

A landscape photograph of a pond with lily pads and a rainbow in the sky. The pond is in the foreground, filled with green lily pads and some brown leaves. In the middle ground, there are tall reeds and a line of trees. In the background, a building with a green roof is visible. A large, vibrant rainbow arches across the sky, starting from the left side and ending on the right. The sky is a mix of grey and blue, suggesting a recent rain.

## Sustainable Consumption for Hong Kong

C.W. Cheung  
Senior Head  
Climate & Footprint Programmes  
WWF – Hong Kong

July 29<sup>th</sup>, 2016 at CUHK

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Solutions for a living planet

Photo: © Bena Smith



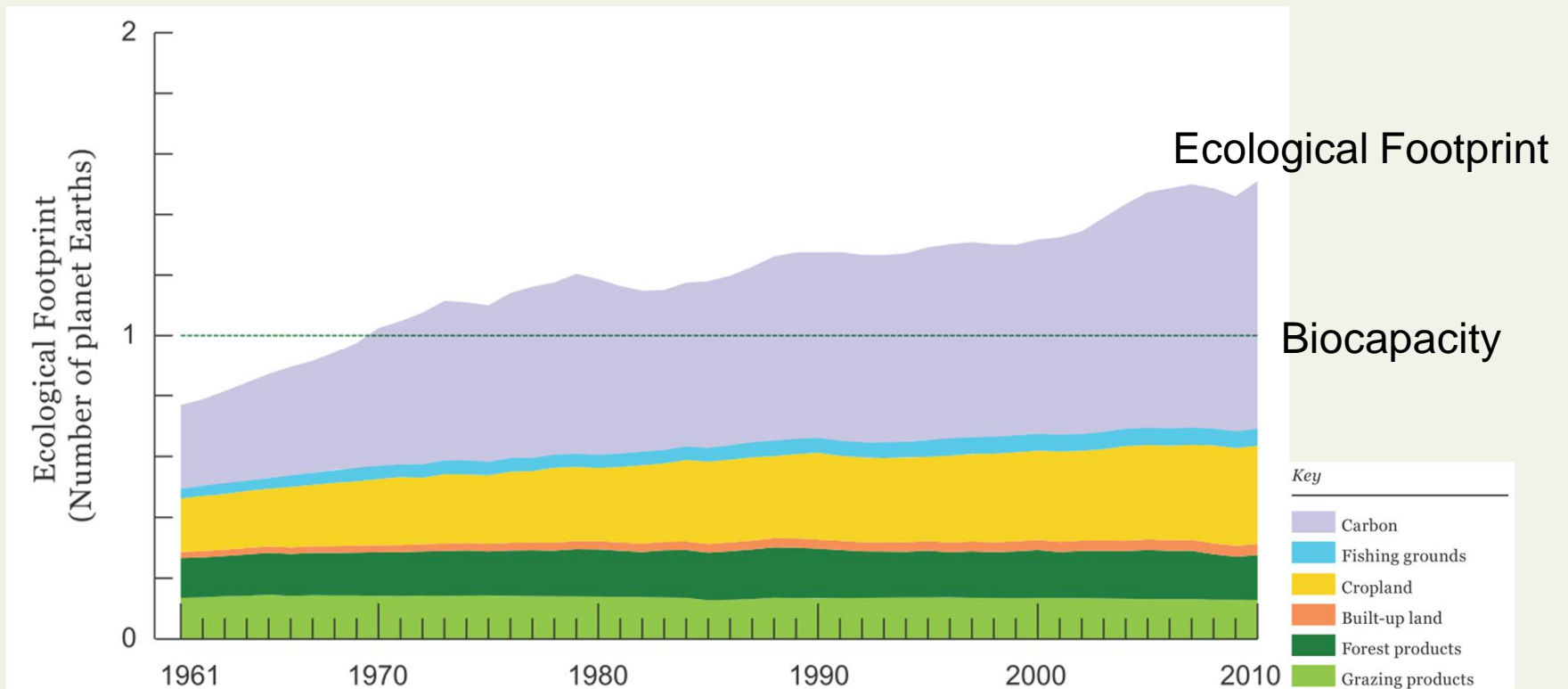
Limited resources

Demand on nature is  
ever increasing



# Earth's current Ecological Footprint and Biocapacity

We need 1.5 Earths to sustain our living





## Earth Overshoot Day

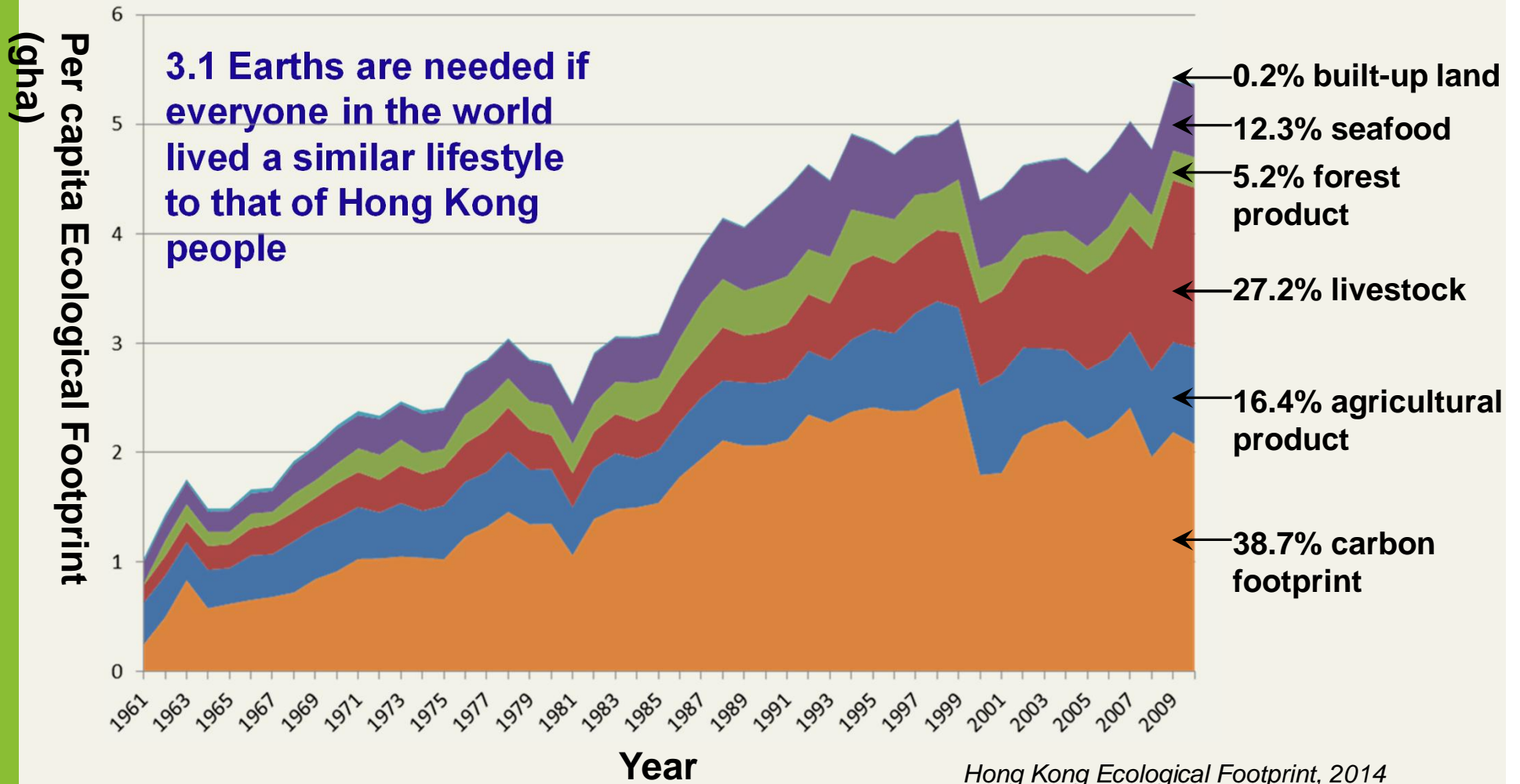
- It is the date humanity's Ecological Footprint has exceeded our planet's "budget" for that year
  - 1970s just started the overshoot
  - 2000, 1 October
  - 2003, 22 Sept
  - 2014, 19 August
  - 2015, 13 August
  - 2016, 8 August





