

Approved Public Education Programme for the “Policy Framework for the Management of Municipal Solid Waste (2005-2014)”

Organization	Green Sense
Project Title	Green Festival
Targets	Schools and the community
Project Description	<ul style="list-style-type: none"> • Green Sense will carry out a series of surveys to investigate the consumer culture of Hong Kong people during festive seasons with a view to raising the awareness on the environmental impacts during major festivals including Christmas, Chinese New Year, Valentine’s Day and Children’s Day. • Green Sense will conduct a number of events to facilitate the interactions between producers and consumers in respect of the shared responsibility in reducing the amount of waste produced during festival celebrations; • Green Sense will also provide guidelines on best practices in avoiding excessive-packaging and wasteful habits during festivals
Duration	8 Oct 2007 to 7 June 2009
Approved Amount	\$433,986
Short Summary of the Findings/Outcomes of the Project	<p>The Green Festival was an inspiring project which gave the general public some alternative ways to celebrate in the festivals. In the survey about the Hong Kong People’s Attitude on Christmas Gifts, we found out people were more likely to welcome “useful” gifts and some type of gifts they were not preferred. On the other hand, we continued to educate the school sector how to be “green” in Christmas party. The ideas were widely spread in the community.</p> <p>For the Chinese New Year, we create the atmosphere not to use wrapping paper when buying gifts to friends and relatives. The major retail chain store cooperated together and helped to reduce the production of solid waste. To certain extend, both the retail industry and the customers were supportive to this campaign, yet future follow-up should be maintained.</p> <p>In the survey carried out before the Valentine’s Day 2008, we encouraged the re-think of the meaning of Valentine’s Day, not solely depended on flowers for declaring “love”. The workshop in 2009 gave an opportunity for people to take action on DIY flowers, by using reused materials.</p> <p>The collection and redistribution of useable items in Christmas 2008 and Children’s Day 2009 were welcome by</p>

the estate management companies as well as the general public especially those in need. We hope to bring out the message of maximizing the use of an item, if it still can be used, donation may be a better method than simply send to the landfill site. The platform serving the lower income class at far below market price by 2nd hand flea market was appreciated on both welfare and environmental side. Through the flea market and the carnival, educational game booths served as an additional benefit to the participants.

We worked frequently with different shelter workshops during the whole project also brought about opportunities to the minority groups in contributing the project. The mutually beneficial correlation was built up during the project. On the other hand, the volunteers taken part in the programmes gained experience and knowledge in civic education as well as social environmental movement.