this stage, the SDC with the support of Policy for Sustainability Lab of Faculty of Social Sciences of The University of Hong Kong will introduce this PE document to the wider community and will also organise a number of regional forums to engage the community and stakeholders. In addition to the forums, supporting organisations are also engaged to help promote other PE-related activities and to spread the important message of smart choices in consuming our biological resources through their networks. Through these PE-related activities, the SDC hopes to reach community consensus on the next steps towards more sustainable consumption patterns and practices.



## Annex III: Supporting Organisations

In order to enlarge the scope of engagement, the SDC has invited organisations from a wide range of sectors to be supporting organisations for this public engagement. We are deeply grateful to the organisations for their support, and for disseminating information/messages about the public engagement to their members; promoting the public engagement in their activities and programmes, and encouraging their members to participate and provide views and comments. The list of supporting organisations is as follows\*:

### Accreditation Bodies

- Forest Stewardship Council
- Green Council
- Hong Kong Association for Testing, Inspection and Certification Ltd.
- Hong Kong Green Building Council
- Hong Kong Organic Resource Centre Certification Ltd.
- Hong Kong Q-Mark Council
- Hong Kong Quality Assurance Agency
- Hong Kong Standards and Testing Centre
- Marine Stewardship Council Asia Ltd.

### Industry and Trade, Food, Catering and Hotel-related Associations

- Association of Restaurant Managers
- Federation of Hong Kong Industries
- Hong Kong China Chamber of Commerce
- Hong Kong Economic & Trade Association
- Hong Kong Federation of Restaurants and Related Trades
- Hong Kong Trade Services Council
- Institution of Dining Art
- Junior Chamber International Hong Kong
- Lions Clubs International District 303 - Hong Kong & Macao, China
- New Territories General Chamber of Commerce
- The Association for Hong Kong Catering Services Management
- The Chinese General Chamber of Commerce
- The Chinese Manufacturers' Association of Hong Kong
- The Club Managers' Association of Hong Kong
- The Federation of Hong Kong Hotel Owners
- The Hong Kong Chinese Importers' & Exporters' Association
- The Hong Kong Food Council
- The Hong Kong General Chamber of Commerce
- The Hong Kong General Chamber of Small and Medium Business
- The International Food Safety Association

### Construction-related Associations

- Construction Industry Council
- Hong Kong Construction Association
- Hong Kong Construction Materials Association Ltd.

### Fish Trade-related Associations

- Aberdeen Fishery & Seafood Merchants Association
- Federation of Hong Kong Aquaculture Associations
- Hong Kong and Kowloon Fresh Fish Trade General Association
- Hong Kong Chamber of Seafood Merchants
- Hong Kong Fishermen Consortium

### Timber, Paper and Furniture-related Associations

- Hong Kong and Kowloon Timber Merchants Association Ltd.
- Hong Kong Furniture & Decoration Trade Association Ltd.
- Hong Kong Paper Association Ltd.
- The Hong Kong Corrugated Paper Manufacturers' Association Ltd.

### Environmental Groups

- Business Environment Council
- CSR Asia
- EarthCare
- Ecobus
- Eco-Education and Resources Centre
- Environmental Association
- Environmental Management Association of Hong Kong
- Friends of the Earth (HK)
- Green Monday
- Green Power
- Greeners Action
- Hong Kong Green Strategy Alliance
- Kadoorie Farm and Botanic Garden
- Ocean Park Conservation Foundation Hong Kong

- Smiley Planet
- The Conservancy Association
- The Green Earth
- World Green Organisation
- World Wide Fund for Nature Hong Kong

### Public Organisations, Non-Governmental Organisations, Professional Organisations, Consumer-related Organisations, Women Organisations, Religious Groups, and Education Sector

- Chinese Young Men's Christian Association of Hong Kong
- Christian Family Service Centre
- City University of Hong Kong
- Consumer Council
- Fair Trade Hong Kong
- Hong Kong Baptist University
- Hong Kong Christian Council
- Hong Kong Dietitians Association
- Hong Kong Doctors Union
- Hong Kong Education City
- Hong Kong Federation of Women
- Hong Kong Federation of Women's Centres
- Hong Kong Nutrition Association
- Hong Kong Productivity Council
- Hong Kong Sheng Kung Hui
- Hong Kong Women Development Association Ltd.
- Hong Kong Women Workers' Association
- Hong Kong Young Women's Christian Association
- Lingnan University
- Professional Green Building Council
- St. James' Settlement
- The Boys' & Girls' Clubs Association of Hong Kong
- The Boys' Brigade, Hong Kong
- The Chinese Muslim Cultural and Fraternal Association
- The Chinese University of Hong Kong
- The Confucian Academy

- The Education University of Hong Kong
- The Hong Kong Association of Property Management Companies
- The Hong Kong Buddhist Association
- The Hong Kong Council of Social Service
- The Hong Kong Federation of Youth Groups
- The Hong Kong Institute of Architects
- The Hong Kong Medical Association
- The Hong Kong Polytechnic University
- The Hong Kong University of Science and Technology
- The Institute of Purchasing & Supply of Hong Kong
- The Lok Sin Tong Benevolent Society, Kowloon
- The Salvation Army
- The University of Hong Kong
- Vocational Training Council
- Women Service Association
- Yan Oi Tong
- Young Men's Christian Association of Hong Kong

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