

REPORT

SUBMITTED TO

COUNCIL FOR SUSTAINABLE DEVELOPMENT

**Independent Analysis and Reporting Services for
the Public Engagement on Promotion of
Sustainable Consumption of Biological Resources**



**Social Sciences Research Centre
The University of Hong Kong**

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Chapter 1 Introduction

1.1 Background

The Council for Sustainable Development (“SDC”) has launched a public engagement (“PE”) on promotion of sustainable consumption of biological resources, entitled “Consume Wisely to Conserve our Biological Resources”. The Social Sciences Research Centre of The University of Hong Kong (“HKUSSRC”), an analysis and reporting consultant with strong experience in research and public surveys, has been appointed to collect, compile, analyse and report views of various stakeholder groups, including those of the general public, expressed during the PE.

1.2 Research Team

The team is led by Professor John Bacon-Shone, with assistance from Ms. Linda Cho, processing and analysis by Mr. Kelvin Ng, Mr. Thomas Lo, Miss Lee Hiu Ling, Ms. Rachel Lui, Mr. Danny Chan, Ms. Tina Liu and Miss Erica Wong and logistics support from all the staff of HKUSSRC.

1.3 Engagement Process

The public involvement phase of the PE started on 26th July 2016, with all feedback collected by the closing date of 15th November 2016 included in the analysis. During the PE, there were 4 regional fora (listed in **Annex A**, with a total of 22 focus group discussions), 29 public consultative platforms (listed in **Annex B**) and 31 conferences/round tables/seminars/briefings (listed in **Annex C**).

1.4 Types of Feedback Received

The HKUSSRC assisted the SDC in designing a bilingual feedback form. It was available online as well as through the PE events to facilitate wide distribution in the community. The form was designed to be simple enough to be understood by anyone with secondary education. In addition, written submissions, feedback via feedback forms, online fora and printed media were collected. Lastly, the HKUSSRC was invited to attend 60 events (please refer to **Annexes A-C**) during the

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PE. Official records of the 4 engagements events that HKUSSRC did not attend had also been passed to HKUSSRC for analysis. These were an important source of feedback by stakeholders and the general public.

1.5 Analysis of Feedback

The feedback provided using the feedback form (other than open-ended comments) was processed and analysed using quantitative methods and the results can be found in Chapter 2 with the feedback form in **Annex H**. All other feedback was analysed using qualitative methods and the results of analysis can be found in Chapter 3 with the framework in **Annex I**.

All the collected data in the feedback forms (i.e. closed-ended questions) has been tabulated and analysed using SPSS 24.0 (Statistical Package for the Social Sciences) software to provide percentages for the different response options, and where appropriate, cumulative percentages. The main questions have been cross-tabulated with the demographic variables.

All the feedback other than the closed-ended questions in the feedback forms has been analysed using qualitative analysis using the NVivo software, based on a framework in **Annex I** that was developed by the HKUSSRC in consultation with the SDC to reflect all the issues covered in the “Public Engagement Document 2016”, and then extended to cover all the other relevant issues raised in the qualitative materials collected during the PE process.

The quantitative analysis provides a more precise picture of the public feedback for topics where a specific closed-ended question was asked, based on the more than 3,000 forms from individual consumers and organisation/company representatives, while the qualitative analysis provides a broader, but less precise picture including aspects not covered in the closed-ended questions.

Chapter 2 Quantitative Analysis of the Feedback Forms

2.1 Quantity of feedback forms

A total of 3,481 feedback forms with the section for individual consumers completed were received as on 15th November 2016 and subsequently processed, including 852 forms received through the dedicated website and 2,629 paper forms.

A total of 111 feedback forms with the section for organisation/company representatives completed were received, including 28 forms which were received through the dedicated website and 83 paper forms.

2.2 Statistical analysis

As noted in Chapter 1, all the closed-ended questions have been tabulated and analysed using SPSS 24.0 (Statistical Package for the Social Sciences) software to provide percentages for the different response options, and where appropriate, cumulative percentages. The main questions have been cross-tabulated with the demographic variables. Some percentages might not add up to the total or 100 because of rounding. The results are based on the responses to each question and those questions without a valid response are considered “missing data” and are excluded in the analysis. Therefore, the number of responses and missing data for each question are shown in the “Base”, under each table.

It is important to note that the feedback forms are not a random sample of any population, so statistical tests, which assume random samples, are not appropriate. The SDC states that every voice counts, so all responses in the feedback forms are included unless excluded for the reason mentioned above.

2.3 Design of feedback form

There are two feedback forms, one targeting individual consumers and one targeting organisation/company representatives.

In the feedback form for individual consumers, consumers were first asked about their level of awareness of the impact of over-exploitation of biological resources and the current efforts of promoting sustainable consumption of biological resources in Hong Kong as listed in the “Public Engagement Document 2016”. Secondly, they were asked to rate their frequency of purchasing the following types of product individually:

- (i) paper from sustainable sources;
- (ii) seafood from sustainable sources;
- (iii) clothes made of sustainable cotton; and
- (iv) products made of sustainable palm oil.

Thirdly, consumers were asked if they could identify the 12 given labels for sustainable products before reading the PE document. Following this, they were asked to what extent each of the following factors hinders their purchase of sustainable products:

- (i) knowledge about which products are truly sustainable;
- (ii) availability of sustainable products in the market;
- (iii) the price of sustainable products; and
- (iv) the quality of sustainable products.

Consumers were welcome to list other factors that hinder their purchase of sustainable products.

Individual consumers were also asked to assess the usefulness of each of the following types of information in facilitating them to choose sustainable products:

- (i) eco-labels on products;
- (ii) consumer guides on purchasing sustainable products; and
- (iii) more information on sustainable products (e.g. product origins, statistics about sustainable products).

Consumers were welcome to list other information that would facilitate choice of sustainable products.

Individual consumers were also asked to rate the level of importance of each of the following actions that the Government/public sector could take the lead in promoting

sustainable consumption of biological resources:

- (i) extend the list of sustainable products to be purchased;
- (ii) review and update the purchasing standards;
- (iii) review and promote sustainable menus for banquets;
- (iv) provide funding for non-profit organisations to promote sustainable consumption of biological resources;
- (v) launch publicity initiatives;
- (vi) organise workshops on sustainable consumption for staff/organisations/companies;
- (vii) support charters and voluntary commitments;
- (viii) support award schemes; and
- (ix) provide more information on sustainable products.

Consumers were welcome to list other actions that the Government/public sector could take the lead in promoting sustainable consumption of biological resources.

Individual consumers were also asked to rate the level of importance of each of the following actions that the private sector could take the lead in promoting sustainable consumption of biological resources:

- (i) extend the list of sustainable products to be purchased;
- (ii) review and update the purchasing standards;
- (iii) review and promote sustainable menus for banquets;
- (iv) step up marketing efforts in promotion sustainable consumption;
- (v) provide staff of companies/organisations with training about sustainable consumption of biological resources;
- (vi) support charters and voluntary commitments; and
- (vii) support award schemes.

Consumers were welcome to list other actions that the private sector could take to promote sustainable consumption of biological resources.

Individual consumers were also asked to rate the level of importance of each of the following education and publicity activities to promote sustainable consumption of biological resources:

- (i) school programmes;
- (ii) advertisements;
- (iii) exhibitions
- (iv) workshops for the public;
- (v) themed carnivals or festivals;
- (vi) cultural and art activities; and
- (vii) relevant information through electronic platform (e.g. website).

They were welcome to list other education and publicity activities to promote sustainable consumption of biological resources.

Lastly, consumers were asked to provide information including their gender, age and education level for demographic analysis.

In the feedback form for organisation/company representatives, representatives were first asked whether there was any policy or established practice on purchasing sustainable products in their organisations/companies. Secondly, they were asked to what extent each of the following factors hinders their organisations/companies' purchase of sustainable products:

- (i) knowledge about which products are truly sustainable;
- (ii) availability of sustainable products in the market;
- (iii) the price of sustainable products; and
- (iv) the quality of sustainable products.

Representatives were welcome to list other factors that hinder their organisations/companies' purchase of sustainable products.

Representatives were also asked to rate the level of importance of each of the following drivers that could encourage their organisations/companies to purchase more sustainable products:

- (i) greater community awareness;
- (ii) charter schemes;
- (iii) award schemes; and
- (iv) information platforms on sustainable products and suppliers (e.g. websites and database).

Representatives were welcome to list other drivers that could encourage their organisations/companies to purchase more sustainable products.

Representatives were also asked to rate the level of importance of each of the following actions that the Government/public sector could take the lead in promoting sustainable consumption of biological resources:

- (i) extend the list of sustainable products to be purchased;
- (ii) review and update the purchasing standards;
- (iii) review and promote sustainable menus for banquets;
- (iv) provide funding for non-profit organisations to promote sustainable consumption of biological resources;
- (v) launch publicity initiatives;
- (vi) organise workshops on sustainable consumption for staff/organisations/companies;
- (vii) support charters and voluntary commitments;
- (viii) support award schemes; and
- (ix) provide more information on sustainable products.

Representatives were welcome to list other actions that the Government/public sector could take to promote sustainable consumption of biological resources.

Representatives were also asked to rate the level of importance of each of the following actions that the private sector could take the lead in promoting sustainable consumption of biological resources:

- (i) extend the list of sustainable products to be purchased;
- (ii) review and update the purchasing standards;
- (iii) review and promote sustainable menus for banquets;
- (iv) step up marketing efforts in promoting sustainable consumption;
- (v) provide staff of companies/organisations with training about sustainable consumption of biological resources;
- (vi) support charters and voluntary commitments; and
- (vii) support award schemes.

Representatives were welcome to list other actions that the private sector could take to promote sustainable consumption of biological resources.

Representatives were also asked to rate the level of importance of each of the following education and publicity activities to promote sustainable consumption of biological resources:

- (i) school programmes;
- (ii) advertisements;
- (iii) exhibitions
- (iv) workshops for the public;
- (v) themed carnivals or festivals;
- (vi) cultural and art activities; and
- (vii) relevant information through electronic platform (e.g. website).

Representatives were welcome to list other education and publicity activities to promote sustainable consumption of biological resources.

Lastly, representatives were asked to provide information including the name of their organisation, name of representative/contact person, organisational nature and number of employees for organisational profile analysis.

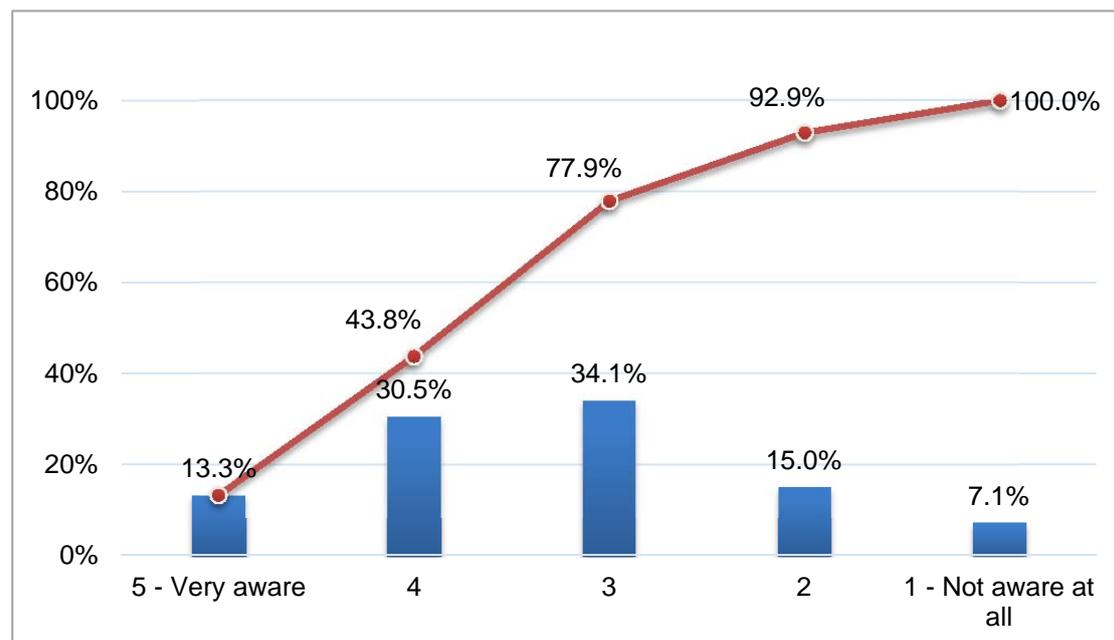
2.4 Results of feedback form

2.4.1 Awareness of the impact of over-exploitation of biological resources

This section presents how aware individual consumers are of the impact of over-exploitation of biological resources (Scale of 1 to 5, 5 being very aware and 1 being not aware at all).

As seen from Figure 2.1, over two fifths of the individual consumers (43.8%) gave a rating of 4 or above for their awareness of the impact of over-exploitation of biological resources, while over one fifth of them (22.1%) gave a rating of 2 or below for their awareness of it.

Figure 2.1 Awareness of the impact of over-exploitation of biological resources (views of individual consumers)



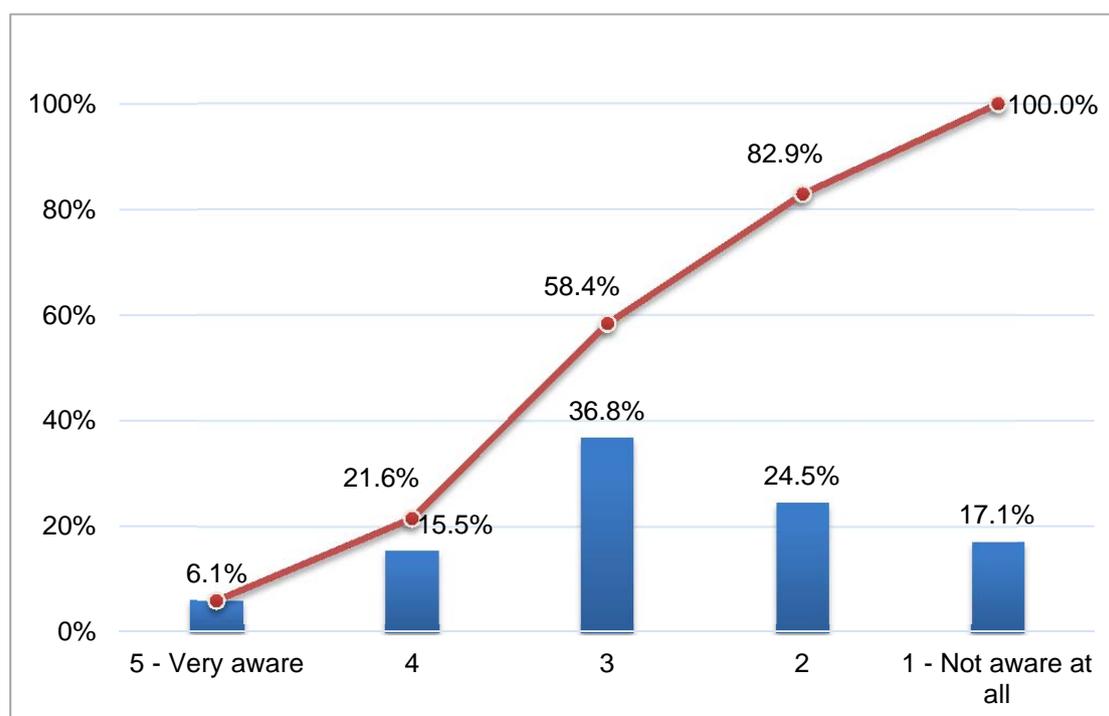
(Base: 3,431 feedback forms excluding 50 missing data)

2.4.2 Awareness of the current efforts of promoting sustainable consumption of biological resources in Hong Kong

This section presents how aware individual consumers are of the current efforts of promoting sustainable consumption of biological resources in Hong Kong as listed in the PE Document (Scale of 1 to 5, 5 being very aware and 1 being not aware at all).

As seen from Figure 2.2, slightly more than one fifth of the individual consumers (21.6%) gave a rating of 4 or above for their awareness of the current efforts of promoting sustainable consumption of biological resources in Hong Kong, while slightly over two fifths of them (41.6%) gave a rating of 2 or below for their awareness of it.

Figure 2.2 Awareness of the current efforts of promoting sustainable consumption of biological resources in Hong Kong (views of individual consumers)



(Base: 3,326 feedback forms excluding 155 missing data)

2.4.3 Frequency of purchasing products from or made of sustainable sources

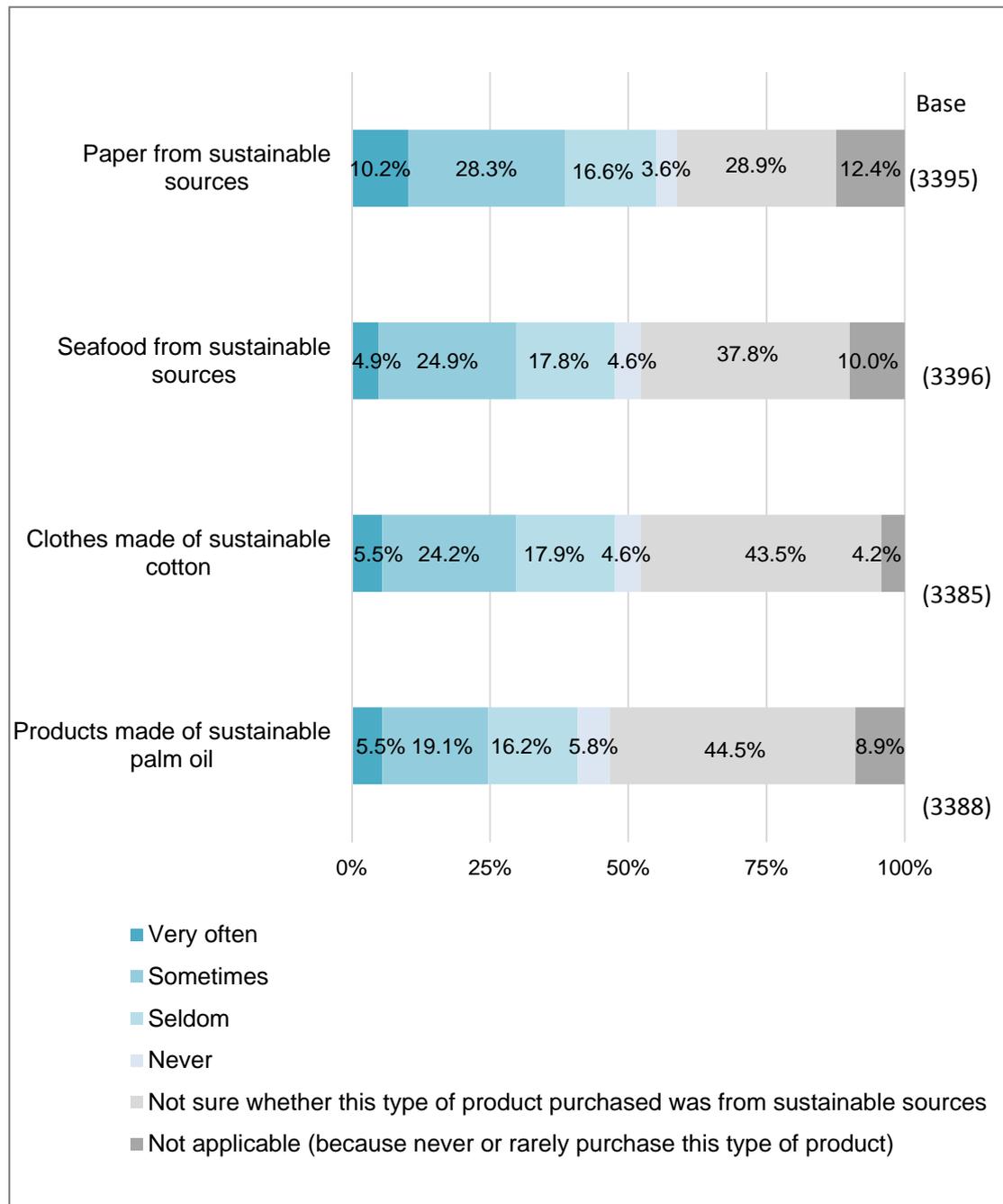
This section presents the frequency which individual consumers purchased paper from sustainable sources, seafood from sustainable sources, clothes made of sustainable cotton and products made of sustainable palm oil (Scale of 1 to 4, 4 being very often, 3 being sometimes, 2 being seldom and 1 being never, two other options were given including “not sure whether this type of product purchased was from sustainable sources” and “not applicable because never or rarely purchase this type of product”).

As seen from Figure 2.3, at least two fifths of the individual consumers reported that they were not sure whether these types of product purchased were from sustainable sources, or never/rarely purchased these types of products (ranged from 41.3% to 53.4%).

A higher proportion of them reported that they very often or sometimes purchase the following four types of products than those who seldom or never purchase those types of products:

- (i) paper from sustainable sources (Very often or sometimes: 38.5% vs seldom or never: 20.2%);
- (ii) seafood from sustainable sources (29.8% vs 22.5%);
- (iii) clothes made of sustainable cotton (29.7% vs 22.5%); and
- (iv) products made of sustainable palm oil (24.7% vs 21.9%).

Figure 2.3 Frequency of purchasing products from or made of sustainable sources (views of individual consumers)



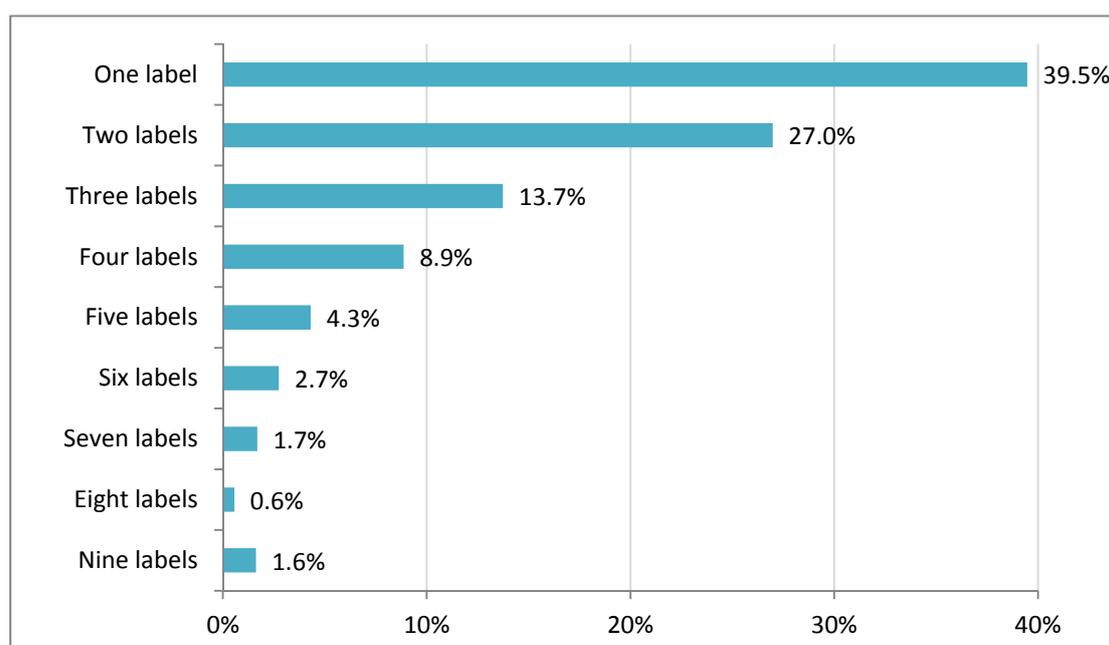
2.4.4 Identification of 12 given labels for sustainable products

In this section, individual consumers were asked if they could identify the 12 given labels for sustainable products before reading the PE document.

As seen in Figure 2.4, about two thirds of them (66.5%) reported that they could identify one or two labels for sustainable products, more than one fifth of them (22.6%) could identify three or four labels and the rest (10.9%) could identify five or more. The mean and median of the number of labels for sustainable products they could identify are 2.39 and 2 respectively.

However, it is noteworthy that about three-fifths of people reported that they could identify one specific label as one of the labels for sustainable products. This particular label has three variations with different meanings (only one of which is about sustainable products) which are identical except for the colour scheme and we cannot be certain that respondents can correctly recognise the differences, meaning that we cannot be certain that this specific claimed recognition is trustworthy.

Figure 2.4 Identification of labels for sustainable products from 12 given labels (views of individual consumers)



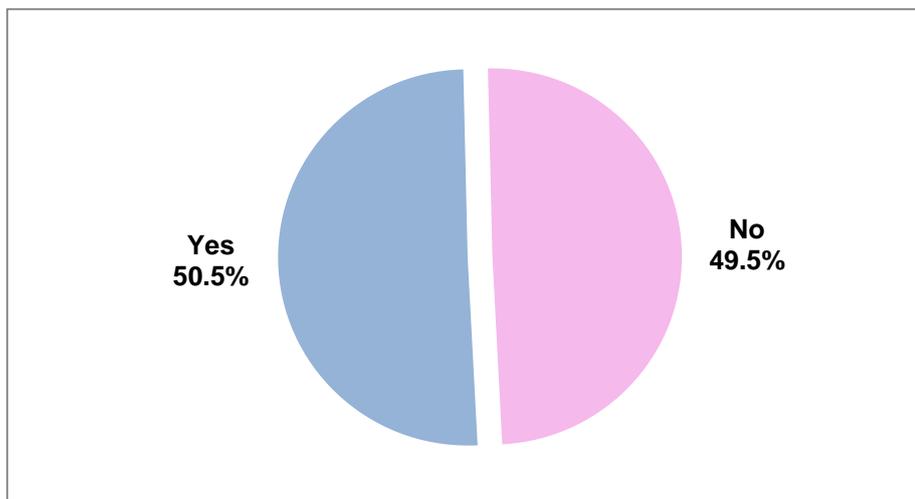
(Base: 1,601 feedback forms excluding 5 selected “None of them” and 1,875 missing data)

2.4.5 Whether there was any policy or established practice on purchasing sustainable products in the representatives' organisations/companies

In this section, organisation/company representatives were asked whether there was any policy or established practice for purchasing sustainable products in their organisations/companies.

As seen from Figure 2.5, a small overall majority of them (50.5%) reported that their organisations/companies had a policy or established practice for purchasing sustainable products, while the rest (49.5%) did not have any policy or established practice.

Figure 2.5 Whether there was any policy or established practice on purchasing sustainable products in the representatives' organisations/companies (views of organisation/company representatives)



(Base: 107 feedback forms excluding 4 missing data)

2.4.6 Factors that hinder individual consumers and organisations/companies to purchase sustainable products

In this section, individual consumers and organisation/company representatives were asked to what extent various factors hinder their purchase of sustainable products (Scale of 1 to 5, 1 being very small extent, 5 being very large extent).

For individual consumers, Figure 2.6 shows that a small overall majority of them gave a rating of 4 or 5 to the following factors while a minority of them gave a rating of 1 or 2:

- (i) the price of sustainable products (5 or 4: 57.1% vs 1 or 2: 15.2%);
- (ii) availability of sustainable products in the market (53.0% vs 16.4%); and
- (iii) the quality of sustainable products (52.6% vs 18.8%).

