

PROMOTING SUSTAINABLE CONSUMPTION

推廣可持續消費

Consumers' decisions about what they want, need, choose, buy or how they act shape the production and consumption processes of the economy. Understanding the personal, psychological, economic and social factors which influence their choices in goods and services is a vital aspect in the Council's strategic planning in helping them make smarter choices and incorporate sustainability into their daily lives. Such information can also help Government design measures, regulations and related policies to motivate consumers to adopt a more sustainable lifestyle, and incentivise manufacturers to design products that can be easily recycled, hence save money for consumers and the environment.

The Council supports Sustainable Consumption through understanding and monitoring consumer behaviour, conducting comparative product testing and dissemination of information to educate and empower consumers, so that they may contribute towards conservation of natural resources and waste reduction.

消費者對所想、所求、所選、所作的購買選擇，左右著經濟流程中的生產和消費兩大環節。要制定策略性規劃，幫助消費者作出更明智的選擇，並將可持續發展元素融入他們的日常生活，需要深入了解影響消費者抉擇的個人、心理、經濟和社會因素。這些信息亦有助政府制訂措施，法規和相關政策，推動消費者採用可持續生活方式，和鼓勵製造商設計可回收的產品，幫助消費者節省金錢，同時保護環境。

本會透過瞭解和監察消費者行為模式，測試產品及發布資訊，以推廣及支持可持續消費，教育並鼓勵消費者保護自然資源，減少浪費。



The First Sustainable Consumption Report

The Council published its very first Sustainable Consumption Report in February 2016, entitled "Sustainable Consumption for a Better Future – A Study on Consumer Behaviour and Business Reporting". The report includes results of a baseline survey aimed at providing insights into local consumers' knowledge about - and priorities on - sustainable consumption, an assessment of a sample of Hong Kong companies' environmental reporting, as well as an examination of the efforts of overseas consumer bodies on promoting sustainability.

Based on the questionnaire framework, the Council devised a set of Sustainable Consumption Indices (SCI) to gauge how the "awareness-behaviour-readiness" of Hong Kong consumers develops over time. The results revealed that local consumers score high in the "Awareness" (74) and "Behaviour" (69) sub-indices, and lower (65) in the "Readiness" sub-index. Consumer willingness to purchase sustainable products within the Readiness index scored just 48, implying that is a sizeable gap between people's awareness of the importance of sustainable consumption and their behaviour, particularly in their purchasing of sustainable products.

首份可持續消費報告

本會在2016年2月發表了首份可持續消費報告，題為「促進可持續消費 共建美好將來 — 對消費行為及商務報告的研究」。報告包含了基線研究的結果，旨在提供有關香港消費者對可持續消費的認知和意願的啟示。另外，報告評估部分香港企業進行環境匯報的情況，也檢視了海外消費者組織就推廣可持續消費的工作。

按問卷的設計架構，本會制定了一套「可持續消費指數」，以考量及觀察香港消費者對可持續消費在「認知 — 行為 — 意願」的發展。調查結果顯示，香港消費者在「認知」及「行為」範疇獲得很高的評分，分別有74分及69分，在「意願」方面的評分卻偏低(65分)。在「意願」範疇內，香港消費者對購買可持續產品的意向只有48分。這說明消費者在理性上同意可持續消費的重要性，跟他們願意支持可持續消費而作出的實際行動，存在重大差距，當中以購買「可持續產品」的差距尤為顯著。



The survey found that local consumers were fairly concerned and aware about the impact their consumption has on the environment, actions tended to be most common when it required no extra cost, for example bringing their own bags to shops, refusing to purchase endangered species products, or buying energy and water efficient appliances.

The report also featured results from a review of sustainability reports published by 100 randomly selected consumer products and services companies listed on Stock Exchange of Hong Kong Limited. Although almost half of these companies provide some form of environmental reporting, the quality of the information is far poorer than international disclosure standards.

Based on the findings, the Council recommended an integrated framework encouraging the Government, the business community, the Council itself, and consumers to build a more sustainable lifestyle and economy in Hong Kong.

This report serves as the first step in advocating sustainable consumption and the Council looks forward to playing its role in providing consumers with practical tools and information to make informed choices about sustainable goods.

