

Results on the Green Purchasing Survey 2006
環保採購調查 (2006) 結果

Green Council
環保促進會

Objective 目標

To investigate the profile of the current practices and aspirations on green purchasing in Hong Kong.
探討香港現時環保採購的概況及意向。

Methodology 調查方式

Face-to-face interviews using questionnaire were conducted during a market survey in August 2006 and Eco Expo Asia (26-30 October 2006) by the Student Helpers from the Hong Kong Polytechnic University. In addition, the same questionnaire was posted by Green Council during the study period.

分別在 2006 年 8 月及國際環保博覽 (2006 年 10 月 26 至 30 日) 期間，香港理工大學學生助理以面對面模式，親身進行問卷調查的工作。另一方面，環保促進會亦在項目進行期間，於網上下載同一份的問卷進行調查。

Summary of Results 結果

Q1. Does your organization/do you purchase any environmental preferable products?

問題 1：閣下／貴機構有否採購環保產品？

529 (72.0%) out of 735 respondents stated that they had purchased environmentally preferable products in which paper products were the most popular environmentally preferable product they purchased (Figure 1).

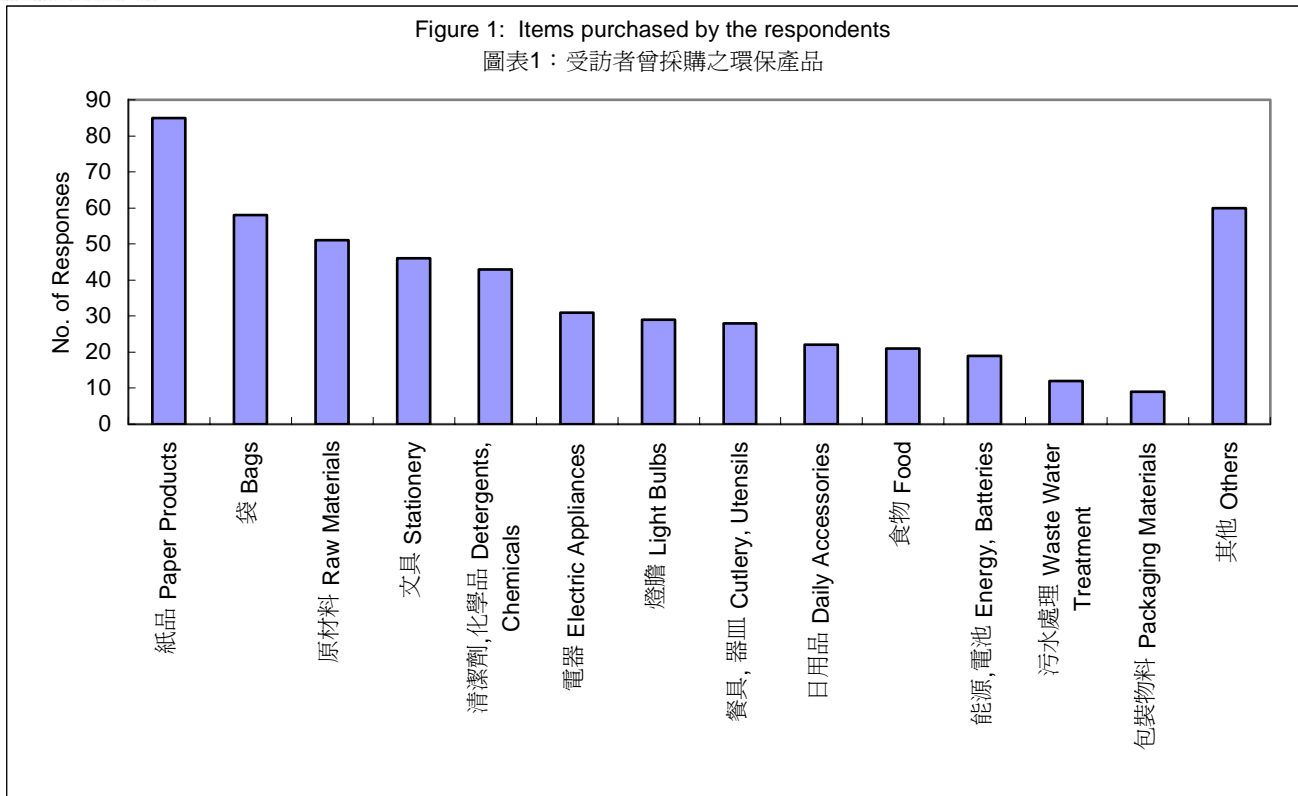
在 735 位受訪者中，有 529 位 (即 72.0%) 表示他們曾購買環保產品，當中紙品乃最受歡迎的物品 (圖表 1)。

