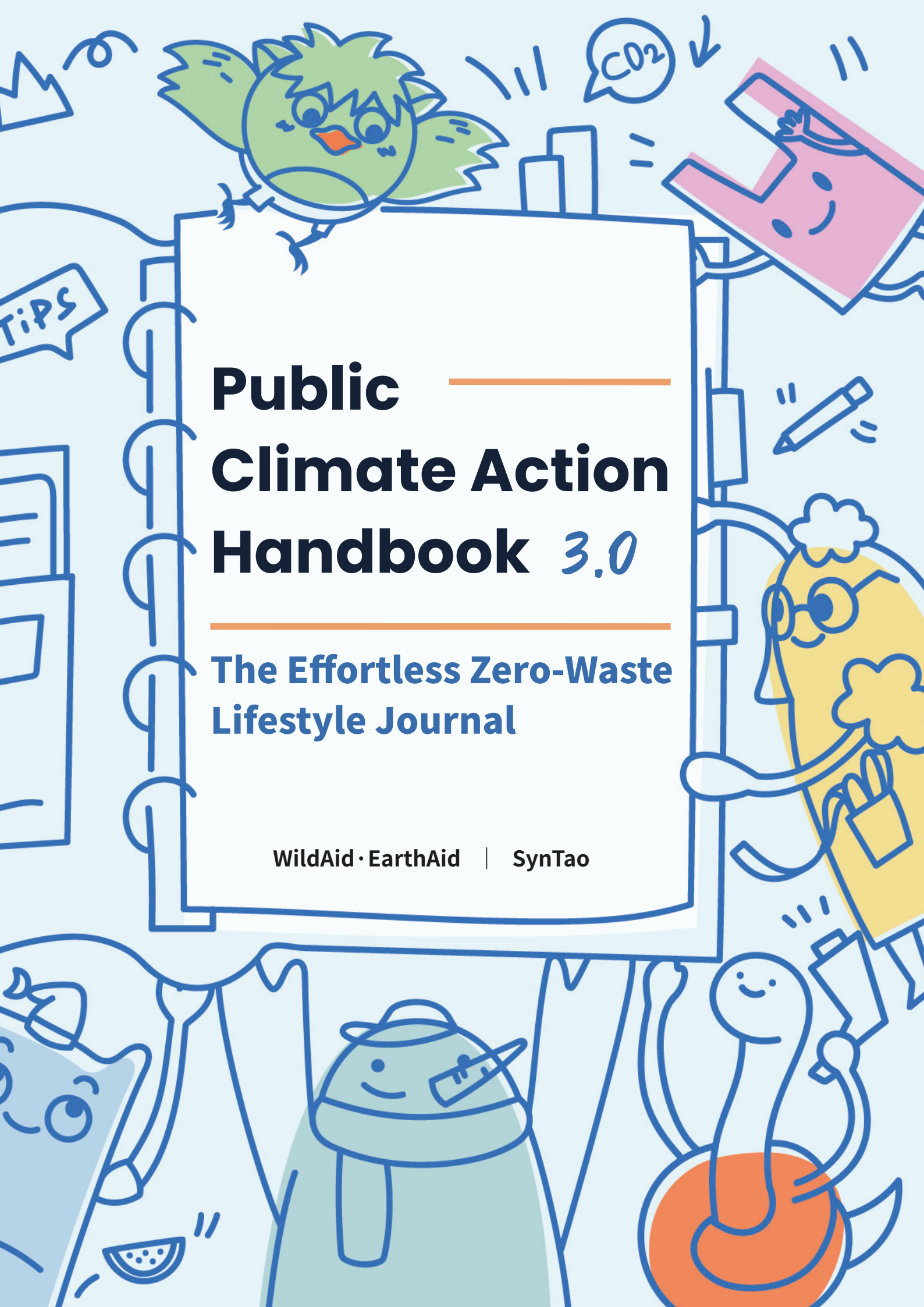


Public Climate Action Handbook 3.0

The Effortless Zero-Waste Lifestyle Journal

WildAid · EarthAid | SynTao

Preface

Climate change—a concept once considered grand and distant—has now become a new reality that each of us must confront. According to the latest 2024 China Sustainable Consumption Report, 63.73% of respondents have already felt the impacts of climate change in their daily lives. Out of 3,157 respondents, 2,012 further elaborated on their understanding of climate change [1], increasingly linking extreme weather events such as prolonged heatwaves, droughts, and severe storms to climate change.