The “Fostering Sustainable Consumption for Consumer Betterment in Asia” Conference

Following the publication of the Sustainable Consumption Report, the Council organised a high profile conference to facilitate meaningful dialogue among stakeholders on consumer behaviour, opportunities and challenges in driving sustainable consumption in Hong Kong, as well as lessons learned from experience overseas.

Renowned speakers including Government officials, experts from Australia, Canada and Taiwan, business leaders, local scholars and NGO representatives delivered insightful presentations to an audience of approximately 170 participants.

Making Consumption More Sustainable

Efficient Energy Use

In June 2015 the Council issued its response to the Public Consultation on the Future Development of the Electricity Market wherein the Government sought stakeholders' views on measures to promote more sustainable use of energy and appropriate rates of return paid to power companies on their investment in electricity assets. The Council's detailed response included analyses of support measures encouraging energy efficiency and renewable energy currently being implemented in other jurisdictions.

研究發現，本地消費者相當關注及意識到其消費模式對環境的影響，尤其是更改消費模式不涉及額外開支，例如自備購物袋、拒絕購買瀕危物種製成的產品、或購買較節能及節水的電器等。

報告亦以隨機抽樣的方式，抽出100間在香港聯合交易所有限公司上市，為消費者提供產品或服務的企業，檢視它們的可持續發展報告。雖然約一半公司就環境範疇提供了部分陳述，但本會發現這些報告的質素與國際披露標準相距甚遠。

根據以上研究結果，本會建議以一個綜合架構，讓政府、商界、本會及消費者共建一個更可持續發展的生活和經濟模式。

報告是本會倡議可持續消費的第一步。本會將繼續向消費者提供實用的工具及資訊，支持他們選擇可持續的產品。

「促進亞洲可持續消費」研討會

發表可持續消費報告後，本會緊接舉辦了備受矚目的「促進亞洲可持續消費」研討會，讓各持份者開展可持續消費行為的討論，並探討本港於發展可持續消費時所面對的機遇和挑戰，同時汲取海外經驗。

是次研討會有幸邀得政府官員、來自澳洲、加拿大及台灣的知名專家講者、企業領袖、本地學者以及非政府機構代表發表精闢演講，吸引約170名嘉賓參加。



讓消費更具可持續性

實踐能源效益

本會在2015年6月因應政府的「香港電力市場未來發展公眾諮詢」，就可持續用電措施以及兩電資產投資回報提交意見，包括深入分析支持能源效益措施，以及參考可再生

能源發電在其他司法管轄區的應用。



The Council also proposed the “Energy Efficiency Obligation” (EEO) as an effective means to encourage and finance households and businesses to reduce energy consumption. The EEO is a programme that funds building improvement projects to purchase energy efficient installations financed and managed by the electricity companies. The Council has actively engaged with stakeholders via various platforms, and shared overseas experience in the introduction of distributed energy system and renewable energy for the enhancement of Scheme of Control of the electricity sector.

In preparing its response, the Council engaged extensively with stakeholders and experts, leveraging overseas experience and insights on how to enhance competitiveness and innovation within the energy sector.

Conserving Biodiversity Resources

The Council responded to the Panel on Environmental Affairs of the Legislative Council on Hong Kong’s Biodiversity Action Plan. Some of the largest impacts on biodiversity made by Hong Kong consumers were not found within the borders but countries from which the city imports foods, goods and raw materials. The Council suggested in its response that stakeholders need more information about such trade flows to help consumers understand how their purchase decisions influence biodiversity overseas.

Topical Issues on Sustainable Consumption

In comparative product testing, environmental parameters such as energy efficiency, durability, emissions of volatile organic compounds, and recyclability of products and packaging materials are often incorporated with a view to educating consumers about the use of products and their impacts on health and the environment. The Council also actively participates in making submissions to the Government for initiatives that seek to establish legislations for environmental protection.

