



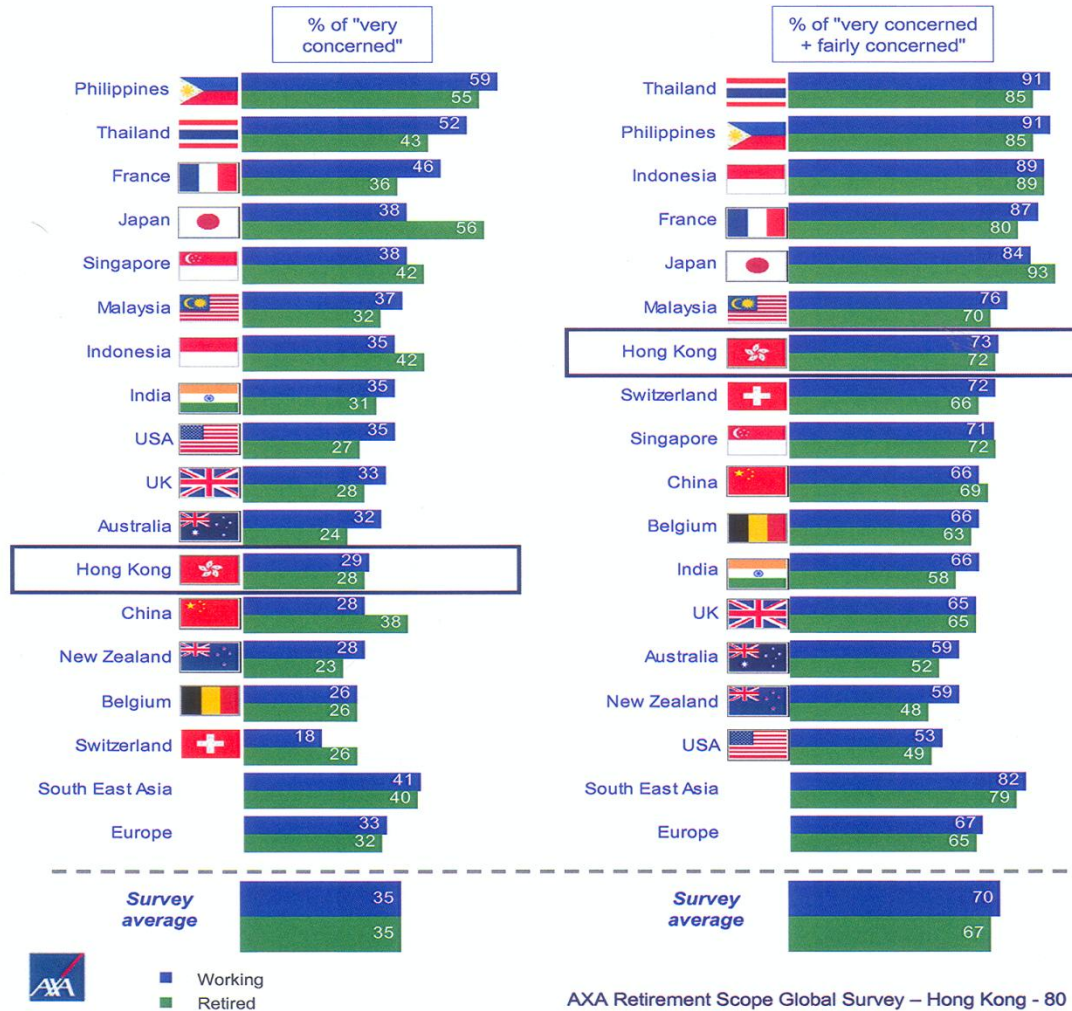
Weak Carbon Concern and a Soft Carbon Policy in Hong Kong: A Research Agenda

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IV-1bis. Are people concerned by climate change / global warming? International comparison