As early as 1971, humanity's demand on nature first exceeded Earth's ecological limits, marking the beginning of what we now call "Earth Overshoot Day"—the day when we've exhausted our planet's renewable resources for the entire year, plunging into ecological deficit. Since then, Earth Overshoot Day has arrived earlier each subsequent year, reaching August 1st in 2024. The continuous advancement of this day highlights the growing ecological debt each of us owes, while intensifying our tangible experiences of ecological challenges like climate change.

At the beginning of 2025, California faced the most devastating wildfires in its history, with estimated economic losses ranging between $250 billion and $275 billion [2]. Similar incidents occurred frequently throughout 2024. Guangdong Province in China experienced successive extreme weather events such as heavy rains, strong winds, and hailstorms, leading to the evacuation of over 100,000 people due to flooding [3]. In southeastern France, severe rainfall forced approximately 900 people to evacuate and left over 1,000 households without power [4].

In 2024, the global average temperature exceeded pre-industrial levels by 1.55°C for the first time [5]. According to the United Nations Environment Programme's (UNEP) *Emissions Gap Report 2024*, without immediate action, global temperatures could rise by as much as 3.1°C by the end of this century, surpassing last year's upper limit of 2.9°C [6].

Humanity now stands on the edge of a "climate cliff." We must take action, integrating practical measures into every aspect of our daily lives to repay our climate debt—otherwise, none of us will be spared.

---

① SynTao, China Sustainable Consumption Report, 2024

② Xinhua News Agency, "New Wildfires in Los Angeles Partially Contained; California Plans $2.5 Billion Recovery Fund," January 24, 2025.

③ Global Times, "Severe Rainstorms in Guangdong Cause Widespread Damage; Over 110,000 People Evacuated," April 22, 2024.

④ Baidu Baike, "2024 France Floods," 2024.

⑤ Science and Technology Daily, "WMO Confirms 2024 as the Hottest Year on Record; Global Average Temperature Exceeds 1.5° C Threshold for the First Time," January 14, 2025.

⑥ United Nations Environment Programme (UNEP), Emissions Gap Report, 2024.

Plastic pollution is taking up an increasingly large share of the climate debt that humanity must collectively repay. Plastic waste can persist in the natural environment for decades, absorbing pollutants and toxic chemicals along the way. Through the food chain, these contaminants accumulate and eventually cause invisible harm to a wide range of plants and animals.

Beyond the challenges of plastic waste disposal, plastics— as products derived from fossil fuels — are also accelerating climate change through their production and consumption processes. According to estimates by Carbon Brief, the full life cycle of plastics generated over 2.7 billion tonnes of CO_2 equivalent emissions in 2023, accounting for around 5% of global emissions — three times the emissions of the entire aviation industry [7].

To address the growing climate crisis, countries around the world have primarily focused their strategies on two key areas: transitioning to renewable energy and improving energy efficiency. However, these measures alone can only tackle 55% of global emissions. According to the Ellen MacArthur Foundation's report Completing the Picture: How the Circular Economy Tackles Climate Change, the remaining 45% of greenhouse gas emissions come from the production and use of everyday products and food [8].

As a vital solution for climate mitigation, the circular economy reshapes how products are designed, produced, and consumed — enabling emissions reduction targets to be more fully realized and creating a more complete roadmap for climate action. Of course, this transformation cannot happen without supportive policies and the joint participation of businesses and consumers alike.

To promote broader climate action, over the past three years, we have continuously published the Public Climate Action Handbook versions 1.0 and 2.0. The first edition, inspired by the 60 consumer-side climate actions introduced in the Sixth Assessment Report of the Intergovernmental Panel on Climate Change (IPCC), categorized individual behaviors into three stages of climate action: Potential, Engagement, and Transformation. It also provided fun and practical climate action tips across three everyday settings: home, office, and leisure.