本會建議「能源效益責任制」作為一種有效的手段鼓勵及資助住戶和企業減少用電。該責任制要求電力公司以補貼的方法協助用戶推行節能措施，如購置節能裝置以改善樓宇節能。本會同時積極通過各個平台，與持份者分享分布式能源系統和可再生能源的海外經驗，以優化電力市場的管制計劃協議。

為了更好地準備該份回應，本會與各持份者和專家廣泛交流意見，並參考國外經驗和觀點，研究如何推動創新和提高能源行業競爭力。

保護生物多樣性

本會因應立法會環境事務委員會的《香港生物多樣性策略及行動計劃》提交意見。香港消費者對生物多樣性的重大影響往往並非在境內，而是在為本港提供食材、貨品和原料的國家發生。本會認為消費者需要更多關於貿易流向的資訊，去瞭解其消費對海外生物多樣性的影響。

可持續消費議題

本會的產品測試中，也加入環境因素的評估，例如能源效率、耐用程度、會否釋出揮發性有機化合物產品和產品及包裝的可循環再生性等，藉以讓消費者知悉產品對環境及健康的影響。本會亦就政府各種有關環境保護的提案積極發表意見。

Air Conditioners

In a test of 15 models of window-type air conditioners with 1.5HP (horse power), the Council found that the difference between the models with the highest and lowest energy efficiency was 21%, which could mean a difference in estimated annual electricity cost of HK\$344.

According to the new grading standard of the Mandatory Energy Efficiency Labelling Scheme (MEELS), the Council made calculations based on the test results and found that only four models would remain in Grade 1 under the new standard, while the remaining 11 models would all be downgraded. The two models assigned Grade 2 (under the old grading standard) would drop to Grade 4 under the new standard.

Dehumidifiers

To further facilitate the public in choosing energy efficient appliances and raise public awareness on energy saving, the Council tested 14 dehumidifier models during the reporting year and found that four models with Grade 1 energy labels had an energy efficiency grading derived from the test results lower than that on their labels. Though the difference in value was within the acceptable tolerance and did not violate the requirements of the MEELS, the Council informed the Electrical and Mechanical Services Department (EMSD) the test results.

Annual power consumption of the dehumidifiers was calculated according to the MEELS. Assuming that a dehumidifier is used for 450 hours per year in the standard environment and electricity costs HK\$1.2 per unit, the Council found that the difference in estimated annual electricity cost among the tested models would be HK\$98. Since the dehumidifying speed varies among different models, the number of hours they are used may vary accordingly and affect electricity bill. Some households may use the dehumidifier for more than 450 hours annually, thus consumers need to take note of the usage for energy saving and expenditure.



Washing Machines

The washing machine is probably one of the most needed appliances by most families. The Council published a test report on washing and environmental performance, and a research report on the endurance and reparability of washing machines.

Eighteen washing machines of different brands including front loading, European top loading and impellers were tested and each type was found to have strengths and weaknesses.

European top loading machines were found to be comparatively compact and water efficient, but their washing capacity was smaller and they consumed more electricity, whereas impellers were comparatively more energy efficient but less water efficient.

冷氣機

本會測試了15款俗稱「1匹半」的窗口式冷氣機，結果發現最高和最低能源效率的樣本相差可達21%，而估算所得每年電費的差額可高至港幣344元。

根據強制性能源效益標籤計劃的新評級標準，並以本會的測試結果計算，只有其中4款樣本仍可保持1級水平，其餘11款樣本在新標準下評級均下跌。另外2款標示屬2級（根據舊評級標準）的樣本，更會降至4級。

抽濕機

為進一步方便市民選擇節能電器，提高節約能源意識，本會年度內測試了14抽濕機，4款能源標籤上標示為1級的樣本，測試計算出的能源效益級別較標示的級別為低。雖然數值差異在可接受的公差範圍內，並沒有違反強制性能源效益標籤計劃的要求，然而本會亦將結果通知機電工程署。

本會亦參考了強制性能源效益標籤計劃，計算抽濕機的年耗電量。假設在標準環境下，每年使用抽濕機450小時，以每度電港幣1.2元計算，本會發現測試樣品每年電費差額達港幣98元。由於各測試型號的抽濕速度不同，令使用時間有長短，或會直接影響電費多寡。另外，住戶每年使用抽濕機的時數亦有機會超過450小時，消費者需留意使用量，以節約能源及開支。

洗衣機

洗衣機是大部分家庭必備電器之一。本會公布了一項有關洗衣和環保表現的測試報告，以及一個有關洗衣機耐用性和可維修性的研究報告。

在產品測試報告中，本會測試了18個品牌的洗衣機，包括前置式、歐洲頂揭式和葉輪式洗衣機。結果發現不同種類的洗衣機各有優劣。

歐洲頂揭式體型較小亦較慳水，不過洗衣量則較其他類型少，同時亦較耗電。葉輪式則比較慳電，但用水量會較多。

The research report also highlighted some key findings of International Consumer Research and Testing's (ICRT) endurance and reparability test on washing machines. In ICRT's test, 24 European front loading machines at both ends of the price range were tested with a severely unbalanced load to simulate 10 years of operation.