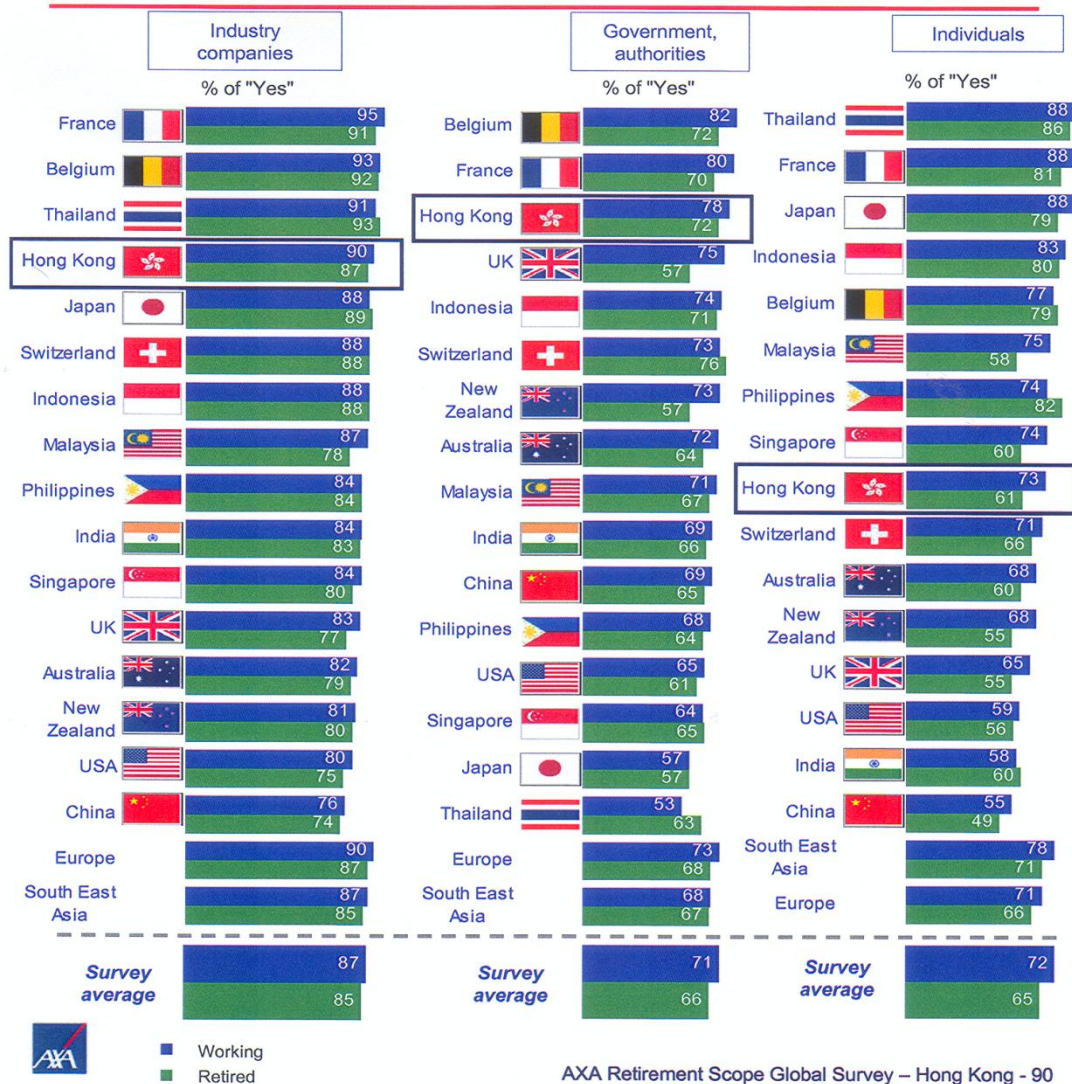
Hong Kong has a lower than average proportion of people being very concerned about climate change.

