



Re-Market

超市新鮮蔬果包裝倡議報告 ADVOCACY PROJECT PRESENTATION

6 AUGUST 2022

OUR BRAND

我們的品牌

LOGO 標誌



- 一個半邊無包裝西瓜，其美麗的天然外皮得以被看見，代表我們的願景
- Half unwrapped watermelon that shows its beautiful natural skin, symbolising our vision

MASCOT 吉祥物



- 卸下無謂包裝的西瓜先生
- Mr. Watermelon is undressing from unnecessary packaging!

社交媒體 SOCIAL MEDIA

INSTAGRAM

@REMARKETHK

- 作為官方網站發放資訊
- 連繫幾其友好團
 - Present living
 - 共同製作帖文推廣裸買文化
- An official site for information delivery
- A connect point with other green pages



remarkethk

Edit Profile



5 posts

74 followers

96 following

Re-Market HK they

Environmental Conservation Organization

民間青年氣候倡議小組

Youth Climate Advocacy Group



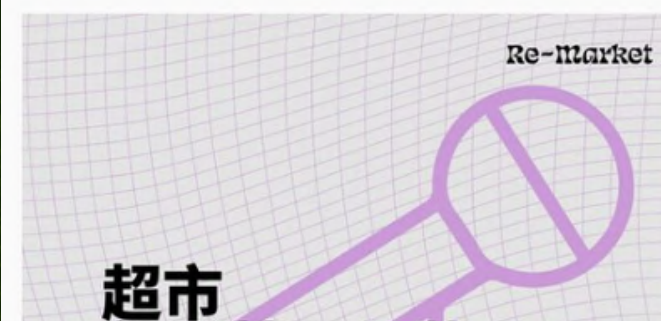
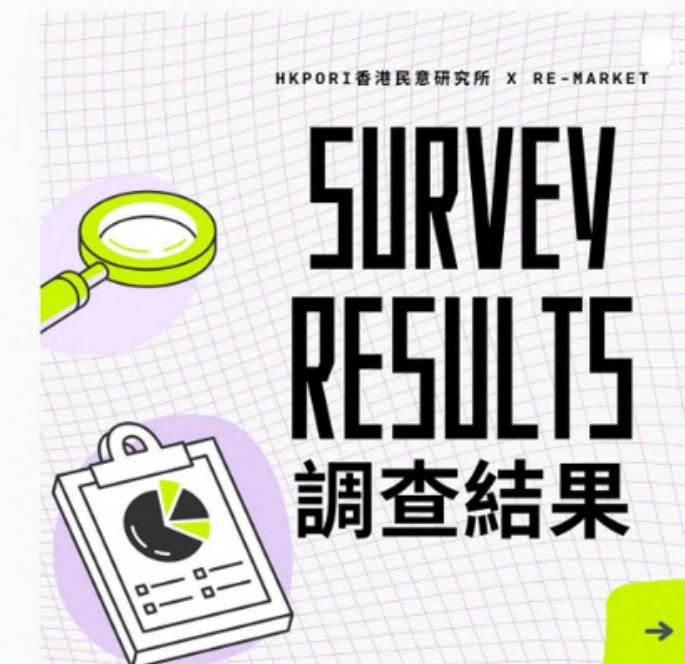
香港 | 超市新鮮蔬果過度包裝 | 裸買減塑 | 藍圖

HK | Over-Packaging in Supermarkets | Plastic Reduction | Roadmap



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RE-MARKET

報告內容

CONTENT TODAY

- 關於我們 About Us
- 為何倡議 Why advocate
- 倡議活動進展
Progress of our initiatives
- 我們的下一步
Our next steps

“ ”
關於我們
About Us

RE-MARKET

關於我們 ABOUT US

Re-Market誕生於低碳想創坊第三屆青年氣候倡議培訓課程，是一個關注超市過度包裝問題的民間倡議小組。

Re-Market is a part of Climate Advocacy Training for Youth (CATY) 2022 by CarbonCare InnoLab (CCIL). We are concerned about the overpackaging issue in supermarkets.

我們的倡議方法

1. 創建超市內部塑料包裝數據庫
2. 結合當前的可持續發展倡議和碳減排案例研究
3. 結合實地考察、公眾調查、訪談和研究，綜合提出超市減少新鮮蔬菜和水果塑料包裝的建議

Our approach:

1. Create a supermarket in-house plastic packaging database
2. Contextualise current sustainability initiatives and carbon reduction case studies
3. Combine field analysis, public surveys, interviews and research to synthesise a proposal for supermarkets to minimize plastic packaging of fresh vegetables and fruits





RE-MARKET

甚麼是RE-MARKET? WHAT IS RE-MARKET?

