



Rethink Plastic Bag Campaign 不想再「膠」系列活動



Have you ever wondered...

“How many plastic/recycled bags you get in a normal week?”

or

“How to encourage people use recycled bags rather than accepting free plastic bags?”

“面對家裏堆積如山的膠袋，你有沒有計算過你平均每星期會收到幾多個膠袋？
你又有沒有想過如何可以用少D，或者收少D膠袋？”

Event Background

Plastic waste, which cannot be decomposed by the land, and can float along the ocean and stuck pipes and rivers, is unarguably one of our biggest environmental threat. The 2009 plastic bag levy aroused much public awareness drastically. However, it is worth-noting that most people are not used to prepare shopping bags, and most people are happy to accept free bags.

To reduce plastic waste, we must reduce consumption, be more aware of purchasing decisions and take more eco-responsibility actions. We, Joint University Environmental Innovation Alliance (JC-EIA) therefore take action on an interactive street actin to not only gather useful feedback from the public but also raise public awareness upon the issue.

The Idea...

Is very simple, we go on the busiest street of Mong Kok, exchange well-designed recycled bags with any citizens carrying plastic bag, and ask them about their bag using habits. We then launch a “What is in your bag campaign” though Facebook and other social media, aiming to attract people to upload pictures of their daily usage of bags. Then we use the bags collected from street and the images from the campaign to create a series of inspiring art pieces and tour around.

We can create some fact sheet about bag-collection behaviors in Hong Kong with the data collected, and display next to the plastic bag art so as to not only provide visual impact but also actual data. We hope by doing these we can raise public awareness and also provide useful information for education institutes and government.

Three Stages:

Stage 1: ASEF Green Action Bag Back

Stage 2: “What is in your bag” Facebook photo contest

Stage 3: Plastic art creation and exhibition

三大活動：

- (1) 7.27「交」袋日、
- (2) “你個袋裝左咩？” Facebook攝影比賽，及
- (3) “膠袋的藝術” 藝術創作與展覽

Stage 1

ASEF Green Action in Hong Kong

BAG BACK 7.27 「交」袋日



Joint College Environmental Innovation Alliance
聯校環境創新協會



The Asia-Europe Foundation (ASEF), together with the Joint College Environmental Innovation Alliance (JCEIA) has organized the ASEF Green Action on Saturday 27 July 2013 in Hong Kong SAR, China.

ASEF Green Action once again raised awareness on the harmful effects of plastic on the environment in Asia and Europe. During the interactive activity “BAG BACK”, more than 50 volunteers engaged with passers-by in Hong Kong SAR to exchange their plastic shopping bags for a sustainable reusable cloth bag, and also conducted mini-survey to know about the plastic bag using habits in Hong Kong.



聯校環境創新協會(JCEIA)於7月27日下午2時至4時在旺角行人天橋舉行了「交」袋日街頭行動。活動招募了超過50位義工，並於活動當日與途人交換了約500個膠袋。



「交」袋日，顧名思義就是交換膠袋，JCEIA將會以純棉的環保袋換取途人手上的膠袋，希望藉此鼓勵公眾自帶環保袋的同時減少接收免費膠袋。本會知道許多人家裏都收藏著許多令人煩惱的免費膠袋，再加上第二期膠袋徵費計劃即將進行質詢，何不借此機會鼓勵市民主動拒絕接受免費膠袋？

“BAG BACK” will remind consumers that they have a choice not to degrade our environment. Although the Hong Kong’s Product Eco-responsibility (Plastic Shopping Bags) Regulation with a HKD 0.50 levy for each plastic bag has been in place for four years, many consumers still use many plastic bags. The ASEF Green Action initiative is a follow-up to the 18th ASEF University (AU18), themed “Conscious Consumers for Environmental Sustainability” in August 2012 in Tartu, Estonia. In close cooperation with AU18 participants, bag exchanges along with other activities are taking place between April and August in seven Asian and European countries. The ASEF Green Action in Hong Kong SAR is coordinated by AU18 participant