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Q2. Does your organization/do you include environmental considerations during purchasing?

問題 2：閣下／貴機構進行採購時，有否加入環保考慮因素？

561 (76.7%) out of 731 respondents would include environmental considerations (especially on durability, toxicity, composition of recycled materials, and packaging) during purchasing.

在 731 位受訪者中，有 561 位（即 76.7%）會考慮環保因素（尤其是耐用性、毒性、含可循環再造物料之成份及包裝），才作出採購的決定。

Q3. Does your organization/do you consider cost is a prime factor in green purchasing?

問題 3：閣下／貴機構會否認為產品的價錢，是從事環保採購的重要考慮因素之一？

540 (74.6%) out of 724 respondents agreed that cost is a prime factor in green purchasing.

在 724 位受訪者中，有 540 位（即 74.6%）的受訪者認為產品價錢，是從事環保採購的重要考慮因素之一。

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Q4. Does your organization/do you willing to pay more for green products?

問題 4：閣下／貴機構是否願意付出較高價錢，以購買環保產品？

565 (79.4%) out of 712 respondents were willing to pay more for green products, with a maximum payable upper limit at 22% higher than the average price.

在 712 位受訪者中，有 565 位（即 79.4%）的受訪者願意付出較高價錢購買環保產品，而上限則為比平均價多付 22%。

Q5. Does your organization/do you find it difficult to source environmentally preferable products?

問題 5：閣下／貴機構在採購環保產品時，會否遇到困難？

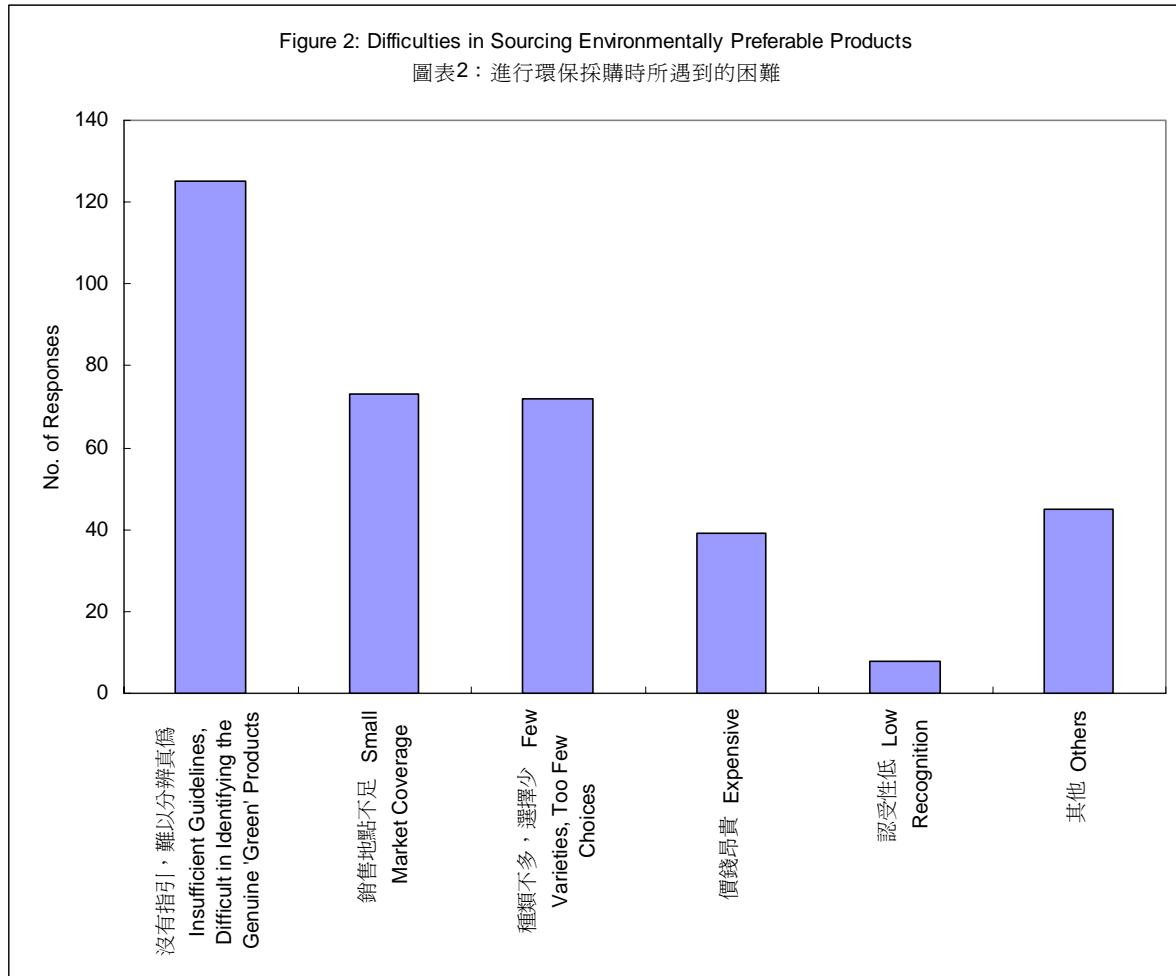
433 (59.5%) of 728 respondents encountered difficulties (e.g. identification the genuine 'green' products, small market coverage and narrow range of variety) to source the environmentally preferable products (Figure 2).

