



# Council for Sustainable Development

## Report on the Public Engagement on Promotion of Sustainable Consumption of Biological Resources



June 2017



# Table of Contents

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Executive Summary	2-7
1. Introduction and Background	8-11
2. Report on Public Engagement Process	12-17
3. Recommendations	18-36
4. Closing Remarks	37

*Annex I*      *Membership List of the Support Group on Promotion of Sustainable Consumption of Biological Resources*

*Annex II*      *List of Engagement Events*

*Annex III*      *List of Supporting Organisations*

*Annex IV*      *List of Publicity Activities*

*Annex V*      *List of Abbreviations*

# Executive Summary

Biological resources provide for our daily needs and the society's development. We rely on biological resources every day for our food, clothing, and other daily necessities. Only if the consumption rate is maintained at a level that does not exceed the reproduction rate can biological resources be sustained. However, our current over-consumption pattern has various impacts and consequences on the ecosystems and the environment, including species depletion and destruction to natural habitats, etc.. These impacts will, in turn, affect the provision of biological resources and hence human well-being. Hong Kong is a consumption-based society and the pattern Hong Kong people purchase and consume goods and services may lead to potential impacts on some species of plants and animals, at the regional and global levels.

In this regard, the Council for Sustainable Development ("SDC") conducted a territory-wide public engagement ("PE") exercise by adopting a bottom-up and stakeholder-led approach to arouse public awareness, stimulate public discussion, and build consensus on ways and means to encourage behavioural changes that are conducive to a more sustainable consumption pattern and greener lifestyle. A Support Group ("SG") comprising representatives from relevant sectors and government representatives was formed to provide advice to the SDC on the planning and implementation of the PE. The SDC held five focus group meetings ("FGMs") to gauge the opinions of key stakeholders between February and March 2016. Views and suggestions raised at the FGMs, together with the SG's advice, as well as the findings from background research, formed a solid basis and useful references for the SDC in preparing the Public Engagement Document ("PE Document"), which set out the following to facilitate in-depth and structured discussion by the general public and stakeholders –

(a) Facilitating smart choices for consumers –

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

(b) Promoting best practices among businesses and the public sector –

- 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?

(c) Education and publicity –

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

The Policy for Sustainability Lab under the Faculty of Social Sciences of The University of Hong Kong was commissioned as the Programme Director for this PE process to develop and introduce the PE Document to the wider community and stakeholders through a variety of interactive engagement events. During the three and a half months' public involvement period, a total of 64 engagement events, including regional forums, youth forum, school talks and a series of briefing sessions were held and participated by over 3 000 members from all walks of life. In addition, 104 Supporting Organisations were enlisted by the SDC to provide assistance in disseminating information about the PE through their networks. To further publicise the PE and encourage wider public participation at all ages and levels, the SDC also made use of Announcements in the Public Interests on television and radio, promotional posters and pamphlets, a dedicated website, trendy picture cards and roving exhibitions.

Through the engagement events and other channels, the SDC collected a total of 3 592 views collection forms and 27 written submissions from individuals and companies/organisations. The Social Sciences Research Centre of The University of Hong Kong was commissioned by the SDC as the Independent Analysis and Reporting Agency to compile, analyse and report public views collected during the public involvement stage.

Taking account of the views collected, the SDC has formulated recommendations on promotion of sustainable consumption of biological resources on four key areas as summarised below –

Key Areas	SDC's Recommendations	Relevant Paragraphs
(I) Fostering a Culture of Sustainable Consumption of Biological Resources	(1) To devise a long term strategy that would help induce behavioural change towards more sustainable consumption of biological resources.	3.3
	(2) To formulate promotion plans and publicise promotional messages through social media and electronic devices as far as possible.	3.4-3.6
	(3) To invite the Environmental Campaign Committee ("ECC") to launch a campaign to further promote sustainable consumption of biological resources, and to facilitate non-governmental organisations ("NGOs") and schools to initiate and implement education and community engagement programmes and activities to promote the concept and importance of sustainable consumption of biological resources.	3.7-3.8
	(4) To promote the values of sustainable consumption of biological resources amongst teachers, make available teaching materials as well as provide training workshops for teachers to facilitate them to strengthen the concept of green living and sustainable consumption of biological resources in primary and secondary schools.	3.9-3.10
	(5) To encourage schools to promote sustainable consumption of biological resources through daily activities, such as through incorporating eco-labelled food items into the lunch menu.	3.11
	(6) To invite ECC to consider incorporating sustainable consumption of biological resources in assessing its Hong Kong Green School Award; and to consider incorporating this in assessing SDC's Sustainable Development School Award.	3.12-3.13

Key Areas	SDC's Recommendations	Relevant Paragraphs
(II) Facilitating Smart Choices for Consumers	(7) To encourage quasi-government organisations/NGOs with funding support to establish an information platform, which would feature different databases regarding eco-labelled products and the supplier list of such products; and to promote community awareness and knowledge of such platform.	3.15-3.16
	(8) To encourage quasi-government organisations/NGOs with funding support to produce simple and clear sustainable consumption guides which should include recipes covering sustainable live, frozen, dried and canned food.	3.17-3.18
	(9) To develop a webpage on sustainable consumption of biological resources that would feature pertinent information relating to sustainable consumption of biological resources (e.g. consumer guides, databases regarding eco-labelled products, supplier lists of such products, etc.).	3.19
(III) Promoting Best Practices among Businesses	(10) To encourage businesses to provide wider supply of sustainable products.	3.21
	(11) To encourage quasi-government organisations/NGOs with funding support to initiate a scheme in partnership with interested businesses to promote sustainable products to consumers through some forms of bonus scheme or reward programme.	3.22-3.23
	(12) To encourage quasi-government organisations/NGOs with funding support to launch a charter scheme on voluntary commitment by eateries and retail outlets to supply sustainable products as a kind of sustainability best practice	3.24

Key Areas	SDC's Recommendations	Relevant Paragraphs
	for corporations and businesses; and to encourage cooperation with social media to advertise chartered eateries.	
	(13) To incorporate consideration of sustainable consumption of biological resources in the context of the Hong Kong Awards for Environmental Excellence.	3.25
	(14) To promote the Green Procurement Guidelines to businesses; and to organise workshops/briefings/sharing sessions to encourage voluntary commitment by businesses and quasi-government organisations to: (i) adopt green procurement and (ii) develop best practice guidelines to facilitate the adoption.	3.26
	(15) To promote the sustainable development of fisheries and agricultural industries, including assisting fishermen and farmers in switching to sustainable mode of operations.	3.27-3.28
(IV) Government Taking the Lead	(16) To regularly review the food list to be avoided in official banquets as stipulated in Environment Bureau's circular to demonstrate Government's commitment to sustainable consumption and green living, and to promote the same to businesses, quasi-government organisations and NGOs.	3.30-3.33
	(17) To consider setting targets and mapping out a timeline on (i) expanding the list of products derived from biological resources in the Green Procurement Guidelines and (ii) making the sustainability specifications of such products mandatory, in the light of market situation and government procurement needs.	3.34



Key Areas	SDC's Recommendations	Relevant Paragraphs
	(18) In respect of products derived from biological resources, to consider (i) enhancing the consideration of sustainability in the public procurement/tendering process and (ii) setting appropriate targets and mapping out a timeline, with a view to encouraging the use of sustainable products.	3.35
	(19) To encourage quasi-government organisations/academic institutions with funding support to conduct territory-wide study to examine behavioural changes on sustainable consumption of biological resources in Hong Kong, with a view to raising awareness and educating the public on sustainable consumption of biological resources.	3.36
	(20) To keep in view the case for strengthened measures and use of economic and financial tools to promote sustainable consumption of biological resources in the longer run.	3.37-3.38

# 1 Introduction and Background

**1.1** Biological resources provide for our daily needs and the society's development. They are the fundamental elements for our clothing, food and feed, shelter, fuel, paper, and medicine, etc.. Only if the consumption rate is maintained at a level that does not exceed the reproduction rate can biological resources be sustained. However, our current over-consumption pattern has various impacts and consequences on the ecosystems and the environment, including species depletion and extinction, and destruction to habitats, etc.. These impacts will, in turn, affect the provision of biological resources. A case in point is over-fishing. 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<sup>1</sup>. The dramatic increase of unsustainable fishing practices worldwide has great impact on marine fauna and their habitats. On land, some wild animals and plants are under the pressure of overharvesting. For instance, over-consumption of paper adds pressure to our natural forests and the wildlife therein.