3.1 

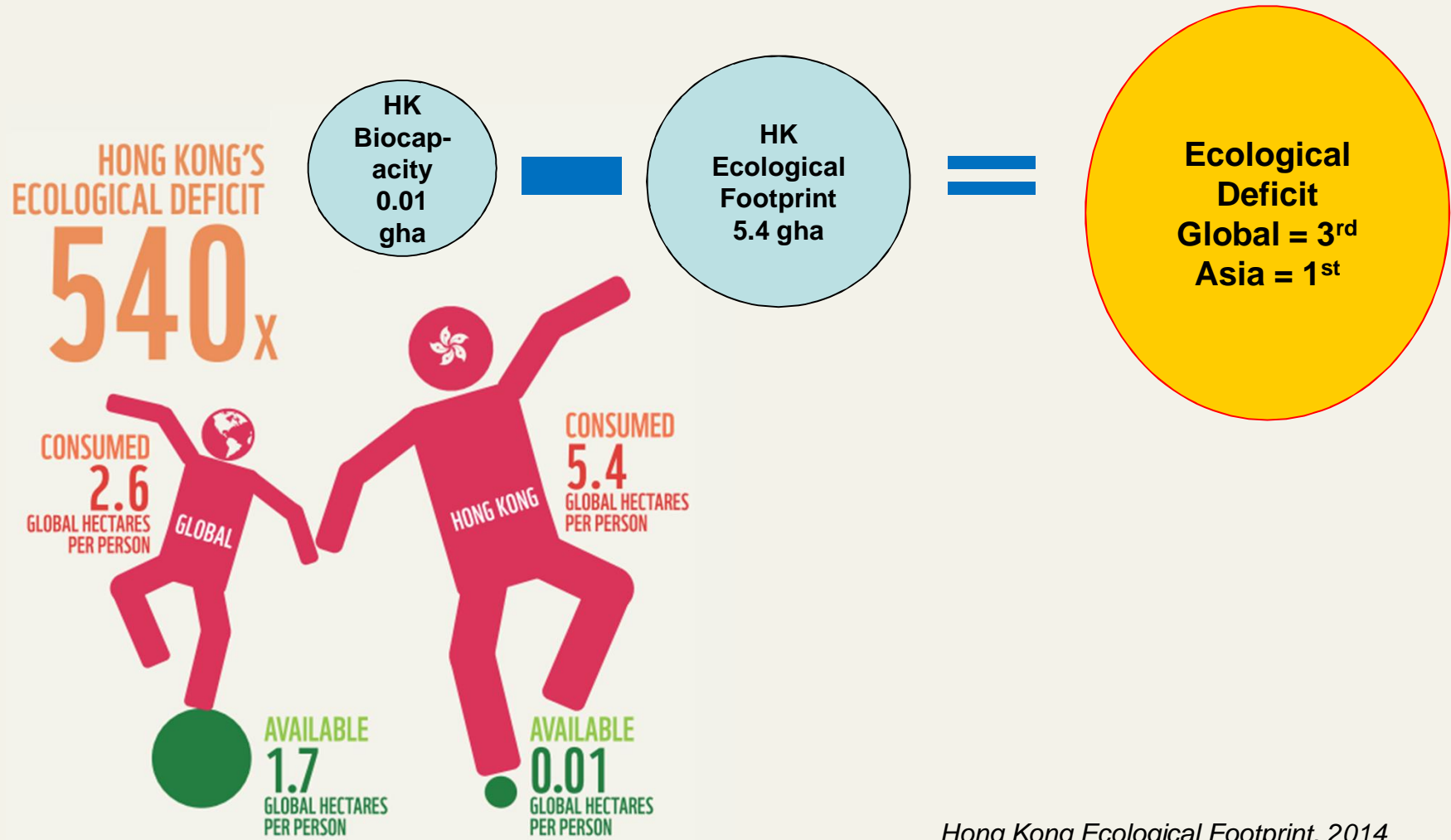
## HK Ecological Footprint per person



Hong Kong Ecological Footprint, 2014

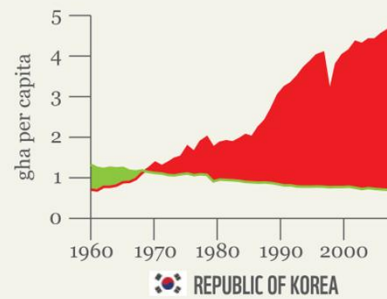
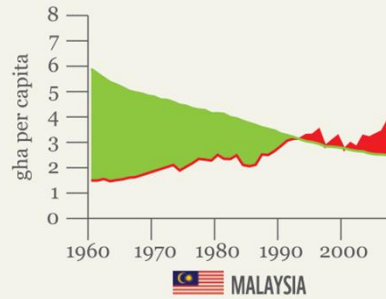
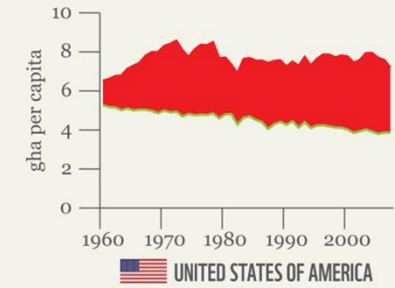
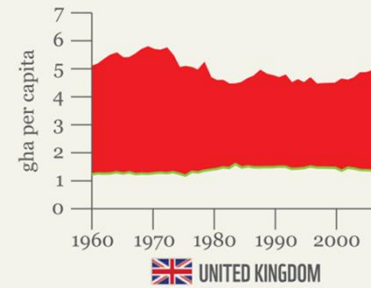
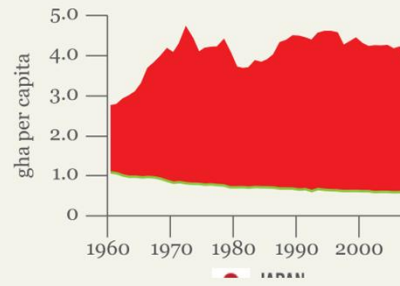
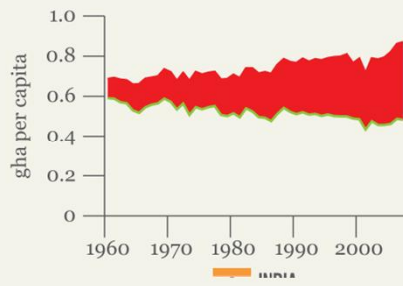
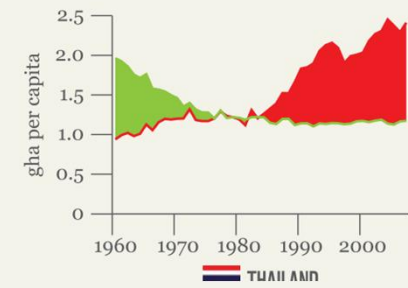
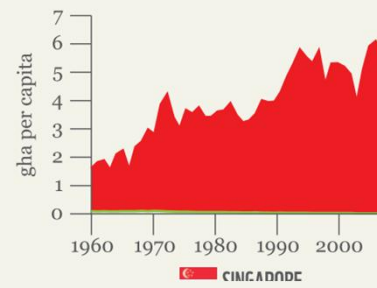
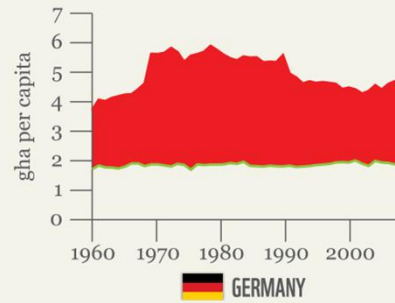
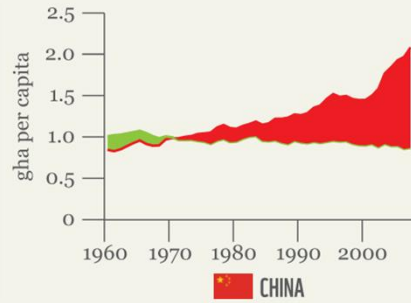


