**“3-minute Concept” Animated Video Clips Series:**

**Self-concept**

**Subtitles**

3-minute Concept

**Green Consumption**

Life and Society (Secondary 1-3)

Personal, Social and Humanities Education Section

Curriculum Development Institute

Education Bureau, HKSAR Government

What is green consumption?

Green consumption is a mode of consumption that aims to minimise waste, protect the environment and make the best use of natural resources. When shopping, green consumers will consider whether the products will affect the society or the environment in negative ways. Additionally, as part of their daily lives, green consumers will try to fully utilise their resources to reduce waste and pollution.

We should shoulder personal and social responsibilities and be responsible for our consumption behaviours.

Regarding personal responsibilities, when buying some products, we should consider whether they are things that we “need” or we “want”. In this way, we can avoid unnecessary waste.

As for social responsibilities, the production, transportation, sales and disposal of products will also affect the environment. Consumers can encourage manufacturers to improve their production and sales methods by practising green consumption. This will help reduce the consumption of resources and energy, and in turn protect the environment and optimise the use of natural resources.

To achieve these goals, we may adopt the “5R” concept, namely:

**Reduce**

Before we make a purchase, we should consider whether we really need to buy the product or whether the old one really needs to be replaced. For example, don’t buy a new smartphone just for upgrading to a new model; we should avoid buying unnecessary or excessive products.

**Re-use**

We should buy products that can be re-used rather than disposable ones. For example, we may use refillable water bottles instead of buying bottled water. We may also repair products as far as possible or purchase second-hand ones. Alternatively, we could donate our unwanted items to others to extend the life of products.

**Rescue**

Our shopping decisions should consider the natural environment and protect the endangered species. For example, we could choose to eat farmed seafood and avoid consuming endangered fish and their products such as shark fin, bluefin tuna, etc.

**Re-evaluate**

Our shopping decisions should consider the quality, model and price of an item, as well as the materials used in producing the product, the place of origin of the product and the production method. We should select products that are made with natural or recycled materials, produced locally and involve minimal processing and transportation to minimise pollution to the environment. For example, buying local rather than imported farm produce can save energy that would have otherwise been used for transportation over long distance.

**Recycle**

We should select products that can be recycled or are made with biodegradable materials, such as soap made from coffee grounds. In our daily lives, we should practice sorting and recycling of items. Recycled items can be reused to minimise the negative impact on the environment.

However, practising green consumption does not mean giving up consumption altogether or lowering our standard of living. Instead, we need to strike a balance between our needs and our wants and between material enjoyment and environmental protection.

When we strive for better quality of life, we should also minimise the impact of consumption and manufacturing on the environment to allow both the present and future generations to enjoy a high quality of life.

Reflection Questions

Am I a green consumer?

How can I promote green consumption?