**1.2** In Hong Kong, despite the population only accounts for less than 0.1% of the world's population, its unique position as a major trading hub and a metropolis famous for its food means that our activities may lead to potential impacts on some species of plants and animals, at the regional and global levels. Using seafood as an example, 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>2</sup>. This means that the pattern Hong Kong purchases and consumes seafood could have a significant impact on the marine ecosystems as well as on the sustainable provision of fish and other marine products.

**1.3** While the consumption of biological resources in our daily lives can entail significant implications on sustainability, public awareness on and knowledge about sustainable consumption are generally low. The Council for Sustainable

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<sup>1</sup> United Nations (2004). Ten Stories. Overfishing: a threat to marine biodiversity. <http://www.un.org/events/tenstories/06/story.asp?storyID=800>

<sup>2</sup> Food and Agriculture Organisation of the United Nations (2013). FAO Yearbook Fishery and Aquaculture Statistics 2011. Food and Agriculture Organisation of the United Nations, Italy.

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, the SDC has decided to conduct a territory-wide public engagement (“PE”) exercise to arouse public awareness, stimulate public discussion, and build consensus on ways and means to encourage behavioural changes that are conducive to a more sustainable consumption pattern and greener lifestyle.

**1.4** The SDC has adopted a bottom-up and stakeholder-led approach to identify the potential action areas and key issues for further public discussion and deliberation to promote sustainable consumption of biological resources. In line with its previous PE exercises, the SDC has formed a Support Group (“SG”) comprising representatives from relevant sectors and Government representatives to provide advice to the SDC on the planning and implementation of the PE. A full list of SG members is at **Annex I**. The SG held two meetings, in November 2015 and January 2016, to deliberate on and formulate the PE strategy.

**1.5** Five focus group meetings (“FGMs”) with key stakeholders were then held during February and March 2016. A total of 76 participants from 62 organisations attended the meetings to discuss their concerns and initial views on a range of relevant issues, including consumer behaviour patterns, opportunities and challenges in promoting the sustainable consumption of biological resources, ways to engage the public, areas for further discussion and consultation, as well as possible measures and actions. Participants came from different sectors, including chambers of commerce, importers/suppliers, testing and certification bodies, relevant industry (fishery, paper and furniture) associations, consumer bodies, women’s organisations, the retail sector, catering industry and hotels, professional bodies, academia as well as green groups. Views and suggestions raised at the FGMs, together with the SG’s advice as well as the findings from background research, formed a solid basis and useful references for the SDC in preparing the Public Engagement Document (“PE Document”).



*Focus Group Meeting*



*PE Document and Pamphlet*

**1.6** The PE Document brings out the importance of, and our heavy reliance on biological resources. It presents the key concepts, sets out the current levels of consumption and the impact of unsustainable consumption with lively illustrations. There is also an overview of current efforts in Hong Kong as well as examples on how to facilitate and promote sustainable consumption. The PE Document identifies and sets out the following three key areas to facilitate in-depth and structured discussion by the general public and stakeholders –

(a) Facilitating smart choices for consumers –

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

(b) Promoting best practices among businesses and the public sector –

- 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?

(c) Education and publicity –

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

**1.7** Through the PE process, the SDC aimed to raise public awareness of our impacts on biological resources and the environment, identify opportunities and tools that can facilitate behavioural change, seek collaboration from different stakeholders and encourage the realisation of sustainable consumption of biological resources.

## 2 Report on Public Engagement Process

**2.1** The PE on “Promotion of Sustainable Consumption of Biological Resources” is the seventh PE exercise undertaken by the SDC. Following discussion at the SG, the SDC and its Strategy Sub-committee (“SSC”), a press conference was held on 26 July 2016 to formally release the PE Document and launch the public involvement stage of the exercise, which lasted for about three and a half months until 15 November 2016. The Policy for Sustainability Lab under the Faculty of Social Sciences of The University of Hong Kong was commissioned as the Programme Director for this PE process to develop and introduce the PE Document to the wider community and stakeholders through a variety of interactive engagement events.



*Press Conference hosted by SDC Chairman Prof Arthur Li (centre), SSC Chairman Prof Nora Tam (left) and SG Convenor Prof Jonathan Wong (right)*

**2.2** During the public involvement period, a total of 64 engagement events including regional forums, youth forum, school talks and a series of briefing sessions were held with key stakeholders, comprising advisory and statutory bodies, relevant trades, District Councils, resident associations of public and private housing estates and women’s organisations, etc.. Over 3 000 members of the public and stakeholders participated in these engagement events. These events provided an important platform for gauging public and stakeholders’ views on the issues set out in the PE

Document. A full list of engagement events held during the public involvement stage is at **Annex II**.



*Regional Forums*



*Engagement Events*

**2.3** In order to reach out to a wider community, the SDC invited organisations from a range of sectors to be Supporting Organisations (“SOs”) for this PE. 104 organisations including accreditation bodies, relevant industry and trade associations, environmental groups, public organisations, non-governmental organisations (“NGOs”), professional organisations, consumer-related organisations, women’s organisations and education institutions agreed to be SOs (the full list of SOs is at **Annex III**). They provided assistance in disseminating information about the PE through emails, their websites, social media platforms (e.g. Facebook);

promoted the PE in their activities and programmes; and encouraged their members and stakeholders to provide views on the issues set out in the PE Document.

2.4 The SDC also launched a dedicated website ([www.susdev.org.hk](http://www.susdev.org.hk)) to provide updated information on the PE activities, as well as facilitate convenient access to the PE Document and expression of views through the online views collection forms (“VCFs”). During the public involvement period from 26 July 2016 to 15 November 2016, the dedicated website attracted over 70 000 visits.



### *Dedicated Website*

2.5 Furthermore, the SDC carried out a number of promotion events and released different kinds of publicity materials to help disseminate the message of the engagement, and to further raise public awareness of the PE exercise.

2.6 To bring out the concepts relating to sustainable consumption of biological resources in a trendy and more lively manner, the SDC tailor-designed 16 trendy picture cards, and produced an education video on smart shopping that explains the importance of sustainable consumption of biological resources and provides some



examples of sustainable seafood. The SDC also organised two shopping tours cum cooking demonstrations for media reporters and bloggers to explain ways to identify products from sustainable sources and illustrate cooking using sustainable ingredients. The trendy cards, the video on smart shopping and the video on shopping tour cum cooking demonstration are all featured in SDC's dedicated website. The two videos are also available on YouTube<sup>3</sup>.



*Trendy Picture Cards*

2.7 Promotional posters were also displayed at different locations, including schools, higher education institutions, public housing estates, Government premises, hospitals and designated venues through the network of SOs, etc.. The SDC also promoted the PE through an Announcement in the Public Interests broadcasted on television and radio, and through online mass media. In addition to traditional promotion channels, the SDC made use of social media (e.g. Big Waster's Facebook) and mobile application to promote the PE.