- Re-Market 代表超市需要重新思考現在新鮮蔬果包裝的情況，並配合環保意識增加的市場需求設下明確減碳藍圖
- Re-Market represents the urge for supermarkets to rethink the current issue of fresh fruit and vegetable packaging, and set a clear blueprint for emission reduction in line with the market demand for increased environmental awareness





“ ”

為何倡議

Why advocate



RE-MARKET

為何我們選擇進行倡議？

WHY DO WE ADVOCATE?

- 塑膠佔2020年香港都市固體廢物的21.4%，但香港資源循環藍圖2035並沒有詳細說明零售業減少塑膠使用量的目標，大部分超市也沒有詳細列明減碳藍圖
 - 超市在塑造市民購物習慣方面發揮著重要作用
 - 最多受訪者認為超市內的新鮮蔬果被過度包裝
-
- Plastics account for 21.4% of Hong Kong's municipal solid waste in 2020, but Waste Blueprint for Hong Kong 2035 did not specify the retail industry's goal of reducing plastic use, nor do most supermarkets announce emission reduction plans.
 - Supermarkets play an important role in shaping citizens' shopping habits
 - Largest number of respondents agree that fresh products in supermarkets are overpackaged



RE-MARKET

為何我們選擇超市？

WHY DO WE CHOOSE SUPERMARKETS?

- 根據不同統計，香港共有約800間超市，可說是無處不在
 - 超市成為市民購物的一個重要購物場所
 - 超市在塑造市民購物習慣方面發揮著重要作用
 - 在2022年首5個月各超市集團的零售銷售額合計佔市場總零售銷售額的16%
-
- According to various statistics, there are roughly 800 supermarkets locally, which can be regarded as "ubiquitous"
 - Supermarkets are believed to be a popular site for local residents to do shopping
 - Supermarkets play an important role in shaping citizens' shopping habits
 - Supermarket sales account for 16% of the total value of retail sales locally in the first five months of 2022





為何我們選擇新鮮蔬果？

WHY DO WE CHOOSE FRESH PRODUCE?

- 蔬果是我們飲食的重要組成部分
 - 超市與街市展示新鮮蔬果的方式存在明顯差異
 - 街市大多沒有包裝出售新鮮蔬果
 - 超市出售不少有包裝的蔬果
 - 從觀察所見，店內包裝的現象越趨常見
-
- Fresh fruits and vegetables form an essential part of our diet
 - A huge gap exists in how fresh produce is displayed at supermarkets and wet markets
 - They are mostly unwrapped in wet markets; opposite in supermarkets
 - On-site packing has become more common based on observation

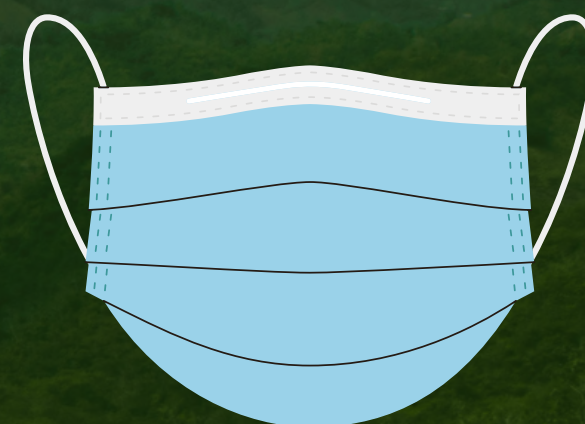


溫故知新

REVIEW AND UPDATE

- 跟進綠色和平及綠領行動於2013和2019年公佈有關超市新鮮蔬果包裝的調查
- 調查超市是否有為以前作出的承諾行動，並檢視他們的進度
- 了解疫情下新鮮蔬果包裝的最新情況
- 為此我們進行市場調查，問卷調查，會見環保團體，設立社交媒體等等，提出意見並倡議政府和超市作出行動

- Follow-up Green Peace and Greeners Action's research on the topic in 2013 and 2019
- Investigate if supermarkets have fulfilled their promises and monitor their progress
- Acknowledge the latest situation of fresh produce packaging amid the COVID 19 pandemic
- Conduct market research, PORI survey, meeting green groups and setting up social media to make proposals for the government and supermarkets





66 99

倡議進展

Progress of advocacy project

倡議進展及對象概括

KEY POINTS OF OUR ADVOCACY PROGRESS

1. 大眾市民：教育，推廣及培養裸買習慣
2. 超市品牌：了解，比較及提出解決方案
3. 香港政府：報告，提議及立法

1. General public: Educate, promote and develop habits
2. Supermarkets: Understand, compare and find solutions
3. HK Government: report, propose and legislate