In version 2.0, we took a deeper look at the barriers that prevent people from participating in climate action. We creatively personified these obstacles as five monsters — Laziness, Price, Apathy, Pessimism, and Confusion — and designed a "level-up" strategy guide, gamifying the experience to encourage the public to take action and overcome these challenges in their daily lives.

In 2020, United Nations Secretary-General António Guterres called for the world to enter a state of climate emergency, marking the beginning of what is now known as the Climate Crisis Era. As we reach the sixth year of this era in 2025, we are launching the Public Climate Action Handbook 3.0, for the first time placing a spotlight on the relationship between consumers and businesses.

---

⑦ Carbon Brief, "Why a UN Plastics Treaty Matters for Climate Change," November 25, 2024.

⑧ Ellen MacArthur Foundation, Completing the Picture: How the Circular Economy Tackles Climate Change, 2019.

This new edition adopts an immersive, authentic, and fragmented "Effortless Zero-Waste Lifestyle Journal" format, offering a fresh perspective on how individuals interact with businesses throughout their consumption journey. It presents a map of actionable moments to help navigate those tricky questions that often arise between environmental values and consumer desires — inspiring everyone to take action. At the same time, the handbook proposes practical transformation strategies for businesses, empowering them to engage in climate action alongside consumers through circular economy models, sustainable design, and service innovation— all aimed at reducing our collective "climate debt ".

In our view, tackling climate change is not an isolated challenge — it represents a broad and profound transformation of the entire economic and social system. It is deeply intertwined with many other issues and closely connected to the future of each and every one of us.

Through the release of this handbook, we hope that every choice made in daily life can catalyze a butterfly effect — rippling through time and change — driving the world toward a future that is more beautiful, vibrant, and full of life.

WildAid | SynTao

Acknowledgements

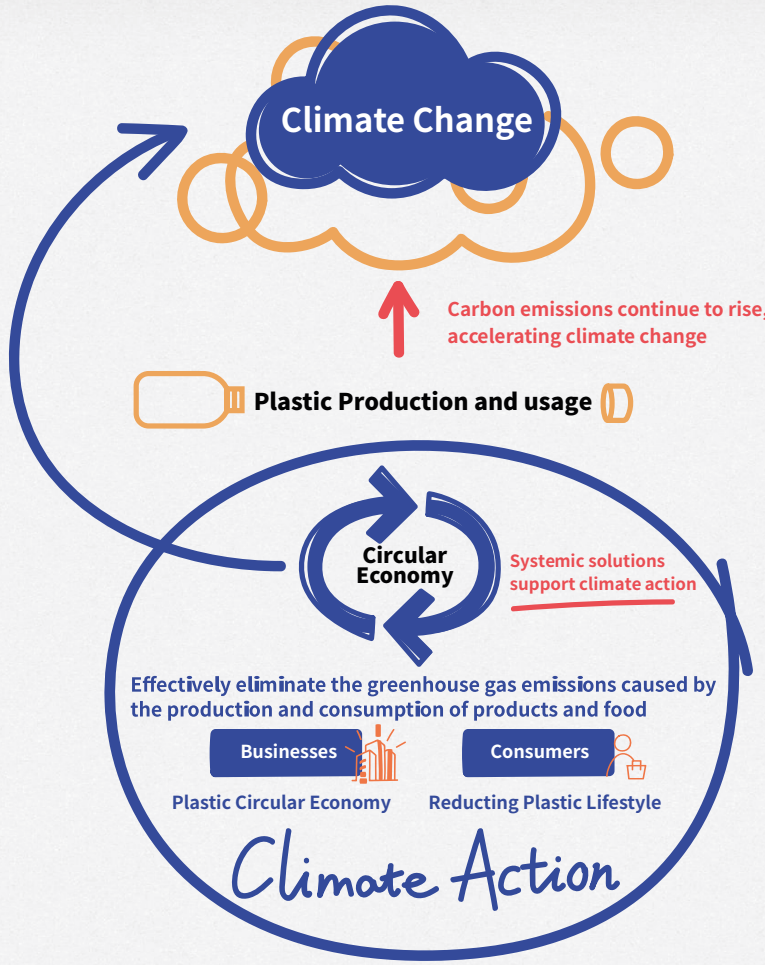
We would like to express our sincere gratitude to the many scholars and experts from **the Ministry of Ecology and Environment of China**, **the School of Environment at Tsinghua University**, **the China Chain Store & Franchise Association**, **the China Association of Circular Economy**, and other institutions for their valuable and scientifically grounded advice during the writing of this handbook.