2.8 Furthermore, the SDC organised roving exhibitions at 30 locations across Hong Kong to enhance community outreach and facilitate information dissemination. At some venues, views collection counters were also set up to

<sup>3</sup> Video on smart shopping can be accessed at <https://youtu.be/PuiZzbGSU2s>. Video on shopping tour cum cooking demonstration can be accessed at <https://youtu.be/mAxeepWwLPU>.

encourage the public to give their views onsite, and Sustainable Development Ambassadors were deployed to explain the subject to the public.

**2.9** During the public involvement period, there were over 60 media reports and columns, including 14 interviews and 14 social media blogs. A list of publicity activities is at **Annex IV**.



*Roving Exhibition*

**2.10** Through the above-mentioned engagement events and other channels, the SDC collected a total of 3 592 VCFs and 27 written submissions from individuals and companies/organisations.

**2.11** The Social Sciences Research Centre of The University of Hong Kong was commissioned by the SDC as the Independent Analysis and Reporting Agency (“IRA”) for this PE exercise. The role of the IRA was to independently collect, compile, analyse and report public views collected during the public involvement stage, including the comments and suggestions received in the engagement events, VCFs, submissions, as well as through other relevant channels (e.g. social media). Upon completion of the public involvement, the IRA submitted a report to the SDC.

**2.12** Taking account of the views collected, the SDC has formulated recommendations on promotion of sustainable consumption of biological resources in this report for consideration by the Government.

## 3 Recommendations

**3.1** The PE exercise has provided the evidential and analytical base for the SDC to formulate specific recommendations on the promotion of sustainable consumption of biological resources. It is evident from the PE process that Hong Kong has yet to develop a solid appreciation of the importance of sustainable consumption of biological resources as well as ways and means to practise this. The general consensus is that at this stage of development, legislative or mandatory measures would not be appropriate. The key actions at this juncture should be on awareness building, and on pursuing encouragement and facilitation measures. Our recommendations therefore focus on four aspects, namely Fostering a Culture of Sustainable Consumption of Biological Resources, Facilitating Smart Choices for Consumers, Promoting Best Practices among Businesses and Government Taking the Lead. Details of the recommendations under these four aspects are set out below (paragraphs 3.2 to 3.38).

### **(I) Fostering a Culture of Sustainable Consumption of Biological Resources**

**3.2** We live in a society defined by consumption. Continued over-exploitation will exhaust many of our valuable biological resources, which will ultimately threaten human well-being and survival. Owing to globalisation, the way things are produced and consumed has impacts all around the world. Our consumption patterns have to undergo a societal shift for the well-being of future generations. To facilitate this transition, a fundamental change in the prevalent consumer culture is required, which prompts us to rethink our ways of living, what we buy and how we consume, and how to integrate sustainability concerns into our everyday decision-making.

#### Formulating an overall strategy

**3.3** To establish a sense of momentum and an overall direction for advancing sustainable consumption of biological resources in the society, the SDC is of the view

that the Government should devise a strategy with a clear vision, long-term and short-term goals and action agenda to induce behavioural change. This could form the basis for more specific actions to be drawn up and could also serve to draw together different parties including the Government, the public sector, businesses as well as consumers on a roadmap to sustain and further the cooperation and partnership in realising societal-wide transition towards more sustainable consumption patterns and lifestyles in Hong Kong. To this end, the **SDC recommends** the Government:

*(1) To devise a long term strategy that would help induce behavioural change towards more sustainable consumption of biological resources.*

**3.4** Promoting widespread adoption of sustainable consumption practices is a challenging endeavour. Yet, when people become aware of the problems associated with current consumption levels and patterns, and are provided with sufficient information to understand their causes and dynamics, then the public and businesses might make better informed and environmentally conscious decisions. Given the fact that public awareness might help increase enthusiasm, stimulate self-mobilisation and instigate voluntary actions, early awareness building is thus an important lever for mainstreaming sustainable consumption in our society. Notwithstanding this, feedback received during the PE process has revealed that societal awareness of the importance of biological resources is generally not high, and many people are not aware of the social and environmental costs involved in the production and consumption of products derived from our biological resources. Among the respondents to the PE, who might be assumed to be better informed, less than half of them gave a rating of at least 4, out of 5<sup>4</sup> for their awareness of the impacts of over-exploitation of biological resources. Therefore, in order to achieve stronger awareness at the wider societal level and to bridge the awareness-action gap, it is essential that a coordinated, incremental and long-term promotion strategy be put in place to instil the concept of green living and popularise sustainable consumption practices, with a view to provoking a mindset shift toward seeing biological resources as an integral part of the environment that humans rely upon for

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<sup>4</sup> Respondents were asked to give a rating of their awareness using a scale from 1 to 5 - 5 being very aware and 1 being not aware at all.

long term survival, and to mobilising the whole society towards long-term behavioural change.

**3.5** Drawing on the experience of environmental campaigns such as the Food Wise Campaign and the Combating Climate Change Campaign, the SDC suggests that to enhance the effectiveness of promotion efforts, careful consideration should be given to the design of the promotional and educational message. As sustainable consumption is not yet a concept that is widely understood, a simple, straightforward message in laymen terms could be more readily comprehended by people of all ages and more quickly sink in. In addition, the creation of a mascot might help people better recall sustainable consumption and make the concept more appealing to the community, thereby facilitating behavioural change.

**3.6** On channels of promotion, the SDC is aware of the increasing prevalence and popularity of the use of social media (e.g. Facebook, Instagram, Blogs, YouTube) and electronic devices (e.g. smartphones, tablets). These web-based platforms and technologies provide a great opportunity to reach out to a wider audience (especially adolescents and young adults) in real-time than would otherwise have been achievable via other traditional forms of communication. Apart from knowledge sharing, they can also help mobilise like-minded organisations and community groups/individuals to catalyse collective actions on sustainable consumption, such as through diverse campaigning and organising public events. In view of the merits of deploying these innovative channels, the **SDC recommends** the Government:

*(2) To formulate promotion plans and publicise promotional messages through social media and electronic devices as far as possible.*

### Launching publicity and promotion campaigns

**3.7** The SDC notes that the Environmental Campaign Committee (“ECC”) was established with the aim to promote public awareness of environmental issues and encourage the public to contribute actively towards a better environment. It campaigns for the environment with the objectives of instilling a sense of

environmental responsibility and motivating attitude and behavioural change towards environmental protection. It also collaborates with stakeholders of the community in promoting public awareness and encouraging community actions for a sustained and society-wide impact. Since its establishment in 1990, the ECC has planned and organised many environmental events and activities successfully for different sectors of the community.

**3.8** The SDC believes that the ECC, by leveraging on its established network and resources, as well as its extensive and solid experience in planning and organising activities, can consider launching an effective publicity and promotion campaign. In view of the above, the **SDC recommends** the Government:

*(3) To invite the ECC to launch a campaign to further promote sustainable consumption of biological resources, and to facilitate NGOs and schools to initiate and implement education and community engagement programmes and activities to promote the concept and importance of sustainable consumption of biological resources.*

### Enhancing school education and activities

**3.9** Instilling positive values in childhood is crucial as consumption behaviour and mentality is often shaped at an early age. Education about the values of biological resources and the importance of sustainable consumption and lifestyles should start early in life. Engaging children and youths in appreciating the importance of biological resources and our reliance on such resources could help nurture a sustainability-conscious generation, thereby developing a culture of sustainable consumption.