About half of them (49.5%) gave a rating of 4 or 5 to the factor of their knowledge about which products are truly sustainable while one fifth of them (20.2%) gave a rating of 1 or 2.

Figure 2.6 The extent of various types of factors that hinder the purchase of sustainable products (views of individual consumers)

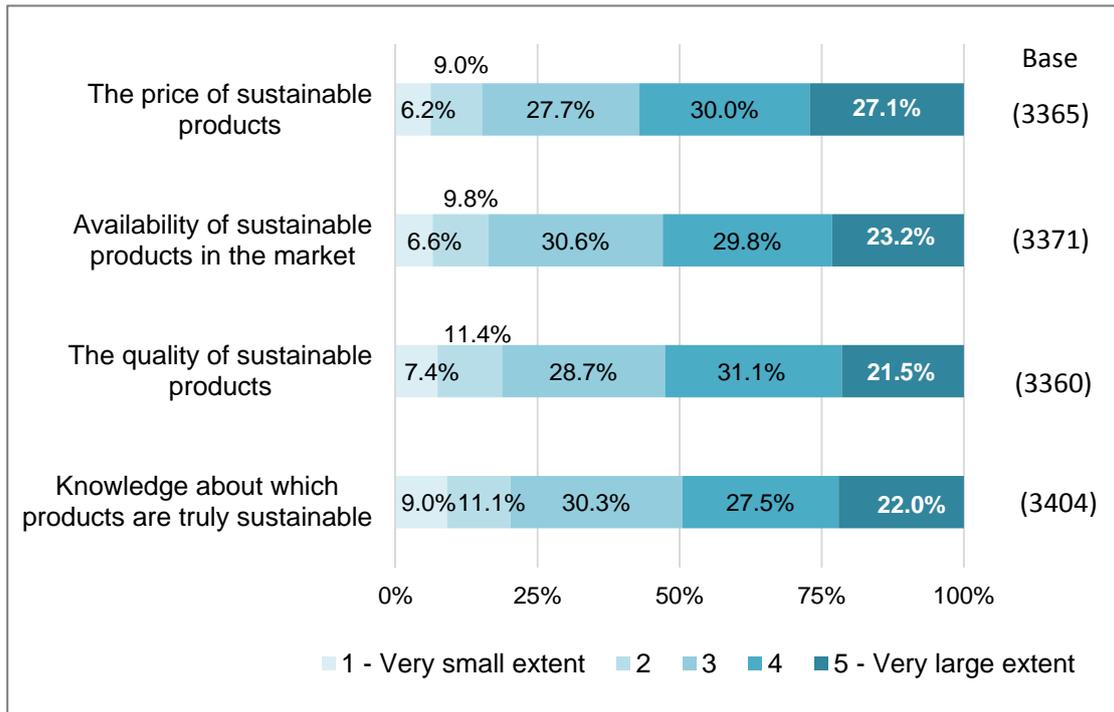


Table 2.1 shows that 11 other suggested factors hindering the purchase of sustainable products were listed and they were rated by 26 individual consumers.

Table 2.1 The extent of other suggested factors that hinder the purchase of sustainable products (views of individual consumers)

	1 - Very small extent	2	3	4	5 - Very large extent	Total
<i>Health concern</i>	1					1
<i>Label / Certification of sustainable products (e.g. too many labels)</i>				1	1	2
<i>Purchasing methods / convenient to buy (e.g. online)</i>				4	2	6
<i>Definition of sustainable products</i>			1			1
<i>Brands / suppliers / manufacturers of sustainable products</i>				1		1
<i>Production procedure (e.g. packaging)</i>	1					1
<i>The origin of sustainable products</i>		1	1	1	1	4
<i>Environmental impact / concerns</i>				1		1
<i>Necessity of sustainable products</i>	1			1	2	4
<i>Publicity / Public education</i>			1		3	4
<i>The appearance of the product</i>			1			1
Total	3	1	4	9	9	26

For organisation/company representatives, Figure 2.7 shows that a majority of them gave a rating of 4 or 5 to the following factors while a minority of them gave a rating of 1 or 2:

- (i) the price of sustainable products (5 or 4: 76.6% vs 1 or 2: 8.1%);
- (ii) availability of sustainable products in the market (73.0% vs 10.8%);
- (iii) the quality of sustainable products (64.0% vs 16.2%); and
- (iv) knowledge about which products are truly sustainable (59.5% vs 12.6%).

Figure 2.7 The extent of various types of factors that hinder the purchase of sustainable products (views of organisation/company representatives)

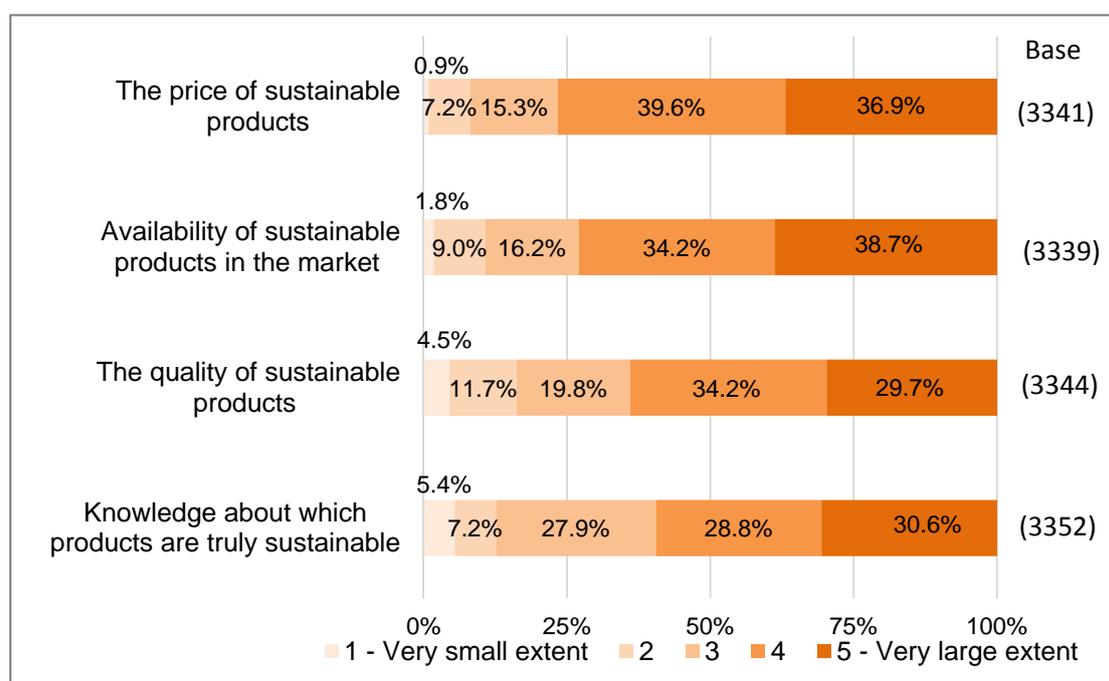


Table 2.2 shows that 10 other suggested factors hindering the purchase of sustainable products were listed and they were rated by 11 organisation/company representatives.

Table 2.2 The extent of other suggested factors that hinder the purchase of sustainable products (views of organisation/company representatives)

	1 - Very small extent	2	3	4	5 - Very large extent	Total
<i>Whether the products are convenient to buy</i>				2		2
<i>Whether have government support</i>				1		1
<i>Compatibility of sustainable products</i>				1		1
<i>Health concern</i>				1		1
<i>Lack of guidelines / policies on promoting sustainable products</i>				1		1
<i>Safety of sustainable products</i>					1	1
<i>Supplier's reliability and integrity</i>					1	1
<i>Regulatory requirements</i>					1	1
<i>The need of company / Consumer and customer needs</i>			1			1
<i>Market publicity</i>					1	1
Total			1	6	4	11

2.4.7 Usefulness of various types of information in facilitating individual consumers to choose sustainable products

In this section, individual consumers were asked to assess the usefulness of various types of information in facilitating them to choose sustainable products (Scale of 1 to 5, 1 being not useful at all, 5 being very useful).

As seen from Figure 2.8, the majority of them gave a rating of 4 or 5 to the following factors while a minority rated 1 or 2:

- (i) eco-labels on products (5 or 4: 65.3% vs 1 or 2: 12.7%);
- (ii) more information on sustainable products (e.g. product origins, statistics about sustainable products) (59.5% vs 12.6%); and
- (iii) consumer guides on purchasing sustainable products (55.1% vs 15.3%).

Figure 2.8 Usefulness of various types of information in facilitating individual consumers to choose sustainable products (views of individual consumers)

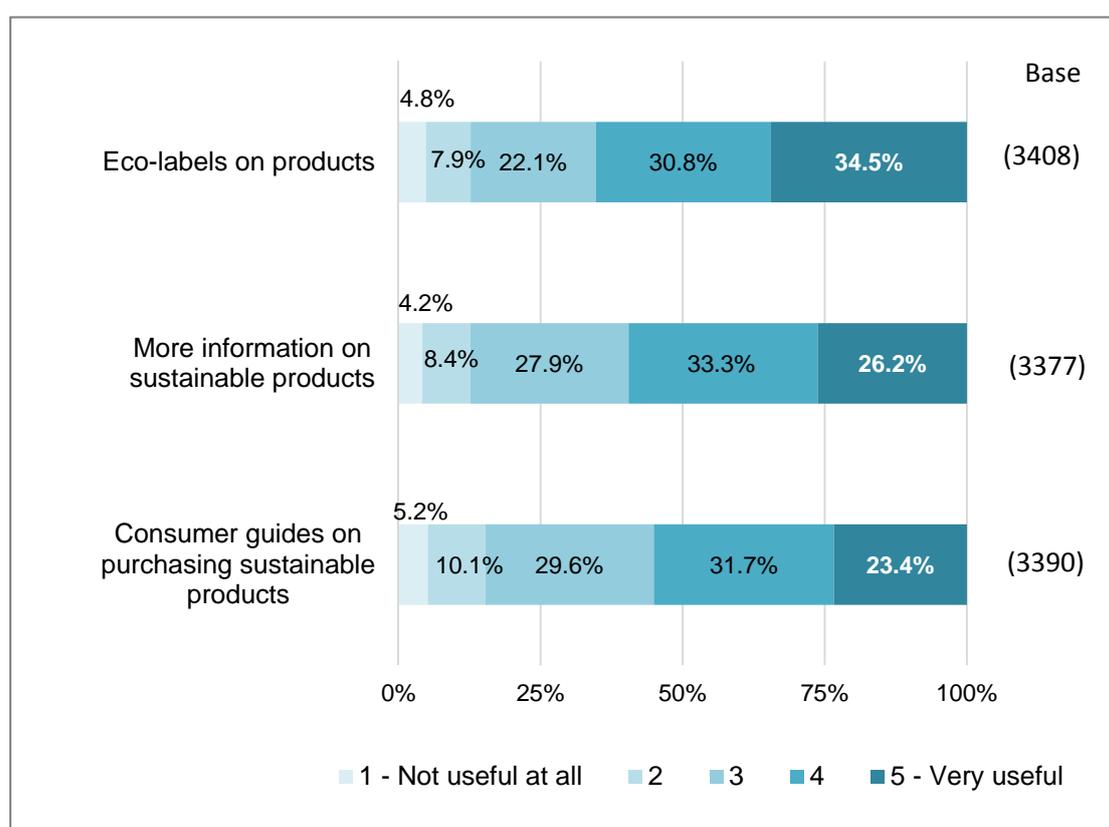


Table 2.3 shows that 3 other suggested types of information facilitating the choice of sustainable products were listed and they were rated by 19 individual consumers.

Table 2.3 Usefulness of other suggested types of information in facilitating individual consumers to choose sustainable products (views of individual consumers)

	1 - Not useful at all	2	3	4	5 - Very useful	Total
<i>Publicity (including promotional campaign) / Public education</i>			3	5	7	15
<i>Standardised label (e.g. label for shop / product)</i>				1	2	3
<i>List out information on the product (e.g. source of raw materials)</i>					1	1
Total			3	6	10	19

2.4.8 Importance of various types of drivers that could encourage organisations/companies to purchase more sustainable products

In this section, organisation/company representatives were asked to assess the importance of various types of drivers that could encourage their organisations/companies to purchase more sustainable products (Scale of 1 to 5, 1 being not important at all, 5 being very important).

As seen from Figure 2.9, the majority of them gave a rating of 4 or 5 to the importance of greater community awareness and information platforms on sustainable products and suppliers (e.g. websites and database) while a small proportion of them gave a rating of 1 or 2 (6.3% and 7.3% respectively).

Further, a small overall majority of them gave a rating of 4 or 5 to the importance of award schemes and charter schemes (55.9% and 50.5% respectively) while small proportions of them gave a rating of 1 or 2 (12.6% and 12.8% respectively).

Figure 2.9 Level of importance of various types of drivers that could encourage the organisation/company to purchase more sustainable products (views of organisation/company representatives)

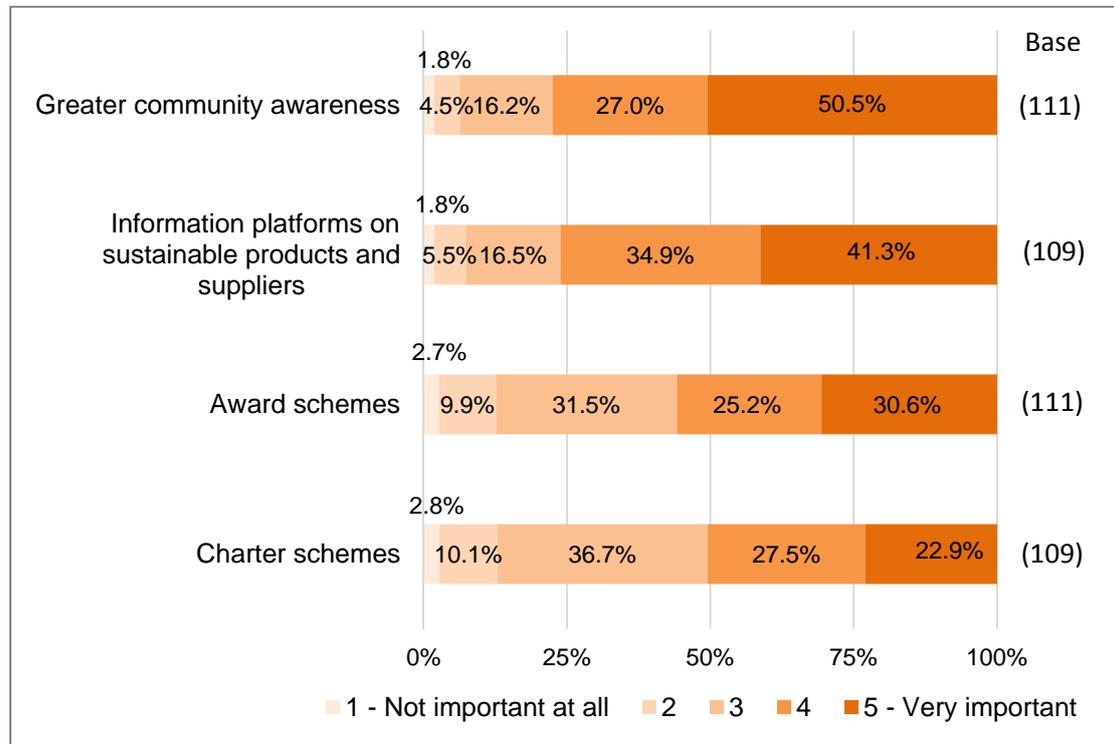


Table 2.4 shows that 10 other suggested drivers that could encourage the purchase of more sustainable products were listed and they were rated by 16 organisation/company representatives in a total of 20 responses.

Table 2.4 The extent of other suggested drivers that could encourage the purchase of more sustainable products (views of organisation/company representatives)

	1 – Not important at all	2	3	4	5 - Very important	Total
<i>Social responsibility / commitment</i>		1			1	2
<i>Tax deduction / incentive from government</i>					2	2
<i>Certification of sustainable products / suppliers</i>					3	3
<i>Cost / company's funding</i>			1		3	4
<i>Consumer and customer needs</i>					2	2
<i>Legislation</i>					2	2
<i>Recognition</i>			1	1		2
<i>Decided by the procurement specialists / managers</i>					1	1
<i>The quality of sustainable products</i>					1	1
<i>The safety of sustainable products</i>					1	1
Total		1	2	1	16	20

2.4.9 Importance of various types of actions that the Government/public sector could take in promoting sustainable consumption of biological resources

In this section, individual consumers and organisation/company representatives were asked to assess the importance of various types of actions that the Government/public sector could take the lead in promoting sustainable consumption of biological resources (Scale of 1 to 5, 1 being not important at all, 5 being very important).

For individual consumers, Figure 2.10 shows the majority gave a rating of 4 or 5 to the importance of the following actions that the Government/public sector could take the lead:

- (i) provide more information on sustainable products (5 or 4: 71.0% vs 1 or 2: 6.7%);
- (ii) launch publicity initiatives (68.4 vs 7.9%);
- (iii) provide funding for non-profit organisations to promote sustainable consumption of biological resources (67.1% vs 8.0%);
- (iv) extend the list of sustainable products to be purchased (65.2% vs 9.8%);
- (v) review and update the purchasing standards (64.7% vs 8.1%);
- (vi) review and promote sustainable menus for banquets (63.6% vs 8.6%);
- (vii) support award schemes (63.5% vs 9.6%); and
- (viii) organise workshops on sustainable consumption for staff/organisations/companies (59.1% vs 10.8%).

A small overall majority of them (50.9%) gave a rating of 4 or 5 to the importance of supporting charters and voluntary commitments while a minority gave a rating of 1 or 2 (14.7%).

Figure 2.10 Level of importance of various types of actions that the Government/public sector could take the lead in promoting sustainable consumption of biological resources (views of individual consumers)

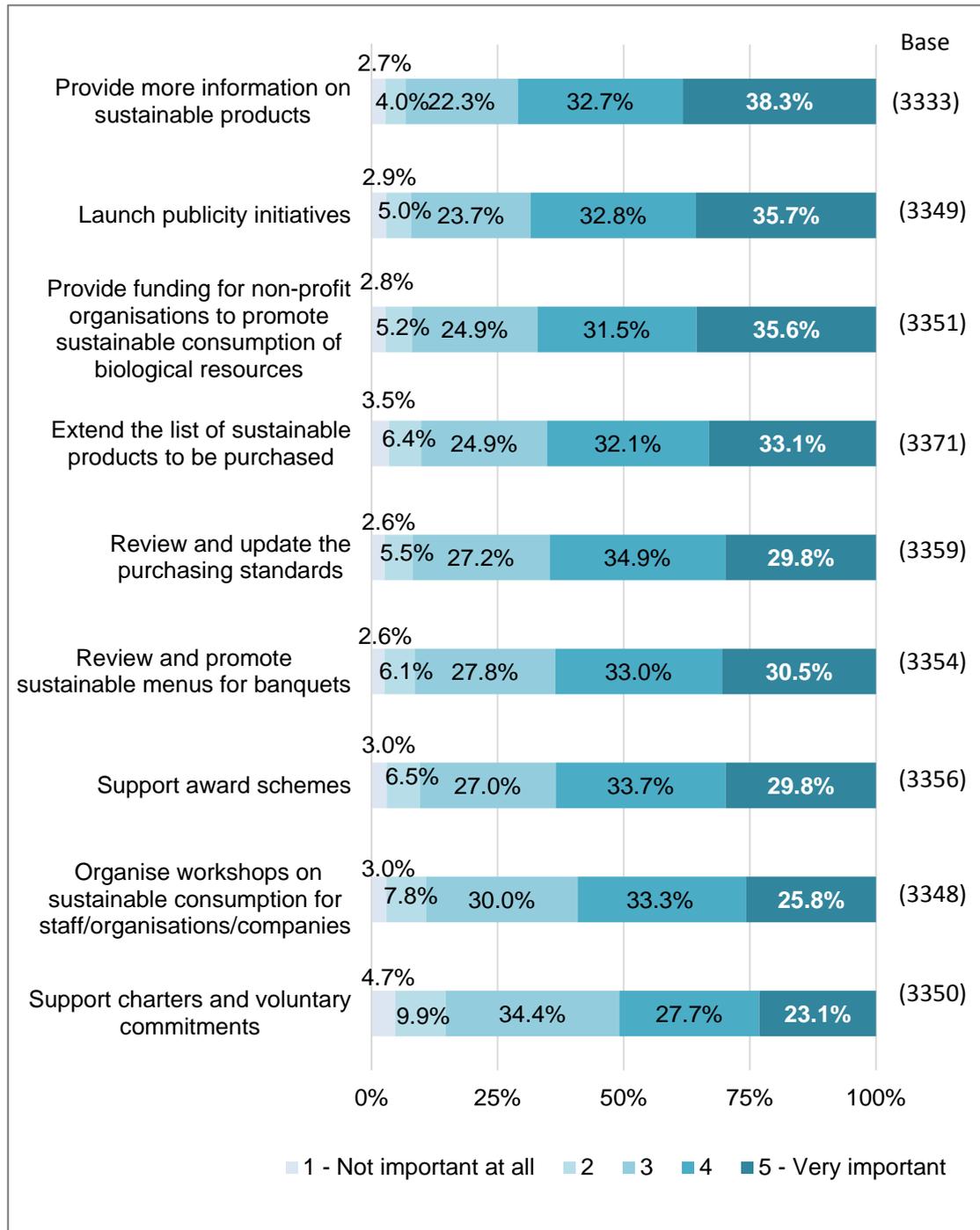


Table 2.5 shows that 4 other suggested actions that the Government/public sector could take the lead in promoting sustainable consumption of biological resources were listed and they were rated by 22 individual consumers in a total of 23 responses.

Table 2.5 Level of importance of other suggested actions that the Government/public sector could take the lead in promoting sustainable consumption of biological resources (views of individual consumers)

	1 - Not important at all	2	3	4	5 - Very important	Total
<i>Review tax policy / incentive scheme / provide financial support for company</i>			2		2	4
<i>Administrative action / legislation</i>	1		1	1	6	9
<i>Promote sustainable consumption of biological resources in school</i>	1	1		1	5	8
<i>Reward scheme for public (e.g. green card)</i>				1	1	2
Total	2	1	3	3	14	23

For organisation/company representatives, Figure 2.11 shows that the majority gave a rating of 4 or 5 to the importance of the following actions that the Government/public sector could take the lead:

- (i) extend the list of sustainable products to be purchased (5 or 4: 84.7% vs 1 or 2: 2.7%);
- (ii) provide more information on sustainable products (83.6% vs 1.8%);
- (iii) provide funding for non-profit organisations to promote sustainable consumption of biological resources (79.1% vs 1.8%);
- (iv) review and update the purchasing standards (77.5% vs 1.8%);
- (v) launch publicity initiatives (76.1% vs 4.6%);
- (vi) organise workshops on sustainable consumption for staff/organisations/companies (75.0% vs 5.6%);
- (vii) review and promote sustainable menus for banquets (71.2% vs 2.7%);
- (viii) support award schemes (67.3% vs 5.5%); and
- (ix) support charters and voluntary commitments (64.0% vs 9.0%).

Figure 2.11 Level of importance of various types of actions that the Government/public sector could take the lead in promoting sustainable consumption of biological resources (views of organisation/company representatives)

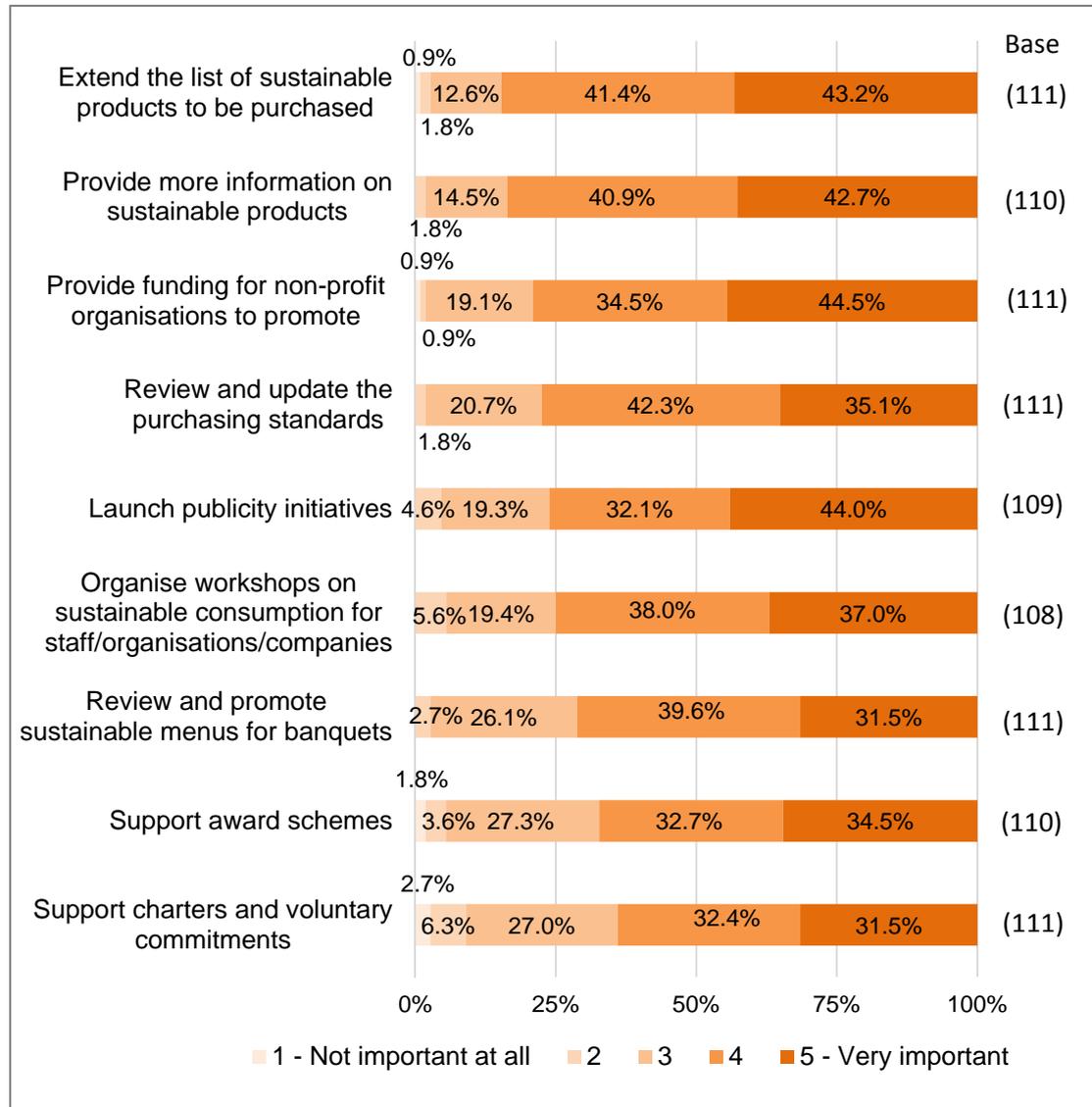


Table 2.6 shows 5 other suggested actions that the Government/public sector could take the lead in promoting sustainable consumption of biological resources were listed and they were rated by 13 organisation/company representatives in a total of 15 responses.

