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MEDIA CONTACT

Debasmita DASGUPTA (Ms)
Press Manager
Asia-Europe Foundation (ASEF)
debasmita.dasgupta@asef.org
T: +65 6874 9700
www.asef.org

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ASEF Green Action in Hong Kong SAR

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

[ASEF Green Action](#) will continue raising awareness on the harmful effects of plastic on the environment in Asia and Europe, this time at Sai Yeung Choi Street South in Mong Kok.

During “BAG BACK”, one of the activities under ASEF Green Action, youth volunteers will invite passers-by in one of Hong Kong’s busiest shopping streets to exchange their plastic shopping bags for a sustainable, reusable cloth bag.

Shoppers who receive one of the 500 limited-edition reusable bags can take part in “What’s in Your Bag?”, an online competition to be held on [JCEIA’s Facebook page](#) the following month by sharing pictures of the various items they have carried in their new bags. The entry with the most “likes” will win a personalised guided tour of Hong Kong’s GeoPark in Sai Kung. The collected plastic bags will be used as materials for a collaborative art exhibition featuring local Hong Kong artists in Fall 2013.

In order to reduce the number of plastic bags, the Hong Kong’s Product Eco-responsibility (Plastic Shopping Bags) Regulation took effect four years ago, which puts a HKD 0.50 levy for each plastic bag. “BAG BACK” reminds consumers that through their shopping behaviour, they can make a difference in protecting the environment.

The ASEF Green Action initiative is a follow-up to the [18th ASEF University \(AU18\)](#) with the theme, “Conscious Consumers for Environmental Sustainability”, held in August 2012 in Tartu, Estonia. In close cooperation with AU18 participants, ASEF and its partner organisations have launched various activities to encourage environmental consciousness within the public since the beginning of this year in several Asian and European countries. The ASEF Green Action in Hong Kong SAR is coordinated by AU18 participant Ms Candy TSANG.

About ASEF University

The ASEF University offers opportunities for promising students and young professionals from the 49 ASEM (Asia-Europe Meeting) countries, to explore socio-economic issues through a 2-week programme of lectures and participatory activities.

ABOUT THE ORGANISERS / PARTNERS



The **Asia-Europe Foundation (ASEF)** promotes understanding, strengthens relationships and facilitates cooperation among the people and institutions of Asia and Europe.

ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of governance, economy, sustainable development, public health, culture, and education.

Founded in 1997, ASEF is a not-for-profit, intergovernmental organisation located in Singapore. It is the only permanently established institution of the Asia-Europe Meeting (ASEM).

Together with about 700 partner organisations ASEF has run more than 600 projects, mainly conferences, seminars and workshops. Over 17,000 Asians and Europeans have actively participated in its activities and it has reached much wider audiences through its networks, web-portals, publications, exhibitions and lectures.

For more information, please visit www.asef.org



Joint-College Environmental Innovation Alliance (JCEIA) is established by a group of environmental students from various universities across Hong Kong SAR, China. Working together with the aims to provide a diverse platform for multidisciplinary intellectual exchange on environmental issues; to increase public awareness of environmental issues innovatively; and to encourage active interaction between stakeholders and share our knowledge to the public.

For more information, please visit <http://jceiageneral.wix.com/jceia-home>