**3.10** Many comments received during the PE process have suggested the need to incorporate this topic into the formal school curriculum and/or extra-curricular activities for students. Teachers are role models for students and could play a key role in promoting the concept of sustainable consumption of biological resources amongst students. To this end, the Government should promote the values of

sustainable consumption of biological resources amongst teachers and provide them with appropriate teaching materials and training, and facilitate them to inspire students' interest and awareness in this topic. The **SDC** therefore **recommends** the Government:

*(4) To promote the values of sustainable consumption of biological resources amongst teachers, make available teaching materials, as well as provide training workshops for teachers to facilitate them to strengthen the concept of green living and sustainable consumption of biological resources in primary and secondary schools.*

**3.11** Apart from the general curriculum, other learning opportunities outside the classroom such as field trips, thematic visits, guided tours around the topic of sustainable consumption of biological resources are equally important in shaping students' attitude and mentality. These learning experiences could stimulate children and youths' appreciation of the value of the biological resources around us. Similarly, some day-to-day activities carried out in schools, such as through incorporating eco-labelled food items into the lunch menu and/or incorporating sustainable consumption of biological resources as one of the themes in planning school tours/visits, etc., could bring home the fact that sustainable consumption is not a high-reaching goal, but a way of living which everyone could practise on a daily basis. Through involvement in these activities, students could be inspired to put concepts into practice. In this regard, the **SDC recommends** the Government:

*(5) To encourage schools to promote sustainable consumption of biological resources through daily activities, such as through incorporating eco-labelled food items into the lunch menu.*



## Enhancing school education programmes under the SDC and the ECC

**3.12** The SDC has been promoting sustainable development among students through various school programmes. For example, the Sustainable Development School Award Programme has been organised since 2007 to give due recognition to schools' efforts in organising/participating in activities to promote sustainable practices<sup>5</sup>. Similarly, the ECC has launched school programmes to promote environmental-friendly concept and practices. The Hong Kong Green School Award, organised since 2000, encourages schools to formulate environmental policies and management plans, as well as to promote green practices among school managers, teachers, non-teaching staff, students and their families<sup>6</sup>.

**3.13** These school award programmes engage and motivate the school community to give it a focus on expanding its knowledge and building an understanding of environmental concerns. Attaining the Award is a recognition of the schools' achievements and efforts, making it a more attractive proposition to pupils, parents and teachers alike in pursuing green and sustainable practices. The SDC considers that there could be room to tap onto these schemes by incorporating elements relating to sustainable consumption into the assessment criteria. Therefore the **SDC recommends** the Government:

*(6) To invite ECC to consider incorporating sustainable consumption of biological resources in assessing its Hong Kong Green School Award; and to consider incorporating this in assessing SDC's Sustainable Development School Award.*

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<sup>5</sup> There are two categories of awards under the Programme, namely the Participation Award and the Community Project Award. To qualify for the Participation Award, schools have to participate in at least three activities related to sustainable development with a total attendance of at least 400 student counts. To qualify for the Community Project Award, schools have to initiate a campaign or project for promoting sustainable development to parents, local residents and/or local institutions and organisations in the community, with an attendance of at least 400 people counts.

<sup>6</sup> To qualify for the Award, participating schools should fulfil a list of measures, such as forming green management task force, putting in place waste reduction policy, as well as energy and water conservation policy, achieving green purchasing and avoiding waste in lunch arrangements, etc..

## **(II) Facilitating Smart Choices for Consumers**

**3.14** The SDC notes from the feedback received during the PE process that a substantial percentage of respondents were not sure whether or not the products they purchased were from sustainable sources and could not readily recognise some of the key labels commonly seen in Hong Kong. Some respondents added that they found it difficult to identify and comprehend the standards and/or criteria of different eco-labelling schemes. Some suggested developing a local eco-labelling scheme to facilitate easy identification of eco-friendly/sustainable products and the making of smart and informed choices. While there may be the will and the readiness to contribute efforts towards more sustainable consumption, the lack of information and knowledge as to which products are sustainable, where to locate such products and what the eco-labels mean has hindered individual consumers and organisations/companies alike from purchasing sustainable products. This shows a case to enhance the provision of information to facilitate the making of informed choices.

### Establishing information platform

**3.15** There are now various international and local eco-labels covering different product groups and/or sectors found in the market. These eco-labels adopt different standards and criteria, resulting in possible inconsistency and differences amongst them. Recognising the complexity associated with reconciling diverse interests and views in formulating standards/assessment criteria for different categories of products, the SDC considers it more practicable at this stage to collate information on the eco-labels commonly found in Hong Kong with a view to raising awareness of such labels. As those are not Government-endorsed labels per se, this could best be done by quasi-government organisations and/or NGOs with high credibility and relevant expertise. They could carry out studies in collaboration with the trades, green groups and experts, and consolidate information regarding the latest developments of eco-labelling schemes that are in operation around the world. Such collated information could be made publicly available and serve as an educational tool as well as a centralised information portal for the eco-labelled products commonly found in Hong Kong.

**3.16** Pursuant to the above, the interested organisations could also develop and manage the information platform (e.g. website and/or a mobile application), ranging from information collection to regular updates of information and its dissemination. Such platform might be made available through different channels (e.g. pamphlet, dedicated website, mobile app, etc.). The SDC opines that with such easily accessible information, consumers would be better able to make smart, sustainable choices, while businesses could make use of the information on product sustainability to improve their sourcing practices. Indeed, feedback from organisations/companies suggested that information platform on sustainable products and suppliers is an important driver that could encourage them to purchase more sustainable products. Therefore, the **SDC recommends** the Government:

*(7) To encourage quasi-government organisations/NGOs with funding support to establish an information platform, which would feature different databases regarding eco-labelled products and the supplier list of such products; and to promote community awareness and knowledge of such platform.*

#### Producing sustainable consumption guides

**3.17** Despite accounting for a small proportion of the world's population, Hong Kong's unique role as an international trading hub and a consumption-based society means that our activities can have a major impact on a vast array of plants and animals species, at the regional or global level. For instance, one of the greatest threats related to the use of biological resources is seafood sustainability. As discussed in the PE Document, Hong Kong is the second largest per capita consumer of seafood in Asia, and the seventh largest in the world. This means that our consumption could have a significant impact on the marine ecosystem. If no actions are taken on our consumption pattern/behaviour, we will be one among the 'big eaters' leading to the depletion, and ultimately, collapse of world fisheries and seafood populations by 2048. Species depletion is a real threat – the catches of Golden Threadfin Bream, a common fish consumed by Hong Kong people, has already declined by 30% over the past ten years. Our consumption of other types of

biological resources is equally substantial. One estimate puts our paper consumption at roughly 86kg per person per year<sup>7</sup>. And, according to another study, an estimated 2.1 million paper cups, which may have come from deforestation or plantation forests around the world, are being disposed of in our landfills on a daily basis<sup>8</sup>. Post-consumer textile waste is also a pressing issue in Hong Kong. In 2014, Hong Kong people discarded 110 000 tonnes of textiles, which is equivalent to about 1 400 T-shirts being thrown away every minute<sup>9</sup>.

**3.18** The SDC notes from the PE process that a majority of respondents were not aware of the above consumption volume and not sure whether the food and other products they purchased were sustainable or not. There is also a perception among some people that rare and wild caught fisheries are more delicious and healthier. While there are different consumption guides in the market, many respondents have indicated preference for simple, clear, easily understandable and user-friendly guides which they could refer to as they go about their daily shopping. In the light of this, the **SDC recommends** the Government:

*(8) To encourage quasi-government organisations/NGOs with funding support to produce simple and clear sustainable consumption guides which should include recipes covering sustainable live, frozen, dried and canned food.*

### Developing webpage

**3.19** While information and database is essential, it is equally important that such information is made available in an easily accessible, readily retrievable and user-friendly manner. There are now different kinds of information on sustainable consumption of biological resources provided by different parties through various

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<sup>7</sup> World Wide Fund for Nature Hong Kong (2010). Hong Kong Ecological Footprint Report 2010. Paths to a Sustainable Future.