# Ecological Deficit of Hong Kong 2010





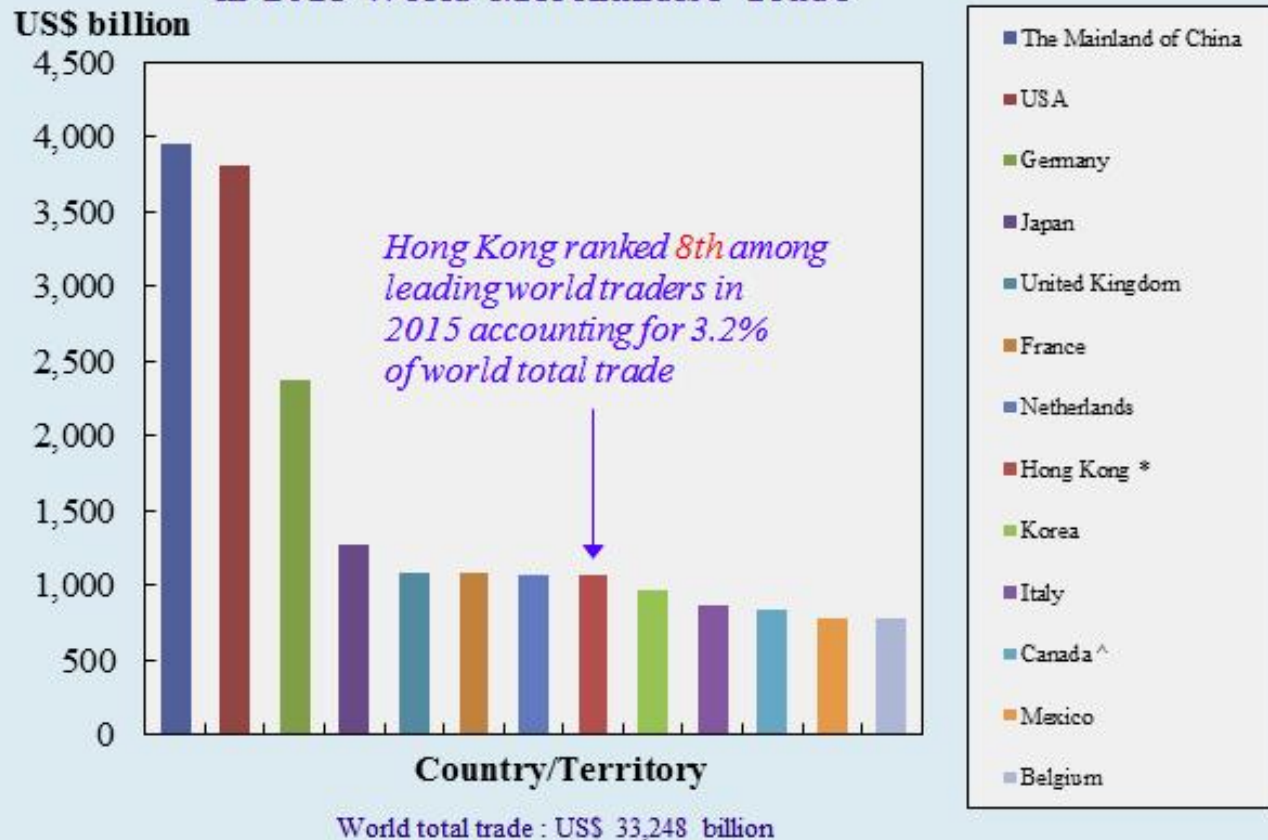
# Hong Kong's Trade Partners





# HK as a Trade Hub

Ranking in terms of Total Trade  
in 2015 World Merchandise Trade



Source: <https://www.tid.gov.hk/english/aboutus/publications/tradestat/wmttt.html>





# Opportunities for Sustainable Trade & Consumption

- Policy Address 2015:

- “To set an example, the Government engaged in green procurement worth more than \$1 billion in 2013. We will expand the current procurement list, update the specifications and verification methods, and explore wider use of recycled and other environment-friendly materials in public works projects. We will also promote green procurement to both the public and business sectors.”





# Hong Kong Government Action

## Hong Kong Government

NEWS • HONG KONG • ENVIRONMENT

### Shark fin, bluefin tuna off the menu at Hong Kong government banquets

Ada Lee  
ada.lee@scmp.com

PUBLISHED : Saturday, 14 September, 2013, 12:00am  
UPDATED : Saturday, 14 September, 2013, 8:39am



A worker dries out shark fins in Sheung Wan. Photo: Sam Tsang

The Hong Kong government has banned shark fin, bluefin tuna and black moss from the menu at official functions, hoping to "set a good example".

And officials have been ordered not to eat them if they are served up at non-government banquets.