2007-2008



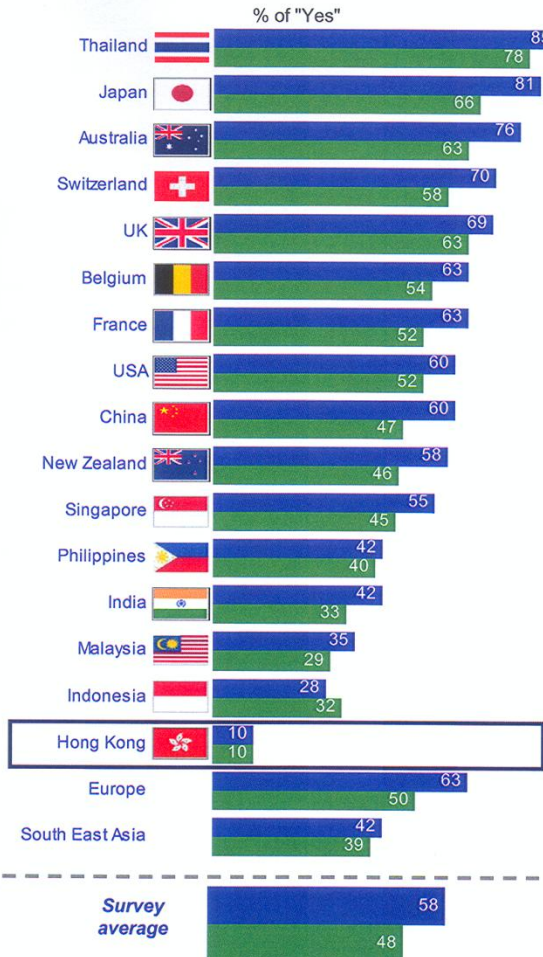
IV-5bis. Whose fault is climate change / global warming? International comparison

Most markets generally consider Industry/ companies have the highest share of responsibility in climate change – the same pattern is seen in Hong Kong but with more people than average thinking Government/ authorities also play a significant role.



IV-3bis. Can people personally act against climate change / global warming? International comparison

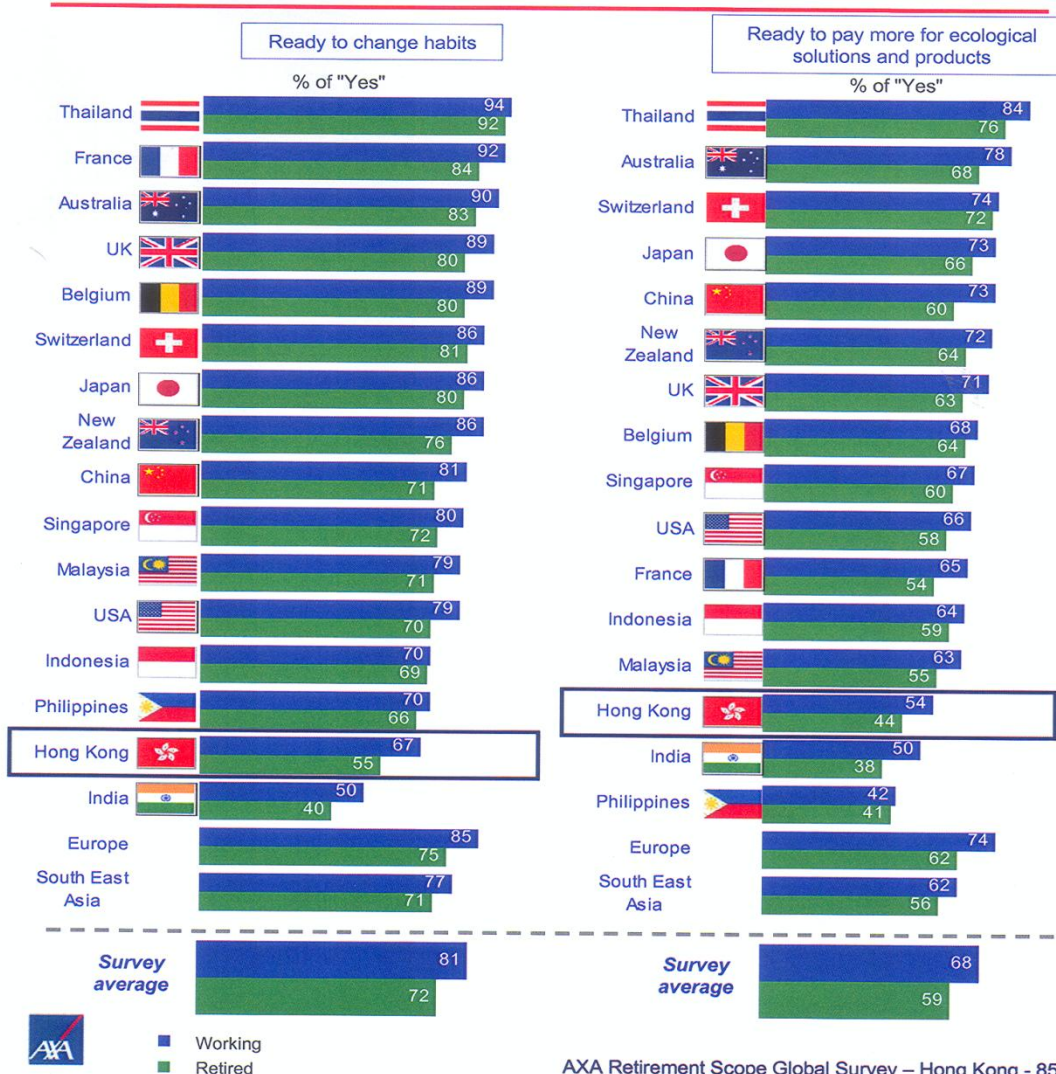
Hong Kong people are the least convinced that individual effort can act against climate change among all markets.