[http://awsassets.wwfhk.panda.org/downloads/hong\\_kong\\_ecological\\_footprint\\_report\\_2010.pdf](http://awsassets.wwfhk.panda.org/downloads/hong_kong_ecological_footprint_report_2010.pdf)

<sup>8</sup> Go Cup (2017). <http://www.gocup.hk/>

<sup>9</sup> Greenpeace (2015). <http://www.greenpeace.org/eastasia/press/releases/toxics/2015/buy-nothing-day/>

channels and we expect that there will be greater abundance of information as interest and awareness in this subject grows. We see a case for the Government to design a single online platform which could consolidate all pertinent information, for example, consumer guides, information databases regarding eco-labelled products and supplier lists of such products, government policies, and educational materials including best practices. This could serve as a one-stop access to facilitate members of the public and traders to more easily access updated information pertaining to sustainable consumption. A focal point for materials provided by the Government on the subject could make it more convenient for stakeholders to search for relevant source of information when browsing on the internet. In this connection, the **SDC recommends** the Government:

*(9) To develop a webpage on sustainable consumption of biological resources that would feature pertinent information relating to sustainable consumption of biological resources (e.g. consumer guides, databases regarding eco-labelled products, supplier lists of such products, etc.).*

### **(III) Promoting Best Practices among Businesses**

**3.20** Joint efforts from the entire community are essential along the road to more sustainable consumption of biological resources. During the PE process, many companies/organisations have indicated willingness and readiness to contribute their efforts. Some have already launched different initiatives and are practising sustainable consumption in various ways, for example, through their procurement policies, the food they supplied, and the paper products they used. Some others have expressed the willingness to learn from other successful practices.

#### Encouraging businesses to supply sustainable products

**3.21** Businesses play a dual role – as corporate consumers and also as suppliers. With enhanced consumer awareness, there is likely to be increased demand for sustainable products, which could in turn induce more supply. However, there were also views that limited availability and choices of sustainable products is not

conducive to building up the demand. Feedback from the PE process reveals that the price of sustainable products and their availability in the market are the two most important factors that might discourage consumers from purchasing sustainable products. Therefore, in addition to adopting measures to facilitate consumers to make smart choices, suitable support would need to be given to businesses. The SDC sees merit for the Government to provide encouragement to businesses to offer more and greater variety of sustainable products. As a general direction, the **SDC recommends** the Government:

*(10) To encourage businesses to provide wider supply of sustainable products.*

**3.22** During the PE process, there were suggestions that businesses could initiate various measures to promote sustainable products, such as through offering bonus points or rewards for purchasing/consuming sustainable products (similar to the Green Card Reward Programme in South Korea), through designating special counters/shelves in shops for sustainable commodities, and displaying conspicuous signs in shops/eateries, etc.. The Green Card Reward Programme in South Korea is implemented with legislative back-up on eco-labelling schemes. There are also dedicated resources (about HK\$8 million in 2013)<sup>10</sup> under the Korean Ministry of Environment to run the Programme. It is a substantial commitment and investment on the part of the Korean Government and the community as a whole.

**3.23** Businesses in Hong Kong are known for their creative ideas and responsiveness. Many are also keenly aware of their social and environmental responsibilities as corporate citizens. While it may not be appropriate to commit extensive public funds at this stage, the SDC sees merit in providing support for businesses to run a trial scheme with financial or in-kind incentives to entice consumers to purchase/consume sustainable products. This could also serve as an impetus and stimulus for businesses to explore the feasibility and business case to

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<sup>10</sup> Korea Environmental Industry and Technology Institute (2014). Policy Handbook for Sustainable Consumption and Production of Korea, p.98  
[http://www.scpclearinghouse.org/sites/default/files/policy\\_handbook\\_for\\_sustainable\\_consumption\\_and\\_production\\_of\\_korea.pdf](http://www.scpclearinghouse.org/sites/default/files/policy_handbook_for_sustainable_consumption_and_production_of_korea.pdf)

plan out longer term strategies and arrangements to boost the purchase/consumption of sustainable products. The **SDC** therefore **recommends** the Government:

*(11) To encourage quasi-government organisations/NGOs with funding support to initiate a scheme in partnership with interested businesses to promote sustainable products to consumers through some forms of bonus scheme or reward programme.*

### Launching charter scheme

**3.24** As pointed out in paragraph 3.1 above, we do not think Hong Kong is ready for any legislative measures to compel the consumption of sustainable biological resources. That said, a voluntary charter could help induce businesses to source more sustainable products and/or offer more sustainable choices to customers. Eateries and retail outlets are patronised by individual consumers on a daily basis and they could be a good starting point. Commitment to a charter could improve an eatery/outlet's image, enhance its profile on environmental protection and sustainable development, and set it apart from others in terms of its corporate social responsibility. This could also boost awareness on the plight of some of our biological resources and help publicise the importance of sustainable consumption to customers. Commitment to a charter might also tie in with appropriate publicity for the signatories, particularly if they could offer bonus scheme or reward programme for consumption of sustainable products. In the light of this, the **SDC recommends** the Government:

*(12) To encourage quasi-government organisations/NGOs with funding support to launch a charter scheme on voluntary commitment by eateries and retail outlets to supply sustainable products as a kind of sustainability best practice for corporations and businesses; and to encourage cooperation with social media to advertise chartered eateries.*

## Incorporating sustainability considerations in award

**3.25** In addition to committing to a charter scheme, those businesses which excel in promoting sustainable consumption of biological resources should be duly recognised. The SDC notes that the Hong Kong Awards for Environmental Excellence (“HKAAEE”) has been set up to encourage businesses and organisations to adopt green management, to benchmark their commitments towards best practices within their sectors, and to recognise and acknowledge the efforts of leading businesses and organisations. The HKAAEE is a robust scheme that has gained wide credibility and recognition among businesses. Instead of introducing a new award scheme, the SDC is of the view that it would be best if the HKAAEE could be expanded to take into account sustainable consumption of biological resources. Under the HKAAEE, there are 11 sectors designated for large organisations and four sectors designated for small and medium enterprises. The assessment related to sustainable consumption of biological resources may be more relevant to some sectors than others. Therefore there may be merit in introducing the criteria in certain suitable sectors first and the experience gained could then be extended to other sectors as appropriate. In any case, the **SDC recommends** the Government:

*(13) To incorporate consideration of sustainable consumption of biological resources in the context of the HKAAEE.*

## Promoting Government’s green procurement guidelines and sharing experience

**3.26** In an effort to promote wider adoption of green procurement practices, Government bureaux and departments have been required to adhere to a set of Green Procurement Guidelines since 2000. The Guidelines lists out the green specifications of a number of products commonly purchased by bureaux and departments and serves as a handy reference on how to identify green and sustainable products. Given the solid basis in developing the Guidelines, the SDC sees merit for wider publicity and promotion of the Guidelines to different sectors to encourage more extensive adoption. The SDC also notes from public response that a number of companies/organisations, particularly small and medium sized



enterprises have expressed the view that they did not have sufficient knowledge nor expertise in pursuing sustainable consumption. In the light of this, the SDC considers that sharing of experience, between the Government, businesses and quasi-government organisations, as well as amongst businesses or amongst quasi-government organisations, could help narrow down the knowledge gap, and facilitate the adoption and development of sustainable practices guidelines. In this connection, the **SDC recommends** the Government:

*(14) To promote the Green Procurement Guidelines to businesses; and to organise workshops/briefings/sharing sessions to encourage voluntary commitment by businesses and quasi-government organisations to: (i) adopt green procurement and (ii) develop best practice guidelines to facilitate the adoption.*

### Promoting sustainable development of fisheries and agricultural industry

**3.27** While most of the products that we consume are imported, there remains an active and considerable fisheries industry in Hong Kong – about 28% of the seafood that we consume comes from local capture fisheries and marine fish culture production<sup>11</sup>. As highlighted in the PE Document, over-exploitation can lead to resource depletion and put a number of threatened and endangered species at risk. Over the past years, the Government has introduced measures on various fronts to protect marine resources and the ecosystem, including banning trawling in Hong Kong waters since 31 December 2012. Continuous efforts are required to better protect and conserve our fisheries resources, to encourage the fisheries industry to adopt sustainable operations, and to enhance the promotion of local fisheries products for the sustainable development of fisheries.