Table 2.6 Other suggested actions that the Government/public sector could take the lead in promoting sustainable consumption of biological resources (views of organisation/company representatives)

	1 – Not important at all	2	3	4	5 - Very important	Total
<i>Review tax policy / incentive scheme / provide financial support for company</i>			2		6	8
<i>Administrative action / legislation</i>					3	3
<i>Education from school</i>					2	2
<i>Award schemes (e.g. Government recommend those companies which involve in sustainable consumption)</i>					1	1
<i>Sustainable consumption can also be extended to non-biological resources (e.g. construction materials)</i>					1	1
Total			2		13	15

2.4.10 Importance of various types of actions that the private sector could take the lead in promoting sustainable consumption of biological resources

In this section, individual consumers and organisation/company representatives were asked to assess the importance of various types of actions that the private sector could take the lead in promoting sustainable consumption of biological resources (Scale of 1 to 5, 1 being not important at all, 5 being very important).

For individual consumers, Figure 2.12 shows a majority of them gave a rating of 4 or 5 to the following actions that the private sector could take the lead:

- (i) step up marketing efforts in promoting sustainable consumption (5 or 4: 72.0% vs 1 or 2: 7.4%);
- (ii) extend the list of sustainable products to be purchased (70.2% vs 8.9%);
- (iii) review and promote sustainable menus for banquets (69.0% vs 8.0%);
- (iv) review and update the purchasing standards (68.4% vs 7.7%);
- (v) provide staff of companies/organisations with training about sustainable consumption of biological resources (68.3% vs 8.0%);
- (vi) support award schemes (65.8% vs 9.1%); and
- (vii) support charters and voluntary commitments (60.6% vs 12.2%).

Figure 2.12 Level of importance of various types of actions that the private sector could take the lead in promoting sustainable consumption of biological resources (views of individual consumers)

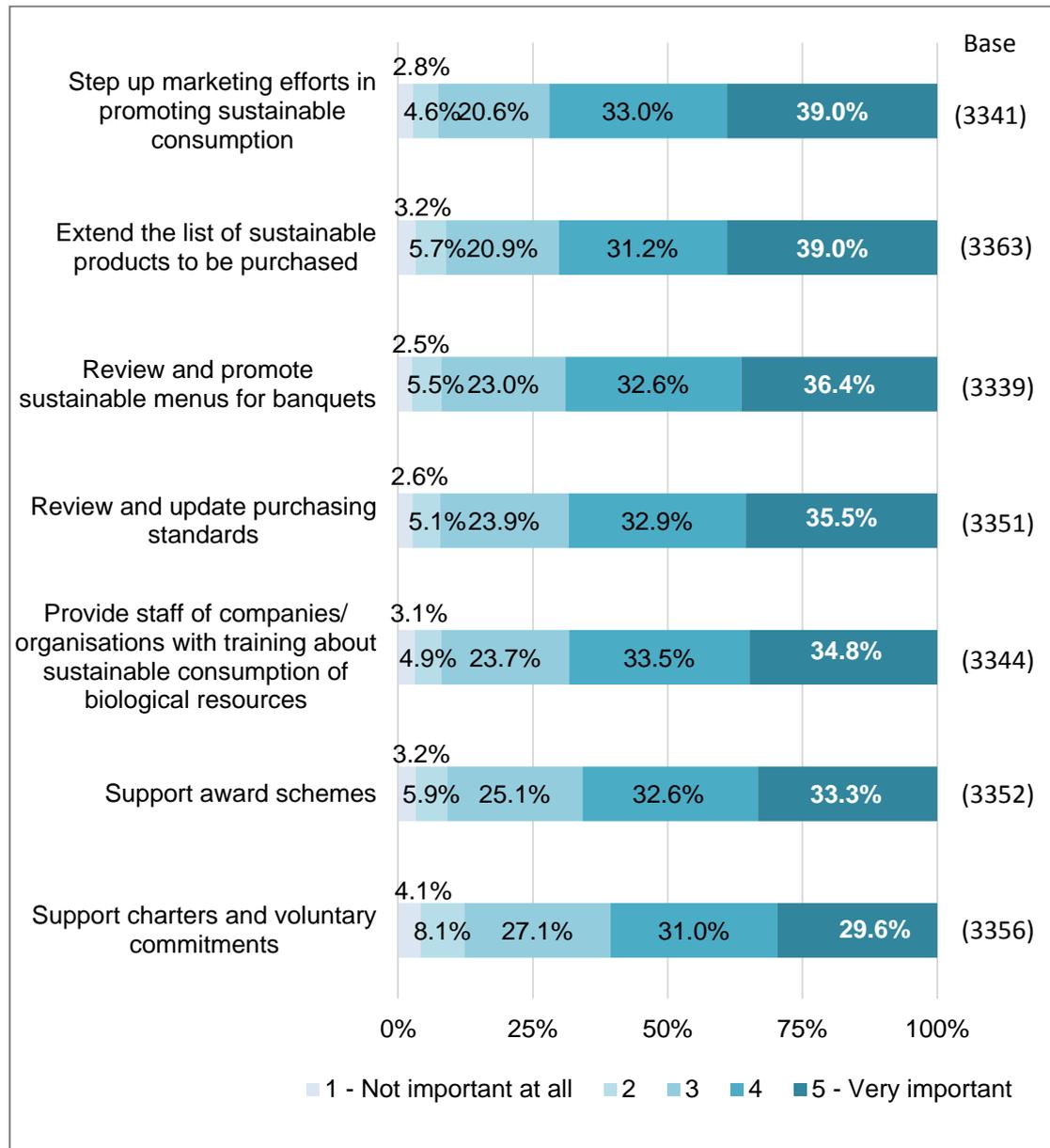


Table 2.7 shows that 8 other suggested actions that the private sector could take the lead in promoting sustainable consumption of biological resources were listed and they were rated by 8 individual consumers.

Table 2.7 Level of importance of other suggested actions that the private sector could take the lead in promoting sustainable consumption of biological resources (views of individual consumers)

	1 - Not important at all	2	3	4	5 - Very important	Total
<i>Provide guidelines / policies on sustainable consumption / production</i>					1	1
<i>Disclose the cost being passed on to the consumers</i>					1	1
<i>Exchange information and experience on sustainable procurement and marketing among different private sectors</i>	1					1
<i>Disclose relevant information (e.g. information about purchasing sustainable products)</i>					1	1
<i>Encourage collaboration between enterprises and other organisations to promote sustainable consumption</i>					1	1
<i>Reasonable pricing for sustainable products</i>					1	1
<i>To participate in protecting marine life</i>					1	1
<i>Give preference to those companies with sustainability credentials (e.g. rental discount)</i>				1		1
Total	1			1	6	8

For organisation/company representatives, Figure 2.13 shows a majority of them gave a rating of 4 or 5 to the importance of the following actions that the private sector could take:

- (i) extend the list of sustainable products to be purchased (5 or 4: 88.3% vs 1 or 2: 1.8%);
- (ii) review and update the purchasing standards (82.0% vs 3.6%);
- (iii) provide staff of companies/organisations with training about sustainable consumption of biological resources (78.2% vs 3.6%);
- (iv) review and promote sustainable menus for banquets (77.5% vs 4.5%);
- (v) step up marketing efforts in promoting sustainable consumption (77.3% vs 4.5%);
- (vi) support award schemes (74.8% vs 7.2%); and
- (vii) support charters and voluntary commitments (67.6% vs 5.4%).

Figure 2.13 Level of importance of various actions that the private sector could take the lead in promoting sustainable consumption of biological resources (views of organisation/company representatives)

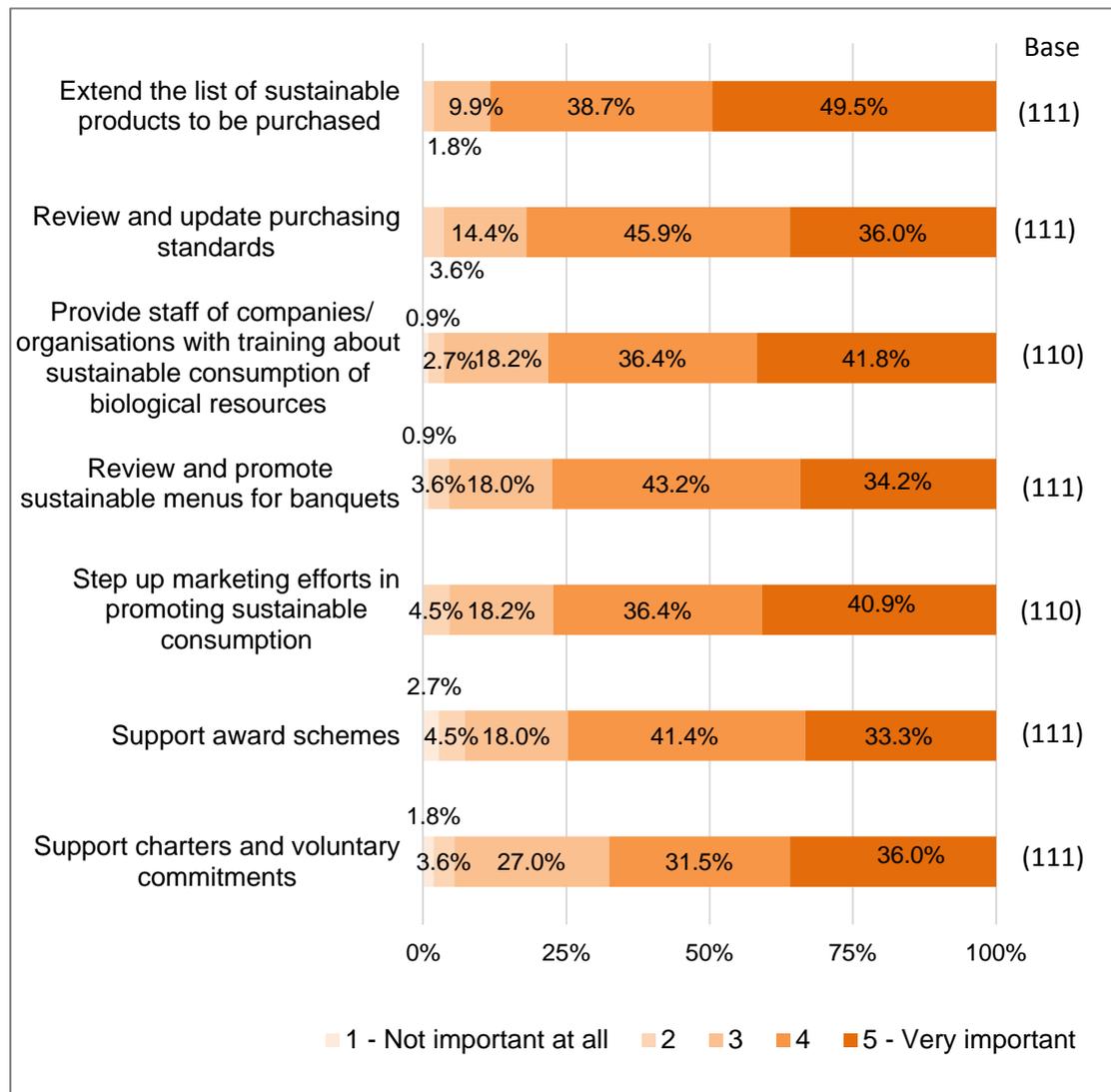


Table 2.8 shows that 8 other suggested actions that the private sector could take the lead in promoting sustainable consumption of biological resources were listed and they were rated by 6 organisation/company representatives in a total of 9 responses.

Table 2.8 Level of importance of other suggested actions that the private sector could take the lead in promoting sustainable consumption of biological resources (views of organisation/company representatives)

	1 – Not important at all	2	3	4	5 - Very important	Total
<i>Exchange information and experience on sustainable procurement</i>					1	1
<i>Full commitment</i>					2	2
<i>Demand from consumers</i>					1	1
<i>Product quality</i>					1	1
<i>Provide relevant data to public</i>				1		1
<i>Collaboration between enterprises and other organisations to promote sustainable consumption</i>					1	1
<i>Product safety</i>					1	1
<i>Product price</i>					1	1
Total				1	8	9

2.4.11 Importance of various types of education and publicity activities in promoting sustainable consumption of biological resources

In this section, individual consumers and organisation/company representatives were asked to assess the importance of various types of education and publicity activities in promoting sustainable consumption of biological resources (Scale of 1 to 5, 1 being not important at all, 5 being very important).

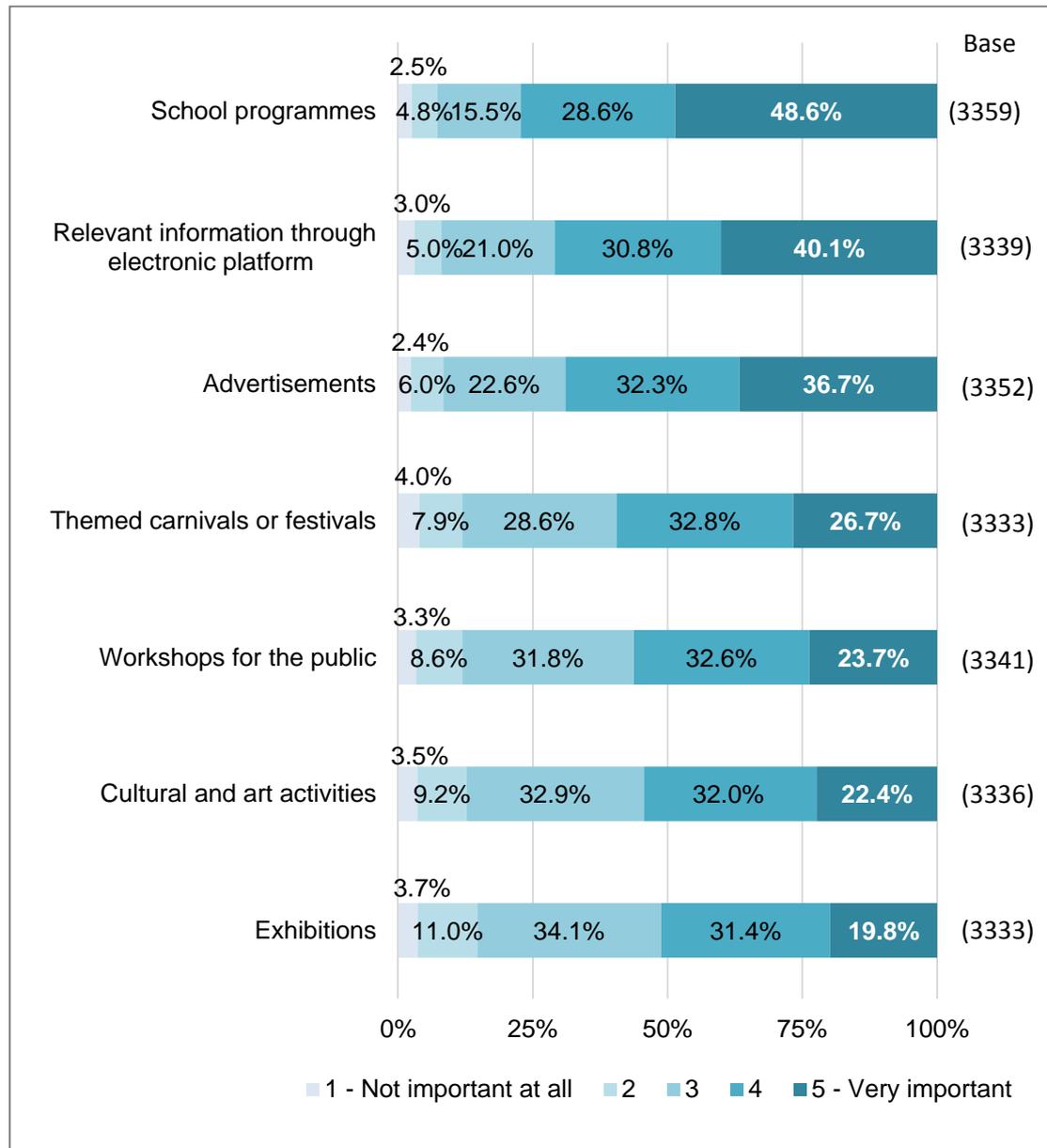
For individual consumers, Figure 2.14 shows the majority of them gave a rating of 4 or 5 to the importance of the following types of education and publicity activities in promoting sustainable consumption of biological resources:

- (i) school programmes (5 or 4: 77.3% vs 1 or 2: 7.3%);
- (ii) relevant information through electronic platform (e.g. website) (70.9% vs 8.0%); and
- (iii) advertisements (69.0% vs 8.4%).

A small overall majority of them gave a rating of 4 or 5 to the importance of the following types of education and publicity activities in promoting sustainable consumption of biological resources:

- (i) themed carnivals or festivals (59.5% vs 11.9%);
- (ii) workshops for the public (56.3% vs 11.9%);
- (iii) cultural and art activities (54.4% vs 12.7%); and
- (iv) exhibitions (51.2% vs 14.7%).

Figure 2.14 Level of importance of various types of education and publicity activities in promoting sustainable consumption of biological resources (views of individual consumers)



In Table 2.9 shows that 13 other suggested education and publicity activities in promoting sustainable consumption of biological resources were listed and they were rated by 17 individual consumers.

Table 2.9 Level of importance of other suggested types of education and publicity activities in promoting sustainable consumption of biological resources (views of individual consumers)

	1 - Not important at all	2	3	4	5 - Very important	Total
<i>Focus on the benefits of sustainable consumption / products</i>					1	1
<i>Promotion at point of purchase (e.g. supermarket)</i>					1	1
<i>To have a symbolic icon (e.g. Big Waster)</i>					1	1
<i>Activities for parents</i>				1		1
<i>Exploration activities</i>				2	1	3
<i>Reward scheme for public (e.g. green card)</i>					1	1
<i>Drama</i>					1	1
<i>Celebrity endorsement</i>					1	1
<i>Consumer guides on purchasing sustainable products / suppliers</i>					1	1
<i>Feature story</i>			1			1
<i>Education from school (e.g. regular curriculum)</i>	1				2	3
<i>TV programme</i>				1		1
<i>Procession</i>				1		1
Total	1		1	5	10	17

For organisation/company representatives, Figure 2.15 shows the majority gave a rating of 4 or 5 to the importance of the following types of education and publicity activities in promoting sustainable consumption of biological resources:

- (i) school programmes (5 or 4: 88.9% vs 1 or 2: 1.9%);
- (ii) relevant information through electronic platform (e.g. website) (84.8% vs 2.9%); and
- (iii) advertisements (75.0% vs 2.8%).

A small overall majority of them gave a rating of 4 or 5 to the importance of the following types of education and publicity activities in promoting sustainable consumption of biological resources:

- (i) workshops for the public (59.8% vs 7.5%);
- (ii) themed carnivals or festivals (59.3% vs 7.4%);
- (iii) exhibitions (54.6% vs 8.3%); and
- (iv) cultural and art activities (52.3% vs 12.1%).

Figure 2.15 Level of importance of various types of education and publicity activities in promoting sustainable consumption of biological resources (views of organisation/company representatives)

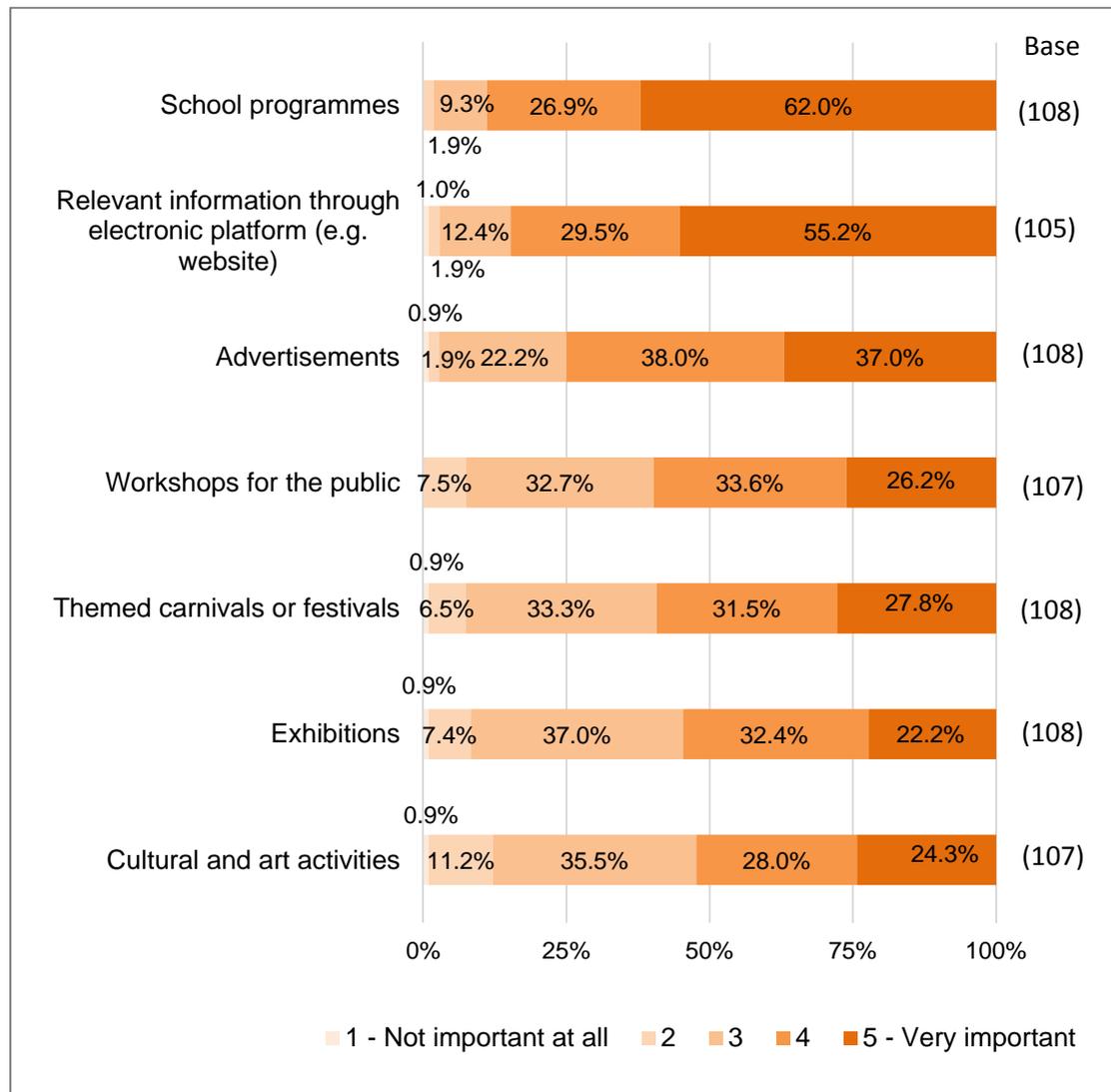


Table 2.10 shows that 8 other suggested education and publicity activities in promoting sustainable consumption of biological resources were listed and they were rated by 7 organisation/company representatives.

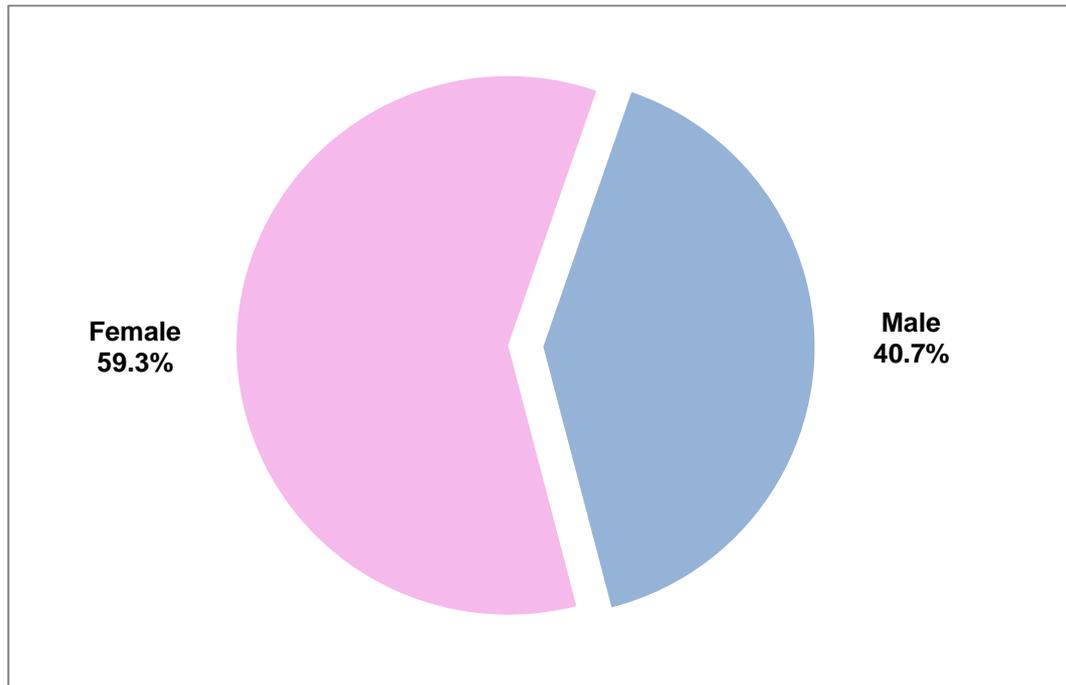
Table 2.10 Level of importance of other suggested types of education and publicity activities in promoting sustainable consumption of biological resources (views of organisation/company representatives)

	1 – Not important at all	2	3	4	5 - Very important	Total
<i>Parent-child activities</i>				1		1
<i>Symposia and conference with professional organisations</i>					1	1
<i>School education (e.g. regular curriculum)</i>				1		1
<i>Administrative action / legislation</i>					1	1
<i>Award schemes</i>					1	1
<i>Overseas familiarisation trip</i>			1			1
<i>Clear and simple certified label</i>					1	1
<i>Promote sustainable food menu to public sector (e.g. school, clinic, hospital, etc.)</i>				1		1
Total			1	3	4	8

2.4.12 Demographics of individual consumers

Figure 2.16 shows that a small overall majority (59.3%) of individual consumers were female while the rest (40.7%) were males.