■ Working
■ Retired

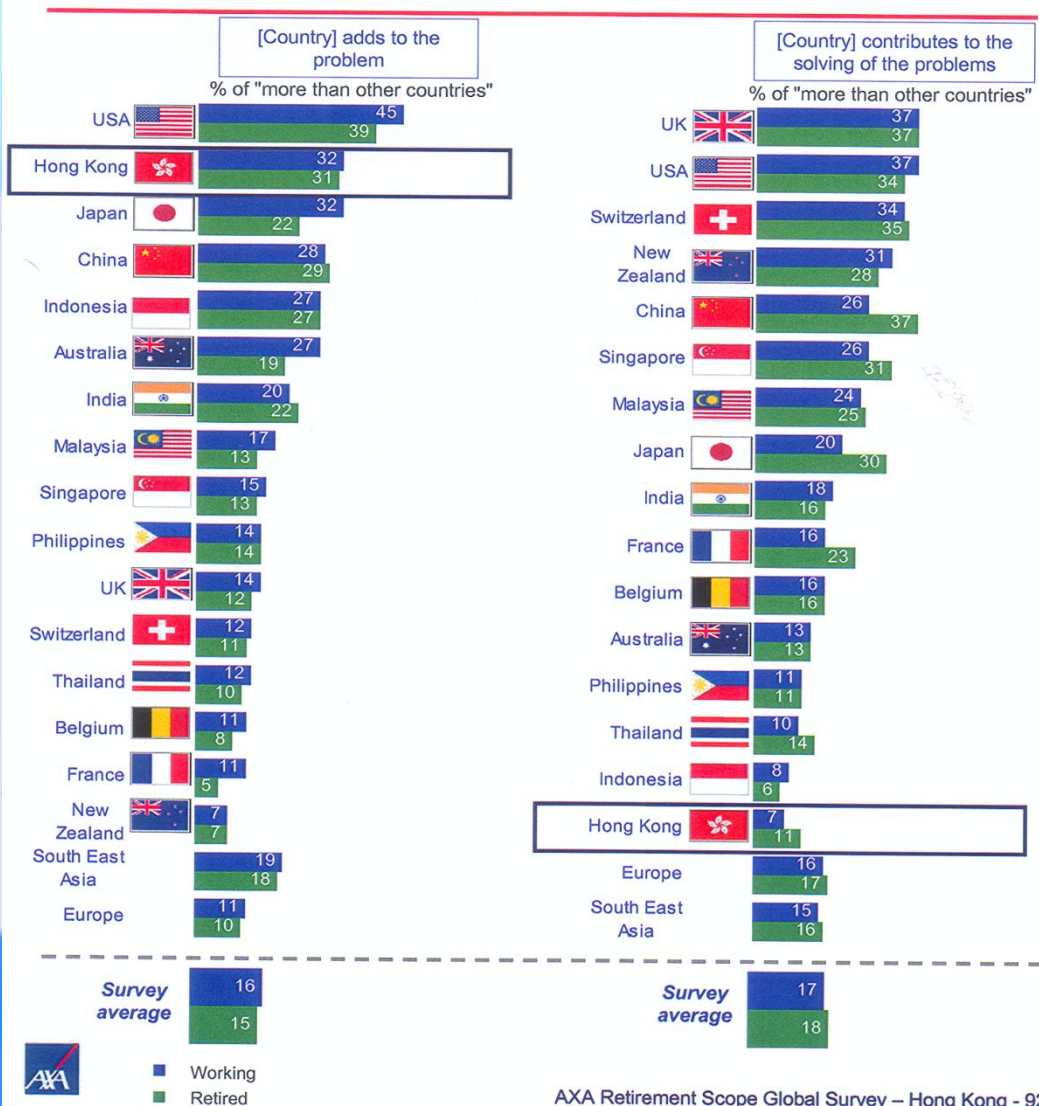
IV-3bis. And are they ready to change behavior? International comparison