We are also deeply grateful to **the Vanke Foundation**, **the China Green Carbon Foundation**, **L'Oréal**, **Pernod Ricard**, and other organizations for their generous support of this handbook.

A special thanks goes to **the Beijing Representative Office of the Ellen MacArthur Foundation**— a leading global advocate for the circular economy — for their professional insights and expertise in the field of circular economy, which greatly enriched the co-creation and content development process of this handbook.

Table of Contents

Opening Chapter:
Subtracting from Our "Climate Debt"
— A Call for Collective Action



Is Our Climate Debt Getting Bigger?

Yes — our climate debt is growing longer and heavier. Under the current take-make-waste linear economic model, nearly 80% of the plastic produced globally each year ends up as waste, with only 9.5% of plastic waste being recycled, and a mere 1.5% recycled more than once. If we continue with "business as usual, " this linear economic model will double the world's resource extraction between 2015 and 2060 [9]. According to the Center for International Environmental Law (CIEL), by 2050, greenhouse gas emissions generated by plastics alone could exceed 56 billion tonnes— accounting for 10-13% of the world's remaining carbon budget [10].

⑨ OECD, Global Material Resources Outlook to 2060: Economic Drivers and Environmental Consequences, 2018.

⑩ Center for International Environmental Law (CIEL), Plastic & Climate: The Hidden Costs of a Plastic Planet, 2019.

What can we do in the face of an ever-growing climate debt?

When confronted with the long climate debt, we, as consumers, might feel a sense of panic: how can we reduce the numbers on our climate bill? The circular economy has emerged as a key solution to mitigate climate change. Compared to the existing linear economic model, the circular economy holds great potential for reducing carbon emissions at both the production and consumption stages. By integrating the principles of the circular economy into climate action and tackling plastic pollution, we can reduce waste and pollution from the source, reshape the way products are produced and consumed, thereby reducing greenhouse gas emissions and enhancing climate resilience.

Strategy 1

Develop the Circular Economy

The circular economy is a new, inclusive economic model that decouples economic activities from the consumption of finite resources and energy, helping society address climate change and plastic pollution. Driven by design, the circular economy follows three key principles: eliminating waste and pollution, circulating products and materials (in their highest value state), and promoting natural regeneration [11].

For each of us, practicing the circular economy model not only benefits environmental improvement but also brings tangible benefits. We can access more products that meet green design standards, allowing the items we cherish to be used for longer. While saving resources, reusing, and participating in recycling, we can also save money. This sustainable lifestyle ultimately brings us both physical and mental well-being. For businesses, the circular economy is not only a strategic choice to address climate change but also an important way to enhance competitiveness. By optimizing product design, reducing resource waste, and providing convenient recycling services, businesses can not only lower their own carbon footprint but also help consumers make more environmentally friendly choices. From adopting eco-friendly designs to promoting the use of recycled materials, businesses can innovate their business models and services to work with consumers towards a sustainable, low-carbon future. Let' s take action together, integrating circular principles into our lives and creating an effortless zero-waste lifestyle journal. Together, we can shorten the climate debt we owe, just a little bit more.