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<sup>11</sup> Agriculture, Fisheries & Conservation Department, Hong Kong SAR Government (2016). Hong Kong Facts. Agriculture and Fisheries. <http://www.gov.hk/en/about/abouthk/factsheets/docs/agriculture.pdf>

**3.28** In 2016, local production accounted for about 2% of fresh vegetables consumed in Hong Kong. A vibrant local agricultural industry could help contribute towards the conservation of natural resources, enrichment of biodiversity, reduction of carbon footprint in the food supply chain, circular flow of recyclable resources and waste reduction which would in turn be conducive to sustainable development. Therefore, opportunity could be taken to ride on this exercise to promote more sustainable agricultural practices. In this regard, the **SDC recommends** the Government:

*(15) To promote the sustainable development of fisheries and agricultural industries, including assisting fishermen and farmers in switching to sustainable mode of operations.*

#### **(IV) Government Taking the Lead**

**3.29** Sustainable consumption of biological resources is an important and integral element to ensuring biodiversity. The Hong Kong Biodiversity Strategy and Action Plan 2016-2021 released by the Government last year has acknowledged that promotion of sustainable consumption of biological resources is one of the action areas. While the Plan has set out different actions to be taken by the Government to conserve and support biodiversity, there are certain actions specifically related to sustainable consumption of biological resources that the SDC would recommend for the Government to consider as set out below.

##### Reviewing food items to be avoided

**3.30** In 2013, the Government pledged to adopt sustainability-conscious food consumption during official entertainment functions to demonstrate its commitment to the promotion of green living and sustainability. No shark fin, bluefin tuna and black moss would be included in the conservation-conscious menus of official entertainment functions. The three items listed above have aroused international and local concerns because they are captured or harvested in an unsustainable way and conservation protection is needed for these species.

**3.31** Internal guidelines have been issued by the Environment Bureau. Government bureaux and departments are advised to notify their hosts in advance whenever possible that Government officials will not consume shark fin, bluefin tuna, black moss and their related food items. In the light of this PE exercise, the Environment Bureau has taken the initiative to review the guidelines and added, in January 2017, humphead wrasse, Hong Kong grouper (wild caught specimen) and sturgeon caviar in the food items that should not be consumed in official functions.

**3.32** The SDC notes that the public generally appreciated the Government's efforts and agreed that such practice would arouse public awareness on sustainability-conscious food consumption and prompt other sectors to follow suit. Some comments also expressed that the Government and all listed companies should take a step further and promote sustainable menus by offering sustainable food choices at their business banquets. The majority of the engaged public and stakeholders also expected the list of items to be updated from time to time. The Government should keep up with local and international trends on green living and sustainable consumption.

**3.33** In view of the public comments and stakeholders' views, the **SDC recommends** the Government:

*(16) To regularly review the food list to be avoided in official banquets as stipulated in Environment Bureau's circular to demonstrate Government's commitment to sustainable consumption and green living, and to promote the same to businesses, quasi-government organisations and NGOs.*

#### Enhancing green procurement

**3.34** The Government's Green Procurement Guidelines currently consists of 150 items in 23 product and service categories, including some items derived from biological resources. The Government has adopted green specifications as

“mandatory” requirements in the tender specifications when the products are available on the market with adequate models and supply quantities. For products with inadequate market availability, the green specifications will be included in the tender specifications as “desirable” features. The SDC anticipates that as the market evolves and as consumers’ awareness grows, the choices and availability of sustainable products would increase in the future which would open up greater room for extending the coverage of products in the Green Procurement Guidelines. As the market develops, the SDC also sees it appropriate to progressively tighten up the standards for procuring products derived from biological resources by turning “desirable” green features in the product list to “mandatory”. The Government should preferably set some targets and formulate a timeline to achieve those targets. Together with recommendation 14 in paragraph 3.26 above and recommendation 18 in paragraph 3.35 below, this could accelerate the market supply of sustainable products and thereby encourage more sustainable consumption of biological resources. To this end, the **SDC recommends** the Government:

*(17) To consider setting targets and mapping out a timeline on (i) expanding the list of products derived from biological resources in the Green Procurement Guidelines and (ii) making the sustainability specifications of such products mandatory, in the light of market situation and government procurement needs.*

**3.35** As early as in 2000, the Government amended its procurement regulations and required bureaux and departments to take into account environmental considerations when procuring goods and services. Bureaux and departments are encouraged to avoid using single-use disposable items and purchase environmental-friendly products. In addition to environmental performance, many of the engaged members in the society recognised that the Government is an important driver to promote sustainable and eco-labelled products owing to the huge public expenditure and the wide range of products involved in the procurement and tendering process. The Government could be a good role model for encouraging sustainable consumption of biological resources through putting appropriate emphasis on the consideration of sustainability in assessing tenders and quotations. To this end, the **SDC recommends** the Government:

*(18) In respect of products derived from biological resources, to consider (i) enhancing the consideration of sustainability in the public procurement/tendering process and (ii) setting appropriate targets and mapping out a timeline, with a view to encouraging the use of sustainable products.*

### Ascertaining changes in consumption behaviour

**3.36** Knowing the consumption patterns and the status of biological resources, particularly those under threats from over-exploitation, could facilitate better understanding of how our behaviours have affected the health and balance of our ecosystems. This could be a catalyst to induce behavioural change and prompt further actions. With updates of information from time to time, customers and businesses would be able to make better informed purchasing decisions that help conserve the biological resources at risk, and ultimately contribute to the restoration of ecosystems and their services. To this end, the **SDC recommends** the Government:

*(19) To encourage quasi-government organisations/academic institutions with funding support to conduct territory-wide study to examine behavioural changes on sustainable consumption of biological resources in Hong Kong, with a view to raising awareness and educating the public on sustainable consumption of biological resources.*

### Keeping in view other possible tools

**3.37** Economic and financial tools can be effective in influencing consumer and producer behaviour towards sustainability. During the PE process, there were suggestions that financial subsidy and/or green taxation should be introduced to promote the adoption of sustainable consumption behaviour and practise green procurement. Those supporting these tools believe that they are more cost-effective and efficient than regulations which may require intensive monitoring efforts, in terms of enforcement and control.