Re-Market

1.香港環境保護署的回覆

1.REPLY FROM THE ENVIRONMENTAL PROTECTION DEPARTMENT

- 沒有香港都市固體廢物裏和超市包裝或一般包裝的相關資料
- 於2022年5月公佈減少包裝及包裝管理實用指引
- Breakdowns of other plastics waste disposed of at landfills into supermarket packaging or packaging in general are not available.
- Announced Practical Guide on Packaging Reduction and Management for Supermarkets and Grocery Stores Sector in 5/2022





IN COLLABORATION WITH PORI

2. 超市新鮮蔬果調查發佈會

2.PRESS CONFERENCE ON SURVEY RESULTS 8 JULY 2022

- 公佈超市新鮮蔬果包裝調查結果
- 介紹Re-Market的倡議主題
- 分享到發佈會為止所做的行動
- Announce the results of the survey
- Introduce the advocacy project of Re-Market
- Share with the media the actions taken until the day of press conference

另外，民研第二項有關超市新鮮蔬果包裝的研究發現，有70%受訪者認為無包裝蔬果可能較容易破損而減少購買意欲。另有57%及56%受訪者因無包裝蔬果上可能較易受潮及沒有產品標籤而減少購買。倡議小組「Re-market」建議超市公開包裝物料及用量等資料，並在2024年起每半年減少新鮮蔬果的包裝，目標2026年淘汰非必要蔬果包裝。

明報新聞網 NEWS.MINGPAO.COM

Re-Market
@remarkethk

08/07/2022 HKPOP Mini-Policy Forum cum Press Conference 香港民意研究計劃小型政策論壇暨發佈會

Yahoo! 新聞

東網 on.cc

大紀元時報 hk epochtimes

獨立媒體 inmediahk.net

明報新聞網 news.mingpao.com





RE-MARKET

發佈會內容

CONTENT TODAY

- 倡議進展 Progress of Our Advocacy Project
- 調查結果的含意 Implication of the survey
- 我們對於超市的建議 Our suggestions for supermarkets
- 我們對於政府的建議 Our suggestions for the government
- 聯絡資料 Contact Information

Live streaming available on the following channels
以下頻道同步直播





Conference Call
Streaming Live

HKPORI Mini-Policy Forum cum Press Conference

香港民意研究所 小型政策論壇暨發佈會



44%人認為超市蔬果被過度包裝 有組織籲超市試行無包裝蔬果

另外，在超市新鮮蔬果包裝方面，有44%的受訪者認為超市內大部分新鮮蔬果被過度包裝，36%人認為一半半。被問到何者要對超市新鮮蔬果被過度包裝負上最大責任，最多人（34%）認為「所有人有同樣責任」，其次是超市（19%）和供應商（17%）。對於超市提供沒有任何包裝的新鮮蔬果，有58%受訪者表示支持，30%人表示一半半，只有10%人反對。

Re-market倡議小組指，塑膠佔2020年香港都市固體廢物的21.4%，不過香港資源循環藍圖2035並沒有說明零售業減塑目標。他們建議超市試行「無包裝蔬果計劃」，並推出減少蔬果塑膠包裝的藍圖等；他們又倡議政府要求超市跟從今年5月公布的「減少包裝及包裝管理實用指引——超級市場及雜貨店」，並加強社區宣傳活動，推廣無包裝蔬果文化等。@

大紀元時報 HK.EPOCHTIMES.COM

< **yahoo!** 新聞

打開App

裝，認為只有小部分的佔20%，亦有36%受訪者認為超市有一半新鮮蔬果有過度包裝的情況。針對這個情況，58%的受訪者支持超市提供無包裝新鮮蔬果，30%則持「一半半」的意見。

香港民意研究於上周四至本周二(6月30日至7月5日)，以網上問卷方式訪問3,961名港人，了解他們重用網購包裝的習慣、對超市新鮮蔬果包裝的意見，以及受訪者對超市新鮮蔬果包裝有否過度包裝的意見分化。當中有70%受訪者認為無包裝蔬果可能較易破損，會影響其購買意欲，但當中較多的意欲僅減低少許，而過半受訪者稱無包裝蔬果產品或較易受潮，沒有產品標籤均為較影響他們的購買意欲。關注團體「Re-Market」指超市以多重包裝作網綁式優惠，他們建議參考街市的展示方式

近半人認為新鮮蔬果過度包裝

至於超市新鮮蔬果包裝方面，44%人認為現時大部分新鮮蔬果被過度包裝，以及有近六成人支持超市提供「無包裝蔬果」讓顧客選擇。但另有七成受訪者表示，會因擔心較易破損、較易受潮或沒有產品標籤而減低購買「無包裝蔬果」的意欲。



獨立媒體 INMEDIAHK.NET

港澳新聞

水龍頭滴水 更換呢個配件就解決到?

