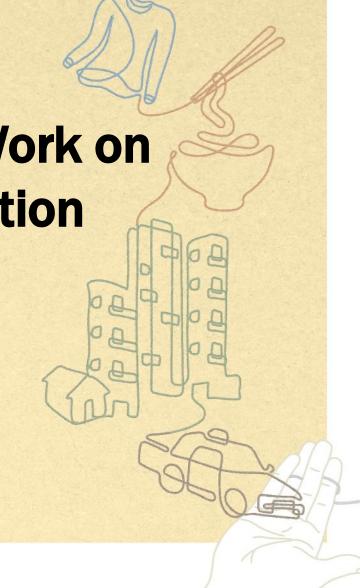


(World Consumer Rights Day 2021)

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World Consumer Rights Day 2021

- World Consumer Rights Day (WCRD) is an annual occasion dedicated to highlighting the power of consumers and their rights for a fair, safe and sustainable marketplace for everyone.
- WCRD is celebrated on 15 March every year and the theme for 2021 is

Tackling Plastic Pollution

■ We are currently facing a **global plastic pollution crisis**. Although plastic can be a highly useful material in everyday life, our consumption and production of plastics have become unsustainable.



What the Hong Kong Consumer Council did to promote the World Consumer Rights Day 2021 and help tackle plastic pollution?



Coordinated Global Action on Packaging

The Council has taken part in a special coordinated action on packaging organised by Consumers International.

The aim of this project was to analyse and compare differences in key aspects of the packaging of popular internationally branded products (11 products in total) in 9 countries in terms of their recyclability, labelling and number/weight of packaging. It will also assess where improvements are needed.



■ CHOICE Magazine Article and Editorial

An article on plastic pollution and recycling plus an editorial piece had been published in the Council's CHOICE magazine to provide consumers with information on tackling plastic pollution.







■ A short video had been produced to promote ideas to tackle plastic pollution for sharing on the Council's Facebook page on 15 March

World Consumer Rights Day 【Time to Say "Bye" to Plastics!】 國際消費者權益日 【如何「走塑」不「走數」?】

https://www.youtube.com/watch?v=ng9UJsJdVVI

香港每日棄置的家居廢物中,每5件便有1件是塑膠。要為環保行多步,除了要「走」膠袋、「走」膠樽、「走」膠餐具之外,亦要向即棄用品說「不」!原來很多即棄用品,例如牛油紙、紙盒紙杯及濕紙巾,都含有塑膠成分。立即去片,學會跟「塑膠」「絕交」!



 Leveraging Education Programmes to Promote World Consumer Rights Day 2021

"Earth 2038" - A sustainable consumption education programme for primary schools, aimed at building awareness among students about their roles and responsibilities as consumers to consume resources responsibly.

- The programme curriculum revolves around sustainable practices and the 7Rs of tackling plastic pollution, such as games inspiring students to reuse, recycle and repair used articles or broken materials.
- Besides being encouraged to reflect on their consumption habits and behaviours, students were also educated on the selection of sustainable packaging, as well as the impact and handling of different types of waste, including plastic waste, in the city.



■ Other on-going education programmes

- The Council jointly organises the annual Consumer Culture Study Award (CCSA) with the Education Bureau. Since 2018, a new thematic award category "Innovative Design for Sustainable Consumption" has been introduced to encourage students to use their science, technology, engineering, and mathematics (STEM) knowledge for exploring initiatives in fostering a sustainable consumption environment.
- Plastic waste and pollution has been one of the recurring issues raised every year whilst student participants seek creative solutions to tackle plastic waste.
- In addition, the Council delivered community talks and educational activities targeting primary students, secondary students and senior citizens covering the issues and impacts of plastic waste, including plastic bottles, one-use plastic umbrella covers, straws etc.



Thank you