#### SHARE



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# Hong Kong Government Action

## Council for Sustainable Development -

Promotion of sustainable use of biological resources

Consultation from July 26<sup>th</sup> to Nov 15<sup>th</sup>

*Please give your OPINION!*



**Sustainable Seafood Movement**

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

**RECOMMENDED** 建議

**THINK TWICE** 想清楚

**AVOID** 避免

**Sustainable Seafood Week** 環保海鮮週

27 June - 5 July 2015  
6月27日 - 7月5日

The number of restaurants and catering outlets (including fast food chains and Hong Kong style teahouses) which participated in the Sustainable Seafood Week rose from 9 in 2011 to 114 in 2015, proving that such awareness and demand are growing among the industry and consumers.<sup>23</sup>

# Livelihood

58 million people globally rely on capture fisheries for direct employment, of which 84% are in Asia



A large school of fish swimming in clear blue water. The fish are densely packed and appear to be of various species, including some larger ones with prominent eyes and smaller ones. The water is a deep, clear blue, and the fish are silvery with some darker markings.

# Food

World annual per capita 9.9 to 19.7 kg  
Hong Kong's ~70 kg per capita in recent years

# Status of the ocean



Living Blue Planet Index (1970 – 2012) 49% decline  
5,829 population of 1,234 marine vertebrate species

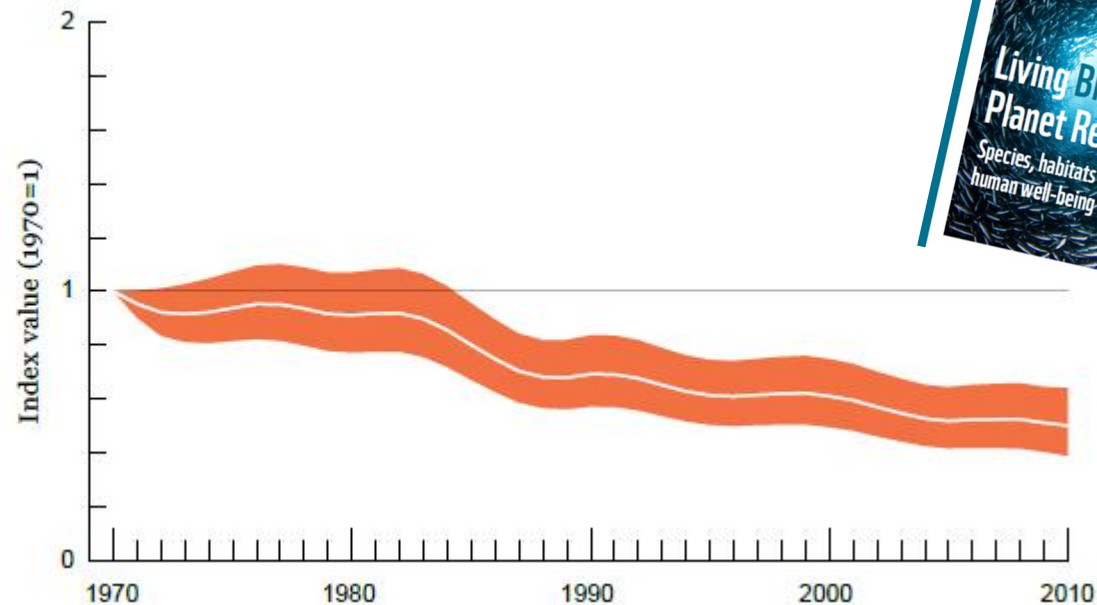
## Fish – 50% decline



**Figure 2: The utilized fish index declined 50 per cent between 1970 and 2010 (WWF-ZSL, 2015).**

**Key**

-  Utilized fish index
-  Confidence limits



# Status of the South China Sea

12% of global wild capture production

Marine resources since 1950s  
**declined 70 – 95%**



A diver in a black wetsuit and yellow fins is swimming in a large school of fish underwater. The fish are densely packed and appear to be of a similar species, possibly sardines or anchovies. The water is a deep blue-green color.

## What is Sustainable Seafood?

*“fishery products that are wild caught or farmed in a manner that can meet today’s demand while not damaging the ecosystem’s ability to provide the same function for the future generations”*

長食長有





# What is Sustainable Seafood?



建議 RECOMMENDED		
品種 SPECIES	來源 ORIGIN	方法 METHOD
長鳍吞拿魚 Albacore tuna	加拿大/ 斐濟 Canada/ Fiji	ASC
雪花鱈魚 Chilean sea bass	英屬南喬治亞島 South Georgia, UK	MSC
鱈魚 Pacific cod	美國 US	MSC
比目魚 Pacific halibut	美國 US	MSC
藍尖尾鱈魚 Hoki	紐西蘭 New Zealand	MSC
狹鱈魚 Pollock	美國 US	MSC
三文魚 Pacific salmon	加拿大/ 美國 Canada/ US	MSC
海蝦 Northern shrimp	加拿大/ 中國 Canada/ China	MSC
龍躉 Giant grouper	香港 Hong Kong	MSC (僅內海/ inshore)
東星斑 Leopard coral trout	澳洲昆士蘭 Queensland, Australia	MSC
波士頓龍蝦 Boston lobster	加拿大/ 澳洲 Canada/ Australia	MSC
龍蝦 Rock lobster	澳洲昆士蘭 Queensland, Australia	MSC
鮑魚 Abalone	澳洲 Australia	MSC
鮑魚 Abalone	中國 China	MSC
蜆 Clam	中國 China	MSC
海參 Sea cucumber	加拿大/ 美國 W Canada/ US	MSC
象拔蚌 Geoduck clam	加拿大/ 美國 Canada/ US	MSC
綠 Oyster	中國/ 美國 China/ US	MSC
帶子 Scallop	中國/ 日本 China/ Japan	MSC
帶子 Scallop	昆士蘭/ 西澳 Queensland/ W Australia	MSC
翡翠螺 Wreck	加拿大/ 澳洲 Canada/ Australia	MSC