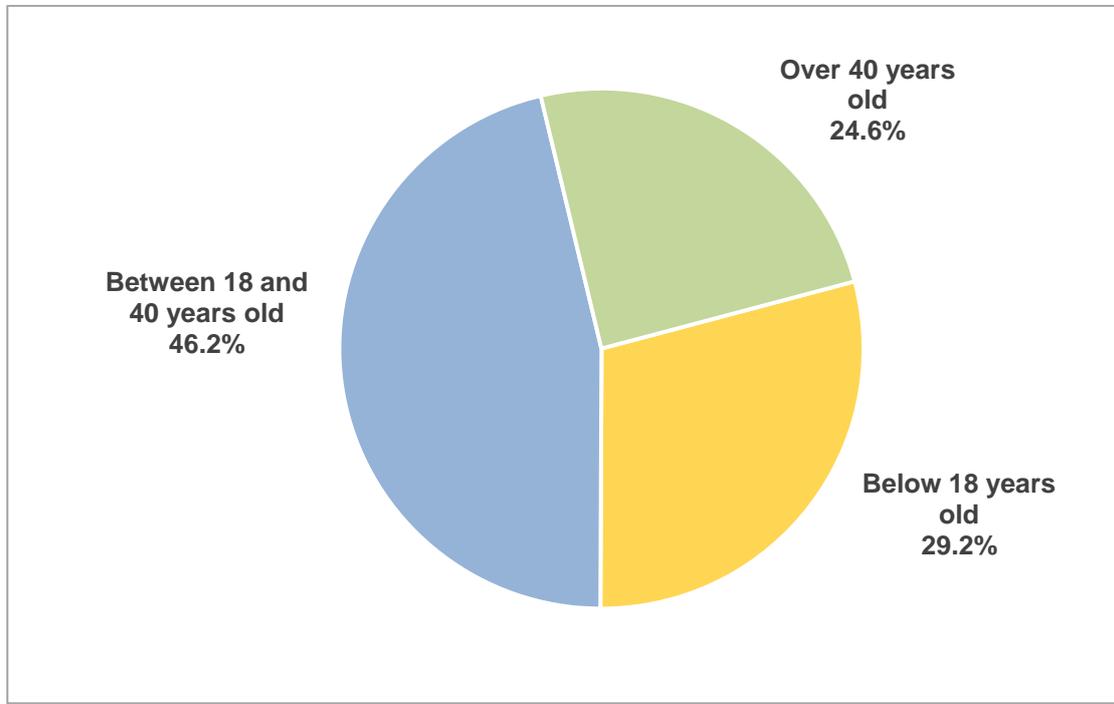
Figure 2.16 Gender of individual consumers



(Base: 3,359 feedback forms excluding 122 missing data)

Figure 2.17 shows that about half of the individual consumers (46.2%) were aged between 18 and 40, followed by below 18 (29.2%) and over 40 (24.6%).

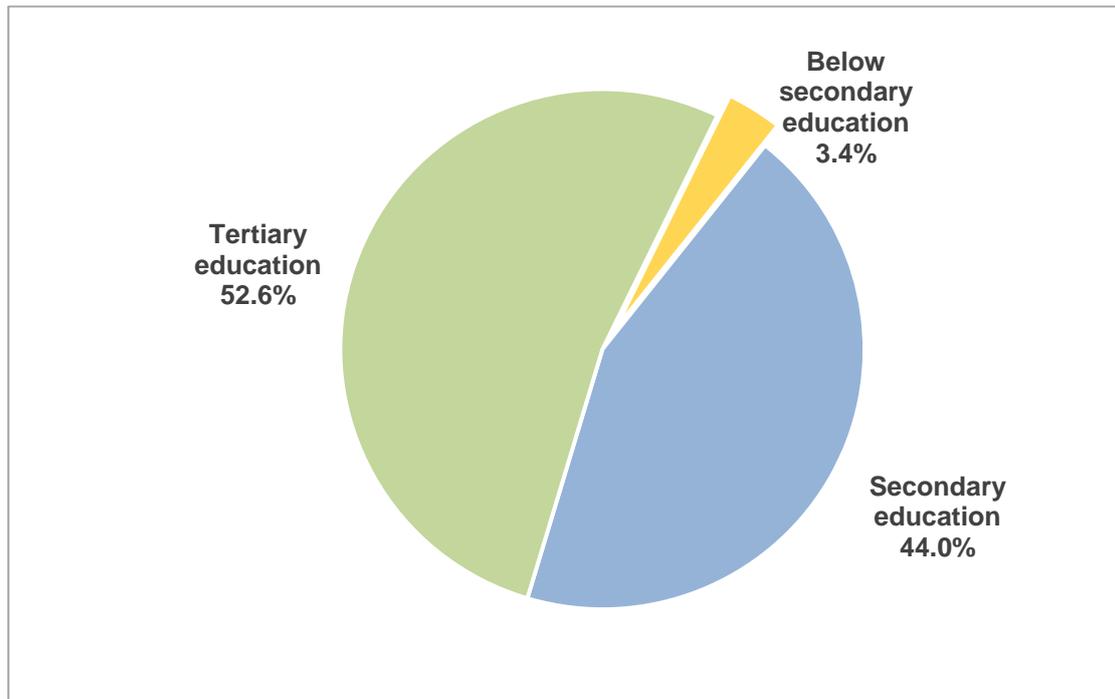
Figure 2.17 Age groups of individual consumers



(Base: 3,320 feedback forms excluding 161 missing data)

Figure 2.18 shows that over half of the individual consumers (52.6%) had tertiary education, over two fifths (44.0%) had secondary education and the rest (3.4%) had below secondary education.

Figure 2.18 Education levels of individual consumers

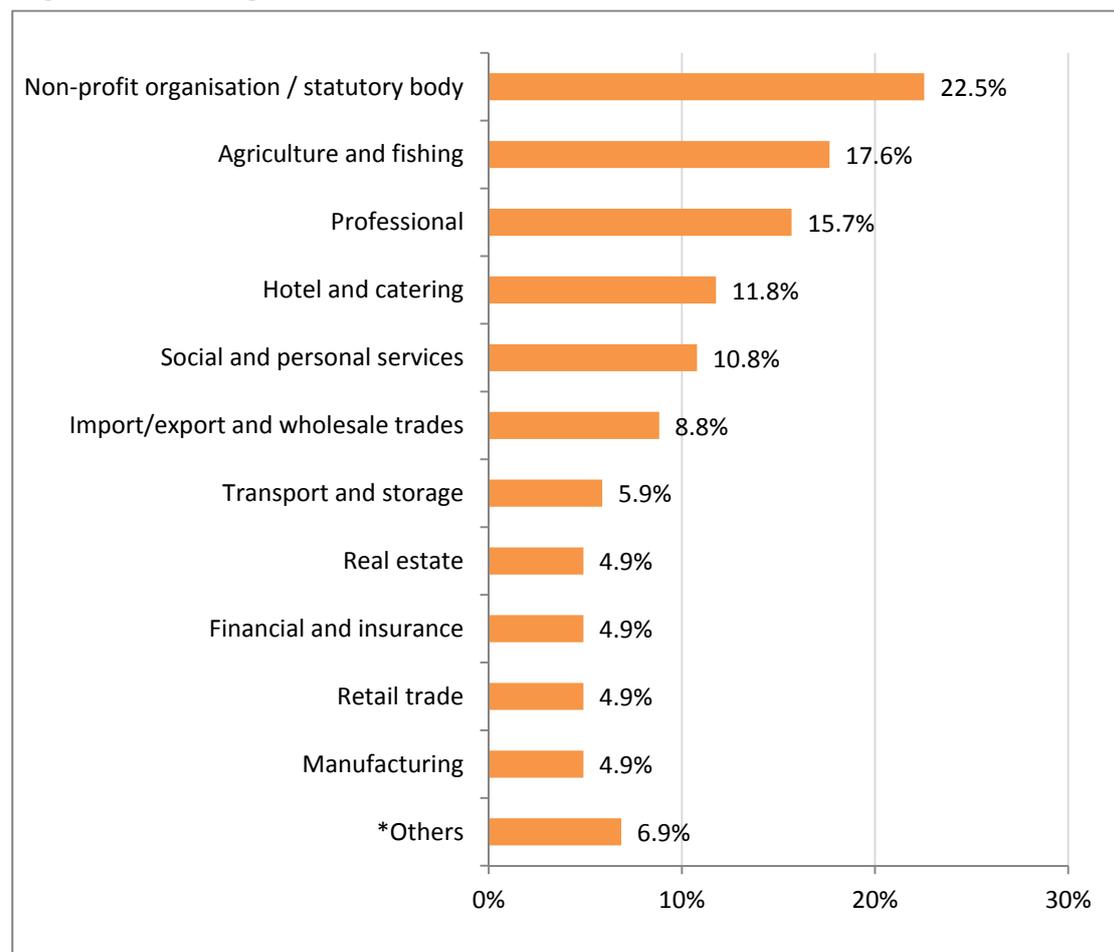


(Base: 3,320 feedback forms excluding 161 missing data)

2.4.13 Profile of organisations/companies

Figure 2.19 shows that over one fifth of the representatives came from non-profit organisations/statutory bodies (22.5%), followed by agriculture and fishing (17.6%), professional (15.7%), hotel and catering (11.8%) and social and personal services (10.8%) (multiple responses were allowed).

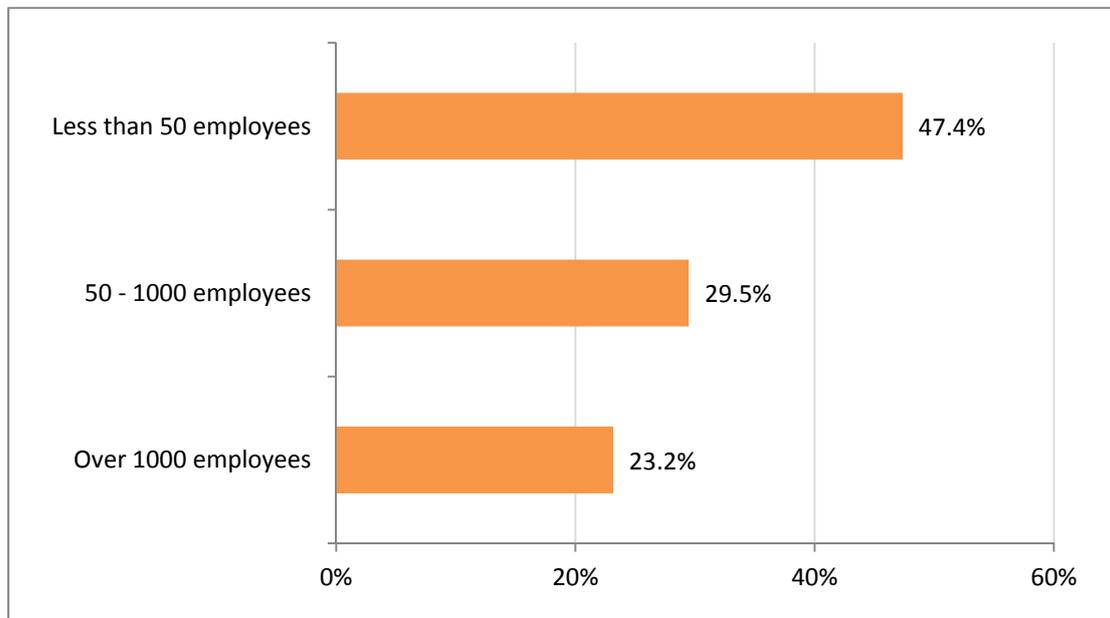
Figure 2.19 Organisational nature



(Base: 102 feedback forms excluding 9 missing data)

Figure 2.20 shows that about half of the representatives' organisations/companies had less than 50 employees (47.4%), followed by between 50 and 1,000 employees (29.5%) and over 1,000 employees (23.2%).

Figure 2.20 Number of employees of organisation/company representatives



(Base: 95 feedback forms excluding 16 missing data)

2.4.14 Comparisons across the gender of individual consumers

Table 2.11 shows that female individual consumers were less likely to give a rating of 4 or 5 for their awareness of the impact of over-exploitation of biological resources than male individual consumers.

Table 2.11 Awareness of the impact of over-exploitation of biological resources

Gender of individual consumers	Base	1 - Not aware at all	2	3	4	5 - Very aware
Male	1355	6.5%	13.7%	32.8%	32.3%	14.7%
Female	1967	7.4%	15.7%	34.8%	30.1%	11.9%

Table 2.12 shows that female individual consumers were more likely to give a rating of 1 or 2 for their awareness of the current efforts of promoting sustainable consumption of biological resources in Hong Kong than male individual consumers.

Table 2.12 Awareness of the current efforts of promoting sustainable consumption of biological resources in Hong Kong

Gender of individual consumers	Base	1 - Not aware at all	2	3	4	5 - Very aware
Male	1316	16.4%	23.2%	37.5%	17.4%	5.5%
Female	1904	17.8%	25.4%	36.7%	14.3%	5.9%

Table 2.13 shows that male individual consumers were more likely to give a rating of 1 or 2 to the usefulness of consumer guides on purchasing sustainable products in facilitating their purchase than female individual consumers.

Table 2.13 Usefulness of consumer guides on purchasing sustainable products in facilitating the purchase

Gender of individual consumers	Base	1 - Not useful at all	2	3	4	5 - Very useful
Male	1348	5.3%	10.8%	30.5%	32.2%	21.2%
Female	1947	4.8%	9.6%	28.6%	31.9%	25.1%

Table 2.14 shows that male individual consumers were less likely to give a rating of 5 than female individual consumers to the importance of the following actions that the Government/public sector could take the lead in promoting sustainable consumption of biological resources:

- (i) extend the list of sustainable products to be purchased;
- (ii) review and update the purchasing standards;
- (iii) review and promote sustainable menus for banquets;
- (iv) provide funding for non-profit organisations to promote sustainable consumption of biological resources;
- (v) launch publicity initiatives;
- (vi) organise workshops on sustainable consumption for staff/organisations/companies;
- (vii) support charters and voluntary commitments; and
- (viii) provide more information on sustainable products.

Table 2.14 Importance of various types of actions that the Government/public sector could take the lead in promoting sustainable consumption of biological resources

Gender of individual consumers	Base	Extend the list of sustainable products to be purchased				
		1 - Not important at all	2	3	4	5 - Very important
Male	1339	3.1%	6.6%	27.3%	31.5%	31.5%
Female	1957	3.4%	5.9%	23.2%	33.0%	34.4%
Gender of individual consumers	Base	Review and update the purchasing standards				
		1 - Not important at all	2	3	4	5 - Very important
Male	1342	2.5%	6.1%	30.1%	32.6%	28.7%
Female	1941	2.6%	4.7%	25.0%	36.9%	30.8%
Gender of individual consumers	Base	Review and promote sustainable menus for banquets				
		1 - Not important at all	2	3	4	5 - Very important
Male	1339	2.5%	6.8%	30.9%	32.7%	27.0%
Female	1940	2.5%	5.3%	25.5%	33.7%	33.1%
Gender of individual consumers	Base	Provide funding for non-profit organisations to promote sustainable consumption of biological resources				
		1 - Not important at all	2	3	4	5 - Very important
Male	1335	2.5%	5.8%	26.3%	31.3%	34.1%
Female	1942	2.9%	4.4%	23.5%	32.1%	37.0%

Gender of individual consumers	Base	Launch publicity initiatives				
		1 - Not important at all	2	3	4	5 - Very important
Male	1340	3.0%	5.7%	25.7%	33.6%	32.0%
Female	1935	2.7%	4.2%	21.9%	32.7%	38.6%
Gender of individual consumers	Base	Organise workshops on sustainable consumption for staff/organisations/companies				
		1 - Not important at all	2	3	4	5 - Very important
Male	1336	2.7%	9.9%	32.3%	32.4%	22.8%
Female	1937	3.1%	6.2%	28.4%	34.4%	27.8%
Gender of individual consumers	Base	Support charters and voluntary commitments				
		1 - Not important at all	2	3	4	5 - Very important
Male	1339	4.7%	10.3%	36.5%	27.1%	21.4%
Female	1936	4.6%	9.8%	32.9%	28.6%	24.2%
Gender of individual consumers	Base	Provide more information on sustainable products				
		1 - Not important at all	2	3	4	5 - Very important
Male	1330	2.5%	4.8%	25.8%	31.4%	35.6%
Female	1928	2.7%	3.3%	19.5%	34.1%	40.4%

Table 2.15 shows that male individual consumers were less likely to give a rating of 4 or 5 than female individual consumers to the importance of the following actions that the private sector could take the lead in promoting sustainable consumption of biological resources:

- (i) extend the list of sustainable products to be purchased;
- (ii) review and update the purchasing standards;
- (iii) review and promote sustainable menus for banquets;
- (iv) step up marketing efforts in promoting sustainable consumption;
- (v) provide staff of companies/organisations with training about sustainable consumption of biological resources; and
- (vi) support award schemes.

Table 2.15 Importance of various types of actions that the private sector could take the lead in promoting sustainable consumption of biological resources

Gender of individual consumers	Base	Extend the list of sustainable products to be purchased				
		1 - Not important at all	2	3	4	5 - Very important
Male	1339	3.0%	5.7%	22.6%	32.1%	36.7%
Female	1950	3.2%	5.4%	19.2%	31.3%	40.9%
Gender of individual consumers	Base	Review and update the purchasing standards				
		1 - Not important at all	2	3	4	5 - Very important
Male	1335	2.4%	5.8%	26.4%	31.9%	33.5%
Female	1939	2.6%	4.4%	21.8%	34.1%	37.0%

Gender of individual consumers	Base	Review and promote sustainable menus for banquets				
		1 - Not important at all	2	3	4	5 - Very important
Male	1334	2.6%	6.0%	25.5%	33.7%	32.2%
Female	1931	2.3%	4.8%	20.8%	32.5%	39.6%
Gender of individual consumers	Base	Step up marketing efforts in promoting sustainable consumption				
		1 - Not important at all	2	3	4	5 - Very important
Male	1332	3.1%	4.8%	23.7%	32.8%	35.6%
Female	1934	2.3%	4.4%	17.9%	33.5%	41.9%
Gender of individual consumers	Base	Provide staff of companies/ organisations with training about sustainable consumption of biological resources				
		1 - Not important at all	2	3	4	5 - Very important
Male	1334	2.3%	5.5%	27.7%	32.8%	31.7%
Female	1934	3.3%	4.4%	20.8%	34.2%	37.2%
Gender of individual consumers	Base	Support award schemes				
		1 - Not important at all	2	3	4	5 - Very important
Male	1336	3.0%	7.0%	27.2%	29.6%	33.1%
Female	1940	3.1%	5.1%	23.2%	35.2%	33.4%

Table 2.16 shows that male individual consumers were less likely to give a rating of 5 to the importance of school programmes in promoting sustainable consumption of biological resources than female individual consumers. Further, male individual consumers were less likely than female individual consumers to give a rating of 4 or 5 to the importance of the following education and publicity activities in promoting sustainable consumption of biological resources:

- (i) advertisements;
- (ii) exhibitions;
- (iii) workshops for the public;
- (iv) themed carnivals or festivals;
- (v) cultural and art activities; and
- (vi) relevant information through electronic platform (e.g. website).

Table 2.16 Importance of education and publicity activities in promoting sustainable consumption of biological resources

Gender of individual consumers	Base	School programmes				
		1 - Not important at all	2	3	4	5 - Very important
Male	1352	2.5%	4.6%	17.1%	29.0%	46.8%
Female	1964	2.5%	4.6%	13.9%	28.7%	50.3%
Gender of individual consumers	Base	Advertisements				
		1 - Not important at all	2	3	4	5 - Very important
Male	1352	2.6%	7.5%	27.0%	30.5%	32.5%
Female	1957	2.1%	4.9%	19.3%	33.8%	40.0%
Gender of individual consumers	Base	Exhibitions				
		1 - Not important at all	2	3	4	5 - Very important
Male	1344	4.4%	13.0%	35.1%	30.2%	17.3%
Female	1948	3.1%	9.8%	33.2%	32.3%	21.6%

Gender of individual consumers	Base	Workshops for the public				
		1 - Not important at all	2	3	4	5 - Very important
Male	1346	4.2%	10.7%	34.8%	31.6%	18.8%
Female	1954	2.8%	7.2%	29.6%	33.5%	27.0%
Gender of individual consumers	Base	Themed carnivals or festivals				
		1 - Not important at all	2	3	4	5 - Very important
Male	1349	4.2%	10.3%	31.9%	30.4%	23.2%
Female	1942	3.8%	6.2%	26.2%	34.6%	29.2%
Gender of individual consumers	Base	Cultural and art activities				
		1 - Not important at all	2	3	4	5 - Very important
Male	1349	3.6%	11.4%	37.2%	29.4%	18.4%
Female	1947	3.5%	7.6%	29.6%	34.1%	25.2%
Gender of individual consumers	Base	Relevant information through electronic platform (e.g. website)				
		1 - Not important at all	2	3	4	5 - Very important
Male	1347	3.2%	5.4%	23.8%	29.4%	38.2%
Female	1950	2.8%	4.7%	18.9%	31.8%	41.8%

2.4.15 Comparisons across age groups of individual consumers

Table 2.17 shows that individual consumers aged below 18 were less likely to give a rating of 1 or 2 for their awareness of the current efforts of promoting sustainable consumption of biological resources in Hong Kong than older individual consumers.

Table 2.17 Awareness of the current efforts of promoting sustainable consumption of biological resources in Hong Kong

Age groups of individual consumers	Base	1 - Not aware at all	2	3	4	5 - Very aware
Below 18	934	11.0%	18.2%	46.6%	19.2%	5.0%
18-40	1503	19.7%	28.4%	34.1%	13.7%	4.1%
Above 40	762	19.4%	24.9%	31.2%	15.0%	9.4%

Table 2.18 shows that individual consumers aged below 18 were less likely to report that they very often purchased paper from sustainable sources than older individual consumers.

Table 2.18 Frequency of purchasing paper from sustainable sources

Age groups of individual consumers	Base	Very often	Sometimes	Seldom	Never
Below 18	567	13.8%	50.6%	28.6%	7.1%
18-40	818	18.1%	44.9%	30.4%	6.6%
Above 40	521	19.0%	51.1%	25.0%	5.0%

Table 2.19 shows that individual consumers aged below 18 were less likely to give a rating of 4 or 5 than older individual consumers to the extent which the following factors hindered individual consumers from purchasing sustainable products:

- (i) knowledge about which products are truly sustainable;
- (ii) availability of sustainable products in the market;
- (iii) the price; and
- (iv) the quality of sustainable products.

Table 2.19 Extent of various factors that hindered individual consumers from purchasing sustainable products

Age groups of individual consumers	Base	Knowledge about which products are truly sustainable				
		1 - Very small extent	2	3	4	5 - Very large extent
Below 18	968	8.8%	12.7%	43.3%	23.8%	11.5%
18-40	1527	6.1%	8.7%	25.3%	32.5%	27.4%
Above 40	792	12.6%	13.1%	24.6%	24.7%	24.9%
Age groups of individual consumers	Base	Availability of sustainable products in the market				
		1 - Very small extent	2	3	4	5 - Very large extent
Below 18	963	6.6%	12.4%	44.0%	25.6%	11.3%
18-40	1518	3.8%	6.5%	24.5%	34.5%	30.7%
Above 40	781	10.6%	11.3%	25.6%	28.3%	24.2%
Age groups of individual consumers	Base	The price of sustainable products				
		1 - Very small extent	2	3	4	5 - Very large extent
Below 18	962	5.6%	9.8%	36.2%	29.3%	19.1%
18-40	1514	4.2%	7.2%	22.5%	32.4%	33.7%
Above 40	782	9.5%	10.5%	26.9%	28.0%	25.2%

Age groups of individual consumers	Base	The quality of sustainable products				
		1 - Very small extent	2	3	4	5 - Very large extent
Below 18	962	6.5%	12.5%	35.3%	28.7%	16.9%
18-40	1507	6.1%	11.3%	25.4%	33.3%	23.8%
Above 40	786	10.4%	9.4%	26.1%	31.2%	22.9%

Table 2.20 shows that individual consumers aged below 18 were less likely than older individual consumers to give a rating of 4 or 5 to the usefulness of the following types of information in facilitating them to choose sustainable products:

- (i) eco-labels on products;
- (ii) consumer guides on purchasing sustainable products; and
- (iii) more information on sustainable products (e.g. product origins, statistics about sustainable products).

Table 2.20 Usefulness of various types of information in facilitating individual consumers to choose sustainable products

Age groups of individual consumers	Base	Eco-labels on products				
		1 - Not useful at all	2	3	4	5 - Very useful
Below 18	968	4.9%	10.0%	32.9%	31.3%	21.0%
18-40	1529	2.5%	5.8%	16.4%	34.2%	41.1%
Above 40	797	7.7%	8.0%	18.6%	26.0%	39.8%
Age groups of individual consumers	Base	Consumer guides on purchasing sustainable products				
		1 - Not useful at all	2	3	4	5 - Very useful
Below 18	969	6.4%	10.6%	38.9%	30.8%	13.3%
18-40	1518	3.2%	9.9%	25.4%	34.5%	26.9%
Above 40	790	6.6%	9.4%	25.4%	29.0%	29.6%

Age groups of individual consumers	Base	More information on sustainable products (e.g. product origins, statistics about sustainable products)				
		1 - Not useful at all	2	3	4	5 - Very useful
Below 18	963	4.5%	10.3%	38.2%	32.1%	15.0%
18-40	1516	2.2%	6.5%	23.8%	35.9%	31.5%
Above 40	790	6.3%	8.4%	23.7%	30.9%	30.8%

Table 2.21 shows that individual consumers aged below 18 were less likely than older individual consumers to give a rating of 4 or 5 to the importance of the following actions that the Government/public sector could take in promoting sustainable consumption of biological resources:

- (i) extend the list of sustainable products to be purchased;
- (ii) review and update the purchasing standards;
- (iii) review and promote sustainable menus for banquets;
- (iv) provide funding for non-profit organisations to promote sustainable consumption of biological resources;
- (v) launch publicity initiatives;
- (vi) organise workshops on sustainable consumption for staff/organisations/companies;
- (vii) support charters and voluntary commitments;
- (viii) support award schemes; and
- (ix) provide more information on sustainable products.

Table 2.21 Importance of the actions the Government/public sector could take the lead in promoting sustainable consumption of biological resources

Age groups of individual consumers	Base	Extend the list of sustainable products to be purchased				
		1 - Not important at all	2	3	4	5 - Very important
Below 18	957	3.7%	7.7%	40.6%	32.0%	16.0%
18-40	1519	1.6%	4.1%	18.0%	35.2%	41.1%
Above 40	797	5.4%	8.0%	19.3%	28.1%	39.1%
Age groups of individual consumers	Base	Review and update the purchasing standards				
		1 - Not important at all	2	3	4	5 - Very important
Below 18	958	2.9%	6.9%	39.8%	34.2%	16.2%
18-40	1519	1.2%	3.8%	21.1%	37.9%	36.1%
Above 40	787	4.7%	5.6%	23.1%	31.8%	34.8%
Age groups of individual consumers	Base	Review and promote sustainable menus for banquets				
		1 - Not important at all	2	3	4	5 - Very important
Below 18	958	3.2%	7.6%	37.0%	33.1%	19.1%
18-40	1510	1.3%	3.9%	22.8%	34.2%	37.7%
Above 40	791	3.9%	7.0%	26.0%	31.9%	31.2%

Age groups of individual consumers	Base	Provide funding for non-profit organisations to promote sustainable consumption of biological resources				
		1 - Not important at all	2	3	4	5 - Very important
Below 18	955	2.9%	6.6%	35.1%	32.0%	23.4%
18-40	1515	1.6%	3.6%	19.2%	31.7%	43.9%
Above 40	788	4.6%	5.6%	22.8%	31.7%	35.3%
Age groups of individual consumers	Base	Launch publicity initiatives				
		1 - Not important at all	2	3	4	5 - Very important
Below 18	957	3.4%	6.9%	34.8%	32.5%	22.4%
18-40	1512	1.6%	3.4%	18.9%	34.5%	41.7%
Above 40	786	4.3%	4.8%	18.4%	31.4%	41.0%
Age groups of individual consumers	Base	Organise workshops on sustainable consumption for staff/organisations/companies				
		1 - Not important at all	2	3	4	5 - Very important
Below 18	956	3.7%	8.5%	40.1%	32.1%	15.7%
18-40	1512	2.0%	7.1%	26.3%	35.1%	29.6%
Above 40	785	3.9%	7.6%	25.2%	32.9%	30.3%
Age groups of individual consumers	Base	Support charters and voluntary commitments				
		1 - Not important at all	2	3	4	5 - Very important
Below 18	954	4.6%	10.9%	39.6%	28.4%	16.5%
18-40	1517	4.4%	9.8%	33.5%	28.3%	24.1%
Above 40	785	5.1%	9.2%	29.8%	27.3%	28.7%

Age groups of individual consumers	Base	Support award schemes				
		1 - Not important at all	2	3	4	5 - Very important
Below 18	953	2.9%	6.7%	34.8%	35.0%	20.5%
18-40	1516	2.4%	6.5%	23.5%	34.2%	33.4%
Above 40	790	4.1%	5.4%	24.2%	32.4%	33.9%
Age groups of individual consumers	Base	Provide more information on sustainable products				
		1 - Not important at all	2	3	4	5 - Very important
Below 18	949	3.0%	4.5%	35.4%	33.4%	23.7%
18-40	1511	1.5%	3.0%	16.1%	34.3%	45.1%
Above 40	778	4.5%	4.1%	17.5%	30.3%	43.6%

Table 2.22 shows that individual consumers aged below 18 were less likely than older individual consumers to give a rating of 4 or 5 to the importance of the following actions that private sector could take the lead in promoting sustainable consumption of biological resources:

- (i) extending the list of sustainable products to be purchased;
- (ii) reviewing and updating the purchasing standards;
- (iii) reviewing and promoting sustainable menus for banquets;
- (iv) stepping up marketing efforts in promoting sustainable consumption;
- (v) providing staff of companies/organisations with training about sustainable consumption of biological resources;
- (vi) supporting charters and voluntary commitments; and
- (vii) supporting award schemes.