Results indicated that the lifespans of washing machines were not strictly related to their prices. In order to extend the lifespan of a washing machine, users were advised to avoid overloading, to distribute clothes evenly in the drum, use the appropriate dose of detergent and reduce the use of very high spin speeds.

In order to reduce wastage, consumers were advised to exhaust repair opportunities of existing appliances before purchasing new ones.

LED Light Bulbs

The Council and the EMSD conducted a joint test to evaluate the performance of 10 models of home-use LED light bulbs.

After being ignited for 3,000 hours, only one light bulb model maintained its initial lumen output, while the others dropped by between 1.3% and 28.2%. The lumen output of five of the models dropped by more than 5%.

According to EMSD's Voluntary Energy Efficiency Labelling Scheme, the end of a LED light bulb's lifespan should be defined as the point at which the lumen output has declined to 70% of its initial lumen. Among 10 samples of one of the tested models, seven samples dropped significantly in lumen output, or burnt out, after 3,000 hours of usage, and as such their lifespans were 90% shorter than the claimed 30,000 hours.

在研究報告中，本會總結了由國際消費者研究及試驗組織 (ICRT) 統籌的洗衣機耐用和可維修性測試的部分發現。該ICRT測試合共檢測了24個高和低價歐洲前置式型號，以嚴重不平衡負載的操作來模擬使用10年情況。

該測試發現，昂貴的洗衣機並非耐用的保證。如要延長洗衣機的壽命，報告建議用戶要避免放入過多衣物，應該把衣物均勻分布在滾筒內，使用適量洗衣劑，以及減少使用極高轉速脫水。

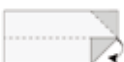
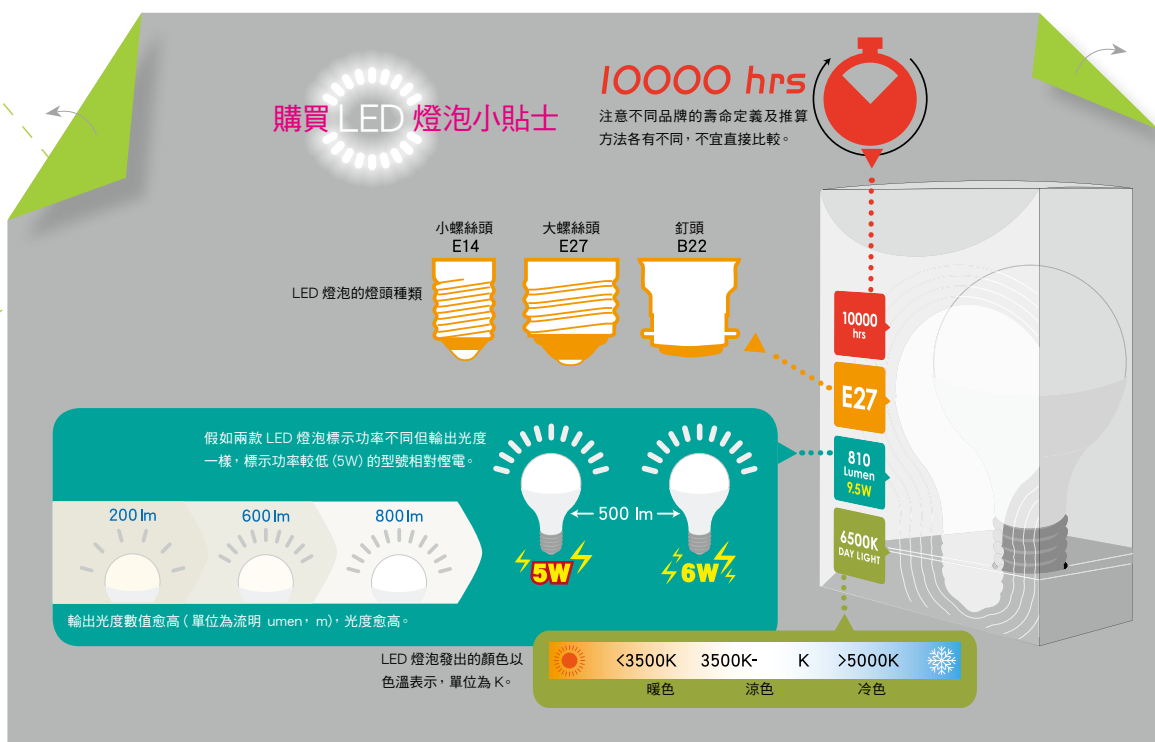
為了減少浪費，本會建議消費者在購買新機前，應先盡量設法安排維修現有的洗衣機。