野外捕撈 WILD CAUGHT
 養殖 FARMED

想清楚 THINK TWICE		
品種 SPECIES	來源 ORIGIN	方法 METHOD
三文魚 Atlantic salmon	愛爾蘭/ 挪威/ 蘇格蘭 Ireland/ Norway/ Scotland	MSC
三文魚 Pacific salmon	美國 US	MSC
鰵鱈魚 Black cod	美國 US	MSC
沙甸魚 Sardine	西班牙 Spain	MSC
黃鳍吞拿魚 Yellowfin tuna	印尼/ 菲律賓 Indonesia/ Philippines	MSC
龍躉 Giant grouper	香港 Hong Kong	MSC (魚種/ species)
鮑魚 Grass carp	中國 China	MSC
烏頭 Grey mullet	香港 Hong Kong	MSC
海參 Sea cucumber	香港 Hong Kong	MSC
紅鮑 Mangrove snapper	香港 Hong Kong	MSC
鮑魚 Mud carp	中國 China	MSC
黃魷鮑 Pompano	香港 Hong Kong	MSC *
石蚌 Star snapper	香港 Hong Kong	MSC *
多寶魚 Turbot	中國 China	MSC
泥鱈 White-spotted rabbitfish	南中國海 S China Sea	MSC
海蝦 Prawn	澳洲昆士蘭 Queensland, Australia	MSC
青蟹 Mud crab	中國 China	MSC
鮑魚 Abalone	南非 S Africa	MSC
海參 Sea cucumber	加拿大東部 E Canada	MSC
海膽 Sea urchin	南中國海 S China Sea	MSC
刺參 Spiky sea cucumber	中國 China	MSC

野外捕撈 WILD CAUGHT
 養殖 FARMED

避免 AVOID		
品種 SPECIES	來源 ORIGIN	方法 METHOD
藍鳍吞拿魚 Bluefin tuna	全球 Global	MSC
黃鳍吞拿魚 Yellowfin tuna	印尼/ 菲律賓 Indonesia/ Philippines (僅遠海/ long/innal)	MSC
魚子醬 (鮭魚) Caviar (sturgeon)	全球 Global	MSC
雪花鱈魚 Chilean sea bass	全球 Global	MSC
鰵鱈魚 Black cod	美國 US (底拖網/ bottom trawl)	MSC
龍躉 Sole	紐西蘭 New Zealand	MSC
劍魚 Swordfish	全球 Global	MSC
芝麻斑 Arowana and Duskytail grouper	香港 Hong Kong	MSC
彩斑 Camouflage grouper	東南亞 SE Asia	MSC
龍躉 Giant grouper	香港 Hong Kong (網箱/ sea cage)	MSC
老虎斑 High-finned grouper	東南亞 SE Asia	MSC
紅斑 Hong Kong grouper	中國 China	MSC
蘇眉 Humphead wrasse	東南亞 SE Asia	MSC
東星斑 Leopard coral trout	東南亞 SE Asia	MSC
青斑 Orange-spotted grouper	泰國 Thailand	MSC
沙巴龍躉 Sabah grouper	馬來西亞 Malaysia	MSC
西星斑 Squirrel coral trout	東南亞 SE Asia	MSC
老虎斑 Tiger grouper	東南亞 SE Asia	MSC
大眼鱈 Bigeye	南中國海 S China Sea	MSC
紅衫魚 Golden threadfin bream	南中國海 S China Sea	MSC
馬頭 Horsehead	南中國海 S China Sea	MSC
白鮭 Silver pomfret	南中國海 S China Sea	MSC
福壽魚 Tilapia	香港 Hong Kong	MSC
黃花魚 Yellow croaker	中國 China	MSC
海蜆 Mantis shrimp	南中國海 S China Sea	MSC
海蝦 Shrimp	南中國海 S China Sea	MSC
蟹 Shrimp	亞洲 Asia	MSC
紅花蟹 Red crab	南中國海 S China Sea	MSC
響螺 Conch	美國 US	MSC
墨魚 Cuttlefish	南中國海 S China Sea	MSC
刺參 Spiky sea cucumber	日本 Japan	MSC
魷魚 Squid	南中國海 S China Sea	MSC