**3.38** There is currently no financial subsidy or green taxation on consumer products in Hong Kong. Whether the community is ready for more radical measures for promoting sustainable products remains to be seen. Any use of innovative economic and financial tools would inevitably be controversial and require extensive discussion in the community, not least on cost and resources implications, the identification of products which should be included, the impact on individual sectors, the economy or the society as a whole, etc.. More research and consultation are needed in this area to ensure the compatibility of these instruments with the consumption patterns and business operations in Hong Kong. In the light of this, the **SDC recommends** the Government:

*(20) To keep in view the case for strengthened measures and use of economic and financial tools to promote sustainable consumption of biological resources in the longer run.*

## 4 Closing Remarks

**4.1** The over three months' public involvement stage of the PE on Promotion of Sustainable Consumption of Biological Resources ended on 15 November 2016. The SDC, with the support of its SSC and SG, has reviewed the IRA's independent analysis report and considered the views and comments expressed by the public and stakeholders. The submission of this report to the Government marks the final stage of the PE process.

**4.2** Feedback received during the PE process has revealed that there is a dire need to develop a deeper understanding of the importance of sustainable consumption of biological resources, as well as ways and means to uphold sustainable practice in everyday life and business activities. In considering practical and actionable recommendations, the SDC has endeavoured to balance views from different sectors of the society as well as the pros and cons associated with potential options. In this light, the SDC has formulated 20 recommendations, comprising suggestions on developing a long term strategy, rolling out publicity campaign and education programme, piloting charter and award schemes, updating green procurement guidelines, and identifying further research and studies, etc..

**4.3** The SDC believes that the Government will continue to promote and mobilise actions towards sustainable consumption of biological resources. All in all, it is the mind-set and behaviour change that would lead us to more sustainable lifestyle and business practices. Everyone in Hong Kong has an important part to play to create a better future for the generations to come.

*Annex I      Membership List of the Support Group on Promotion of Sustainable  
Consumption of Biological Resources\**

Professor Jonathan WONG Woon-chung, MH, JP (Convenor)

Mr CHAN Fu-ming, MH

Ms Natalie CHAN

Mr CHAN Wing-suen

Dr Ian CHAN Yau-nam, MH

Mr CHEUNG Chi-wah

Mr CHEUNG Siu-keung, MH

Ms Catherine CHING

Ir Raymond FONG Cham-leung

Ms Betty HO Siu-fong, MH

Ms Linda HO Wai-ping

Ms Melanie KWOK

Mrs Stella LAU KUN Lai-kuen, JP

Mr LEE Choi-wah

Mr Frank LEE King-ting

Mr Edmond LEUNG

Professor LEUNG Wing-mo

Mrs Sandra MAK WONG Siu-chun

Dr NG Cho-nam, SBS, JP

Mr Ken SO Kwok-yin

Professor Nora TAM Fung-yee, BBS, JP

Mr Cliff TANG Wing-chun

Mr Edwin TSUI Yan-wing

Dr Jimmy WONG Chi-ho, SBS, JP

Mr Simon WONG Ka-wo, JP

Dr Thomas YAU Chung-cheung

Mr Eric YEUNG Chuen-sing

Representative from Food and Health Bureau

Representative from Agriculture, Fisheries and Conservation Department

Representative from Environmental Protection Department

\*Listed in alphabetical order



*Annex II List of Engagement Events*

	Date	Engagement Event
1.	9 August 2016	Briefing for Institution of Dining Art
2.	13 August 2016	Briefing at the Hong Kong Trade Development Council Food Expo
3.	16 August 2016	Briefing for The Green Earth
4.	30 August 2016	Briefing for Hong Kong Sheng Kung Hui
5.	31 August 2016	Briefing for Hong Kong General Chamber of Commerce
6.	5 September 2016	Briefing for Advisory Council on the Environment
7.	12 September 2016	Briefing for Community Affairs and Tourism Development Committee, Southern District Council
8.	12 September 2016	Briefing for Environmental Improvement Committee, Yuen Long District Council
9.	13 September 2016	Briefing for Hong Kong Construction Association
10.	14 September 2016	Briefing for Commission on Youth
11.	19 September 2016	Briefing for District Minor Works and Environmental Improvement Committee, North District Council
12.	19 September 2016	Regional Forum - Hong Kong Island
13.	20 September 2016	Briefing for Environment and Hygiene Committee, Kwun Tong District Council
14.	22 September 2016	Briefing for Food, Environmental Hygiene and Public Works Committee, Yau Tsim Mong District Council
15.	22 September 2016	Briefing for Estate Management Advisory Committee of Sau Mau Ping Estate
16.	23 September 2016	Briefing for Friends of the Earth (HK)
17.	23 September 2016	Briefing for Estate Management Advisory Committee of Shek Kip Mei Estate
18.	24 September 2016	Regional Forum - New Territories West
19.	26 September 2016	Briefing for Tourism, Agriculture, Fisheries and Environmental Hygiene Committee, Islands District Council
20.	27 September 2016	Briefing for Small and Medium Enterprises Committee
21.	27 September 2016	Briefing for Fish Marketing Advisory Board
22.	27 September 2016	Regional Forum - New Territories East

	Date	Engagement Event
23.	29 September 2016	Briefing for Environment and Hygiene Committee, Sham Shui Po District Council
24.	30 September 2016	Briefing for Environment, Hygiene and District Development Committee, Tuen Mun District Council
25.	4 October 2016	Briefing for Advisory Committee on Agriculture and Fisheries
26.	11 October 2016	Briefing for Community Affairs Committee, Kwai Tsing District Council
27.	12 October 2016	Briefing for Estate Management Advisory Committee of Wah Fu (II) Estate
28.	13 October 2016	Briefing for Committee on the Promotion of Civic Education
29.	15 October 2016	Briefing for participants of World Wide Fund for Nature Hong Kong's forum
30.	17 October 2016	Talk for TWGHs Mr & Mrs Kwong Sik Kwan College
31.	17 October 2016	Drama Performance for Ho Dao College (Sponsored by Sik Sik Yuen)
32.	18 October 2016	Briefing for Women's Commission
33.	18 October 2016	Briefing for Development, Planning and Transport Committee, Wan Chai District Council
34.	18 October 2016	Briefing for Food, Environment and Hygiene Committee, Eastern District Council
35.	18 October 2016	Briefing for Estate Management Advisory Committee of Lei Muk Shue (I) and (II) Estates
36.	19 October 2016	Briefing for The Conservancy Association
37.	19 October 2016	Briefing for Business Environment Council
38.	19 October 2016	Briefing for Vocational Training Council
39.	20 October 2016	Briefing for Food and Environmental Hygiene Committee, Kowloon City District Council
40.	20 October 2016	Briefing for residents of City One Shatin
41.	22 October 2016	Briefing for Hong Kong Organic Resource Centre
42.	23 October 2016	Briefing for Domestic Workers Empowerment Project, The University of Hong Kong
43.	23 October 2016	Regional Forum - Kowloon West

	Date	Engagement Event
44.	24 October 2016	Briefing for City University of Hong Kong
45.	24 October 2016	Briefing for Hong Kong and Kowloon Fresh Fish Trade General Association
46.	25 October 2016	Briefing for Food and Environmental Hygiene Committee, Wong Tai Sin District Council
47.	26 October 2016	Briefing for The Chinese University of Hong Kong
48.	27 October 2016	Briefing for Food, Environment, Hygiene and Works Committee, Central and Western District Council
49.	27 October 2016	Briefing for Estate Management Advisory Committee of Oi Man Estate
50.	29 October 2016	Briefing for Hong Kong Organic Resource Centre
51.	31 October 2016	Briefing for Hong Kong Federation of Restaurants and Related Trades
52.	1 November 2016	Briefing for Cathay Pacific Airways Limited
53.	1 November 2016	Briefing for Fisheries Sector
54.	2 November 2016	Briefing for St. James' Settlement
55.	2 November 2016	Briefing for Heung Yee Kuk
56.	2 November 2016	Talk for Ho Yu College and Primary School (Sponsored by Sik Sik Yuen)
57.	3 November 2016	Briefing for Environmental and Health Affairs Committee, Tsuen Wan District Council
58.	4 November 2016	Briefing for The University of Hong Kong
59.	4 November 2016	Briefing for Hong Kong Retail Management Association
60.	5 November 2016	Youth Forum
61.	9 November 2016	Briefing for Environment, Housing and Works Committee, Tai Po District Council
62.	10 November 2016	Briefing for Environmental Campaign Committee
63.	10 November 2016	Briefing for Sustainability Ambassadors, College of International Education, Hong Kong Baptist University
64.	12 November 2016	Briefing for Women Service Association