Table 2.22 Importance of the actions the private sector could take the lead in promoting sustainable consumption of biological resources

Age groups of individual consumers	Base	Extend the list of sustainable products to be purchased				
		1 - Not important at all	2	3	4	5 - Very important
Below 18	958	3.7%	7.1%	33.4%	33.3%	22.5%
18-40	1515	1.7%	3.8%	14.3%	32.5%	47.7%
Above 40	794	4.7%	6.3%	17.4%	28.3%	43.3%
Age groups of individual consumers	Base	Review and update purchasing standards				
		1 - Not important at all	2	3	4	5 - Very important
Below 18	956	3.2%	5.9%	36.0%	32.1%	22.8%
18-40	1514	1.7%	4.2%	17.0%	35.2%	42.0%
Above 40	784	3.2%	5.1%	21.6%	31.4%	38.8%

Age groups of individual consumers	Base	Review and promote sustainable menus for banquets				
		1 - Not important at all	2	3	4	5 - Very important
Below 18	951	3.2%	6.6%	31.8%	34.3%	24.2%
18-40	1511	1.6%	4.0%	17.6%	32.7%	44.1%
Above 40	782	2.9%	5.9%	21.7%	31.8%	37.6%
Age groups of individual consumers	Base	Step up marketing efforts in promoting sustainable consumption				
		1 - Not important at all	2	3	4	5 - Very important
Below 18	949	3.1%	5.1%	32.3%	35.0%	24.6%
18-40	1509	2.0%	3.4%	14.9%	31.9%	47.8%
Above 40	788	3.0%	5.7%	16.2%	34.1%	40.9%
Age groups of individual consumers	Base	Provide staff of companies/ organisations with training about sustainable consumption of biological resources				
		1 - Not important at all	2	3	4	5 - Very important
Below 18	952	2.8%	5.5%	34.7%	34.0%	23.0%
18-40	1515	1.8%	4.3%	19.1%	33.7%	41.1%
Above 40	782	5.0%	4.9%	19.1%	33.4%	37.7%
Age groups of individual consumers	Base	Support charters and voluntary commitments				
		1 - Not important at all	2	3	4	5 - Very important
Below 18	956	4.3%	9.2%	34.7%	30.2%	21.5%
18-40	1515	3.6%	7.5%	23.8%	31.6%	33.5%
Above 40	788	4.7%	7.2%	23.7%	32.5%	31.9%

Age groups of individual consumers	Base	Support award schemes				
		1 - Not important at all	2	3	4	5 - Very important
Below 18	957	3.2%	7.6%	34.2%	32.6%	22.4%
18-40	1510	2.5%	4.7%	20.4%	34.0%	38.4%
Above 40	789	3.9%	5.7%	22.4%	31.4%	36.5%

2.4.16 Comparisons across education levels of individual consumers

Table 2.23 shows that individual consumers who had below secondary education were more likely to give a rating of 1 or 2 to their awareness of the impact of over-exploitation of biological resources than those with higher education level.

Table 2.23 Awareness of the impact of over-exploitation of biological resources

Education level of individual consumers	Base	1 - Not aware at all	2	3	4	5 - Very aware
Below secondary	107	21.5%	21.5%	26.2%	15.9%	15.0%
Secondary	1443	7.3%	13.9%	39.8%	28.5%	10.5%
Tertiary education	1737	5.7%	15.4%	29.9%	34.3%	14.8%

Table 2.24 shows that individual consumers who had secondary education were less likely to give a rating of 1 or 2 to their awareness of the current efforts of promoting sustainable consumption of biological resources in Hong Kong than those who had below secondary education or tertiary education.

Table 2.24 Awareness of the current efforts of promoting sustainable consumption of biological resources in Hong Kong

Education level of individual consumers	Base	1 - Not aware at all	2	3	4	5 - Very aware
Below secondary	97	24.7%	23.7%	28.9%	16.5%	6.2%
Secondary	1390	14.1%	18.8%	44.0%	17.1%	6.0%
Tertiary education	1699	19.2%	29.1%	32.1%	14.4%	5.1%

Table 2.25 shows that individual consumers with higher education level were less likely to report that they very often purchased seafood from sustainable sources, clothes made of sustainable cotton and products made of sustainable palm oil than those with lower education level.

Table 2.25 Frequency of purchase of various types of products

Education level of individual consumers	Base	Seafood from sustainable sources			
		Very often	Sometimes	Seldom	Never
Below secondary	60	15.0%	46.7%	23.3%	15.0%
Secondary	790	9.4%	53.3%	30.9%	6.5%
Tertiary education	825	8.6%	41.8%	38.4%	11.2%
Education level of individual consumers	Base	Clothes made of sustainable cotton			
		Very often	Sometimes	Seldom	Never
Below secondary	68	19.1%	45.6%	23.5%	11.8%
Secondary	783	12.0%	51.6%	30.9%	5.5%
Tertiary education	826	6.9%	41.4%	39.7%	12.0%
Education level of individual consumers	Base	Products made of sustainable palm oil			
		Very often	Sometimes	Seldom	Never
Below secondary	65	18.5%	33.8%	35.4%	12.3%
Secondary	745	13.3%	43.9%	33.7%	9.1%
Tertiary education	687	9.0%	38.3%	36.4%	16.3%

Table 2.26 shows that individual consumers with lower education level were more likely than those with higher education level to give a rating of 1 or 2 to the extent which the following factors hindered them from purchasing sustainable products:

- (i) their knowledge about which products are truly sustainable;
- (ii) availability of sustainable products in the market;
- (iii) the price; and
- (iv) the quality of sustainable products.

Table 2.26 Extent of various factors that hindered individual consumers from purchasing sustainable products

Education level of individual consumers	Base	Knowledge about which products are truly sustainable				
		1 - Very small extent	2	3	4	5 - Very large extent
Below secondary	104	27.9%	14.4%	29.8%	16.3%	11.5%
Secondary	1435	9.8%	13.9%	39.4%	22.6%	14.3%
Tertiary education	1732	6.4%	8.3%	23.0%	33.1%	29.2%
Education level of individual consumers	Base	Availability of sustainable products in the market				
		1 - Very small extent	2	3	4	5 - Very large extent
Below secondary	102	21.6%	21.6%	22.5%	20.6%	13.7%
Secondary	1416	7.5%	12.4%	42.4%	24.9%	12.8%
Tertiary education	1727	4.5%	6.0%	21.3%	35.4%	32.9%
Education level of individual consumers	Base	The price of sustainable products				
		1 - Very small extent	2	3	4	5 - Very large extent
Below secondary	102	22.5%	20.6%	24.5%	14.7%	17.6%
Secondary	1417	7.0%	9.9%	35.7%	28.4%	19.1%
Tertiary education	1723	4.1%	7.0%	21.2%	33.1%	34.6%

Education level of individual consumers	Base	The quality of sustainable products				
		1 - Very small extent	2	3	4	5 - Very large extent
Below secondary	104	23.1%	16.3%	33.7%	12.5%	14.4%
Secondary	1417	7.3%	11.4%	34.2%	28.6%	18.4%
Tertiary education	1718	6.3%	10.6%	23.6%	34.8%	24.7%

Table 2.27 shows that individual consumers with lower education level were more likely than those with higher education level to give a rating of 1 or 2 to the usefulness of the following types of information in facilitating them to choose sustainable products:

- (i) eco-labels on products;
- (ii) consumer guides on purchasing sustainable products; and
- (iii) more information on sustainable products (e.g. product origins, statistics about sustainable products).

Table 2.27 Usefulness of various types of information in facilitating individual consumers to choose sustainable products

Education level of individual consumers	Base	Eco-labels on products				
		1 - Not useful at all	2	3	4	5 - Very useful
Below secondary	106	17.9%	20.8%	22.6%	19.8%	18.9%
Secondary	1437	5.5%	11.1%	29.9%	29.6%	23.9%
Tertiary education	1735	2.5%	3.9%	15.0%	33.5%	45.1%
Education level of individual consumers	Base	Consumer guides on purchasing sustainable products				
		1 - Not useful at all	2	3	4	5 - Very useful
Below secondary	103	17.5%	16.5%	33.0%	21.4%	11.7%
Secondary	1433	6.1%	11.8%	36.1%	29.4%	16.5%
Tertiary education	1727	3.1%	8.1%	23.6%	35.1%	30.1%

Education level of individual consumers	Base	More information on sustainable products (e.g. product origins, statistics about sustainable products)				
		1 - Not useful at all	2	3	4	5 - Very useful
Below secondary	106	13.2%	22.6%	28.3%	14.2%	21.7%
Secondary	1424	5.5%	10.3%	36.5%	29.6%	18.1%
Tertiary education	1726	2.0%	5.3%	21.0%	38.2%	33.5%

Table 2.28 shows that individual consumers with lower education level were more likely than those with higher education level to give a rating of 1 or 2 to the importance of the following actions that the Government/public sector could take the lead in promoting sustainable consumption of biological resources:

- (i) extend the list of sustainable products to be purchased;
- (ii) review and update the purchasing standards;
- (iii) review and promote sustainable menus for banquets;
- (iv) provide funding for non-profit organisations to promote sustainable consumption of biological resources;
- (v) launch publicity initiatives;
- (vi) organise workshops on sustainable consumption for staff/organisations/companies;
- (vii) support charters and voluntary commitments;
- (viii) support award schemes; and
- (ix) provide more information on sustainable products.

Table 2.28 Importance of the actions that the Government/public sector could take the lead in promoting sustainable consumption of biological resources

Education level of individual consumers	Base	Extend the list of sustainable products to be purchased				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	106	17.0%	15.1%	20.8%	18.9%	28.3%
Secondary	1428	3.6%	8.3%	37.3%	29.9%	20.9%
Tertiary education	1727	1.8%	3.6%	15.1%	35.7%	43.8%
Education level of individual consumers	Base	Review and update the purchasing standards				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	105	9.5%	10.5%	32.4%	24.8%	22.9%
Secondary	1418	3.2%	6.7%	36.7%	33.2%	20.2%
Tertiary education	1727	1.4%	3.4%	19.0%	37.9%	38.3%
Education level of individual consumers	Base	Review and promote sustainable menus for banquets				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	105	10.5%	12.4%	25.7%	26.7%	24.8%
Secondary	1421	3.4%	7.7%	35.7%	30.8%	22.4%
Tertiary education	1721	1.3%	3.8%	21.3%	35.9%	37.8%

Education level of individual consumers	Base	Provide funding for non-profit organisations to promote sustainable consumption of biological resources				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	101	8.9%	8.9%	22.8%	23.8%	35.6%
Secondary	1420	3.1%	6.8%	34.2%	30.8%	25.1%
Tertiary education	1723	1.9%	3.0%	17.2%	33.3%	44.7%
Education level of individual consumers	Base	Launch publicity initiatives				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	105	9.5%	10.5%	28.6%	23.8%	27.6%
Secondary	1419	3.5%	6.9%	32.3%	30.4%	26.8%
Tertiary education	1718	1.7%	2.7%	16.1%	36.0%	43.6%
Education level of individual consumers	Base	Organise workshops on sustainable consumption for staff/organisations/companies				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	103	9.7%	7.8%	33.0%	23.3%	26.2%
Secondary	1422	3.5%	9.2%	36.1%	30.9%	20.2%
Tertiary education	1717	2.0%	6.5%	24.6%	36.6%	30.3%
Education level of individual consumers	Base	Support charters and voluntary commitments				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	103	10.7%	17.5%	27.2%	20.4%	24.3%
Secondary	1417	5.1%	9.7%	36.8%	29.8%	18.7%
Tertiary education	1722	3.9%	9.7%	32.9%	27.1%	26.5%

Education level of individual consumers	Base	Support award schemes				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	104	8.7%	9.6%	23.1%	28.8%	29.8%
Secondary	1421	3.1%	7.0%	31.9%	33.7%	24.3%
Tertiary education	1722	2.4%	5.6%	22.8%	34.8%	34.4%
Education level of individual consumers	Base	Provide more information on sustainable products				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	104	9.6%	6.7%	29.8%	26.0%	27.9%
Secondary	1406	3.6%	4.9%	32.1%	31.7%	27.6%
Tertiary education	1715	1.3%	2.4%	13.4%	34.8%	48.0%

Table 2.29 shows that individual consumers with lower education level were more likely to give a rating of 1 or 2 to the importance of the following actions that the private sector could take the lead in promoting sustainable consumption of biological resources:

- (i) extend the list of sustainable products to be purchased;
- (ii) review and updating the purchasing standards;
- (iii) review and promoting sustainable menus for banquets;
- (iv) step up marketing efforts in promoting sustainable consumption;
- (v) provide staff of companies/organisations with training about sustainable consumption of biological resources
- (vi) support charters and voluntary commitments; and
- (vii) support award schemes.

Table 2.29 Importance of the actions that the private sector could take the lead in promoting sustainable consumption of biological resources

Education level of individual consumers	Base	Extend the list of sustainable products to be purchased				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	105	14.3%	13.3%	23.8%	23.8%	24.8%
Secondary	1431	3.8%	7.9%	30.3%	31.0%	27.0%
Tertiary education	1720	1.5%	2.7%	12.6%	32.8%	50.4%
Education level of individual consumers	Base	Review and update the purchasing standards				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	105	8.6%	6.7%	36.2%	21.9%	26.7%
Secondary	1420	3.2%	7.0%	32.7%	30.9%	26.3%
Tertiary education	1719	1.5%	2.7%	15.8%	36.2%	43.8%
Education level of individual consumers	Base	Review and promote sustainable menus for banquets				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	104	8.7%	11.5%	23.1%	31.7%	25.0%
Secondary	1416	3.4%	6.9%	30.5%	32.8%	26.4%
Tertiary education	1717	1.1%	3.4%	16.2%	33.3%	46.0%

Education level of individual consumers	Base	Step up marketing efforts in promoting sustainable consumption				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	107	10.3%	11.2%	24.3%	27.1%	27.1%
Secondary	1415	3.3%	5.9%	29.3%	33.4%	28.1%
Tertiary education	1714	1.4%	2.9%	12.8%	33.6%	49.4%
Education level of individual consumers	Base	Provide staff of companies/organisations with training about sustainable consumption of biological resources				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	103	13.6%	5.8%	28.2%	23.3%	29.1%
Secondary	1417	3.3%	6.1%	31.0%	32.8%	26.7%
Tertiary education	1719	1.8%	3.5%	17.6%	35.0%	42.2%
Education level of individual consumers	Base	Support charters and voluntary commitments				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	105	12.4%	12.4%	25.7%	24.8%	24.8%
Secondary	1423	4.4%	9.2%	31.4%	30.8%	24.2%
Tertiary education	1722	3.1%	6.6%	23.6%	32.3%	34.5%
Education level of individual consumers	Base	Support award schemes				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	105	12.4%	10.5%	23.8%	24.8%	28.6%
Secondary	1422	3.4%	6.8%	31.4%	31.8%	26.7%
Tertiary education	1719	2.1%	4.6%	19.7%	34.4%	39.3%

Table 2.30 shows that individual consumers with lower education level were more likely than those with higher education level to give a rating of 1 or 2 to the importance of the following education and publicity activities in promoting sustainable consumption of biological resources:

- (i) school programmes;
- (ii) advertisements;
- (iii) workshops for the public; and
- (iv) relevant information through electronic platform (e.g. website).

Table 2.30 Importance of education and publicity activities in promoting sustainable consumption of biological resources

Education level of individual consumers	Base	School programmes				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	106	13.2%	9.4%	23.6%	23.6%	30.2%
Secondary	1440	3.2%	6.5%	23.6%	31.0%	35.6%
Tertiary education	1734	1.0%	2.5%	7.8%	27.6%	61.1%
Education level of individual consumers	Base	Advertisements				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	107	8.4%	14.0%	26.2%	20.6%	30.8%
Secondary	1434	3.1%	7.7%	29.9%	32.3%	27.0%
Tertiary education	1733	1.1%	3.8%	16.4%	33.6%	45.2%
Education level of individual consumers	Base	Workshops for the public				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	108	8.3%	10.2%	27.8%	21.3%	32.4%
Secondary	1430	4.3%	8.7%	34.6%	31.3%	21.1%
Tertiary education	1729	2.3%	8.3%	29.7%	34.8%	25.0%

Education level of individual consumers	Base	Relevant information through electronic platform (e.g. website)				
		1 - Not important at all	2	3	4	5 - Very important
Below secondary	106	12.3%	7.5%	23.6%	24.5%	32.1%
Secondary	1427	3.7%	6.4%	28.8%	29.2%	31.8%
Tertiary education	1730	1.6%	3.5%	14.3%	32.9%	47.7%

Chapter 3 Qualitative Analysis

3.1 Introduction

In this chapter we analyse the open-ended comments from the feedback forms and all the other feedback received during PE process.

All 39,212 comments received during the PE process were divided into ten channels as described below:

1. Events (E): 31 events including conferences, round tables, seminars and briefings other than PF or PCP: 567 comments were received from these events (**Annex C**);
2. Internet and social media (IM): 73 topics in non-government web fora; 5 responses from government web fora; 9 online news articles: 59 comments were usable for analysis (**Annex E**);
3. Media (M): comments from 14 summaries from printed media and broadcasting: 54 comments were usable for analysis (**Annex D**);
4. Public consultative platforms (PCP): 16 summaries from District Councils and 13 written documents (including 11 summaries and 2 official minutes) from Advisory and Statutory Bodies and Estate Management Advisory Committees: 402 comments were received through public consultative platforms (**Annex B**);
5. Signature campaign/petition (SCP): 1 signature campaign with 4 different comments, there are 9,126, 9,132, 9,131 and 9,125 valid signatures respectively. The signature campaign comments were all counted based on the number of verifiable signature and email (**Annex F**);
6. Feedback forms (Q): written comments in the 3592 feedback forms: 178 comments for qualitative analysis were received in this manner (**Annex H**);
7. Regional fora (RF): 22 focus group summaries from 4 regional fora - regional fora are distinguished from other events because they were widely advertised as open to all participants, whereas some of the other events were provided to dedicated bodies: 1,212 comments were received from the participants of regional fora (**Annex A**);

8. Opinion surveys (OS): 1 survey result was included as a single submission as verification of the participants was not possible. The 9 comments were coded on the basis of any view expressed by a simple majority (more than 50%) (**Annex G**).
9. Written submissions with organisation/company letterhead (WSL): 11 written submissions including either by soft or hard copies with an organisation or company letterhead. All these written submissions were sent by letter, fax or email with explicit corporate or association identification: 126 comments were received in this manner; and
10. Written submissions without organisation/company letterhead (WSNL): 16 written submissions including either by soft or hard copies without an organisation or company letterhead. All these written submissions were sent by letter, fax or email without any explicit corporate or association identification: 91 comments were received in this manner.

As noted in Chapter 1, the qualitative analysis used the NVivo software and is based on a framework in **Annex I** that was developed by the HKUSSRC to reflect all the issues covered in the PE document, and then extended to cover all the other relevant issues raised in the qualitative materials collected during the PE process.

The overall table of counts for issues for which qualitative comments were given is provided for each section in this chapter, broken down by the ten channels. Comments submitted by different people are counted each time, even if the comments were identical, regardless of the channel of submission, on the grounds that this reflects the number of people or organisations who wish to make that specific comment. No distinction, other than for written submissions with and without letterhead, is made between people and organisations, as it is often unclear whether a comment represents a personal or institutional perspective. All counts are comment-based.

As individual identities were not cross-referenced across channels, comments submitted through multiple channels are counted separately through each channel.

Discussion is provided for any issue with at least ten comments provided, including a quote from a typical comment submitted and also, where appropriate, the numbers of comments that agree and disagree (or are positive and negative) are highlighted. The discussion highlights whenever at least half of the comments about an issue came through a single channel.

3.2 Types of biological resources consumed

Table 3.1 Types of biological resources consumed

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
Total count			5				11				16
A.3.1 Animal resources			2								2
A.3.1.1 Seafood			2								2
A.3.3 Plant resources			3				11				14
A.3.3.1 Paper							10				10
A.3.3.2 Cotton			2								2
A.3.3.3 Palm oil							1				1
A.3.3.6 Furniture			1								1

As seen in Table 3.1, there was a total of 16 comments about the types of biological resources consumed, but as all but one were resources covered in the quantitative analysis in Chapter 2 there is no further discussion here.

3.3 Strategies to improve biological sustainability

Table 3.2 Strategies to improve biological sustainability

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
Total count	105	13	16	117	18257	24	142	2	42	27	18745
A.4.1 Opinion on current efforts to improve biological sustainability	19	7	7	18	9131		27		4	1	9214
A.4.1.1 AFCD's Accredited Fish Farm Scheme	1			4							5
A.4.1.1.1 Positive				4							4
A.4.1.1.2 Negative	1										1
A.4.1.2 Sustainable Fishing Practices	4	1	4	4			5				18
A.4.1.2.1 Inside HK water area	4	1	2	4			3				14
A.4.1.2.1.1 Positive	4	1	1	4			3				13
A.4.1.2.1.2 Negative			1								1
A.4.1.2.2 Outside HK water area			2				2				4
A.4.1.2.2.1 Positive			1								1
A.4.1.2.2.2 Negative			1				2				3
A.4.1.3 Sustainability-conscious Menus at Government Entertainment Functions		1	1	1			1		1	1	6

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
A.4.1.3.1 Positive		1	1	1			1		1	1	6
A.4.1.4 Green Procurement Guidelines	10			1			15				26
A.4.1.4.1 Positive	6						15				21
A.4.1.4.2 Negative	4			1							5
A.4.1.5 Sustainable Seafood Movement	4	2	2	4	9131		2		3		9148
A.4.1.5.1 Positive	1	2	2	4	9131		2		3		9145
A.4.1.5.2 Negative	3										3
A.4.1.7 Say No to Shark Fin		3		3			3				9
A.4.1.7.1 Positive		3		3			3				9
A.4.1.8 Hong Kong Green Purchasing Charter by the Green Council							1				1
A.4.1.8.1 Positive							1				1
A.4.1.9 Sustainable Purchasing Framework by HKSCC				1							1
A.4.1.9.2 Negative				1							1
A.4.2 Opinion on strategies that improve biological sustainability	86	6	9	99	9126	24	115	2	38	26	9531

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
A.4.2.1 Extend the list of sustainable products to be purchased	4			3	9126	1	7		5	2	9148
A.4.2.1.1 Positive	4			3	9126	1	7		5	2	9148
A.4.2.2 Review and update the purchasing standards	5			3		3	14		2	1	28
A.4.2.2.1 Positive	5			3		3	14		2	1	28
A.4.2.3 Review and promote sustainable menus for banquets						1	2		1	1	5
A.4.2.3.1 Positive						1	2		1	1	5
A.4.2.4 Provide funding to promote sustainable consumption of biological resources	2			4			4		3	3	16
A.4.2.4.1 Positive	2			4			4		3	3	16
A.4.2.5 Through publicity and education	27		5	40		3	30	1	5	6	117
A.4.2.5.1 Positive	27		5	40		3	29	1	5	6	116
A.4.2.5.2 Negative							1				1
A.4.2.6 Organise workshops on sustainable consumption				1			1				2

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
A.4.2.6.1 Positive				1			1				2
A.4.2.7 Support charters and voluntary commitments	1			4		2	10		3	2	22
A.4.2.7.1 Positive	1			4		2	10		3	2	22
A.4.2.8 Support award schemes	9			5		1	17	1	1	2	36
A.4.2.8.1 Positive	9			4		1	15	1	1	2	33
A.4.2.8.2 Negative				1			2				3
A.4.2.9 Enact law to protect biological resources from unsustainable consumption	14	1	1	15		7	7		2	5	52
A.4.2.9.1 Positive	11	1	1	13		7	7		2	5	47
A.4.2.9.2 Negative	3			2							5
A.4.2.10 Adopt penalty system	10	2		5		5	4		1	3	30
A.4.2.10.1 Positive	10	2		4		5	3		1	3	28
A.4.2.10.2 Negative				1			1				2
A.4.2.12 Promote consume less rather than using sustainable products	3		1	1			5		1	1	12
A.4.2.12.1 Positive	3		1	1			5		1	1	12

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
A.4.2.13 Promote or Enhance Biodiversity									2		2
A.4.2.13.1 Positive									2		2
A.4.2.14 Different Government departments collaborate to promote biological sustainability	4			13			6				23
A.4.2.14.1 Positive	4			13			6				23
A.4.2.15 About time line	1	1	2	3		1	6		10		24
A.4.2.15.1 Set a timetable to promote sustainable consumption of biological resources		1					3		3		7
A.4.2.15.1.1 Positive		1					3		3		7
A.4.2.15.2 Promote sustainable consumption of biological resources as soon as possible	1		2	1					7		11
A.4.2.15.2.1 Positive	1		2	1					7		11
A.4.2.15.3 Step by step promotion of				2		1	3				6

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
sustainable consumption of biological resources											
A.4.2.15.3.1 Positive				2		1	3				6
A.4.2.16 Implement policy based on scientific statistics	3	1		1					1		6
A.4.2.16.1 Positive	3	1		1					1		6
A.4.2.17 Promote local food production	3	1		1			2		1		8
A.4.2.17.1 Positive	3	1		1			2		1		8

As seen in Table 3.2, there were 18,745 comments (including 18,257 via signature campaigns) in total about strategies to improve biological sustainability, including 9,531 on new strategies and 9,214 on current efforts.