Compared to other markets, Hong Kong has a lower than average proportion of people willing to change behaviour or pay more for ecological solutions and products (ranks the lowest before India/ Philippines).



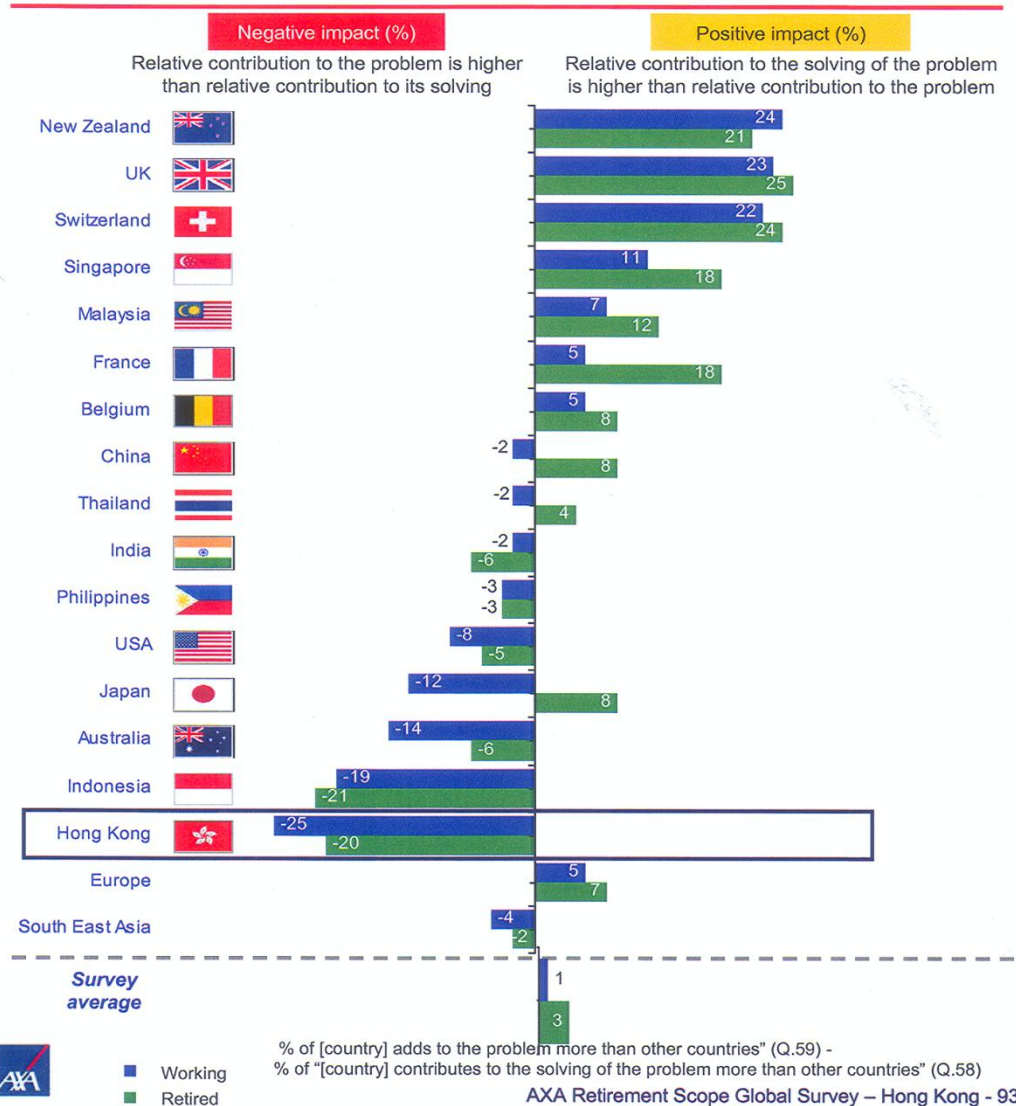
IV-6bis. What is your country's responsibility in climate change / global warming? International comparison