過半受訪者撐超市蔬果「走膠」 逾70%支持重用網購包裝

07月08日(五) 17:06 推介 0 分享



超市使用膠盒包裝進口蔬果以保持新鮮。

東網 HK.ON.CC

問卷調查問題

SURVEY QUESTIONS

1.你認為超市內有多大
部分的新鮮蔬果被過度
包裝?

1.How much of the
fresh fruits and
vegetables in
supermarkets do you
think are over-
packaged?

2.你認為以下何者要對超市
內的新鮮蔬果被過度包裝負
上最大責任?

2.Who of the following do you
think bear the greatest
responsibility for the over-
packaging of fresh fruits and
vegetables in supermarkets?

3.你有多支持或反對超市
提供沒有任何包裝的新鮮
蔬果 (「無包裝蔬果」) 讓
顧客選擇?

3.How much do you support
or oppose supermarkets
offering customers a choice
to buy fresh fruits and
vegetables without any
packaging (unpackaged
fruits and vegetables)?

4.相對於包裝蔬果，以下各
項想法會不會減低你購買無
包裝蔬果的意欲?

4.Do the following thoughts
reduce your desire to buy
unpackaged fruits and
vegetables compared to
packaged ones?

5.你認為超市公佈自家產品
及店內包裝的塑膠包裝資料
有多重要? (如使用的物料、
使用量、回收或處理方法等)

5.How important do you think
it is for supermarkets to
disclose information about
plastic packaging of their
products or in-store
packaging? (e.g., material
used, amount used, recycling
or disposal methods, etc.)

AFTER RECEIVING NEARLY 4000 REPLIES

調查結果重點

KEY INSIGHTS OF THE SURVEY

1. 44% 最多受訪者（44%）表示超市內有大部分的新鮮蔬果被過度包裝，反映有不少市民認同小組對於超市蔬果包裝的觀察。

2. 34% 超過三分之一的受訪者表示社會上所有人都有同樣責任，其次，超市是最多受訪者（20%）認為責任最大的獨立持份者。

3. 58% 近60%受訪市民表示支持超市提供無包裝蔬果的選擇，反對的只有10%。

4. 可能較容易破損

最影響受訪者選購無包裝蔬果意欲的想法分別是「可能較容易破損」（70%）及「可能較容易受潮」（57%），其餘想法分別為「可能較不衛生」（49%）及「可能沒有產品標籤」（56%）。

5. 57% 57%的受訪者表示超市公佈塑膠包裝資料重要或幾重要

The highest number of respondents (44%) think that most fresh produce in supermarkets are being over-packaged, eaching with our team's observations

Over one-third of respondents consider all stakeholders in society bears the same responsibility, with another 20% pointing out supermarkets is the independent stakeholder with highest accountability

Nearly 60% of respondents showed support towards provision of non-packaged fresh produce in supermarkets, with only 10% of disagreement.

The factors that affects customers' desire to buy non-packaged goods are "may be damaged easily" (70%) and "may spoil more easily due to moisture" (57%). Other thoughts include "may be less hygienic" (49%) and "may not have product labels on them" (56%)

57% of respondents consider supermarkets' disclosure on packaging information is "somewhat important" and "very important"





Re-Market

3.關於超市調查

3.ABOUT SUPERMARKET AUDIT

- 調查期間：從5月25日至8月1號
 - 超市數量：30
 - 超市區域：分佈在香港11區
 - 超市集團：惠康，百佳，永旺百貨，FUSION，TASTE，DON DON DONKI，U購Select，一田，UNY 生活創庫，香港電視網上購物，大昌食品市場，Market Place by Jasons, city'super, Bless, 三代家
-
- Research period: from 25 May till now
 - Number of supermarkets: 25
 - Supermarket location: Including Kowloon Bay, Whampoa, Tsing Yi, Mong Kok, Tai Kok Tsui, Shum Shui Po, Sai Ying Pun, Kowloon Tong, Yuen Long, Tai Koo, Tsuen Wan, To Kwa Wan, etc.
 - Supermarket brands: Wellcome, PARKnSHOP, AEON, FUSION, TASTE, DON DON DONKI, U Select, YATA, UNY, HKTVMall, DCH Food Mart, Market Place by Jasons, city'super, Bless, 三代家





非必要性包裝的定義

DEFINITION OF UNNECESSARY PACKAGING

最常見
MOST COMMON

最常見
MOST COMMON



1. 硬殼蔬果上的包裝

1. Packaging on fresh produce that has a hard protective shell

2. 可散裝銷售的產品包裝

2. Packaging on products that can be sold loose



3. 多層包裝

3. Excessive packaging including multiple layers

4. 裝飾性包裝

4. Decorative packaging

超市調查

SUPERMARKET AUDIT

10年後的變化 10 YEARS AFTER

>70%

In 2013 綠領行動
(Greeners Action)