雖然當日落過幾陣驟雨，但並不減退義工及途人對「交」袋的熱情。有些途人主動上前交換，有的經義工講解後亦主動參與活動。義工們亦向參加者詢問一些關於膠袋及環保袋的使用習慣，並發現大部分參與活動的年輕人（40歲以下）有自帶環保袋的習慣，而平均每人每星期會使用N個膠袋，大部分活動參加者不清楚第二期膠袋徵費計劃。本會認為，年輕一輩開始廣泛使用環保袋，但是部分長者仍會廣泛接受免費膠袋，但不會主動購買膠袋，因此，若第二期膠袋徵費計劃落實將有效地減少本地膠袋棄置量。

本次街頭行動由亞洲-歐洲基金(ASEF)贊助, 聯校環境創新協會(JCEIA)舉辦, 活動是亞洲-歐洲基金“綠色行動”(Asia-Europe Foundation (ASEF) Green Action)的香港分支, 目前綠色行動已在7個亞洲及歐洲國家/地區舉行。



More than 50 volunteers from different schools participated at the Bag Back event, they have deliberately exchanged about 500+ reusable bags with plastic bags of the pass-by and successfully conducted 143 mini surveys to know more about the plastic bag using behavior in Hong Kong. It was an experience about interpersonal interaction, data collection, and spreading green messages.



THANK YOU VOLUNTEERS ! 多謝義工們 !



超過50位來自不同院校在讀或剛畢業的義工參與了這次活動。他們不但在一個下午的時間裡與途人交換了大約500個膠袋，並成功訪問了143名途人關於其膠袋及環保袋的使用習慣。義工們都認為這是一個關於人際交往、收集數據以及傳播環保信息好機會。

Next stages...

Stage 2 “What is in your bag” Facebook photo contest

An online competition: “What’s in your bag?” will be hosted in August on [JCEIA’s Facebook page](#). Participants who received one of the 500 limited reusable bags will be invited to share pictures of the various items they have carried in their new bags. The entry with the most “likes” will win a personalized guided tour of Hong Kong’s natural conservation park.

Stage 3: Plastic Bag art creation and exhibition

The collected plastic bags will be used as materials for a collaborative art exhibition featuring local Hong Kong artists later in Fall 2013.

下一步

本次街頭活動結束後，我們將邀請本地藝術家將交換得來的膠袋製成藝術品，再作巡迴展出，從而鼓勵公眾少用膠袋及減廢。

Timeline /時間表

Content	Date
Bag Back Street Action	27/7/2013
What is in your bag Facebook photo contest	8/8 – 19/9 2013
Art	11 ~ 12/2013

We need YOUR support!

We are looking for a team of artists who can take our collected plastic bags and create eye-catching pieces to showcase the plastic waste and environmental issues in Hong Kong. The pieces will be displayed in high flow areas such as shopping mall, public areas or Universities.

我們需要您的支持！

我們正在尋找一個青年藝術家團隊，將我們收集到的塑料膠袋創作成搶眼的藝術作品，藉此向人們展示香港的廢塑料等環境問題。該作品將在人流高的區域，如商場，公共場所或大學等展示。

About JCEIA

Joint College Environmental Innovation Alliance (JCEIA) is a group of students and graduates of environmental related subjects who believe we can and we should do something to make our society better. It was established by a group of environmental students from various universities across Hong Kong gathering together with the aims to provide environmental knowledge and inspire green changes through innovative ideas and events

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聯校環境創新協會(JCEIA)是由來自不同院校就讀環境科學相關的在校或畢業生，本著應為社會及環保出一分力的宗旨組成。協會希以創新的思維及方法，引導公眾認識及實行環保。已舉辦的活動包括聯校環境創新論壇(Joint University Environmental Innovation Forum)及“Long Walk to Freedom, Short Path to Joy” 環保藝術活動。