



The Sustainability Opportunity in Hong Kong

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GAME CHANGERS



SpeakEasy is the Ipsos Syndicated Community Panel which focuses on the everyday needs & attitudes of Hong Kong Gen Z & Millennial consumers.

Each month, our Community Moderators share updates on a new relevant topic with these Hong Kong consumers.

This month, we asked our community members to share their thoughts on the topic of Sustainability in Hong Kong, to understand what it really means to them and its impact on their everyday lives.

Below are the Top Three insights gathered from this session:

1 Climate change vs individual changes

2 The role of social ventures

3 Demand for more government & business support





1 Climate change vs individual changes

According to our respondents, the main worry linked to sustainability in Hong Kong remains climate change and global warming, and its human causes. This is in line with another recent Ipsos study on 2021 predictions which shows that 83% of Hong Kong people believe average global temperatures will increase in 2021 ([full results here](#)).

As people in Hong Kong have shopped more online and ordered more takeaway food, many community members expressed their concerns about the excessive packaging waste it creates, as well as increased household and food wastage. Inevitably, the new normal seems to push people away from living sustainably.

Despite this situation, many respondents described their everyday efforts to protect the environment. Many mentioned waste reduction, including their attempts to reduce plastic use (mostly plastic bags, wrapping and straws).

High profile efforts to support the “no straw campaign” by restaurant chains such as McDonald’s in Hong Kong have captured respondents’ attention, with several crediting those as an influence in their attempt to live a greener life, notably by using reusable items as substitute to disposable tableware.



“A lot of plastic wrapping has been used for packing by the retailer or courier. In a way, it protects the product I purchased; but I cannot recycle all those ‘air bubbles’ .”

(Female, married, late 30s)



“I have a set of reusable tableware ready in my office, where I can avoid taking disposable ones when I order takeaway.”

(Female, single, late 20s)





2 The role of social ventures

Many respondents expressed frustrations regarding their own recycling experience in Hong Kong, which they described as much more time consuming than they initially thought; beside finding/using colored recycling facilities, they described the annoyance of having to disassemble items and packages, then having to clean, rinse, and sort them out.

Yet many expressed gratitude for the increase of social ventures in Hong Kong (such as GREEN@COMMUNITY or MilMill), which proactively connect with housing estates and property management companies in their districts to establish a service network.

Respondents also shared their appreciation for the educational activities and materials (such as infographics and videos) made available by those social programs, which teach best practice on recycling to the Hong Kong public.

Another perceived benefit of those social ventures is that they are seen as creators of a circular economy, by turning recycled items into upcycling products - respondents mentioned the recycled tissue from MilMill, or Coffee Next which transforms coffee grounds into valuable items - and sell it back into the community.



“The organization Green@Shatin station in my estate every weekend. They collect plastic bottles according to types/ numbers, where only specific types can be recycled.”

(Male, single, late 20s)





3 Demand for more government & business support

Community members expressed the need for government & businesses to guide them through their sustainability journey and instill a green living culture in Hong Kong. Noted examples by respondents included:

- Swire Coca Cola and Watsons placing Bottle Reverse Vending Machines in the community, which gained much public attention.
- Developers like New World Development, merging urban and natural elements into their shopping malls including an urban biodiversity museum in K11 Musea were also noticed.

Community members agreed this brings a competitive edge to the brand, while they also expressed a growing general preference for brands which showcase a stronger commitment to corporate social responsibility.

Meanwhile, even though plant-based diets and alternative meat have become more popular in Hong Kong, and points of sale have soared, respondents seem to associate those offers with a personal health issue rather than a sustainability one. This is also supported by recent Ipsos data showing that 17% of Hong Kong people trying to lose weight are also reducing/stopping meat consumption ([Full Results Here](#)).



Ipsos' Syndicated Community Panel – SpeakEasy is live since July 2020. The syndicated nature of the panel allows clients to find out what their consumers have to say about their products, experiences & services very quickly and cost efficiently.

For more information about Ipsos SpeakEasy [Please Click Here](#)

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