在 728 位受訪者中，有 433 位（即 59.5%）的受訪者在採購環保產品時遇到困難（包括難以分辨環保產品的真偽、銷售地點不足及太少種類供選擇）（圖表 2）。

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Q6. Will your organization/you be interested in receiving one-stop assistance on green purchasing and information on environmental preferable products?

問題 6：閣下／貴機構有沒有興趣，接受有關環保採購的支援服務及接收環保產品的資訊？

644 (88.1%) of 731 respondents were interested in getting one-stop assistance on green purchasing and receiving information on environmental preferable products.

在 731 位受訪者中，有 644 位（即 88.1%）的受訪者樂意接受有關環保採購的支援服務，以及環保產品的資訊。

Q7. Will your organization/you consider practicing green purchasing if there is a comprehensive database of environmental preferable products?

問題 7：閣下／貴機構認為一個完善環保產品資料庫，能否幫助貴機構進行環保採購？

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683 (93.7%) of 729 respondents would consider practicing green purchasing if there is a comprehensive database of environmental preferable products.

在 729 位受訪者中，有 683 位（即 93.7%）的受訪者認為一個完善的環保產品資料庫，能幫助他們實施環保採購。

Q8. Does your organization/do you think the Government should lead green purchasing?

問題 8：閣下／貴機構認為政府應否率先實行環保採購？

702 (96.7%) of 726 respondents thought that the Government should lead green purchasing.

在 726 位受訪者中，有 702 位（即 96.7%）的受訪者認為政府應以身作則，率先實行環保採購。

Q9. Does your organization/you consider the Government should take a stronger role on promoting green purchasing in Hong Kong?

問題 9：閣下／貴機構認為政府應否積極推動香港的環保採購活動？

699 (95.6%) of 731 respondents suggested that that the Government should take a stronger role on promoting green purchasing in Hong Kong, in which enhanced promotion of 'green' products and provision of tax exemption and/or subsidy would be the incentives (Figure 3).