68%

In 2022 Re-Market 超市審查
(Re-Market Supermarket Audit)


38%

超市包裝
In-house packaging

62%

生產商包裝
Producer's packaging



Supermarket brands	Packaging rate 2022
Yata	99.00% (from 100%)
Donki	87.00%
Citysuper	87.00%
DCH	79.00%
Aeon	76.24%
U Select	70.66%
A.S Watson group	65.16% (from >70%)
DFI	57.95% (from >70%)
三代家	53.00%
HKTVMall	46.32%
 Bless	29.84%

4.聯繫各大超市

4.REACHED OUT TO SUPERMARKETS

我們的目標：

- 1.索取超市現時塑膠包裝的資料
- 2.了解超市的環保行動以及未來減碳計劃
- 3.提出我們的建議

Our Targets:

1. Collect in-house plastic packaging data
2. Understand the current sustainability initiatives and carbon reduction plans
3. Propose solutions

超市品牌 Supermarket brands	電郵聯絡 Reached out by email (3 July, 11 July, 2 August)	電話聯絡 Reached out by phone (19 July)	最新消息 Latest reply/action (by 2 August)
A.S. Watson Retail (HK) Ltd	Y	Y	Will refer to appropriate team
DFI	Y	Y	Will refer to appropriate team
YATA	Enquiry form and email	Y	Left a voice message
citysuper	Y	Y	Marketing team did not answer to the call after referral, left a voice message
DCH Foods	Y	Y	Will reply to our email if interested
U Select	Y	Y	No one answering the call or email
Donki	Y	Y	No one answering the call or email
AEON	Y	Y	Rejected interview request
HKTV mall	Y	Y	No one answering the call or email
UNY	Enquiry form	Y	Left a voice message



5. 會見環保團體

5. MEET-UP WITH GREEN GROUPS

- 喜動社區 Community Leap (Green Community)
- Take Out Plastic
- 綠領行動 Greeners Action

討論內容

Discussion Content

- 互相介紹現時進行中的活動
 - 從環保團體的經驗中學習
 - 探討未來合作
-
- Introduction of current activities
 - Learn from green groups' past experiences
 - Explore potential partnership opportunities

喜動社區

COMMUNITY LEAP

- 了解更多關於喜動社區的消廢商店計劃，並互相交流收集到的資料
 - 從他們倡議行動中學習
 - 希望未來能夠和他們集合的消廢大使合作，共同尋找香港裸賣商店與進行超市審查
 - 於社交媒體共同倡議
-
- Understand more about Community Leap's Reduce Waste Project and exchange the information collected
 - Learn from their advocacy project
 - We look forward to working with the Reduce Waste Ambassadors they gathered
 - Creat content together on social media



會見環保團體

MEET-UP WITH GREEN GROUPS

TAKE OUT PLASTIC (TOP)

- 了解更多關於TOP現在進行中的活動，包括香港可持續發展包裝生產商的資料
- 從他們倡議行動中學習
- 共同於社交媒體發起超市包裝調查
- Collect more information on their current project of Matrix of information on sustainable packaging
- Learn from their advocacy project
- Creat content together on social media



綠領行動

GREENERS ACTION

- 了解更多關於Greeners Action現在進行中的活動，包括香港可持續發展包裝生產商的資料
 - 從他們倡議行動中學習
 - 於今年10月前，與其他環保團體共同向政府發佈合約聲明
 - 共同於社交媒體發起超市包裝調查
-
- Collect more information on their current project of Matrix of information on sustainable packaging
 - Learn from their advocacy project
 - Publish co-sign statement with other green groups by October
 - Creat content together on social media



6.實地考察

6.ON-SITE INVESTIGATION



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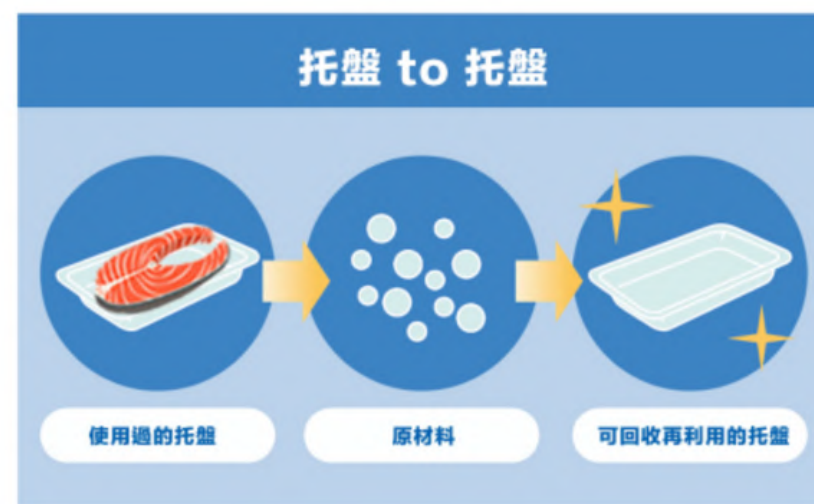
現時超市的環保行動