野外捕撈 WILD CAUGHT
 養殖 FARMED



# Sustainable Seafood Movement in Hong Kong

Diversified sector offering  
“*Ocean Friendly Menu*”, >85 in total

At least 22 MSC & 6 ASC CoC holders (suppliers & outlets) in HK





# Sustainable Seafood Movement in Hong Kong

## Promotion by different sectors







# Sustainable Seafood Movement in Hong Kong

Released on World  
Ocean Day 8<sup>th</sup> Jun 2016





# Consumer Incentives Programme (Korea Green Card)

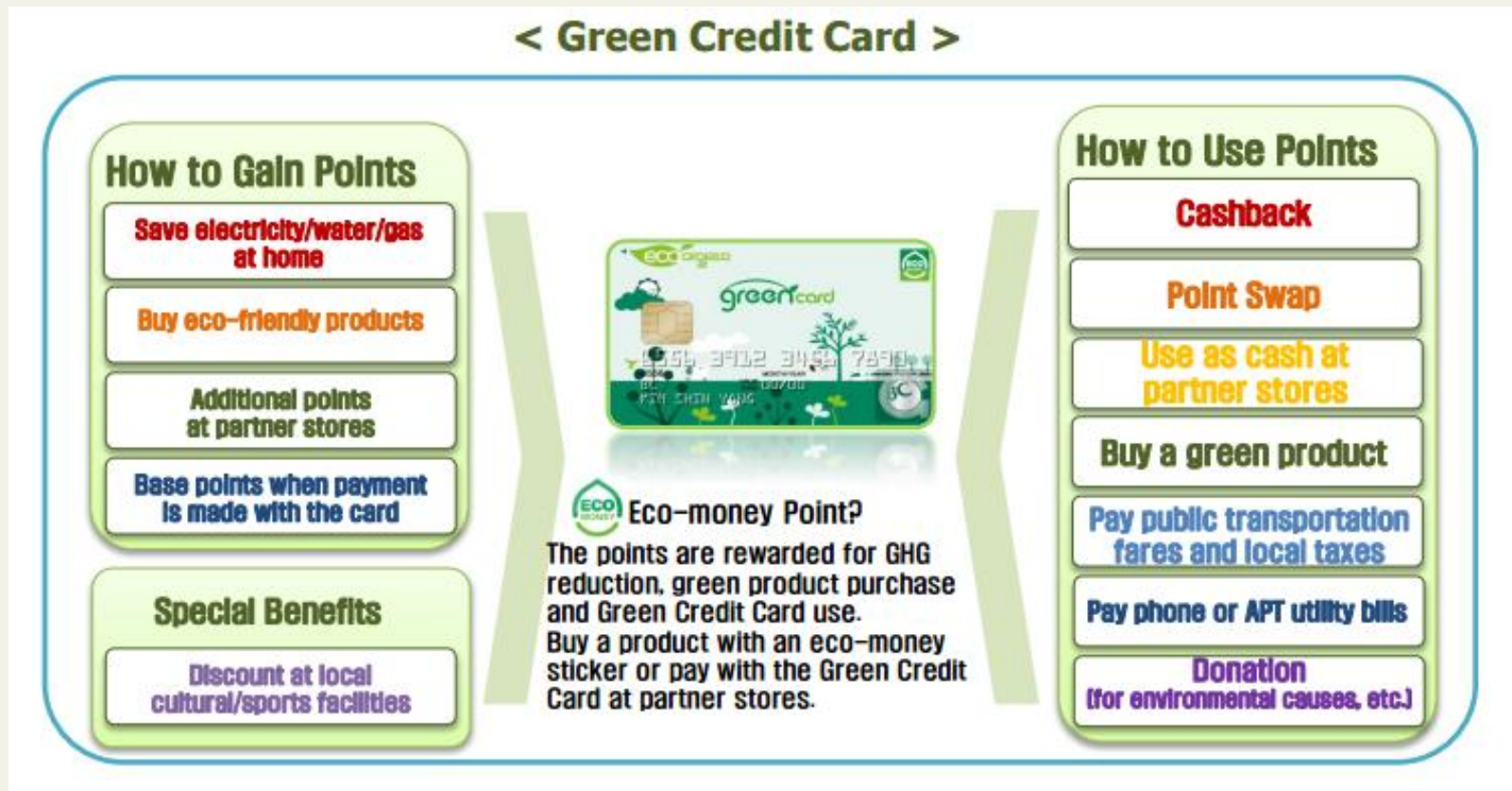
- South Korea Green Card
  - Since 22th July 2011
  - Integrated several environmental consumer incentive schemes by the government
  - Integrates with credit card
    - Reason 1: convenient to use
    - Reason 2: mature existing systems & operations for credit card
    - Reason 3: high applicability with the point system
  - Focus: develop an **easy & convenient** system with economic compensation to promote green life



Example of a green card



# Consumer Incentives Programme (Korea Green Card)





# Consumer Incentives Programme (Korea Green Card)

- Consumers are entitled to incentives worth over USD 200 when practicing green living with the Green Credit Card.

Category	Main Benefits	Amount	Provider
1. Carbon point	Point rewards for household energy savings	USD 70~100/yr	Government
2. Green consumption	Points are rewarded for green consumption	1~5% of price	Manufacturer
3. Cultural facilities	Free or discounted entry to facilities run by local government or public agencies	15 agencies, 183 facilities	Government
4. Public transportation use & credit card service	-Points are rewarded for public transportation use -Up to 0.8% of card bill is rewarded	Points are rewarded for each use	Card Issuer(Bank)
5. Partner Companies	Points are rewarded for products bought at eco-money partner stores	1~2% of paid amount	20 partners

(Numbers are as 2012)