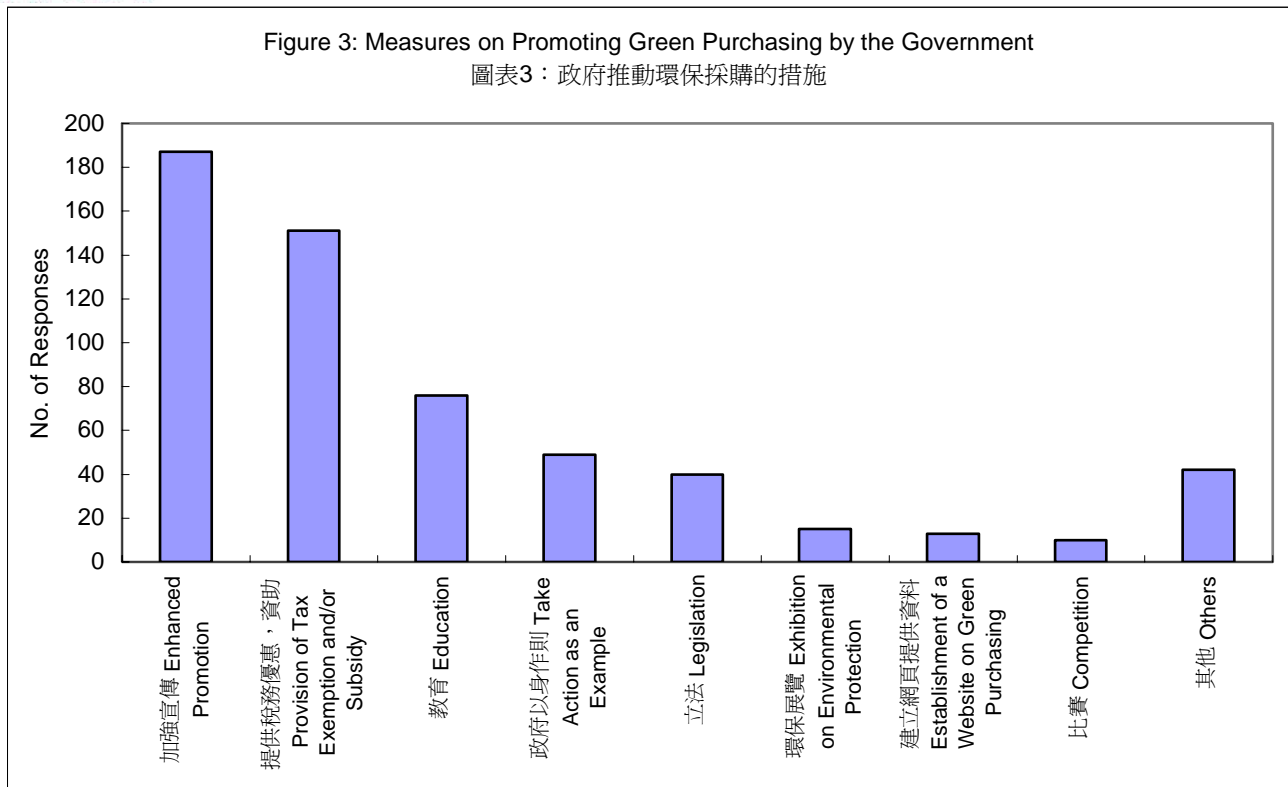
在 731 位受訪者中，有 699 位（即 95.6%）的受訪者建議政府應加強宣傳環保產品，以及提供稅務優惠及／或資助，以推廣香港的環保採購活動（圖表 3）。

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Q10. What assistance does your organization/do you consider useful in promoting environmental preferable products in Hong Kong?

問題 10：閣下／貴機構認為哪些行動可推廣環保產品？

Majority of the respondents agreed that the establishment of a 'green' products database for public access¹ and government's commitments on purchasing 'green' products² would facilitate the promotion of green purchasing in Hong Kong.