SUPERMARKET SUSTAINABILITY INITIATIVES



減少二氧化碳排放量

我們使用FP Corporation所提供的可回收托盤，來包裝大部份於店內包裝的新鮮食品（水果和蔬菜、肉類、鮮魚）和熟食產品。近一年間，我們使用了34,153 kg的環保容器，意味著減少了 50,896 kg的二氧化碳排放量，相當於種植了 2,244棵樹木的效果，同時亦等同於減少1,644,167個膠袋。



DON DON DONKI

- 於店內以及網站店內塑膠包裝資料
- Plastic packaging information available online and in-store



Re-Market

超市現時的環保行動

CURRENT SUPERMARKET SUSTAINABILITY INITIATIVES



A.S. WATSONS

- 推行「綠色超市」計劃（但仍然有用塑膠包裝部分商品）
- 用告示勸喻市民減少使用膠袋
- Launched "Greener Market" Scheme (Yet some products are still packaged)
- Urge customers to say no to plastic bags using posters



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實地考察 31/7: AQUA GREEN ON-SITE INVESTIGATION 31/7: AQUA GREEN



- 膠盒回收計劃
- In-store plastic containers recycling scheme



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實地考察 31/7: 喜居生活

ON-SITE INVESTIGATION 31/7: LIVELYLIFE



- 推廣新鮮蔬果裸賣
- 循環再用運輸器具
- Promote "naked purchase" fresh produce
- Reuse transportation utensils



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實地考察 31/7：日常豐作

ON-SITE INVESTIGATION 31/7: PRESENT LIVING



- 推廣新鮮蔬果裸賣
- 將新鮮蔬果的包裝循環再用
- Promote "naked purchase" fresh produce
- Reuse packaging wrap for fruits



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實地考察 31/7: BLESS ON-SITE INVESTIGATION 31/7: BLESS



- 膠盒收費計劃
- Plastic container charging scheme

社交媒體 SOCIAL MEDIA (BY 5 AUG)

7. INSTAGRAM

@REMARKETHK

74

Followers

5

Posts

16

Stories
archive

39

Total post
shares

854

Accounts
reached in
the past 30
days

50

Number of
likes in the
previous post

remarkethk

Edit Profile



5 posts

74 followers

96 following



Re-Market HK they

Environmental Conservation Organization

民間青年氣候倡議小組

Youth Climate Advocacy Group



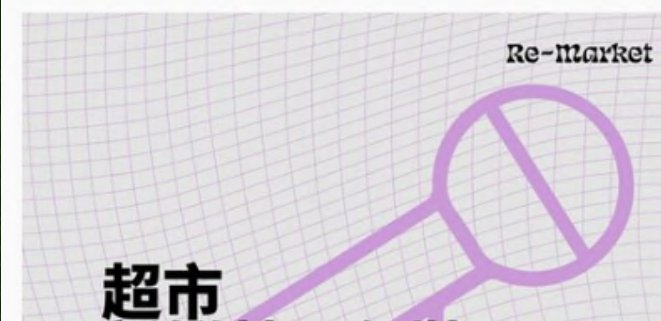
香港 | 超市新鮮蔬果過度包裝 | 裸買減塑 | 藍圖

HK | Over-Packaging in Supermarkets | Plastic Reduction | Roadmap



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"POST TOGETHER" 3/8: 日常豐作 PRESENT LIVING

THE INVESTIGATION

我們和店主A的對話
Conversation with
Store Owner Ann



"減少塑膠包裝其實好靠
同農場/生產商溝通，加
上我地都會鼓勵客人自
備環保袋架！"

"It really relies on the
communication with
the farms and
producers to reduce
plastic packaging, we
encourage customers
to bring their own
bags too!"

店主Ann和Re-Market小組成員合照
Photo of Ann and our advocacy members

@REMARKETHK @PRESENTLIVINGHK

remarkethk and presentlivinghk

remarkethk Re-Market x 日常豐作 — 無塑裸買系列出爐啦🍀

Re-Market小組 (@remarkethk) 係7月31號到訪日常豐作 (@presentlivinghk) 同店主A傾計，了解到更多關於呢間推廣裸買既無包裝店舖，更加係少數可以買無包裝蔬果的地方！所以我地想同大家分享店主A的可持續發展營業模式，支持本地的環保小店💖 滑過去繼續看知道更多我地的採訪啦🌱

店舖資料：
日常豐作
九龍灣麗晶商場二樓215店
每日營業時間1200-1900，週三延長至2100
電話/Signal/Whatsapp：61720788

Re-Market x Present Living — The Episode of Naked Purchase🍀

Re-Market (@remarkethk) visited Present Living (@presentlivinghk) on 31/7 and had the chance to chat with store owner Ann. It is great to know more about how this

View Insights

Liked by lawjigsaw and 44 others

1 DAY AGO

Add a comment...