LED燈泡

本會與機電工程署合作測試了市面上10款家用LED燈泡的效能表現。

各樣本在燃點3,000小時後，只有1款仍然維持最初的光度，其餘型號的光度較原來下跌1.3%至28.2%，當中5款型號的跌幅多於5%。

根據機電工程署的自願性能源效益標籤計劃要求，當LED燈泡的輸出光度跌至70%時，一般會被視作使用期滿，需要更換。其中1款型號的10個樣本中，有7個在測試中燃點至3,000小時或以下已光度大跌或失效，顯示其壽命較所聲稱的30,000小時相差90%。



The Council advised consumers to choose LED light bulbs based on their luminous flux, luminous efficacy and lifespan. The higher the luminous efficacy, the lower the energy consumption for the same amount of lumen output. The tested models had luminous efficacy of 53.8 lm/W at the lowest end of the spectrum to nearly double at 107 lm/W.

Running Shoes

Consumers nowadays are paying more attention to brands' corporate social responsibility (CSR), particularly relating to exploitation of labour and environmental protection. In the year under review the Council participated in an ICRT test cum CSR study on running shoes.

In addition to the product performance tests, nine brands selling running shoes were invited by ICRT to participate in the CSR study. Of these, four refused to disclose any information on labour conditions and environmental measures and impacts of their assembly lines and thus scored lower for their CSR performance.

The five brands that provided information for the study all complied with the laws on statutory minimum wage applicable to the jurisdictions where their factories were located. Factories manufacturing products for three of the brands paid their workers above the statutory minimum wage but overtime work was commonly observed. Overtime was particularly significant in two factories, but overtime compensation, labour insurance and safety training were all offered. Some manufacturers allowed workers to form labour unions or elect worker representatives to enhance protection of their rights.



跑鞋

消費者日漸重視品牌的企業社會責任，尤其注重勞工待遇和環境保護。本會參與了國際消費者研究及試驗組織就運動跑鞋的效能測試以及企業社會責任進行研究。

除效能表現外，9家跑鞋生產商亦被邀進行企業社會責任研究。不過，其中4家拒絕透露生產線的勞工及環保狀況，故此在企業社會責任項目評分較低。

願意提供資料的5家生產商中，都有按工廠所在地的法定最低工資支薪。其中3家支付較法定水平高的工資，不過工人普遍出現超時工作情況。其中兩間情況雖尤其嚴重，但均設有超時補償、勞工保險及安全訓練。個別生產商容許工人組織工會，或推舉勞工代表，為工人爭取權益。

Where have all the Tested Products gone?

The products used for testing by the Council were put to further use with a number of items donated to environmental bodies, charity groups and non-profit organisations for further consumption and recycling.

During the year, a total of 853 items were sent to 6 recipient organisations⁹, including electrical appliances, household consumables, health products as well as food and beverages.

產品測試完畢後去向

部分經消委會測試的產品會捐贈環保團體、慈善組織及非牟利機構使用及回收。

本年度，共轉贈853件物品至6間獲分發機構⁹，當中包括電器、家庭消耗品、健康用品及食品飲料等。

⁹ The six recipient organisations were: Hong Kong Sheung Kung Hui Welfare Council Limited, Kowloon City Baptist Church Neighbourhood Elderly Centre, Pentecostal Church of Hong Kong Sau Mau Neighbor Family Centre, St. James' Settlement, WEEE Go Green and World Vision. 6間獲分發機構分別是：香港聖公會福利協會有限公司、九龍城浸信會長者鄰舍中心、竹園區神召會秀茂坪好鄰舍家庭中心、聖雅各福群會、綠色家電環保園和世界宣明會。