

Making Right Choices, Becoming A Responsible Consumer
Towards Sustainable Consumption and Production

CHINA'S PRACTICE ON SUSTAINABLE CONSUMPTION AND PRODUCTION

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CONTENT

SCP in
China

A Town's
Practice

NGO's
Practice

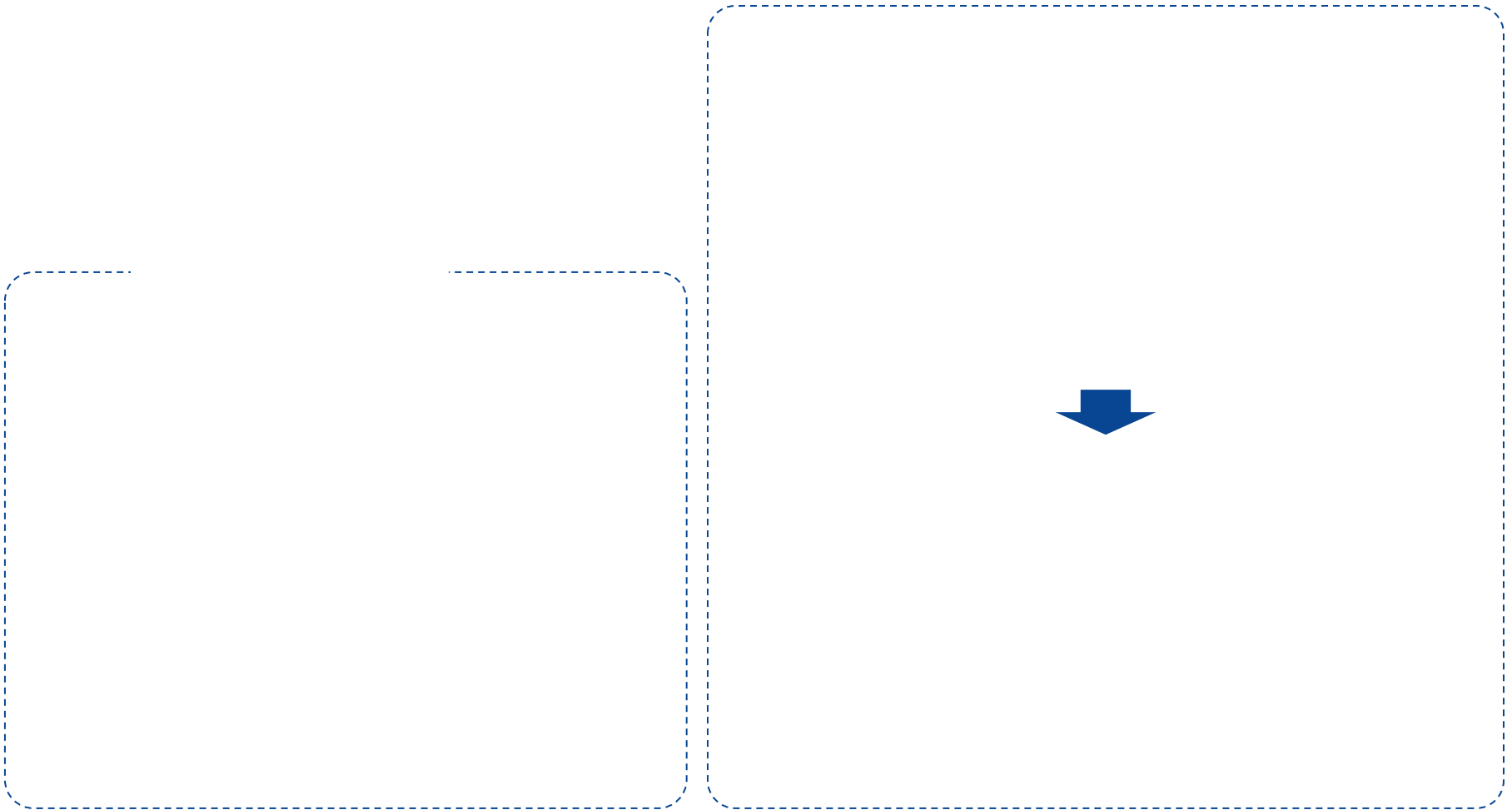


- 1 -

SCP in China

SCP in China

Green Restaurant



Green Restaurant

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Policies

- China has released a series of policies in order to promote sustainable consumption:

SCP in China

- China has conducted a research on consumer awareness and behavior change in sustainable consumption

Consumers agree that consumption has impact on the environment

Driving forces

Reasons of purchasing sustainable products

Online SP



Alibaba Research
Institute-Consumers' online
purchasing
interest of sustainable
products

Willingness to pay

Willingness to pay premium (different categories)

Willingness to pay

10 cities willingness to pay premium, food
category

Willingness to pay

- The average premium rate of green products is 33%, which is much higher than consumers' willingness to pay.
- 40% of consumers will not choose sustainable products due to the high price

The actual premium rate of different categories of sustainable products

Green Habits

Sustainable living
habits

Environmental labels

- 2 -
NGO's Practice

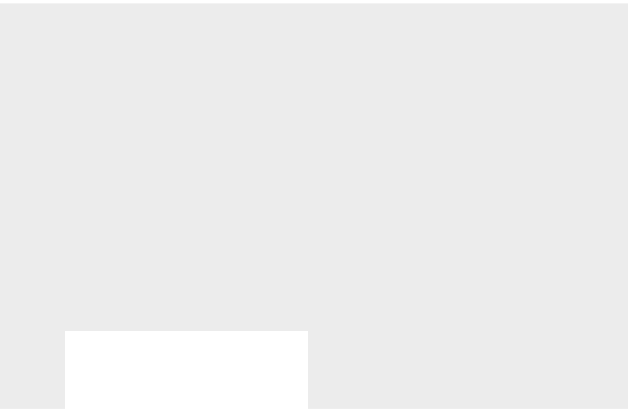
Green Production



Green Consumption Platform



Green Consumption Education

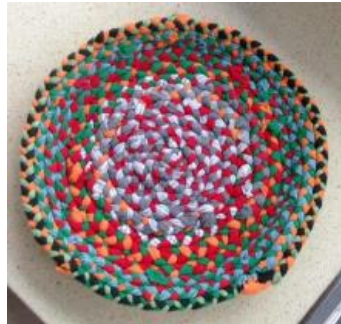


Study Tour

Green Community



Re-Store





- 3 -
Town's Practice

Green Products



Green Products



THANK YOU!