

ECC to launch Carbon Reduction Action on November 1

The following is issued on behalf of the Environmental Campaign Committee:

The Environmental Campaign Committee (ECC) will officially launch the Carbon Reduction Action next Friday (November 1) to encourage members of the public to change their habits and reduce their carbon footprint by practising low-carbon living in terms of clothing, food, living and travel, with an aim to achieve carbon neutrality by 2050.

Funded by the Environment and Conservation Fund (ECF), the Carbon Reduction Action is organised by the Environment and Ecology Bureau and the ECC, and will be rolled out with support from about 150 strategic and collaboration partners, including public and business organisations, industry groups, non-profit organisations and school sponsoring bodies. Since August of this year, the ECC has been sharing low-carbon living tips related to clothing, food, living and travel through posts and mini-games on its social media platforms. The upcoming Carbon Reduction Action will further motivate the public to implement what they have learned about carbon reduction in their daily lives. From November 1 until 30, members of the public can enter a lucky draw by sharing their carbon reduction actions regarding clothing, food, living and travel on their personal social media platforms and uploading screenshots to the campaign website with their GREEN\$ ID number. Each lucky draw winner will receive two tickets to the "Zero-carbon Concert", which will be held on January 4, 2025. For more information and terms and conditions of the lucky draw, please visit the campaign website of the Carbon Reduction Action (www.ecc.org.hk/en/publicity/cra.html).

Following the Carbon Neutrality Publicity Campaign launched by the ECC in 2022, the ECC has recently conducted a survey with 1 000 members of the public regarding their understanding of carbon neutrality and their willingness to practise low-carbon living. The survey results showed that over 94 per cent of respondents were aware of carbon neutrality to varying extents, and 96 per cent indicated their willingness to practise low-carbon living in the future. To further encourage the public to turn their intentions into actions, the ECC is launching the Carbon Reduction Action to encourage the public to practise low-carbon living, reduce carbon emissions, and work together to achieve carbon neutrality by 2050.