### *Annex III List of Supporting Organisations*

<b>Accreditation Bodies</b>	
Forest Stewardship Council	of Hong Kong
Green Council	The Club Managers' Association of Hong Kong
Hong Kong Association for Testing, Inspection and Certification Ltd.	The Federation of Hong Kong Hotel Owners
Hong Kong Green Building Council	The Hong Kong Chinese Importers' & Exporters' Association
Hong Kong Organic Resource Centre Certification Ltd.	The Hong Kong Food Council
Hong Kong Q-Mark Council	The Hong Kong General Chamber of Commerce
Hong Kong Quality Assurance Agency	The Hong Kong General Chamber of Small and Medium Business
Hong Kong Standards and Testing Centre	The International Food Safety Association
Marine Stewardship Council Asia Ltd.	
<b>Industry and Trade, Food, Catering and</b>	<b>Construction-related Associations</b>
Association of Restaurant Managers	Construction Industry Council
Federation of Hong Kong Industries	Hong Kong Construction Association
Hong Kong China Chamber of Commerce	Hong Kong Construction Materials Association Ltd.
Hong Kong Economic & Trade Association	
Hong Kong Federation of Restaurants & Related Trades	<b>Fish Trade-related Associations</b>
Hong Kong Hotels Association	Aberdeen Fishery & Seafood Merchants Association
Hong Kong Trade Services Council	Federation of Hong Kong Aquaculture Associations
Institution of Dining Art	Hong Kong and Kowloon Fresh Fish Trade General Association
Junior Chamber International Hong Kong	Hong Kong Chamber of Seafood Merchants
Lions Clubs International District 303 - Hong Kong & Macao, China	Hong Kong Fishermen Consortium
New Territories General Chamber of Commerce	
The Association for Hong Kong Catering Services Management	<b>Timber, Paper and Furniture-related Associations</b>
The Chinese General Chamber of Commerce	Hong Kong and Kowloon Timber Merchants Association Ltd.
The Chinese Manufacturers' Association	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's 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

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and Technology

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The Institute of Purchasing & Supply of  
Hong Kong

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The Lok Sin Tong Benevolent Society,  
Kowloon

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The Salvation Army

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The University of Hong Kong

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Vocational Training Council

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Women Service Association

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Yan Oi Tong

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Young Men's Christian Association of  
Hong Kong

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\*Listed in alphabetical order under each category.

*Annex IV List of Publicity Activities*

Period	Publicity Activity
26 July to 15 November 2016	Announcements in the Public Interests on television and radio
26 July to 15 November 2016	Display of posters at schools, higher education institutions, public housing estates, government premises, hospitals and other venues of the Supporting Organisations
26 and 30 August 2016	Smart shopping tours cum cooking demonstrations
29 August to 15 November 2016	Roving exhibitions in all 18 districts of Hong Kong: <ol style="list-style-type: none"><li>1. Shun Lee Tsuen Sports Centre, Kwun Tong (29 – 31 August 2016)</li><li>2. Wan Chai Environmental Resource Centre, Wan Chai (31 August – 15 November 2016)</li><li>3. Fanling Environmental Resource Centre, Fanling (1 September – 15 November 2016)</li><li>4. Po Kong Village Road Sports Centre, Wong Tai Sin (5 – 7 September 2016)</li><li>5. Revenue Tower, Wan Chai (12 – 14 September 2016)</li><li>6. Sha Tin Government Offices, Sha Tin (13 – 15 September 2016)</li><li>7. Leighton Hill Community Hall, Happy Valley (17 – 19 September 2016)</li><li>8. Tai Wo Hau Sports Centre, Kwai Chung (19 – 21 September 2016)</li><li>9. Hang Hau Community Hall, Tseung Kwan O (20 – 22 September 2016)</li><li>10. Sha Tin Community Green Station, Sha Tin (20 September – 15 November 2016)</li><li>11. Long Ping Community Hall, Yuen Long (24 September 2016)</li><li>12. The Education University of Hong Kong, Tai Po (26 – 30 September 2016)</li></ol>

Period	Publicity Activity
	13. Tai Wo Neighbourhood Community Centre, Tai Po (27 September 2016)
	14. The Chinese University of Hong Kong, Sha Tin (3 – 6 October 2016)
	15. Hong Kong Baptist University, Kowloon Tong (3 – 7 October 2016)
	16. Tai Po Waterfront Park, Tai Po (7 – 8 October 2016)
	17. Hong Kong Wetland Park, Tin Shui Wai (8 – 10 October 2016)
	18. Tung Chung Municipal Services Building, Tung Chung (11 – 13 October 2016)
	19. Stanley Municipal Services Building, Stanley (11 – 13 October 2016)
	20. Zero Carbon Building, Kowloon Bay (14 – 17 October 2016)
	21. Tuen Mun Government Offices, Tuen Mun (17 – 19 October 2016)
	22. North Point Government Offices, North Point (18 – 20 October 2016)
	23. Christian Family Service Centre Headquarters, Kwun Tong (22 – 23 October 2016)
	24. Lai Kok Community Hall, Cheung Sha Wan (23 October and 5 November 2016)
	25. City University of Hong Kong, Kowloon Tong (24 – 28 October 2016)
	26. Queensway Government Offices, Admiralty (25 – 27 October 2016)
	27. Institute of Vocational Education (Sha Tin), Sha Tin (31 October – 4 November 2016)



Period	Publicity Activity
	28. Tsuen Wan Government Offices, Tsuen Wan (1 – 4 November 2016) 29. The Hong Kong Polytechnic University, Hung Hom (7 – 11 November 2016) 30. Youth College, Kwai Chung (7 – 11 November 2016)
12 September to 8 November 2016	Placement of advertisements in newspapers: 1. South China Morning Post (12 September 2016) 2. Headline Daily (12 and 19 September 2016) 3. Apple Daily (13 September 2016) 4. Metro Daily (13, 19 September and 7 November 2016) 5. Hong Kong Economic Times (14 September 2016) 6. am730 (14 September and 8 November 2016)
7 to 14 November 2016	Placement of advertisements at on-line and mobile platforms: 1. Yahoo! Hong Kong 2. on.cc - Facebook page 3. on.cc - Mobile application 4. on.cc - Website 5. Metro Daily - Facebook page 6. Metro Daily - Mobile application 7. Metro Daily - Website 8. am730 - Facebook page 9. am730 - Mobile application 10. am730 - Website
12 October to 15 November 2016	Uploading of trendy picture cards on Big Waster's Facebook page (12, 26 October; 7, 9, 11, 14 and 15 November 2016)

*Annex V List of Abbreviations*

<u>Abbreviation</u>	<u>Stand for</u>
ECC	Environmental Campaign Committee
FGM	Focus Group Meeting
HKAEE	Hong Kong Awards for Environmental Excellence
IRA	Independent Analysis and Reporting Agency
NGO	Non-governmental Organisation
PE	Public Engagement
PE Document	Public Engagement Document
SDC	Council for Sustainable Development
SG	Support Group
SO	Supporting Organisation
SSC	Strategy Sub-Committee
VCF	Views Collection Form