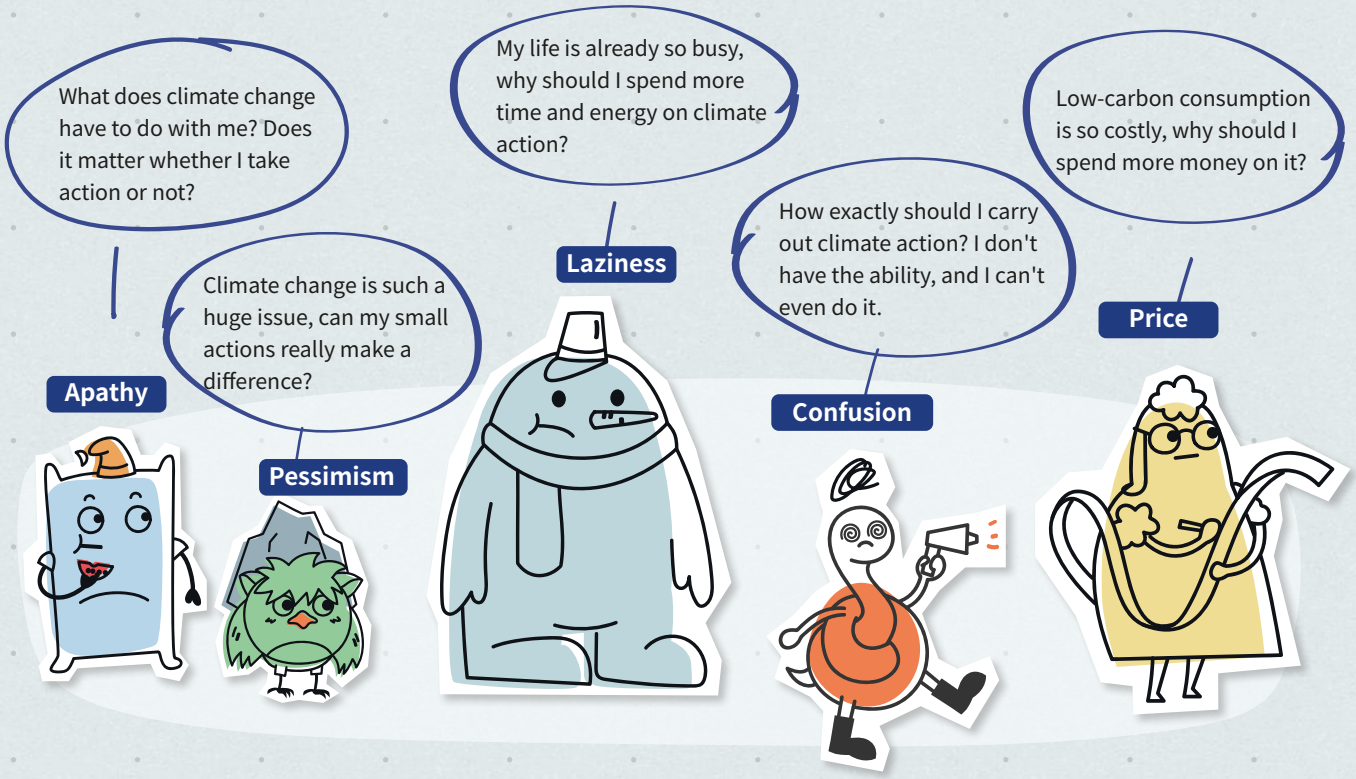
⑪ Ellen MacArthur Foundation, Completing the Picture: How the Circular Economy Tackles Climate Change, 2019.

Section A |
Consumer Side

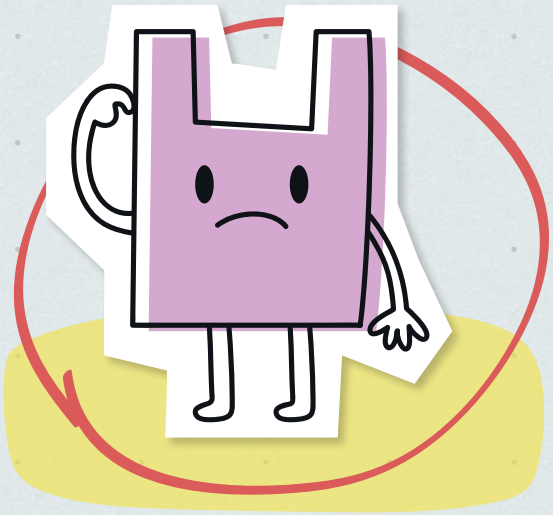
CREATE YOUR EFFORTLESS ZERO-WASTE LIFESTYLE JOURNAL

Each of our lifestyles is intricately intertwined with climate change — from commuting in the morning to enjoying meals and drinks during work breaks, to engaging in various leisure activities after work... These everyday actions are not only influenced by climate change but also continuously impact its progression. Every moment, we face the challenges of climate change, and correspondingly, our daily behaviors influence it as well.