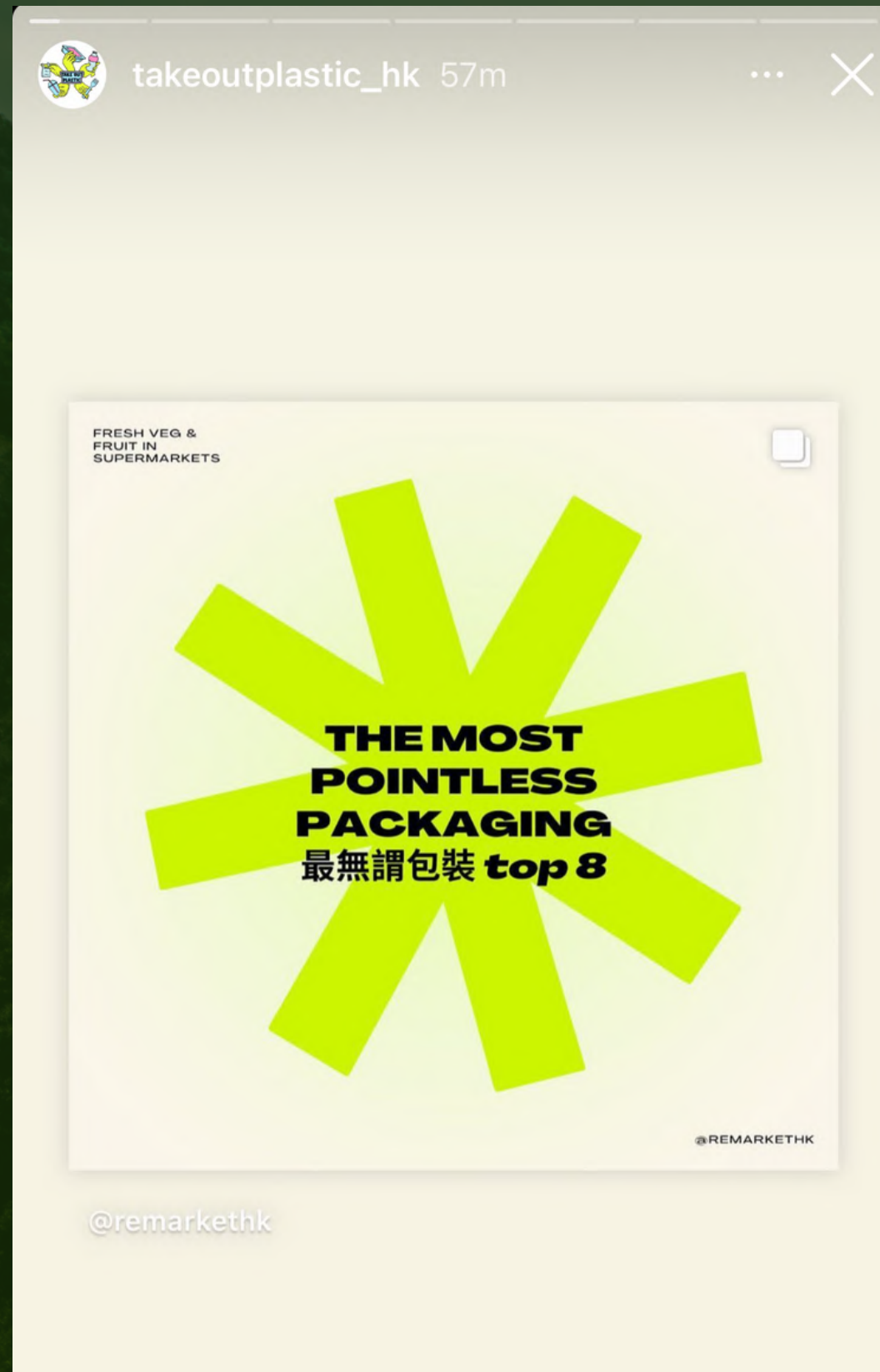
Post

- 和店主合作於社交媒體上推廣新鮮蔬果裸賣行動
- Collaborated with store owner to promote the importance of purchasing packaging free products



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"REPOST ON STORIES" 4/8 BY TAKE OUT PLASTIC





“ ”

我們的下一步
Our next steps

Initiative



- 超市建議藍圖 (九月尾)
- A roadmap for plastic packaging free will be proposed to those leading supermarkets (End of Sep)