Of the 9,531 on new strategies, 9,148 on extending the list of sustainable products (all positive, of which 9,126 were from signature campaigns) (“strengthen the existing green procurement policy to demonstrate that the government is committed to sustainable consumption”); 117 were on publicity (all but one were positive) (“Government could do more in promoting sustainable development”); 52 on enacting new legal protections (of which 47 were positive) (“cutting agarwood and releasing red-eared sliders to the ocean emphasise the importance of having the law to protect natural resources”); 36 on award schemes (of which 33 were positive) (“related award schemes could be set up since enterprises care about their public image”); 30 on adopting a penalty system (all but 2 were positive) (“Taxes and charges can help eliminate unsustainable products from the market or make them a less attractive option.”); 28 on reviewing and updating purchasing standards (14 through regional fora and all positive) (“there was no guideline on purchases under \$1000 so the scope of green procurement guidelines could be extended”); 23 on different Government departments collaborating to promote biological sustainability (“SDC should make

more effort to cooperate with other government departments, such as setting up education policy with the Education Bureau”), 24 on timetable (including 11 on promoting sustainable consumption as soon as possible (7 through written submissions with letterhead) (“Government can introduce and implement the policies regarding sustainable living and environmental protection effectively as soon as possible”)), 22 on charters and voluntary initiatives (all positive) (“a voluntary charter scheme for SMEs would be helpful for publicity as they were willing to participate in campaigns like the Caring Company Scheme”); 16 on providing funding support (all positive) (“government should allocate more resources to research and assess the sustainability or conservation status of different products and/or species so Hong Kong people could make a well-informed purchasing decision more easily”) and 12 on promoting consuming less rather than sustainable products (all positive) (“SDC should encourage people to think carefully before buying anything as advertisements were telling people to buy things we didn’t need to impress people we didn’t like”).

Of the 9,214 comments on current efforts, 9,148 were on sustainable seafood movement (9,145 positive of which 9,131 were via signature campaigns) (“Seafood Guide is a good tool to raise public awareness and to help consumers make sustainable seafood choices in Hong Kong”), 26 were on green procurement guidelines (15 through regional fora and 21 positive) (“adoption of the government’s procurement guideline encouraged the import of sustainable alternatives”) and 18 on sustainable fishing including 14 about Hong Kong waters (of which 13 were positive) (“Government could provide assistance in helping fishermen to adapt to better ways of fishing apart from forbidding them from trawling”).

3.4 Action that would encourage the supply of more sustainable products

Table 3.3 Action that would encourage the supply of more sustainable products

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
Total count	37	2	5	21		6	60		6	14	151
A.5.1 Provide financial incentives	16	2	2	14		3	24		3	3	67
A.5.1.1 Green card system	3			1						1	5
A.5.1.1.1 Positive	3			1						1	5
A.5.1.2 Tax incentive	4			2		1	6				13
A.5.1.2.1 Positive	4			2		1	5				12
A.5.1.2.2 Negative							1				1
A.5.1.77 Not specific	9	2	2	11		2	18		3	2	49
A.5.1.77.1 Positive	9	2	1	11		2	17		3	2	47
A.5.1.77.2 Negative			1				1				2
A.5.3 Availability of sustainable products	5						5			3	13
A.5.3.1 Positive	5						5			3	13
A.5.4 Set up an institution to facilitate choosing sustainable products							4			1	5
A.5.4.1 Positive							4			1	5
A.5.5 Set up a suitable business environment	6			3		2	10		1	2	24

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
A.5.5.1 Positive	6			3		2	10		1	2	24
A.5.6 Standardise and develop a HK eco-label system	2		1	2			1		1		7
A.5.6.1 Positive	2		1	2			1		1		7
A.5.7 Provide information of eco-labels or sustainable products	2		1				5			4	12
A.5.7.1 Positive	2						5			4	11
A.5.7.2 Negative			1								1
A.5.8 Publicity through advertisement and education	5		1	2			5				13
A.5.8.1 Positive	5		1	2			5				13
A.5.9 Enact law to make eco-labels mandatory	1					1	6		1	1	10
A.5.9.1 Positive	1					1	4		1	1	8
A.5.9.2 Negative							2				2

As seen in Table 3.3, there was a total of 151 comments about actions that would encourage the supply of more sustainable products, of which 67 were about financial incentives (of which 49 were not specific about the action (“financial support and marketing skills should be provided to local agriculture and mariculture by the government”) and 13 were about tax incentive (12 were positive) (“rent discounts and tax benefits could motivate retailers to provide accredited products to facilitate the sustainability campaign”), 24 were about a suitable business environment (all positive) (“companies interested in purchasing sustainable products could form a group, and reach out to suppliers to let them know that there was a market in Hong Kong, building a market of sustainable products”), 13 were about increasing the availability of sustainable products (all positive) (“people should be able to get sustainable products everywhere”), 13 were about publicity through advertisements and education (all positive) (“education of suppliers would be helpful for supermarkets to get more supplies of sustainable seafood products”), 12 were about providing information about eco-labels or sustainable products (11 were positive) (“the public should be able to find

information from suppliers on the Internet through codes and keyword search”) and 10 were about legislation requiring eco-labels (6 through regional fora and 8 were positive) (“legislation for labeling was necessary so the public would know what they were eating in terms of species”).

3.5 Factors hindering the supply of sustainable products

Table 3.4 Factors hindering the supply of sustainable products

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
Total count	13			1			17				31
A.7.1 Knowledge about sustainable products							1				1
A.7.2 Availability of sustainable products in the market	2						5				7
A.7.3 The profit from sustainable products	7			1			9				17
A.7.4 The quality of sustainable products	1										1
A.7.5 Problems about eco-labels	3						2				5
A.7.5.2 Too many types of eco-labels	1										1
A.7.5.3 Unclear on the products	1										1
A.7.5.4 Knowledge about eco-labels	1						2				3

As seen in Table 3.4, there was a total of 31 comments about factors that hinder the supply of sustainable products, of which 17 were about the profit from sustainable products (9 through regional fora) (“business owners may not be willing to participate if it costs more to use sustainable sources to produce their products”).

3.6 Action that would encourage the demand for more sustainable products

Table 3.5 Action that would encourage the demand for more sustainable products

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
Total count	124	7	5	58	9132	46	255	1	16	11	9655
A.6.1 Provide financial incentives	49	7	4	20	9132	20	88		6	2	9328
A.6.1.1 Green card system	29	3	2	13		2	48		5	1	103
A.6.1.1.1 Positive	28	3	2	11		2	47		5	1	99
A.6.1.1.2 Negative	1			2			1				4
A.6.1.2 Tax incentive				1		6	3				10
A.6.1.2.1 Positive				1		6	3				10
A.6.1.77 Not specific	20	4	2	6	9132	12	37		1	1	9215
A.6.1.77.1 Positive	19	4	2	6	9132	12	37		1	1	9214
A.6.1.77.2 Negative	1										1
A.6.2 Set up an institution to facilitate choosing sustainable product	3			5			5			1	14
A.6.2.1 Positive	3			5			4			1	13
A.6.2.2 Negative							1				1
A.6.3 Standardise and develop a HK eco-label system	23			15		6	33		4	1	82
A.6.3.1 Positive	22			15		6	32		4	1	80
A.6.3.2 Negative	1						1				2

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
A.6.4 Provide information of eco-labels or sustainable products	14			9			48	1	4	4	80
A.6.4.1 Positive	13			9			48	1	4	4	79
A.6.5 Through advertisement and education	22			8		17	42		1	2	92
A.6.5.1 Positive	22			8		17	42		1	2	92
A.6.6 Set up a specific sales area for sustainable products	5					1	20				26
A.6.6.1 Positive	5					1	18				24
A.6.6.2 Negative							2				2
A.6.7 Provide eco-label on products	4						2		1		7
A.6.7.1 Positive	4						2		1		7
A.6.9 Good product package for consumers to easily recognise sustainable products	1		1	1		1	14				18
A.6.9.1 Positive	1		1			1	13				16
A.6.9.2 Negative							1				1
A.6.10 Increase the availability of sustainable products in the market	3					1	3			1	8
A.6.10.1 Positive	3					1	3			1	8

As seen in Table 3.5, there was a total of 9,655 comments (9,132 through signature campaigns) about actions that would encourage the demand for more sustainable products, of which 9,328 were about financial incentives, 92 were about publicity through advertisements and education (all positive) (“promotion should be done in

communities to encourage people changing their behaviour step by step”), 82 were about a Hong Kong eco-labelling system (32 through regional fora and 80 were positive) (“Hong Kong should develop our own eco-label because the eco-labels we currently had were certified from international organisations”), 80 were about providing information about eco-labels or sustainable products (79 were positive) (“the public need to understand which types of seafood are sustainable and which are not so they can make a wise choice”), 26 were about specific sales areas for sustainable products (20 through regional fora and 24 were positive) (“supermarkets should start a corner where all sustainable products would be put together so that people could find them easily”) and 18 were about good product packaging for sustainable products (14 through regional fora and 16 were positive) (“labels about sustainability were sometimes placed at the back of a lot of product packages, which consumers might not easily spot, so the labels needed to be obvious”).

Of the 9,328 comments about financial incentives, 9,215 were about non-specific initiatives (9,214 were positive, of which 9,132 were via signature campaigns) (“Government should provide sufficient incentives to encourage business and consumers to adopt sustainable trade and consumption”) and 103 were about a green card system (of which 99 were positive) (“the South Korean Green Card Programme was a good example because the consumption pattern of South Koreans was similar to people in Hong Kong”).

3.7 Factors hindering the demand for sustainable products

Table 3.6 Factors hindering the demand for sustainable products

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
Total count	63	1	4	31		36	191	2	6	5	339
A.8.1 Knowledge about sustainable products	2			6		1	19			1	29
A.8.2 Availability of sustainable products in the market	10	1		6		10	37	1	1	1	67
A.8.3 The price of sustainable products	25		1	8		4	49	1	2	1	91

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
A.8.4 The quality of sustainable products	3					6	11			1	21
A.8.5 Problems about eco-labels	20		1	10		9	68		3	1	112
A.8.5.1 Credibility	4			1		5	7		2		19
A.8.5.2 Too many types of eco-labels	8		1	3		2	17		1	1	33
A.8.5.3 Unclear on the products	4			2			14				20
A.8.5.4 Knowledge about eco-labels	4			4		2	30				40
A.8.6 Lack detailed information on sustainable products	1		2	1		1	7				12
A.8.7 Health issue	2					5					7

As seen in Table 3.6, there were 339 comments about factors hindering the demand for sustainable products, of which 112 were about problems with eco-labels (of which 40 were about knowledge (30 through regional fora) (“difficult to find the products with eco-labels and people did not really have the information of the eco-labels and their meaning”), 33 were about too many types (17 through regional fora) (“standardised eco-label would make it easier since it was difficult to remember all the eco-labels when there were too many of them”), 20 were about unclear about products (14 through regional fora) (“labels were too small and there were too many labels for some products”) and 19 were about credibility (“not all products that were claimed to be organic were truly organic products, so people wouldn’t trust those products 100% even if they came with certification”), 91 about the price of sustainable products (49 through regional fora) (“public organisations would purchase unsustainable products because unsustainable products were always cheaper than the sustainable ones”), 67 about availability of sustainable products in the market (37 through regional fora) (“biggest problem was that there was no single supplier who could provide eco-friendly paper, so he had to pay extra to get it from other sources”), 29 about knowledge about sustainable products (19 through regional fora) (“If people knew the difference between the two canned tuna, they would consider the more

expensive one, but if they did not know the difference, they would go for the cheaper one”), 21 about the quality of sustainable products (11 through regional fora) (“product price and product quality are equally important for people to make purchase decisions”) and 12 about lack of detailed information on sustainable products (7 through regional fora) (“difficult to check whether the fresh produce sold in wet markets had an eco-label”).

3.8 Usefulness of information in facilitating the choice of sustainable products

Table 3.7 Usefulness of information in facilitating the choice of sustainable products

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
Total count	25	2		24		4	42		6	1	104
A.9.1 Eco-labels and certificates on products	10	1		13		2	21				47
A.9.1.1 Positive	7	1		12		2	14				36
A.9.1.2 Negative	3			1			7				11
A.9.2 Consumer guides on purchasing sustainable products	1			2			1		2		6
A.9.2.1 Positive	1			1					2		4
A.9.2.2 Negative				1			1				2
A.9.3 Product origins	3	1		2		1	1				8
A.9.3.1 Positive	3	1		1		1	1				7
A.9.3.2 Negative				1							1
A.9.4 Statistics about sustainable products				1			1		1	1	4
A.9.4.1 Positive				1			1		1	1	4
A.9.5 Sustainable products database	7			3			10		2		22
A.9.5.1 Positive	7			2			7		2		18
A.9.5.2 Negative				1			3				4

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
A.9.6 Availability of suitable suppliers						1	1		1		3
A.9.6.1 Positive						1	1		1		3
A.9.7 Result of market surveys on consumers' attitudes and preferences	2						3				5
A.9.7.1 Positive	2						3				5
A.9.8 New local eco-labels	2			3			4				9
A.9.8.1 Positive	1			3			4				8
A.9.8.2 Negative	1										1

As seen in Table 3.7, there was a total of 104 comments about usefulness of information in facilitating the choice of sustainable products, of which 47 were about eco-labels and certificates (36 were positive (“labels are just a tool that help consumers identify information that they are not familiar with”) and 11 were negative (7 through regional fora) (“the public would not pay attention to the eco-labels when buying food”)) and 22 were about a sustainable products database (of which 18 were positive) (“information platform would help the public acquire more knowledge on conserving the environment”).

3.9 Education and publicity initiatives

Table 3.8 Education and publicity initiatives

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
Total count	143	7	7	81	9125	60	383	3	23	22	9854
A.10.1 Channel	121	6	6	56	9125	54	322	3	21	22	9736
A.10.1.1 School programmes	13		2	8		5	24	1	5	4	62
A.10.1.1.1 Positive	12		2	8		5	24	1	5	4	61
A.10.1.1.2 Negative	1										1
A.10.1.3 Exhibitions	4			1		2	16			2	25
A.10.1.3.1 Positive	3			1		2	14			2	22
A.10.1.3.2 Negative	1						2				3
A.10.1.4 Workshops for the public	19	1		8		3	29	1	1	3	65
A.10.1.4.1 Positive	16	1		7		3	27	1	1	3	59
A.10.1.4.2 Negative	3			1			2				6
A.10.1.5 Themed carnivals or festivals	10						18		1	2	31
A.10.1.5.1 Positive	9						18		1	2	30
A.10.1.5.2 Negative	1										1
A.10.1.6 Cultural, art activities and educational & experiential	17	1		2	9125	6	38		2	2	9193

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
activities											
A.10.1.6.1 Positive	15	1		2	9125	6	37		2	2	9190
A.10.1.6.2 Negative	2						1				3
A.10.1.7 Electronic platform	13	1	2	8		9	42	1	3	5	84
A.10.1.7.1 Positive	13	1	1	7		8	39	1	3	5	78
A.10.1.7.2 Negative			1	1			3				5
A.10.1.8 TV	17	1		2		12	45		2		79
A.10.1.8.1 Positive	16	1		2		12	43		2		76
A.10.1.8.2 Negative							2				2
A.10.1.9 Radio	1					2	11		1		15
A.10.1.9.1 Positive	1					2	11		1		15
A.10.1.10 Newspapers or magazines	1			3		4	5			1	14
A.10.1.10.1 Positive	1			3		4	4			1	13
A.10.1.11 Posters	6			2		2	26				36
A.10.1.11.1 Positive	6			2		2	22				32
A.10.1.11.2 Negative							4				4
A.10.1.12 Social Media	10	1		1		6	30		4	1	53
A.10.1.12.1 Positive	10	1		1		6	30		4	1	53
A.10.1.13 Others	1			1		3	15		1		21
A.10.1.13.1 Positive	1			1		3	12		1		18

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
A.10.1.13.2 Negative							3				3
A.10.1.77 Not specific	9	1	2	20			23		1	2	58
A.10.1.77.1 Positive	9	1	1	19			23		1	2	56
A.10.1.77.2 Negative			1	1							2
A.10.2 Strategies	22	1	1	25		6	61		2		118
A.10.2.1 Educate children at their early ages	12		1	18		2	28				61
A.10.2.1.1 Positive	11		1	18		2	28				60
A.10.2.1.2 Negative	1										1
A.10.2.2 Education through neighbourhood							2				2
A.10.2.2.1 Positive							2				2
A.10.2.3 Education through family				2		1	4		1		8
A.10.2.3.1 Positive				2		1	4		1		8
A.10.2.4 Use slogans, mascots or celebrities	6	1		3		1	22		1		34
A.10.2.4.1 Positive	6	1		3		1	21				32
A.10.2.4.2 Negative							1		1		2
A.10.2.5 More promotional strategies	2			2			3				7

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
A.10.2.5.1 Positive	2			2			3				7
A.10.2.6 Use souvenirs or gifts	2					2	2				6
A.10.2.6.1 Positive	2					2	2				6

As seen in Table 3.8, there was a total of 9,854 comments about education and publicity initiatives, of which 9,736 were about channel and 118 about strategies.

Of the 9,736 comments about channel, 9,193 were about cultural, art activities and educational & experiential activities (of which 9,190 were positive including 9,125 through signature campaigns) (“integrate sustainable and one planet living concepts into the education sector through the whole institution approach, thus mainstreaming sustainability education”), 84 about electronic platforms (42 through regional fora and 78 were positive) (“people could learn about the rationale of the eco-labeling schemes from the website if interested”), 79 about TV (45 through regional fora and 76 were positive) (“Homemakers could learn more about sustainable consumption of biological resources from TV”), 65 were about workshops for the public (of which 59 were positive) (“regional forums or talks would be useful for homemakers because they had more time to participate in these events”), 62 about school programmes (of which 61 were positive) (“sustainable consumption education should start in kindergarten and primary school and be incorporated into the school curriculum”), 58 were not specific about the channel (of which 56 were positive) (“public education would be needed to influence people to change their consumption pattern”), 53 about social media (30 through regional fora and all were positive) (“online platform could also be used for publicity, with a Facebook page to invite sponsorships for the campaign”), 36 about posters (26 through regional fora and 32 were positive) (“green logos and green labels could be presented in MTR stations to increase public awareness”), 31 about themed carnivals or festivals (18 through regional fora and 30 were positive) (“festive promotions could include the message of sustainable consumption of sustainable biological resources”), 25 about exhibitions (16 through regional fora and 22 were positive) (“exhibitions could be held so that the public could learn more about eco-labels”), and 15 about radio (11 through regional fora and all were positive) (“women could retain related information from simple radio dramas or sitcoms”).

Of the 118 comments about strategies, 61 were about educating children at their early ages (60 were positive) (“once the children learnt the message through education, the message could stay in their mind for a long period and they could also help raise the awareness of their family”) and 34 were about using slogans, mascots or celebrities (22 through regional fora, 32 were positive) (“a slogan, such as the one for waste separation, should be developed so that it would be easier for the public to memorise”).

3.10 Personal awareness of the impact of over-exploitation of biological resources

Table 3.9 Personal awareness of the impact of over-exploitation of biological resources

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
Total count	8	1	3	4			14	1			31
A.12.1 Aware of the impact	7	1	3	4			14				29
A.12.2 Not aware of the impact	1							1			2

There were 31 comments about personal awareness of the impact of over-exploitation of biological resources, but this adds little to the quantitative analysis reported in Chapter 2.

3.11 Other opinions about biological resources but not related to public engagement

Table 3.10 Other opinions about biological resources but not related to public engagement

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
Total count	18	24	5	30		2	31		22	7	139
A.99.1 Waste & Recycling	7	16	3	19		2	24		21	6	98
A.99.1.1 Promote recycling	5	7	1	15		2	17		17	4	68
A.99.1.2 Reduce disposal waste	2	9	2	4			7		4	2	30
A.99.3 Promote vegetarian diet	3	2		5			1			1	12
A.99.4 Reduce carbon consumption	4		2	2							8

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
A.99.6 Impose strict restrictions on water pollution	2						3		1		6
A.99.7 Maintain a balance between development and environment	1			3							4
A.99.8 Promotion or education about environmental protection	1	6		1			3				11

As seen in Table 3.10, there was a total of 139 comments about biological resources not related to the public engagement, of which 68 were about promoting recycling (“Government should take the lead in using recycled paper”), 30 were about reducing waste disposal (“SDC might consider promoting disposable containers that were made of recyclable and less harmful materials”), 12 about promoting vegetarian diet (“promoting vegetarianism might also help solve the problem in the long run”) and 11 were about promoting environmental protection (“information about environmental protection could be transferred to those students when they were young so that they could learn about the underlying relationship with the ecology”).

3.12 Feedback about the public engagement process

Table 3.11 Comments on public engagement

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
Total count	13	2	2	34			15		3	4	73
A.15.1 Not enough information provided	8	1		6			1		1		17
A.15.2 Too difficult for the public to understand the concepts	4	1	2	11			1			1	20

Node	E	IM	M	PCP	SCP	Q	RF	OS	WSL	WSNL	Total
A.15.3 Inappropriate or insufficient questions of VCFs	1			5					1	2	9
A.15.4 Government should collect the views from the public for future policy				1					1	1	3
A.15.5 Change to a simpler name of the public engagement				2			3				5
A.15.6 Consultation booklet is very useful and informative				1			1				2
A.15.7 Consultation advocates the concepts of biological resources rather than concrete actions to tackle the problem				5			1				6
A.15.8 Consultation should be done in a more environmentally friendly way				3			8				11

As seen in Table 3.11, there was a total of 73 comments about the public engagement process, including 20 about difficulty of understanding the concepts (11 through public consultative platforms) (“People with higher educational level would understand the message, but the issue was that how the message could be delivered to the general public so that they could understand”), 17 about the lack of information (8 through events) (“the public engagement document had less emphasis on producers, but more emphasis on the consumers”) and 11 about the need for a more environmentally friendly approach (8 through public consultative platforms) (“Government departments

should publish documents or booklets in electronic version so that less resources would be wasted”).

Chapter 4 Summary & Conclusion

4.1 Background

The SDC launched a PE on promotion of sustainable consumption of biological resources, entitled “Consume Wisely to Conserve our Biological Resources”. The HKUSSRC has been appointed to collect, compile, analyse and report views of various stakeholder groups, including those of the general public, expressed during the PE. The public involvement phase of the PE started on 26th July 2016, with all feedback collected by the closing date of 15th November 2016 included in the analysis.

The feedback provided using the feedback form (other than open-ended comments) was processed and analysed using quantitative methods and all other feedback was analysed using qualitative methods.

A total of 3,481 feedback forms with the section for individual consumers completed were received and subsequently processed, including 852 forms received through the dedicated website and 2,629 paper forms. A total of 111 feedback forms with the section for organisation/company representatives completed were received, including 28 forms received through the dedicated website and 83 paper forms.

A total of 39,212 comments were received during the PE process including 59 comments through Internet and social media; 54 comments from printed media and broadcasting; 402 comments through District Councils and advisory and statutory bodies and Estate Management Advisory Committees; 36,514 comments through 1 signature campaign/petition; 178 comments in the 3,592 feedback forms; 1,212 comments through 4 regional fora; 9 comments through 1 opinion survey; 126 comments through written submissions with organisation/company letterhead; 91 comments through written submissions without organisation/company letterhead; and 567 comments received through other events.

4.2 Awareness

Over two fifths of the individual consumers (43.8%) gave a rating of 4 or above for their awareness of the impact of over-exploitation of biological resources, while over one fifth of them (22.1%) gave a rating of 2 or below for their awareness of it.

Slightly more than one fifth of the individual consumers (21.6%) gave a rating of 4 or above for their awareness of the current efforts of promoting sustainable consumption of biological resources in Hong Kong, while slightly over two fifths of them (41.6%) gave a rating of 2 or below for their awareness of it.

Male individual consumers and those with secondary education or higher reported higher awareness of both impact and current efforts.

4.3 Purchasing sustainable products

At least two fifths of the individual consumers reported that they were not sure whether those types of product purchased were from sustainable sources, or never/rarely purchased those types of products.

A higher proportion of individual consumers reported that they very often or sometimes purchase the following four types of products than those who seldom or never purchase those types of products: paper from sustainable sources, seafood from sustainable sources, clothes made of sustainable cotton and products made of sustainable palm oil. Individual consumers aged below 18 were less likely to report that they very often purchased paper from sustainable sources than older individual consumers, while individual consumers with higher education level were less likely to report that they very often purchased seafood from sustainable sources, clothes made of sustainable cotton and products made of sustainable palm oil than those with lower education level.

4.4 Sustainability labels identification

About two thirds of individual consumers reported that they could identify one or two labels for sustainable products, more than one fifth of them could identify three or four labels and the rest could identify five or more.

4.5 Company purchase policy

A small overall majority of organisation/company representatives reported that their organisations/companies had a policy or established practice for purchasing sustainable products, while the rest did not have any policy or established practice.

4.6 Barriers

For individual consumers and organisation/company representatives, at least half of them gave a rating of 4 or 5 for the extent that the following factors hindered their purchase of sustainable products: the price of sustainable products, availability of sustainable products in the market, the quality of sustainable products and knowledge about which products are truly sustainable. Those with higher education were less likely to give a lower rating for the extent to various factors that hindered them from purchasing sustainable products.

There was a total of 31 comments about factors that hinder the supply of sustainable products, of which 17 were about the profit from sustainable products.

There were 339 comments about factors hindering the demand of sustainable products, of which 112 were about problems with eco-labels (of which 40 were about knowledge, 33 were about too many types, 20 were about unclear about products and 19 were about credibility), 91 about the price of sustainable products, 67 about availability of sustainable products in the market, 29 about knowledge about sustainable products, 21 about the quality of sustainable products and 12 about lack of

detailed information on sustainable products.

4.7 Factors that facilitate the choice of sustainable products

The majority of individual consumers gave a rating of 4 or 5 for the usefulness of the following factors in facilitating their purchase of sustainable products: eco-labels on products, more information on sustainable products and consumer guides on purchasing sustainable products.

Female individual consumers, adult consumers or those with higher education level were more likely to give a higher rating for the usefulness of information on purchasing sustainable products in facilitating their purchase.

The majority of organisation/company representatives gave a rating of 4 or 5 to the importance of greater community awareness, information platforms on sustainable products and suppliers, award schemes and charter schemes to encourage organisations/companies to purchase more sustainable products.

There was a total of 151 comments about actions that would encourage the supply of more sustainable products, of which 67 were about financial incentives (49 were not specific about the action and 13 were about tax incentive (12 were positive), 24 were about a suitable business environment (all positive), 13 were about increasing the availability of sustainable products (all positive), 13 were about publicity through advertisements and education (all positive), 12 were about providing information about eco-labels or sustainable products (11 were positive) and 10 were about legislation requiring eco-labels (8 were positive).

There was a total of 9,655 comments (9,132 through signature campaigns) about actions that would encourage the demand for more sustainable products, of which 9,328 were about financial incentives, 92 were about publicity through advertisements and education (all positive), 82 were about a Hong Kong eco-labelling system (80 were positive), 80 were about providing information about eco-labels or sustainable products (79 were positive), 26 were about specific sales areas for sustainable products (24 were positive) and 18 were about good product packaging for sustainable products (16 were positive).