Despite Hong Kong people are among the most conscious of their country adding to the problem (ranks 2nd for considering Hong Kong adds to the problem), they account for the smallest share believing their country contributes more than others to solving the problems.



IV-6ter. Overall perceived impact by respondents of their countries in terms of climate change/global warming International comparison

When comparing both scores, Hong Kong has the most negative ranking among all markets.




Weak Carbon Concern in Hong Kong

- **Hong Kong people are highly aware of the problems of climate change/global warming. They are willing to do something to act against it but feel that their country is less proactive compared to others.**
 - ✓ At least 7 out of 10 Hong Kong people are aware of the problems. They associate the problems mainly with dramatic meteorological events.
 - ✓ More than half of retirees (55%) and two-third (67%) of working people are willing to change habits to act against climate change. However, Hong Kong ranks the lowest (along with India/ Philippines) regarding the proportion of people willing to change behaviour or pay more for ecological solutions and products.
 - ✓ Despite the willingness to fight against climate change, only 1 in 10 believe individual effort can really act against it.

A Soft Carbon Policy in Hong Kong

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- ☞ **HKG: no absolute CO₂ reduction target**
 - > **HK: part of China**
 - > **HK's per capita CO₂ emission: 6.7 tonnes/yr**
 - > **measures will erode competitiveness**
 - ☞ **Counter-arguments**
 - > **HK: a rich city in China**
 - > **HK's per capita carbon footprint: 29.0 tonnes/yr**
 - > **co-benefits in reducing air pollution**

Emerging Practices

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- ➔ **Government: Low-carbon new towns**
 - ➔ **Private sector: Carbon audit (green building)**
 - ➔ **Public: Carbon offset (*FLY greener*)**
 - ➔ **NGOs: Earth Hour/ Lights Out**

Research Questions

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- ☞ **Climate values?**
 - > ask “Most important problem” question (survey)
 - ☞ **Climate commitment?**
 - > ask “trade-off” questions (survey)
 - ☞ **Sources of values/ practices?**
 - > local *vs* global (interview/ survey)
 - ☞ **Impacts of such practices?**
 - > to what extent/ how (interview/ stakeholders)