大多數的受訪者建立一個可供公眾瀏覽的環保產品資料庫¹，以及政府承諾購買環保產品²的措施，都有利於香港推行環保採購。

¹ 526 (72.8%) of 723 respondents. 在 723 位受訪者中，有 526 位（即 72.8%）的受訪者。

² 536 (74.5%) of 719 respondents. 在 719 位受訪者中，有 536 位（即 74.5%）的受訪者。

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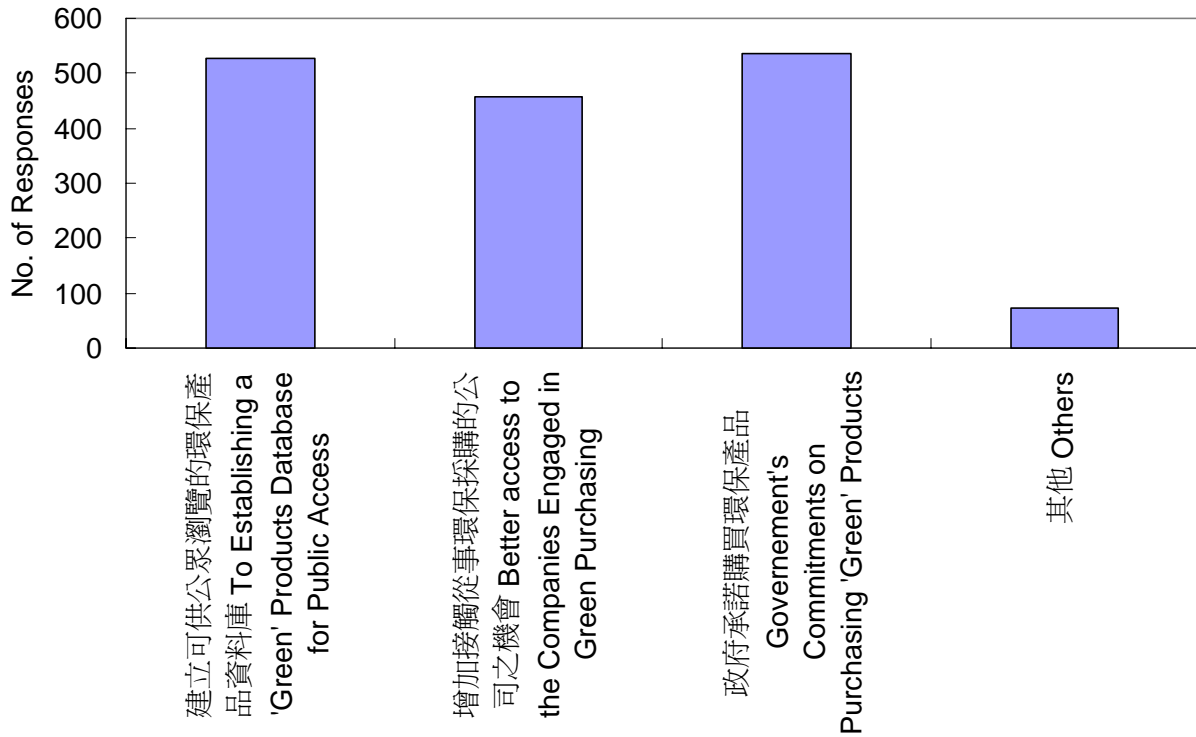
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Figure 4: Useful ways to promote environmental preferable products in Hong Kong

圖表4：在香港推廣環保產品的方法



Conclusion 總結

Based on survey results, we found that 75% of respondents were willing to consider and pay more for green products, among which 59% had found it difficult to find their desired green products. As a result, there is a substantial potential for the development of green purchasing in Hong Kong, and a comprehensive database of green products is crucial for practicing and promoting green purchasing. 調查結果顯示，有近 80% 的受訪者願意考慮及付出較高的價錢，購買環保產品，當中有 59% 的受訪者，於尋找其所需之環保產品時遇到困難。我們相信在香港發展環保採購有很大的潛力，而一個完善的環保產品資料庫，對實施和推廣環保採購是不可或缺的。

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Acknowledgements 鳴謝

Green Council sincerely thanks the Student Helpers from the Hong Kong Polytechnic University for conducting the questionnaire survey, and all individuals (particularly the respondents) who helpfully provided information or comments on the paper.

環保促進會感謝一群熱心的香港理工大學學生助理，為本項目進行問卷調查的工作，以及鳴謝所有為本文提供寶貴資料或意見的人士（尤其是受訪者）。

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