# Consumer Incentives Programme (Korea Green Card)

- Available Green Products: >1000 products by 144 companies (2014)
- Results (base on Korea government's Green Activity Index in 2012):
  - ↑ 50% in public transportation use
  - ↑ 46.6% in green product purchase
  - ↑ 66% in energy saving activity
- Patented in US, Europe, China and World Intellectual Property Organisation

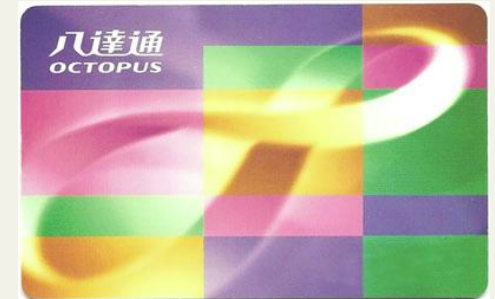


Example of Green Card Advertisement



# What can HK learn from Korean Green Card?

- Government has to take the lead, supported by businesses and public.
- Need to build a system that the public can recognize the sustainable products, e.g. Eco-labelling?
- This programme is to produce a conducive environment for sustainable trade and consumption, i.e. could drive the businesses to source and supply more sustainable products to HK market, and incentivize the general public to try and adopt them.
- Replicate the programme using credit card or Octopus?



Octopus Card



# PROVIDE SUFFICIENT INCENTIVES TO DRIVE BUSINESSES AND CONSUMERS TOWARD SUSTAINABLE TRADE AND CONSUMPTION

We ask the Government to lead the society and provide sufficient incentives, through the launch of a “credit-rebate system”, to drive businesses to trade more sustainable products and reward consumers for practicing sustainable consumption.

## IN NUMBERS...

**34%**

difference between consumer support and willingness to purchase sustainable products

**150**

Number of items the Government has developed and adopted green procurement guidelines

**More than 70**

types of seafood available in Hong Kong market has their sustainability status assessed

## WHY NOW?

Awareness on sustainable lifestyle has risen in Hong Kong in last few years, particularly in use of biological resources such as shark fin, seafood and paper products. A gap, however, between awareness and action exists in Hong Kong, as revealed in a Consumer Council’s report in early 2016. The Council for Sustainable Development is also undertaking public consultation to solicit views and ways to promote sustainable use of biological resources in mid-2016. Opportunity now exists for Hong Kong to leverage on this latest trend and development locally and globally to formulate measures to incentivize the society towards sustainable trade and consumption.

## WHAT BENEFITS?

Hong Kong is not only regarded as a world’s premier international city, but also a global trade hub and consumption centre of different products. Incentivizing businesses and consumers towards practicing sustainable consumption and favouring sustainably sourced products can reduce Hong Kong’s negative impact on depleting natural resources around the world, also act as a driver for green economy to grow and is an important step toward moving Hong Kong toward being the most sustainable city in Asia.



# Vancouver City's Ambition

- To become the **greenest city in the world** by 2020
- Greenest City 2020 Action Plan (GCAP) outlines 10 goal areas & 15 measurable targets
  - Climate and Renewables
  - Green Buildings
  - Green Transportation
  - Zero Waste
  - Access to Nature
  - Clean Water
  - Local Food
  - Clean Air
  - Green Economy
  - Lighter Footprint



Cover of the "Greenest City 2020 Action Plan" (GCAP)



# Vancouver City's Progress

CITY OF VANCOUVER

Areas of the city ▾ [Google site:](#)

Green Vancouver | Your Government | News, Calendar | Parks, Recreation, and Culture | Home, Property, and Development | People and Programs

Home > Green Vancouver > A bright green future > Greenest City 2020 Action Plan > Targets and priority actions

**Green Vancouver**

- A bright green future
- Greenest City 2020 Action Plan
  - Targets and priority actions**
  - Green economy

**Greenest City 2020 goals and targets**

The Greenest City 2020 Action Plan is divided into 10 goal areas, each with specific 2020 targets.

Together, these address overarching areas of focus:

- Carbon
- Waste
- Ecosystems

**Goal 7: Lighter footprint**

Target	Indicator	Per cent change	Improved over baseline?
Reduce Vancouver's ecological footprint by 33% over 2006 levels	Number of people empowered <sup>2</sup> by City-led or -supported projects to: <ul style="list-style-type: none"> <li>Take personal action in support of a Greenest City goal</li> <li>Reduce levels of consumption (cumulative)</li> </ul>	+1,117%	Yes

## PROGRESS HIGHLIGHTS

**21%**

**DECREASE**  
-IN-  
**VEHICLE KM DRIVEN PER PERSON**  
SINCE 2007

**50%**

-TRIPS MADE BY-  
**BIKE, WALKING, OR TRANSIT**

**3 NEW PARKS**  
BUILT IN 2014

**37,000 NEW TREES PLANTED**  
SINCE 2010

**36%**

**INCREASE IN NEIGHBOURHOOD FOOD ASSETS**  
SINCE 2010

**200+**

**ELECTRIC VEHICLE CHARGING STATIONS**

**18%**

**DECREASE IN SOLID WASTE SENT TO LANDFILL OR INCINERATOR**  
SINCE 2008

**7%**

**DECREASE -IN- COMMUNITY GREENHOUSE GASES**  
SINCE 2007

**275km OF BIKE NETWORK IN VANCOUVER**

Progress Highlights 2014.



# Our Aims

- Drive Hong Kong to promote sustainable trade and consumption
- Drive Hong Kong to become Asia's most sustainable city