Of the 9,328 comments about financial incentives, 9,215 were about non-specific initiatives (9,214 were positive, of which 9,132 were via signature campaigns) and 103 were about a green card system (99 were positive).

There was a total of 104 comments about usefulness of information in facilitating choosing sustainable products, of which 47 were about eco-labels and certificates (36 were positive and 11 were negative) and 22 were about a sustainable products database (18 were positive).

4.8 Importance of Government/public sector actions

For individual consumers, the majority gave a rating of 4 or 5 to the importance of the following actions that the Government/public sector could take the lead in promoting sustainable consumption of biological resources: provide more information on sustainable products, launch publicity initiatives, provide funding for non-profit organisations to promote sustainable consumption of biological resources, extend the list of sustainable products to be purchased, review and update the purchasing standards, review and promote sustainable menus for banquets, support award schemes, organise workshops on sustainable consumption for staff/organisations/companies; and support charters and voluntary commitments.

Female and adult individual consumers and those with tertiary education were more likely to give a rating of 5 for the importance of the actions that the Government/public sector could take the lead in promoting sustainable consumption of biological resources.

For organisation/company representatives, the majority gave a rating of 4 or 5 to the importance of the following actions that the Government/public sector could take the lead in promoting sustainable consumption of biological resources: extend the list of sustainable products to be purchased, provide more information on sustainable products, provide funding for non-profit organisations to promote sustainable consumption of biological resources, review and update the purchasing standards, launch publicity initiatives, organise workshops on sustainable consumption for

staff/organisations/companies, review and promote sustainable menus for banquets, support award schemes; and support charters and voluntary commitments.

4.9 Importance of private sector actions

For individual consumers, a majority of them gave a rating of 4 or 5 to the following actions that the private sector could take the lead in promoting sustainable consumption of biological resources: step up marketing efforts in promoting sustainable consumption, extend the list of sustainable products to be purchased, review and promote sustainable menus for banquets, review and update the purchasing standards, provide staff of companies/organisations with training about sustainable consumption of biological resources, support award schemes; and support charters and voluntary commitments.

Female and adult individual consumers and those with higher education level were more likely to give a higher rating to the importance of actions that the private sector could take the lead in promoting sustainable consumption of biological resources.

For organisation/company representatives, a majority of them gave a rating of 4 or 5 to the importance of the following actions that the private sector could take in promoting sustainable consumption of biological resources: extend the list of sustainable products to be purchased, review and update the purchasing standards, provide staff of companies/organisations with training about sustainable consumption of biological resources, review and promote sustainable menus for banquets, step up marketing efforts in promoting sustainable consumption, support award schemes; and support charters and voluntary commitments.

4.10 Strategies

There were 18,745 comments (including 18,257 via signature campaigns) in total about strategies to improve biological sustainability, including 9,531 on new strategies and 9,214 on current efforts.

Of the 9,531 on new strategies, 9,148 on extending the list of sustainable products (all

positive, of which 9,126 were from signature campaigns); 117 were on publicity (all but one were positive) ; 52 on enacting new legal protections (47 were positive); 36 on award schemes (33 were positive); 30 on adopting a penalty system (all but 2 were positive); 28 on reviewing and updating purchasing standards (all positive); 23 on different Government departments collaborating to promote biological sustainability, 24 on timetable (including 11 on promoting sustainable consumption as soon as possible), 22 on charters and voluntary initiatives (all positive); 16 on providing funding support (all positive) and 12 on promoting consuming less rather than sustainable products (all positive).

Of the 9,214 comments on current efforts, 9,148 were on sustainable seafood movement (9,145 positive of which 9,131 were via signature campaigns), 26 were on green procurement guidelines (21 were positive) and 18 on sustainable fishing including 14 about Hong Kong waters (of which 13 were positive).

4.11 Education and publicity activities

For individual consumers, the majority of them gave a rating of 4 or 5 to the importance of the following types of education and publicity activities in promoting sustainable consumption of biological resources: school programmes, relevant information through electronic platform, advertisements, themed carnivals or festivals, workshops for the public, cultural and art activities; and exhibitions.

Female individual consumers and those with higher education level were more likely to give a higher rating for the importance of education and publicity activities in promoting sustainable consumption of biological resources.

For organisation/company representatives, the majority gave a rating of 4 or 5 to the importance of the following types of education and publicity activities in promoting sustainable consumption of biological resources: school programmes, relevant information through electronic platform, advertisements, workshops for the public, themed carnivals or festivals, exhibitions; cultural and art activities.

There was a total of 9,854 comments about education and publicity initiatives, of which 9,736 were about channel and 118 about strategies.

Of the 9,736 comments about channel, 9,193 were about cultural, art activities and educational & experiential activities (of which 9,190 were positive including 9,125 through signature campaigns) , 84 about electronic platforms (78 were positive), 79 about TV (76 were positive), 65 were about workshops for the public (59 were positive), 62 about school programmes (61 were positive), 58 were not specific about the channel (56 were positive), 53 about social media (all positive), 36 about posters (32 were positive), 31 about themed carnivals or festivals (30 were positive), 25 about exhibitions (22 were positive), and 15 about radio (all positive).

Of the 118 comments about strategies, 61 were about educating children (60 were positive) and 34 were about using slogans, mascots or celebrities (32 were positive) .

4.12 Other biological resources issues

There was a total of 139 comments about biological resources not related to the public engagement, of which 68 were about promoting recycling, 30 were about reducing waste disposal, 12 about promoting vegetarian diet and 11 were about promoting environmental protection.

4.13 Public engagement process

There was a total of 73 comments about the public engagement process, including 20 about difficulty of understanding the concepts, 17 about the lack of information and 11 about the need for a more environmentally friendly approach.

4.14 Conclusion

Awareness and purchasing

It is clear that awareness of sustainable consumption of biological resources is low in Hong Kong, as even amongst the respondents to the PE, who might be assumed to be well informed, less than half of them gave a rating of at least 4 for their awareness of the impact of over-exploitation of biological resources and less than a quarter of them gave a rating of at least 4 for their awareness of the current efforts of promoting

sustainable consumption of biological resources in Hong Kong. This can also be seen in that at least two fifths of the individual consumers reported that they were not sure whether the products purchased were from sustainable sources, or never/rarely purchased these types of products. Similarly, only about one third of individual consumers reported that they could identify more than two labels for sustainable products out of the provided list of twelve. Only a small majority of organisation/company representatives reported that their organisations/companies had a policy or established practice for purchasing sustainable products.

Barriers

Individual consumers and organisation/company representatives generally agreed that the price, availability and quality of sustainable products and knowledge about which products are truly sustainable were all important barriers that hindered individual consumers from purchasing sustainable products. The need for standardised, credible and recognisable eco-labels was also often mentioned in the comments.

Lack of profit from sustainable products was highlighted in the comments as a factor that hinders the supply of sustainable products.

Facilitators

The majority of individual consumers recognised the usefulness of eco-labels on products, more information on sustainable products and consumer guides on purchasing sustainable products as important factors in facilitating their purchase of sustainable products.

The organisation/company representatives generally recognised the importance of greater community awareness, information platforms on sustainable products and suppliers, award schemes and charter schemes in facilitating their organisations to purchase more sustainable products.

There were comments on financial incentives, publicity and education, a green card system, a Hong Kong eco-labelling system, specific sales areas and good product

packaging as important factors to encourage demand and also highlighted the need for a sustainable products database to assist in selecting sustainable products.

Government/public sector actions

Individual consumers and organisation/company representatives generally agreed the importance of a long list of actions where the Government/public sector could take the lead: provide more information on sustainable products, launch publicity initiatives, provide funding for non-profit organisations to promote sustainable consumption of biological resources, extend the list of sustainable products to be purchased, review and update the purchasing standards, review and promote sustainable menus for banquets, support award schemes, organise workshops on sustainable consumption for staff/organisations/companies; and support charters and voluntary commitments.

Private sector actions

Individual consumers and organisation/company representatives generally agreed the importance of a long list of actions where the private sector could take the lead: step up marketing efforts in promoting sustainable consumption, extend the list of sustainable products to be purchased, review and promote sustainable menus for banquets, review and update the purchasing standards, provide staff of companies/organisations with training about sustainable consumption of biological resources, support award schemes, and support charters and voluntary commitments.

Strategies

There were many comments about both current efforts and new strategies. For new strategies, there was strong support for extending the list of sustainable products to be purchased and more publicity work. There were also comments about the need for enacting new legal protections, award schemes, adopting a penalty system, reviewing and updating purchasing standards, collaboration among different Government departments to promote biological sustainability, charters and voluntary initiatives as

well as prompt action. For current efforts, there were positive comments about sustainable seafood movement, green procurement guidelines and sustainable fishing.

Education and publicity activities

Individual consumers and organisation/company representatives generally agreed on the importance of the following types of education and publicity activities in promoting sustainable consumption of biological resources: school programmes, relevant information through electronic platform, advertisements, themed carnivals or festivals, workshops for the public, cultural and art activities and exhibitions.

There were many positive suggestions in the comments about education and publicity channels such as cultural and art activities, educational and experiential activities, electronic platforms, TV, workshops for the public, school programmes, social media, posters, themed carnivals or festivals, exhibitions and radio.

There were positive suggestions in the comments about education and publicity strategies including educating children at their early ages and using slogans, mascots or celebrities.

PE process

There were few concerns about the process, other than for the difficulty of the general public in understanding the messages.

Annex A List of regional fora

22 focus group summaries from 4 regional fora were included in the qualitative analysis.

Table A.1: List of regional fora

Item	Date	Details	No. of focus group
1	19-09-2016	1 st Regional Forum- Hong Kong Island	6
2	24-09-2016	2 nd Regional Forum- New Territories West	6
3	27-09-2016	3 rd Regional Forum- New Territories East	4
4	23-10-2016	4 th Regional Forum- Kowloon West	6
		Total	22

Annex B List of public consultative platforms

All concerns and views from District Councils (16 summaries), Advisory and Statutory Bodies and Estate and Management Advisory Committees (11 summaries and 2 official minutes) were collected and included in the qualitative analysis.

The HKUSSRC attended all events except the briefing for Community Affairs and Tourism Development Committee, Southern District Council on 12nd September 2016, briefing for Environmental Improvement Committee, Yuen Long District Council 12nd September 2016, briefing for Advisory Council on the Environment on 5th September 2016, and briefing for Commission on Youth on 14th September 2016.

Table B.1: List of public consultative platforms (District Councils)

Item	Date	Details
1	12-09-2016	Briefing for Community Affairs and Tourism Development Committee, Southern District Council
2	12-09-2016	Briefing for Environmental Improvement Committee, Yuen Long District Council
3	19-09-2016	Briefing for District Minor Works and Environmental Improvement Committee, North District Council
4	20-09-2016	Briefing for Environment and Hygiene Committee, Kwun Tong District Council
5	22-09-2016	Briefing for Food, Environmental Hygiene and Public Works Committee, Yau Tsim Mong District Council
6	26-09-2016	Briefing for Tourism, Agriculture, Fisheries and Environmental Hygiene Committee, Islands District Council
7	29-09-2016	Briefing for Environment and Hygiene Committee, Sham Shui Po District Council
8	30-09-2016	Briefing for Environment, Hygiene and District Development Committee, Tuen Mun District Council
9	11-10-2016	Briefing for Community Affairs Committee, Kwai Tsing District Council
10	18-10-2016	Briefing for Development, Planning and Transport Committee, Wan Chai District Council
11	18-10-2016	Briefing for Food, Environment and Hygiene Committee, Eastern District Council
12	20-10-2016	Briefing for Food and Environmental Hygiene Committee, Kowloon City District Council

Item	Date	Details
13	25-10-2016	Briefing for Food and Environmental Hygiene Committee, Wong Tai Sin District Council
14	27-10-2016	Briefing for Food, Environment, Hygiene and Works Committee, Central and Western District Council
15	03-11-2016	Briefing for Environmental and Health Affairs Committee, Tsuen Wan District Council
16	09-11-2016	Briefing for Environment, Housing and Works Committee, Tai Po District Council

Table B.2: List of public consultative platforms (Advisory and Statutory Bodies and Estate and Management Advisory Committees)

Item	Date	Details
1	05-09-2016	Briefing for Advisory Council on the Environment
2	14-09-2016	Briefing for Commission on Youth
3	22-09-2016	Briefing for Estate Management Advisory Committee of Sau Mau Ping Estate
4	23-09-2016	Briefing for Estate Management Advisory Committee of Shek Kip Mei Estate
5	27-09-2016	Briefing for Small and Medium Enterprises Committee
6	27-09-2016	Briefing for Fish Marketing Advisory Board
7	04-10-2016	Briefing for Advisory Committee on Agriculture and Fisheries
8	12-10-2016	Briefing for Estate Management Advisory Committee of Wah Fu (II) Estate
9	13-10-2016	Briefing for Committee on the Promotion of Civic Education
10	18-10-2016	Briefing for Women's Commission
11	18-10-2016	Briefing for Estate Management Advisory Committee of Lei Muk Shue (I) and (II) Estates
12	27-10-2016	Briefing for Estate Management Advisory Committee of Oi Man Estate
13	10-11-2016	Briefing for Environmental Campaign Committee

Annex C List of events conducted with stakeholders

All concerns and views from 31 events (36 summaries) conducted with stakeholders were collected and included in the qualitative analysis.

Table C.1: List of events conducted with stakeholders

Item	Date	Details
1	09-08-2016	Briefing for Institution of Dining Art
2	13-08-2016	Briefing at the Hong Kong Trade Development Council Food Expo
3	16-08-2016	Briefing for The Green Earth
4	30-08-2016	Briefing for Hong Kong Sheng Kung Hui
5	31-08-2016	Briefing for Hong Kong General Chamber of Commerce
6	13-09-2016	Briefing for Hong Kong Construction Association
7	23-09-2016	Briefing for Friends of the Earth (HK)
8	15-10-2016	Briefing for World Wide Fund For Nature Hong Kong
9	17-10-2016	Briefing for TWGHs Mr & Mrs. Kwong Sik Kwan College
10	17-10-2016	Briefing for Ho Dao College (Sponsored by Sik Sik Yuen)
11	19-10-2016	Briefing for The Conservancy Association
12	19-10-2016	Briefing for Business Environment Council
13	19-10-2016	Briefing for Vocational Training Council
14	20-10-2016	Briefing for residents of City One Shatin
15	22-10-2016	Briefing for Hong Kong Organic Resource Centre
16	23-10-2016	Briefing for Domestic Workers Empowerment Project, The University of Hong Kong
17	24-10-2016	Briefing for City University of Hong Kong
18	24-10-2016	Briefing for Hong Kong and Kowloon Fresh Fish Trade General Association
19	26-10-2016	Briefing for The Chinese University of Hong Kong
20	29-10-2016	Briefing for Hong Kong Organic Resource Centre
21	31-10-2016	Briefing for Hong Kong Federation of Restaurants and Related Trades
22	01-11-2016	Briefing for Cathay Pacific Airways Limited
23	01-11-2016	Briefing for Fisheries Sector
24	02-11-2016	Briefing for St. James' Settlement
25	02-11-2016	Briefing for Heung Yee Kuk

Item	Date	Details
26	02-11-2016	Briefing for Ho Yu College and Primary School (Sponsored by Sik Sik Yuen)
27	04-11-2016	Briefing for The University of Hong Kong
28	04-11-2016	Briefing for Hong Kong Retail Management Association
29	05-11-2016	Youth Forum
30	10-11-2016	Briefing for Sustainability Ambassadors, College of International Education, Hong Kong Baptist University
31	12-11-2016	Briefing for Women Service Association

Annex D List of media coverage

A total of 7 articles (including 5 news articles, 2 column articles and 0 editorial) from newspapers were included as printed media in the qualitative analysis.

Table D.1: List of printed media

Item	Name of the printed media	No. of news articles	No. of column articles	No. of editorials	Total
1	AM730	1	0	0	1
2	Ming Pao	0	1	0	1
3	Oriental Daily News	1	0	0	1
4	Sing Tao Daily	1	1	0	2
5	Ta Kung Pao	1	0	0	1
6	The Standard	1	0	0	1
	Total	5	2	0	7

A total of 7 radio programmes were included in the qualitative analysis.

Table D.2: List of broadcasting (Radio)

Item	Date	Station	Name of Radio Programme
1	26-07-2016	Metro Broadcast	新城財經新聞
2	26-07-2016	Radio Television Hong Kong (RTHK)	Newsrap
3	27-07-2016	RTHK	Hong Kong Today
4	27-07-2016	RTHK	自由風自由Phone
5	29-07-2016	Digital Broadcasting Corporation	早晨八達通
6	30-07-2016	RTHK	香港家書
7	07-08-2016	Commercial Radio	政好星期天

Annex E List of comments expressed on Internet and social media

A total of 5 posts from Home Affairs Bureau's (HAB's) Public Affairs Forum were included as government web forum in the qualitative analysis.

Table E.1: List of government web forum

Item	Name of the sources	No. of posts
1	Public Affairs Forum	5

A total of 9 online articles (including 8 news articles, 1 column article and 0 editorial) from websites were included as online media in the qualitative analysis.

Table E.2: List of online news articles

Item	Name of the online media	No. of news articles	No. of column articles	No. of editorials	Total
1	Commercial Radio	2	0	0	2
2	Hong Kong Economic Journal	1	0	0	1
3	Metro Broadcast	1	0	0	1
4	Ming Pao Daily News	1	0	0	1
5	Oriental Daily News	1	0	0	1
6	RTHK	2	0	0	2
7	South China Morning Post	0	1	0	1
	Total	8	1	0	9

A total of 73 topics (including 66 topics from Facebook webpage, 5 topics from Blog and 2 topics from online discussion forum) were included as non-government web fora in the qualitative analysis.

Table E.3: List of non-government web fora (Facebook)

Item	Date	Source	Topic
1	26-07-2016	Facebook	Priva Solutions is using the cloud to grow sustainable food
2	27-07-2016	Facebook	Recycled whisky vats make for great sustainable houses.
3	27-07-2016	Facebook	Marine life is endangered by overfishing and unsustainable
4	27-07-2016	Facebook	【消夜時間】睇住相先，明年初就有得食.....
5	28-07-2016	Facebook	What should you consider if you want to buy sustainable tun
6	28-07-2016	Facebook	【錫住地球】消費模式有好多種，唔一定要將眼前嘅生物資源用到盡㗎！點樣令大家更惜用資源呢？大家一齊諗諗㗎！
7	28-07-2016	Facebook	【生物資源 識取惜用】點先做得到？你都嚟畀下意見㗎??
8	29-07-2016	Facebook	直播室嘉賓：譚鳳儀教授(可持續發展策略工作小組主席)、黃煥忠教授(推廣生物資源的可持續使用支援小組召集人)dbcTV直
9	30-07-2016	Facebook	《可持續消費 Sustainable Consumption》
10	31-07-2016	Facebook	紅衫魚，我地有得食，我地個孫嘅孫可能無得食。點解？因為比我地食晒囉！聽下可持續發展委員會推廣生物資源可持使用支援小組
11	02-08-2016	Facebook	【錫住地球】消費模式有好多種，唔一定要將眼前嘅生物資源用到盡㗎！點樣令大家更惜用資源呢？大家一齊諗諗㗎！
12	02-08-2016	Facebook	【生物資源 識取惜用】其實乜嘢係生物資源？推廣生物資源的可持續使用支援小組召集人黃煥忠話我哋知，其實生物資源代表地球上...
13	02-08-2016	Facebook	【「推廣可持續使用生物資源」公眾參與】
14	02-08-2016	Facebook	「自然大作為」一路以來都注重推出為香港社區作出實質改變嘅環保項目。今屆有兩組

Item	Date	Source	Topic
			同學仔就通過創新方案，推廣可持續耕種發展，減...
15	03-08-2016	Facebook	Modern consumer behavior and rapid population growth ...
16	04-08-2016	Facebook	保育議題 蘇眉 可能大家都習慣去海鮮酒家,Order條大魚清蒸...但係好多時我哋都無真正了係咪環保海鮮?! 希望 ...
17	04-08-2016	Facebook	發表您的意見:【「推廣可持續使用生物資源」公眾參與】
18	07-08-2016	Facebook	【新聞】以紅衫魚減少為例 學者指消費速度過高可滅絕物種可持續發展委員會可持續發展策略工作小組主席譚鳳儀在電台節目說，生 ...
19	08-08-2016	Facebook	我哋今年又提早使大咗啦！今日，8月8日係2016年嘅 ?#? 地球透支日? 。呢一日代表住本年度人類對於自然資源嘅需求 ...
20	08-08-2016	Facebook	從消費層面減少浪費，固然可以從消費者着手，強調綠色消費 / 可持續消費。不過，消費者某程度上仍處於被動，皆因企業對產品生命 ...
21	11-08-2016	Facebook	【唔係老翻】可持續發展委員會推出「潮語卡」，由正版「潮語卡」的本地設計師蘇真真設計。
22	15-08-2016	Facebook	點解要正視月餅浪費問題？聽聽天文台前助理台長、可持續發展委員會委員梁榮武教授解釋吧：「過剩月餅和其他垃圾一樣，很大機會...
23	24-8-2016	Facebook	你是否曾想過我們每天要處理多少包裝？數量大到失控，而塑膠是最糟糕的一種 — 它永遠不會生物降解。
24	25-08-2016	Facebook	對推廣可持續使用生物資源有諗法? 可持續發展委員會嚟緊有活動預埋你!
25	26-08-2016	Facebook	我地的朋友，商界環保協會，將會舉行一個3小時的課程，俾所有希望認識如何係巨地的機構中，透過以可持續的採購和管理供應鏈...
26	02-09-2016	Facebook	MamiTv帶你去 — 【探索生物資源 識取惜

Item	Date	Source	Topic
			用】
27	06-09-2016	Facebook	環境保護係我一直關注的生活話題，近日可持續發展委員會進行有關推廣可持續使用生物資源公眾參與的文件，就住相關議題進行諮詢 ...
28	07-09-2016	Facebook	Shop with a conscience in Hong Kong today at sustainable ...
29	07-09-2016	Facebook	【 # now地產 】要為下一代發展可持續嘅生活， # 城市規劃硬件要與時並進之外，更要進行「 # 軟規劃 」。
30	07-09-2016	Facebook	【咪做大嘍仔】除咗我大嘍鬼，地球仲有好多浪費嘅大嘍仔！
31	10-09-2016	Facebook	可持續的fast fashion! # 香港可唔可以有【原文】 .
32	12-09-2016	Facebook	//簡而言之，食物回收對糧食體系功不可沒，並且是食物供給和分配鏈條上不可或缺的一環，絕不僅僅是無足輕重的配角。
33	15-09-2016	Facebook	青年事務委員會第138次會議今日下晝順利舉行咗啦! 我地好榮幸邀請到「可持續發展委員會」代表譚鳳儀教授同黃煥忠教授為委 ...
34	18-09-2016	Facebook	【自備食具，弘揚大愛，我哋愛埋地球伯伯!】
35	21-09-2016	Facebook	廚師徐欣榮話，除了選購「可持續海產」，以蒸、焗方式烹調亦較環保~
36	22-09-2016	Facebook	熊貓廚藝學堂 用環保海鮮煮出綠色美味! 海鮮係香港人常用嘅食材，但係過度捕撈會增加海洋壓力，甚至令部分物種變得瀕危。
37	27-09-2016	Facebook	【吃紅衫要找數】 # busymom 早前獲可持續發展委員會邀請，出席「生物資源，識取借用」發佈會，原來講環保除了減少 ...
38	28-09-2016	Facebook	唔想下一代冇啖好食? 買嘢要認住可持續發展標籤 ...
39	28-09-2016	Facebook	WWF加入「改善海洋生態基金及漁業提升基金」管理委員會早前WWF同其他環保團體收到機管局邀請參與「改善海洋生態基金及漁...

Item	Date	Source	Topic
40	04-10-2016	Facebook	好消息！四種鯊魚列入受保護名單 魚翅將受進一步管制【動物專訊】保護鯊魚的運動有好消息，聯合國瀕危野生動植物種國際貿易公 ...
41	05-10-2016	Facebook	【生態保護 由我做起】生物資源 識取惜用可持續使用資源早係暑假期間，我同小小豬參加左一個好有意義活動「生物資源 識取 ...
42	07-10-2016	Facebook	【魚菜共生——水耕以外的永續選擇】原文：
43	07-10-2016	Facebook	土地除了「起樓」、「劏車場」、「擺係到曬太陽」之外，其實還有其他的選擇。【魚菜共生——水耕以外的永續選擇】原文：
44	09-10-2016	Facebook	【介紹返】要心繫自然，除咗喺重陽節假期去行山登高外，大家都可以幫手諗下點樣推廣可持續使用生物資源！
45	10-10-2016	Facebook	新生物多樣性工作坊
46	12-10-2016	Facebook	日常食用嘅海鮮、使用嘅紙張、衣服入面嘅棉花、製造家具嘅木材..... 地球資源，真係可以取之不盡嗎？可持續發展委員會正就如何 ...
47	12-10-2016	Facebook	【魚菜共生——水耕以外的永續選擇】原文：
48	12-10-2016	Facebook	人人都想要「黑卡」，但熊貓只想要「綠卡」！講緊係南韓嘅「綠卡獎勵計劃」！為咗推廣環保消費文化，南韓政府喺2011年推出 ...
49	13-10-2017	Facebook	【「生物資源 · 識取惜用」— 商界的角色】「生物資源的可持續使用」與商界何干？商界在採購、銷售等層面，可以就這範疇怎 ...
50	14-10-2017	Facebook	超市買條魚，竟然牽涉環境？社會？法律甚至人權問題？熊貓會今日發表有關超級市場出售海鮮嘅調查報告，發現超市出售多種屬全球 ...
51	15-10-2016	Facebook	可持續發展委員會而家正做緊「推廣可持續使用生物資源」既公眾參與項目。其實呢樣野同生態保育真係息息相關，因為我地日 ...