However, in real life, the barriers to climate action — the "Five Monsters" — persistently affect our lives:



In the sixth year of the Climate Crisis Era, the "Five Monsters" attempt to slow us down with various psychological barriers. Meanwhile, the production of large amounts of plastic waste and its difficult-to-handle nature only worsen the environmental crisis, further lengthening our climate debt. At this point, we need to not only continue mastering the techniques of climate action but also enhance them, creating our own personal "Effortless Zero-Waste Lifestyle Journal." Through each step and stroke, we can "live well in the present," starting from every moment and discovering inspiration for climate action in our daily lives.



Chapter 1:
New Discoveries Through Every Step — Rethink

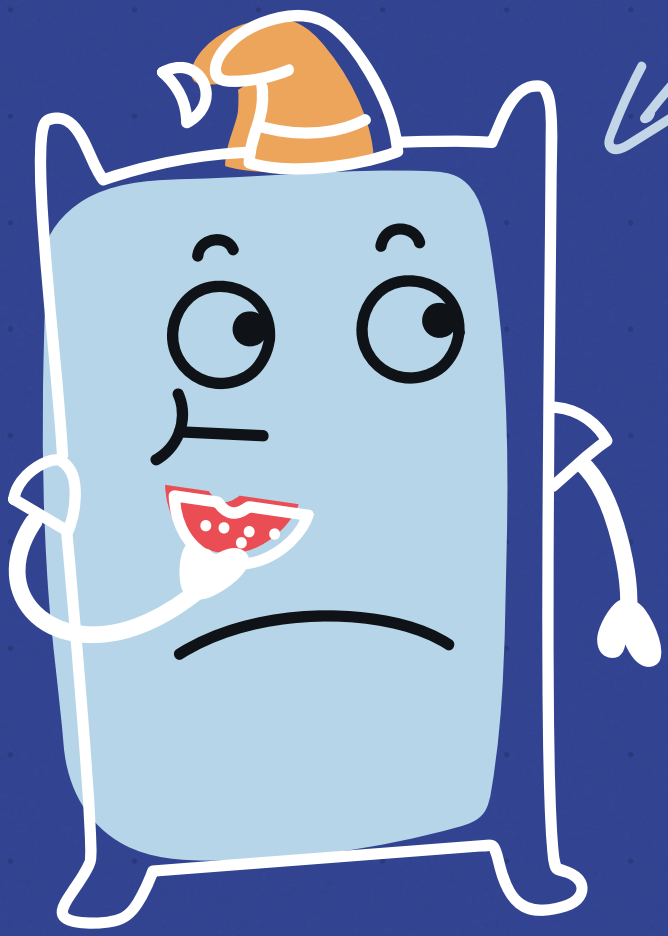
/ Effortless Lifestyle Journal 1

PLAN Shopping List — "Apathy" Consumption

Climate Action Barrier —

The " Apathy " Monster

believe that climate issues are distant and do not have a real impact on their lives, leading them to feel that they have no responsibility and thus ignore the issue.



Solution/

The climate change crisis is everywhere, with no way to escape. It is already coming for us, and there is no time to "lie down" anymore! Break through the "illusion" of climate change, figure out what you want and what you need to do, and face the problem head-on!

This year's "Double 11" shopping festival goal:
Reject impulse buying.
Rationality and restraint lead to success!
(Highlight this point!)

Make a shopping list one week in advance based on your needs, stick to the list, and aim to return as few items as possible!

TIPs

Clothing is a major area of concern — it is said that the average person's wardrobe contains 26 items of clothing that have never been worn [12]. Many clothes are discarded after being worn just seven times [13]. Before shopping, take the time to plan and record your wardrobe, understand your clothing habits, and then shop more accurately. Create a minimalist capsule wardrobe, saving money and being environmentally friendly — why not?

Strategy 2

Eco-Friendly Designed Products

Eco-friendly design — integrating environmental sustainability into product design— not only focuses on the appearance and user experience of products but also considers the environmental impact of each stage throughout the product's lifecycle, including production, use, and disposal. This design philosophy emphasizes the sustainability of raw materials, energy optimization and efficiency improvements during production, and minimizing environmental impact during usage and end-of-life processes. By doing so, it reduces plastic pollution, promotes the development of the circular economy, advances carbon emissions reduction, and helps mitigate climate change.

This year, try eco-friendly designed products that are good for both yourself and the planet.

