

Most Chinese support green consumption

More than 70 percent of Chinese consumers understand the idea of sustainable consumption, according to a report released by the China Chain Store and Franchise Association.

Sustainable consumption means buying products or services that have the least pollutants and do minimum harm to the environment. Sustainable consumption provides for the basic needs of consumers while improving their lives, the report said.

The report was based on questionnaire results from 9,370 consumers in 10 Chinese cities in 2016, as well as online surveys.

More than 30 percent of those surveyed believed strongly that personal consumption has a direct impact on the environment, and more than 40 percent basically agreed, indicating that more than 70 percent of Chinese consumers were aware of the benefits of sustainable consumption, the report said.

“Safety and health” was the top reason given for purchasing sustainable, or green, products and services. Environmental friendliness and good quality were the next two most popular reasons.

According to the report, more than 70 percent of respondents were willing to pay 10 percent more for sustainable products or services over nonsustainable ones.

The report suggested using laws and regulations to boost the market for sustainable products and services – along with improved pricing, fiscal incentives and better education.

The report was produced under the guidance of the 10-Year Framework of Programs on Sustainable Consumption and Production Patterns, a global framework for shifting toward sustainable consumption and production in both developed and developing countries.

The framework was adopted by heads of state at the UN Conference on Sustainable Development in 2012.

Sustainable production and consumption is part of China’s national strategy in its 13th Five-Year Plan (2016-20).