Item	Date	Source	Topic
52	15-10-2016	Facebook	【Green LUCK Banquet 無綠不歡飲宴？】
53	19-10-2016	Facebook	上星期五我哋公布有關本地超級市場出售海鮮嘅調查報告，顯示超級市場出售多種屬全球受威脅物種嘅海鮮...
54	26-10-2016	Facebook	香港政府嘅環保採購政策包括150個項目，但當中只有少數關於生物資源嘅項目。其他地區又做成點？喺英國，政府其中一項採購標 ...
55	26-10-2016	Facebook	【喺，生物資源七七七？】 喺，生物資源危機？！乜生物唔係可以無限再生嘅咩？是咁嘅，生物都係可再生，但唔係無限量供應，如果
56	27-10-2016	Facebook	香港政府嘅環保採購政策包括150個項目，但當中只有少數關於生物資源嘅項目。其他地區又做成點？喺英國，政府其中一項採 ...
57	27-10-2016	Facebook	若全球人類都以香港人嘅模式生活，你估要幾多個地球先夠？今日WWF總部發表《地球生命力報告 2016》，顯示全球人類喺使 ...
58	01-11-2016	Facebook	香港信貸：「全世界生活如港人，4個地球先夠使？」香港有購物天堂美譽，但消費背後，卻持續破壞地球。世界自然基金會...
59	01-11-2016	Facebook	我們必須了解何謂生物資源 才能加以推廣其使用方法 及利用價值生物資源 是指生長在自然界中的，能夠直接或間接被人類利用的 ...
60	03-11-2016	Facebook	WWF公布有關本地超級市場出售海鮮嘅調查報告，顯示超級市場出售多種屬全球受威脅物種嘅海鮮！熊貓知道你都唔想無辜誤食 ...
61	03-11-2016	Facebook	小朋友係未來嘅主人翁。我哋要點樣教育下一代與地球和諧共存？WWF總部上星期發表《地球生命力報告 2016》，顯示全球人 ...
62	03-11-2016	Facebook	WWF總部發表《地球生命力報告 2016》，顯示全球人類喺使用可再生自然 ...
63	07-11-2016	Facebook	【都市資訊】 「推廣可持續使用生物資源」

Item	Date	Source	Topic
			公眾參與 – 收集意見秋季涼涼正好買冬季衫，同約friend打邊爐。之但係，喺大 ...
64	07-11-2016	Facebook	「推廣可持續使用生物資源」公眾參與 – 收集意見...
65	08-11-2016	Facebook	【「推廣可持續使用生物資源」公眾參與 – 等您提交意見】 ...
66	12-11-2016	Facebook	政府可持續發展委員會現正舉行推廣可持續使用生物資源的公眾參與及諮詢活動。愛協認為應該把動物福利納入這次討論中。香港每年 ...

Table E.4: List of non-government web fora (Online Discuss Forum)

Item	Date	Source	Topic
1	07-08-2016	HK DISCUSS	以紅衫魚減少為例 學者指消費速度過高可滅絕物種
2	22-09-2016	HK EASY CHAT	WWF環保海鮮指引

Table E.5: List of non-government web fora (Blog)

Item	Date	Source	Topic
1	15-08-2016	AM730 Blog	消委會鼓勵服裝店回收衣物減少浪費
2	15-08-2016	kui.name	消委會促更多服裝店回收衣物減少浪費
3	31-08-2016	HK Headline Blog City	高級環保時裝
4	04-10-2016	linepost.hk	曾俊華《出席惜食飯餐感謝宴》
5	04-11-2016	AM730 Blog	護鯊會對不少知名大機構拒簽「向魚翅說不」約章感失望

Annex F List of signature campaign

1 signature campaigns with 4 different comments. There are 9,126, 9,132, 9,131 and 9,125 valid signatures respectively were included in the qualitative analysis.

Table F.1: List of signature campaign/petition

Item	Details	No. of signatures
1	World Wide Fund for Nature Hong Kong's Submission to the Council for Sustainable Development regarding Promotion of Sustainable Consumption of Biological Resources	For Comment 1: 9126
		For Comment 2: 9132
		For Comment 3: 9131
		For Comment 4: 9125

Annex G List of opinion survey

1 opinion survey result was included in the qualitative analysis.

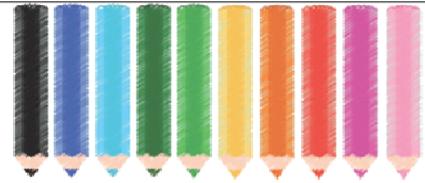
Table G.1: List of opinion survey

Item	Submitted by	Title
1	Dr. Shui Ki WAN	Sustainable Consumption of Biological Resources

Annex H Feedback form

Questions for Individual Consumers

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



1. How aware are you of the impact of over-exploitation of biological resources? (see p.6-9)
(Please tick ONE that applies) (Please tick the appropriate box: 1-not aware at all; 5-very aware)
 1 2 3 4 5

2. How aware are you of the current efforts of promoting sustainable consumption of biological resources in Hong Kong as listed on p.12-14?
(Please tick ONE that applies) (Please tick the appropriate box: 1-not aware at all; 5-very aware)
 1 2 3 4 5

3. How often do you normally purchase the following types of products?
(Please tick ONE that applies)
 - (i) Paper from sustainable sources
 Very often Sometimes Seldom Never
 Not sure whether the paper purchased was from sustainable sources Not applicable (because never or rarely purchase paper)
 - (ii) Seafood from sustainable sources
 Very often Sometimes Seldom Never
 Not sure whether the seafood purchased was from sustainable sources Not applicable (because never or rarely purchase seafood)
 - (iii) Clothes made of sustainable cotton
 Very often Sometimes Seldom Never
 Not sure whether the clothes purchased were made of sustainable cotton
 Not applicable (because never or rarely purchase clothes made of cotton)
 - (iv) Products made of sustainable palm oil
 Very often Sometimes Seldom Never
 Not sure whether the products purchased were made of sustainable palm oil
 Not applicable (because never or rarely purchase products made of palm oil)

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



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

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

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

(i) Eco-labels on products	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
(ii) Consumer guides on purchasing sustainable products	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
(iii) More information on sustainable products (e.g. product origins, statistics about sustainable products)	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
(iv) Others, please specify: _____	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5

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7. How could the Government/public sector take the lead in promoting sustainable consumption of biological resources?
Please rate the importance of the following actions. (Please tick the appropriate box: 1-not important at all; 5-very important)
- | | | | | | |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| (i) Extend the list of sustainable products to be purchased | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (ii) Review and update the purchasing standards | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iii) Review and promote sustainable menus for banquets | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iv) Provide funding for non-profit organisations to promote sustainable consumption of biological resources | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (v) Launch publicity initiatives | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (vi) Organise workshops on sustainable consumption for staff/organisations/companies | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (vii) Support charters and voluntary commitments | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (viii) Support award schemes | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (ix) Provide more information on sustainable products | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (x) Others, please specify: _____ | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
8. How could the private sector take the lead in promoting sustainable consumption of biological resources?
Please rate the importance of the following actions. (Please tick the appropriate box: 1-not important at all; 5-very important)
- | | | | | | |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| (i) Extend the list of sustainable products to be purchased | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (ii) Review and update purchasing standards | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iii) Review and promote sustainable menus for banquets | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iv) Step up marketing efforts in promoting sustainable consumption | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (v) Provide staff of companies/organisations with training about sustainable consumption of biological resources | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (vi) Support charters and voluntary commitments | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (vii) Support award schemes | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (viii) Others, please specify: _____ | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

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9. Please rate the importance of the following education and publicity activities in promoting sustainable consumption of biological resources.
(Please tick the appropriate box: 1-not important at all; 5-very important)
- | | | | | | |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| (i) School programmes | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (ii) Advertisements | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iii) Exhibitions | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iv) Workshops for the public | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (v) Themed carnivals or festivals | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (vi) Cultural and art activities | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (vii) Relevant information through electronic platform (e.g. website) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (viii) Others, please specify: _____ | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

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Personal Particulars

Gender

- Male Female

Age

- <18 18-40 >40

Education Level

- Below secondary Secondary Tertiary education

-End-
Thank you for your participation!

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Questions for Organisation/Company Representatives

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



1. Is there any policy or established practice on purchasing sustainable products in your organisation/company?
- Yes
 No
2. To what extent do the following factors hinder your organisation/company from purchasing sustainable products? (Please tick the appropriate box: 1-very small extent; 5-very large extent)
- | | | | | | |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| (i) Knowledge about which products are truly sustainable | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (ii) Availability of sustainable products in the market | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iii) The price of sustainable products | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iv) The quality of sustainable products | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (v) Others, please specify: _____ | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
3. What are the drivers that can encourage your organisation/company to purchase more sustainable products? Please rate the importance of the following. (Please tick the appropriate box: 1-not important at all; 5-very important)
- | | | | | | |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| (i) Greater community awareness | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (ii) Charter schemes | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iii) Award schemes | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iv) Information platforms on sustainable products and suppliers (e.g. websites and database) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (v) Others, please specify: _____ | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

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4. How could the Government/public sector take the lead in promoting sustainable consumption of biological resources? Please rate the importance of the following actions. (Please tick the appropriate box: 1-not important at all; 5-very important)
- | | | | | | |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| (i) Extend the list of sustainable products to be purchased | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (ii) Review and update the purchasing standards | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iii) Review and promote sustainable menus for banquets | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iv) Provide funding for non-profit organisations to promote sustainable consumption of biological resources | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (v) Launch publicity initiatives | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (vi) Organise workshops on sustainable consumption for staff/organisations/companies | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (vii) Support charters and voluntary commitments | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (viii) Support award schemes | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (ix) Provide more information on sustainable products | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (x) Others, please specify: _____ | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
5. How could the private sector take the lead in promoting sustainable consumption of biological resources? Please rate the importance of the following actions. (Please tick the appropriate box: 1-not important at all; 5-very important)
- | | | | | | |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| (i) Extend the list of sustainable products to be purchased | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (ii) Review and update purchasing standards | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iii) Review and promote sustainable menus for banquets | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iv) Step up marketing efforts in promoting sustainable consumption | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (v) Provide staff of companies/organisations with training about sustainable consumption of biological resources | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (vi) Support charters and voluntary commitments | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (vii) Support award schemes | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (viii) Others, please specify: _____ | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

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6. Please rate the importance of the following education and publicity activities in promoting sustainable consumption of biological resources.
(Please tick the appropriate box: 1-not important at all; 5-very important)
- | | | | | | |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| (i) School programmes | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (ii) Advertisements | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iii) Exhibitions | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (iv) Workshops for the public | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (v) Themed carnivals or festivals | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (vi) Cultural and art activities | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (vii) Relevant information through electronic platform (e.g. website) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (viii) Others, please specify: _____ | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

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Organisational Profile

Name of Organisation: _____

Name of Representative/Contact Person: _____

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

Number of Employees: Less than 50 employees 50 - 1000 employees Over 1000 employees

-End-
Thank you for your participation!

Annex I Coding Framework

A.0 Active role to action
A.0.1 Supply
A.0.1.1 Government
A.0.1.1.1 Positive comments
A.0.1.1.2 Negative comments
A.0.1.2 NGO and School
A.0.1.2.1 Positive comments
A.0.1.2.2 Negative comments
A.0.1.3 Commercial or industrial sector
A.0.1.3.1 Positive comments
A.0.1.3.2 Negative comments
A.0.1.4 Independent institution
A.0.1.4.1 Positive comments
A.0.1.4.2 Negative comments
A.0.1.5 Individual
A.0.1.5.1 Positive comments
A.0.1.5.2 Negative comments
A.0.1.77 Not specific
A.0.2 Demand
A.0.2.1 Government
A.0.2.1.1 Positive comments
A.0.2.1.2 Negative comments
A.0.2.2 NGO and School
A.0.2.2.1 Positive comments
A.0.2.2.2 Negative comments
A.0.2.3 Commercial or industrial sector
A.0.2.3.1 Positive comments
A.0.2.3.2 Negative comments
A.0.2.4 Independent institution
A.0.2.4.1 Positive comments
A.0.2.4.2 Negative comments
A.0.2.5 Individual
A.0.2.5.1 Positive comments
A.0.2.5.2 Negative comments

A.0.2.77 Not specific
A.0.3 Neither nor
A.0.3.1 Government
A.0.3.1.1 Positive comments
A.0.3.1.2 Negative comments
A.0.3.2 NGO and School
A.0.3.2.1 Positive comments
A.0.3.2.2 Negative comments
A.0.3.3 Commercial or industrial sector
A.0.3.3.1 Positive comments
A.0.3.3.2 Negative comments
A.0.3.4 Independent institution
A.0.3.4.1 Positive comments
A.0.3.4.2 Negative comments
A.0.3.5 Individual
A.0.3.5.1 Positive comments
A.0.3.5.2 Negative comments
A.0.3.77 Not specific
A.1 Target group of action
A.1.1 Supply
A.1.1.1 Government
A.1.1.1.1 Positive comments
A.1.1.1.2 Negative comments
A.1.1.2 NGO and School
A.1.1.2.1 Positive comments
A.1.1.2.2 Negative comments
A.1.1.3 Commercial sector
A.1.1.3.1 Positive comments
A.1.1.3.2 Negative comments
A.1.1.4 Public
A.1.1.4.1 Student
A.1.1.4.1.1 Positive comments
A.1.1.4.1.2 Negative comments
A.1.1.4.2 Homemaker
A.1.1.4.2.1 Positive comments
A.1.1.4.2.2 Negative comments
A.1.1.4.3 Elderly

A.1.1.4.3.1 Positive comments
A.1.1.4.3.2 Negative comments
A.1.1.4.77 Not specific
A.1.1.4.77.1 Positive comments
A.1.1.4.77.2 Negative comments
A.1.1.5 Industry
A.1.1.5.1 Fishing
A.1.1.5.1.1 Positive comments
A.1.1.5.1.2 Negative comments
A.1.1.5.2 Forest
A.1.1.5.2.1 Positive comments
A.1.1.5.2.2 Negative comments
A.1.1.5.3 Agriculture
A.1.1.5.3.1 Positive comments
A.1.1.5.3.2 Negative comments
A.1.1.5.77 Not specific
A.1.1.5.77.1 Positive comments
A.1.1.5.77.2 Negative comments
A.1.1.77 Not specific
A.1.2 Demand
A.1.2.1 Government
A.1.2.1.1 Positive comments
A.1.2.1.2 Negative comments
A.1.2.2 NGO and School
A.1.2.2.1 Positive comments
A.1.2.2.2 Negative comments
A.1.2.3 Commercial sector
A.1.2.3.1 Positive comments
A.1.2.3.2 Negative comments
A.1.2.4 Public
A.1.2.4.1 Student
A.1.2.4.1.1 Positive comments
A.1.2.4.1.2 Negative comments
A.1.2.4.2 Homemaker
A.1.2.4.2.1 Positive comments
A.1.2.4.2.2 Negative comments
A.1.2.4.3 Elderly

A.1.2.4.3.1 Positive comments
A.1.2.4.3.2 Negative comments
A.1.2.4.77 Not specific
A.1.2.4.77.1 Positive comments
A.1.2.4.77.2 Negative comments
A.1.2.5 Industry
A.1.2.5.1 Fishing
A.1.2.5.1.1 Positive comments
A.1.2.5.1.2 Negative comments
A.1.2.5.2 Forest
A.1.2.5.2.1 Positive comments
A.1.2.5.2.2 Negative comments
A.1.2.5.3 Agriculture
A.1.2.5.3.1 Positive comments
A.1.2.5.3.2 Negative comments
A.1.2.5.77 Not specific
A.1.2.5.77.1 Positive comments
A.1.2.5.77.2 Negative comments
A.1.2.77 Not specific
A.1.3 Not specific
A.03 Type of biological resources consumed
A.3.1 Animal resources
A.3.1.1 Seafood
A.3.1.2 Meat
A.3.1.3 Daily Product
A.3.1.4 Animal Skin
A.3.2 Microbial resources
A.3.2.1 Bacteria
A.3.3 Plant resources
A.3.3.1 Paper
A.3.3.2 Cotton
A.3.3.3 Palm oil
A.3.3.4 Crops
A.3.3.5 Vegetables
A.3.3.6 Furniture
A.04 Strategies to improve biological sustainability
A.4.1 Opinion on current efforts to improve biological sustainability

A.4.1.1 Agriculture, Fisheries and Conservation Department's Accredited Fish Farm Scheme
A.4.1.1.1 Positive comments
A.4.1.1.2 Negative comments
A.4.1.2 Sustainable Fishing Practices
A.4.1.2.1 Inside HK water area
A.4.1.2.1.1 Positive comments
A.4.1.2.1.2 Negative comments
A.4.1.2.2 Outside HK water area
A.4.1.2.2.1 Positive comments
A.4.1.2.2.2 Negative comments
A.4.1.3 Sustainability-conscious Menus at Government Entertainment Functions
A.4.1.3.1 Positive comments
A.4.1.3.2 Negative comments
A.4.1.4 Green Procurement Guidelines
A.4.1.4.1 Positive comments
A.4.1.4.2 Negative comments
A.4.1.5 Sustainable Seafood Movement
A.4.1.5.1 Positive comments
A.4.1.5.2 Negative comments
A.4.1.6 Sustainable Fashion Award in Hong Kong
A.4.1.6.1 Positive comments
A.4.1.6.2 Negative comments
A.4.1.7 Say No to Shark Fin
A.4.1.7.1 Positive comments
A.4.1.7.2 Negative comments
A.4.1.8 Hong Kong Green Purchasing Charter by the Green Council
A.4.1.8.1 Positive comments
A.4.1.8.2 Negative comments
A.4.1.9 Sustainable Purchasing Framework by Hong Kong Sustainable Campus Consortium
A.4.1.9.1 Positive comments
A.4.1.9.2 Negative comments
A.4.2 Opinion on strategies that improve biological sustainability
A.4.2. 1 Extend the list of sustainable products to be purchased
A.4.2.1.1 Positive comments
A.4.2.1.2 Negative comments
A.4.2.2 Review and update the purchasing standards
A.4.2.2.1 Positive comments

A.4.2.2.2 Negative comments
A.4.2. 3 Review and promote sustainable menus for banquets
A.4.2.3.1 Positive comments
A.4.2.3.2 Negative comments
A.4.2.4 Provide funding to promote sustainable consumption of biological resources
A.4.2.4.1 Positive comments
A.4.2.4.2 Negative comments
A.4.2.5 Through publicity and education
A.4.2.5.1 Positive comments
A.4.2.5.2 Negative comments
A.4.2.6 Organise workshops on sustainable consumption
A.4.2.6.1 Positive comments
A.4.2.6.2 Negative comments
A.4.2.7 Support charters and voluntary commitments
A.4.2.7.1 Positive comments
A.4.2.7.2 Negative comments
A.4.2.8 Support award schemes
A.4.2.8.1 Positive comments
A.4.2.8.2 Negative comments
A.4.2.9 Enact law to protect biological resources from unsustainable consumption
A.4.2.9.1 Positive comments
A.4.2.9.2 Negative comments
A.4.2.10 Adopt penalty system
A.4.2.10.1 Positive comments
A.4.2.10.2 Negative comments
A.4.2.12 Promote consume less rather than using sustainable products
A.4.2.12.1 Positive comments
A.4.2.12.2 Negative comments
A.4.2.13 Promote or Enhance Biodiversity
A.4.2.13.1 Positive comments
A.4.2.13.2 Negative comments
A.4.2.14 Different Government departments collaborate to promote biological sustainability
A.4.2.14.1 Positive comments
A.4.2.14.2 Negative comments
A.4.2.15 About time line
A.4.2.15.1 Set a timetable to promote sustainable consumption of biological resources
A.4.2.15.1.1 Positive comments

A.4.2.15.1.2 Negative comments
A.4.2.15.2 Promote sustainable consumption of biological resources as soon as possible
A.4.2.15.2.1 Positive comments
A.4.2.15.2.2 Negative comments
A.4.2.15.3 Step by step promotion of sustainable consumption of biological resources
A.4.2.15.3.1 Positive comments
A.4.2.15.3.2 Negative comments
A.4.2.16 Implement policy based on scientific statistics
A.4.2.16.1 Positive comments
A.4.2.16.2 Negative comments
A.4.2.17 Promote local food production
A.4.2.17.1 Positive comments
A.4.2.17.2 Negative comments
A.05 Action that would encourage the supply of more sustainable products
A.5.1 Provide financial incentives
A.5.1.1 Green card system
A.5.1.1.1 Positive comments
A.5.1.1.2 negative comments
A.5.1.2 Tax incentive
A.5.1.2.1 Positive comments
A.5.1.2.2 negative comments
A.5.1.77 Not specific
A.5.1.77.1 Positive comments
A.5.1.77.2 negative comments
A.5.3 Availability of sustainable products
A.5.3.1 Positive comments
A.5.3.2 negative comments
A.5.4 Set up an institution to facilitate choosing sustainable products
A.5.4.1 Positive comments
A.5.4.2 negative comments
A.5.5 Set up a suitable business environment
A.5.5.1 Positive comments
A.5.5.2 negative comments
A.5.6 Standardise and develop a HK eco-label system
A.5.6.1 Positive comments
A.5.6.2 negative comments
A.5.7 Provide information of eco-labels or sustainable products

A.5.7.1 Positive comments
A.5.7.2 negative comments
A.5.8 Publicity through advertisement and education
A.5.8.1 Positive comments
A.5.8.2 negative comments
A.5.9 Enact law to require eco-labels
A.5.9.1 Positive comments
A.5.9.2 negative comments
A.06 Action that would encourage the demand of more sustainable products
A.6.1 Provide financial incentives
A.6.1.1 Green card system
A.6.1.1.1 Positive comments
A.6.1.1.2 negative comments
A.6.1.2 Tax incentive
A.6.1.2.1 Positive comments
A.6.1.2.2 negative comments
A.6.1.77 Not specific
A.6.1.77.1 Positive comments
A.6.1.77.2 negative comments
A.6.2 Set up an institution to facilitate choosing sustainable product
A.6.2.1 Positive comments
A.6.2.2 negative comments
A.6.3 Standardise and develop a HK eco-label system
A.6.3.1 Positive comments
A.6.3.2 negative comments
A.6.4 Provide information of eco-labels or sustainable products
A.6.4.1 Positive comments
A.6.4.2 negative comments
A.6.5 Publicity through advertisement and education
A.6.5.1 Positive comments
A.6.5.2 negative comments
A.6.6 Set up a specific sales area for sustainable products
A.6.6.1 Positive comments
A.6.6.2 Negative comments
A.6.7 Provide eco-label on products
A.6.7.1 Positive comments
A.6.7.2 Negative comments

A.6.9 Good product package for consumers to easily recognise sustainable products
A.6.9.1 Positive comments
A.6.9.2 Negative comments
A.6.10 Increase the availability of sustainable products in the market
A.6.10.1 Positive comments
A.6.10.2 Negative comments
A.07 Factors hindering the supply of sustainable products
A.7.1 Knowledge about sustainable products
A.7.2 Availability of sustainable products in the market
A.7.3 The profit from sustainable products
A.7.4 The quality of sustainable products
A.7.5 Problems about eco-labels
A.7.5.1 Credibility
A.7.5.2 Too many types of eco-labels
A.7.5.3 Unclear on the products
A.7.5.4 Knowledge about eco-labels
A.08 Factors hindering the demand of sustainable products
A.8.1 Knowledge about sustainable products
A.8.2 Availability of sustainable products in the market
A.8.3 The price of sustainable products
A.8.4 The quality of sustainable products
A.8.5 Problems about eco-labels
A.8.5.1 Credibility
A.8.5.2 Too many types of eco-labels
A.8.5.3 Unclear on the products
A.8.5.4 Knowledge about eco-labels
A.8.6 Lack detailed information on sustainable products
A.8.7 Health issue
A.09 Usefulness of information in facilitating the choice of sustainable products
A.9.1 Eco-labels and certificates on products
A.9.1.1 Positive comments
A.9.1.2 Negative comments
A.9.2 Consumer guides on purchasing sustainable products
A.9.2.1 Positive comments
A.9.2.2 Negative comments
A.9.3 Product origins
A.9.3.1 Positive comments

A.9.3.2 Negative comments
A.9.4 Statistics about sustainable products
A.9.4.1 Positive comments
A.9.4.2 Negative comments
A.9.5 Sustainable products database
A.9.5.1 Positive comments
A.9.5.2 Negative comments
A.9.6 Availability of suitable suppliers
A.9.6.1 Positive comments
A.9.6.2 Negative comments
A.9.7 Result of market surveys on consumers' attitudes and preferences
A.9.7.1 Positive comments
A.9.7.2 Negative comments
A.9.8 New local eco-labels
A.9.8.1 Positive comments
A.9.8.2 Negative comments
A.10 Education and publicity initiatives
A.10.1 Channel
A.10.1.1 School programmes
A.10.1.1.1 Positive comments
A.10.1.1.2 Negative comments
A.10.1.3 Exhibitions
A.10.1.3.1 Positive comments
A.10.1.3.2 Negative comments
A.10.1.4 Workshops for the public
A.10.1.4.1 Positive comments
A.10.1.4.2 Negative comments
A.10.1.5 Themed carnivals or festivals
A.10.1.5.1 Positive comments
A.10.1.5.2 Negative comments
A.10.1.6 Cultural, art activities and educational & experiential activities
A.10.1.6.1 Positive comments
A.10.1.6.2 Negative comments
A.10.1.7 Electronic platform
A.10.1.7.1 Positive comments
A.10.1.7.2 Negative comments
A.10.1.8 TV

A.10.1.8.1 Positive comments
A.10.1.8.2 Negative comments
A.10.1.9 Radio
A.10.1.9.1 Positive comments
A.10.1.9.2 Negative comments
A.10.1.10 Newspapers or magazines
A.10.1.10.1 Positive comments
A.10.1.10.2 Negative comments
A.10.1.11 Posters
A.10.1.11.1 Positive comments
A.10.1.11.2 Negative comments
A.10.1.12 Social Media
A.10.1.12.1 Positive comments
A.10.1.12.2 Negative comments
A.10.1.13 Others
A.10.1.13.1 Positive comments
A.10.1.13.2 Negative comments
A.10.1.77 Not specific
A.10.1.77.1 Positive comments
A.10.1.77.2 Negative comments
A.10.2 Strategies
A.10.2. 1 Educate children at their earlier ages
A.10.2.1.1 Positive comments
A.10.2.1.2 Negative comments
A.10.2.2 Education through neighbourhood
A.10.2.2.1 Positive comments
A.10.2.2.2 Negative comments
A.10.2.3 Education through family
A.10.2.3.1 Positive comments
A.10.2.3.2 Negative comments
A.10.2.4 Use slogans, mascots or celebrities
A.10.2.4.1 Positive comments
A.10.2.4.2 Negative comments
A.10.2.5 More promotional strategies
A.10.2.5.1 Positive comments
A.10.2.5.2 Negative comments
A.10.2.6 Using souvenirs or gifts

A.10.2.6.1 Positive comments
A.10.2.6.2 Negative comments
A.11 Labels for sustainable products that the respondents can identify before reading the PE document
A.11.1 Fishing (ASC, BAP, DSTP, FOS, MSC)
A.11.2 Forest (FSC, PEFC, SFI)
A.11.3 Agriculture (BCI, RSPO)
A.11.4 Hong Kong labels (HKGLS, HK Green Mark)
A.12 Personal awareness of the impact of over-exploitation of biological resources
A.12.1 Aware of the impact
A.12.2 Not aware of the impact
A.15 Comments on public engagement
A.15.1 Not enough information provided
A.15.2 Too difficult for the public to understand the concepts e.g. biological resources
A.15.3 Inappropriate or insufficient questions of VCFs
A.15.4 Government should collect the views from the public for future policy
A.15.5 Change to a simpler name of the public engagement
A.15.6 Consultation booklet is very useful and informative
A.15.7 Consultation advocates the concepts of biological resources rather than concrete actions to tackle the problem
A.15.8 Consultation should be done in a more environmentally friendly way (e.g. electronic version, no printed copies)
A.99 Other opinion about biological resources but not related to public engagement
A.99.1 Waste & Recycling
A.99.1.1 Promote recycling
A.99.1.2 Reduce disposal waste
A.99.3 Promote vegetarian diet
A.99.4 Reduce carbon consumption
A.99.6 Impose strict restrictions on water pollution
A.99.7 Maintain a balance between development and environment
A.99.8 Promotion or education about environmental protection