Cooperation & Public Engagement



- 與三間綠色團體合作籌劃社區倡議活動 (八月至十月)
- Following-up projects, and meetings with the 3 mentioned environmentally conscious organisations
- **Community Leap:** Promote the idea of the Producer Responsibility Scheme
- **Take Out Plastic:** Various social media campaigns such as "Name and Shame"
- **Greeners Action:** Co-sign statement to the government

Monitoring



- 監察與改進 (年度)
- Keep monitoring the targeted supermarkets in the coming year
- Keep sharing database with other green organisations
- Quarterly evaluation and adjustment



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我們的建議與下一步

OUR SUGGESTIONS AND NEXT STEP OVERVIEW

超市
Supermarkets

促請各大超市公開
塑膠資料數據以回
應市民需求，並提
出最佳實踐守則
(Best Practice)

Urge supermarkets to
disclose plastic
packaging information
in response to citizens'
request, and suggest
best practice among
the industry

超市試行無包裝
蔬果計劃，並推
出減少蔬果塑膠
包裝的藍圖

Suggest supermarkets
to launch a trial
scheme of package-
free produce, and
propose a blueprint for
reducing plastic
packaging fresh
produce

政府
Government

Request supermarket
to follow the Practical
Guide on Packaging
Reduction And
Management –
Supermarkets and
Grocery Stores Sector

要求超市跟從
2022年5月公佈的
減少包裝及包裝管
理實用指引 – 超級
市場及雜貨店

Urge the government
to step up promotion
of purchasing non-
packaged products in
the community

促請政府加強社區
宣傳活動，推廣無
包裝蔬果的文化



超市：建議藍圖

SUPERMARKET: ROADMAP SUGGESTION

參考法國

Aligned with France

針對超市內30種新鮮蔬果，逐步停用非必要包裝

Targeting packaging of 30 types of fruits & vegetables, gradually phasing out unnecessary packaging

根據蔬果的脆弱易損程度 實施不同階段的裸賣 / 使用更環保的包裝物料

Reducing packaging based on the fragility of fruits and vegetables / Adopting more environmentally friendly packaging materials

目標：於2026年淘汰非必要性蔬果包裝，要求超市供應商承諾提供無包裝蔬果

Target: Eliminate all unnecessary packaging in 2026 and request supermarket suppliers to deliver non-packaged products





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給政府的建議

SUGGESTIONS TO THE GOVERNMENT

- 要求各大超市跟從2022年5月最新公佈的減少包裝及包裝管理實用指引 – 超級市場及雜貨店，減少超市包裝對環境的傷害
- 強制要求超市公開塑膠包裝的資料和數據，並監察按年進度
- 在社區加強宣傳活動，讓市民了解塑膠包裝對環境的影響，以推行購買無包裝蔬果的文化
- Request supermarkets to follow the newly announced (5/2022) Practical Guide on Packaging Reduction And Management – Supermarkets and Grocery Stores Sector to reduce environmental impacts of packaging
- Mandatory disclosure of packaging materials data, and monitor their progress on a yearly basis
- Promote "non-packaged products purchasing" in the community by enhancing citizens' understanding towards packaging's environmental harm

educti...



《減少包裝及包裝管理實用指引》

超級市場及雜貨店

Protection Department



過去四個月的經歷

IN THE PAST 4 MONTHS

挑戰，解決及從中學習

Challenge, Solve and Learn

挑戰，解決及從中學習

CHALLENGE, SOLVE AND LEARN

無回音

NO RESPONSES

- 即使我們積極聯絡本港各大超市集團，回應率仍令人失望
- 大大窒礙收集對此主要持份者的第一手資料及走塑減碳的願景、政策及井藍圖

- Although we have reached out to viaouls locla supermarket groups, the response rate is disappointing.
- it hinder our understanding towards this key stakeholder, on their cardon resuction vision, policies, and roadmap



- 發掘及拓展個人網絡
- Explore and expand personal network

挑戰，解決及從中學習

CHALLENGE, SOLVE AND LEARN

資料搜集

RESEARCH AND DATA

- 從政府到民間皆欠缺對塑膠包裝的數據
- 國外亦未見太多有關塑膠包裝對健康的影響的研究及證明

- A lack of plastic packaging data from both the government and civic groups
- No concrete results showing a positive relation between the plastic wrapping and health



- 涵蓋更多途徑
- Further expand the scope and coverage of the research

挑戰，解決及從中學習
CHALLENGE, SOLVE AND LEARN

過遲邀約 **LATE INVITATION**

- 未有提前規劃和其他團體的交流及合作
- 太遲發出邀約以致成功率下降
- No forward planning on collaboration with other NGOs
- Late invitations reduce the success rate



- 提早規劃及邀約
- Plan ahead and improve the pitching strategy

THANK YOU

RE-MARKET