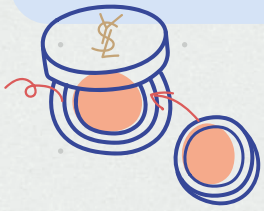
Case Study

L'Oréal's Eco-Friendly Design Principles

For many of us, the concept of "eco-friendly design" may still seem abstract and difficult to identify in everyday life. However, if we pay attention, we will find that many well-known brands are already taking action! L'Oréal follows the 3R (Replace, Reduce, Recycle) principles in product packaging development, striving to offer consumers more eco-friendly design choices:

- **Replace:** Prioritize materials with a lower environmental impact.
- **Reduce:** Optimize packaging design to reduce packaging weight and material usage. For example, replacing with refill packs and reusing parts of the original packaging to extend the product's lifecycle. This not only reduces environmental impact but also ensures a consistent consumer experience, creating a new standard for sustainable fashion.
- **Recycle:** Choose materials that are as single-use as possible, eliminating barriers that hinder recycling within the packaging.

In addition, L'Oréal actively collaborates with eco-partners, working together with "Aihuishou" (a recycling platform) to integrate beauty product plastic bottles into the recycling system for the first time. Consumers can find any Aihuishou smart self-service recycling machine, scan the QR code, and drop their beauty product plastic bottles in the designated compartment. They can earn points based on the amount of plastic bottles recycled, and once a certain point threshold is reached, they can withdraw cash. This makes it easier and more convenient for consumers to participate in recycling. When the product is finished and ready to be discarded, you can also find a nearby Aihuishou smart self-service recycling machine, scan the QR code to open the compartment, and drop in your beauty product plastic bottles to earn points based on their weight. Once you have accumulated enough points, you can choose to withdraw cash or participate in L'Oréal's "Rebirth" project to redeem brand benefits.



⑫ The Mirror (UK), "Every Person's Wardrobe Contains at Least 26 Unworn Items," 2022.
⑬ El País (Spain), "New Clothes Are Discarded After Just 7 Uses?" 2022.

Prioritize products made from recycled materials, which are more climate-friendly.

Strategy 3

Recycled Materials

Recycled materials refer to materials obtained through a series of industrial processes after products or packaging are collected for recycling. The use of recycled materials is a crucial part of the circular economy, as it helps reduce energy consumption, carbon emissions, and waste generation during production, while also avoiding the continuous extraction of new raw materials.

In fact, products made from recycled materials have already become a part of everyone's life. For example, various precious metals in batteries can be refined and reused as recycled materials. Did you know that? The lithium battery in an iPhone uses 95% recycled lithium[14]; many popular clothing brands widely use recycled polyester fibers; a significant portion of car interiors and headlights are made from recycled plastics; and many aluminum coffee capsule shells also contain a high proportion of recycled materials.

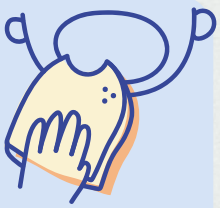
With advancements in recycling models and recycled material technologies, significant breakthroughs have been made in the performance and processes of recycled plastics. Many factories, through stricter third-party certifications, have achieved the production of "food-grade recycled plastics" and are using recycled plastics for food packaging. Additionally, in Hong Kong, there are already mineral water bottles made from 100% recycled materials.

According to data from the China National Resources Recycling Association, the total amount of recycled resources in China reached nearly 400 million tons in 2023, with carbon reduction potential accounting for about 30% of total carbon emissions reduction. It is estimated that by 2025, the total amount of recycled resources for ten types of materials in China will reach 450 million tons [15].

Pay attention to certification labels when shopping:

Food

Look for the green food section eat with peace of mind and be environmentally friendly.



Clothing

Check the labels for certifications like "Made from leftover materials," "Organic cotton," "Global Organic Textile Standard (GOTS) certification," "Global Recycled Standard (GRS) certification," and "Responsible Down Standard (RDS) certification." The use of recycled polyester can also reduce the demand for virgin plastic.

Appliances

Look for the China Environmental Label or Class 1 Energy Efficiency labels on electrical appliances to save electricity (and money)! For air conditioners, set the temperature to 26° C or higher — each degree increase can reduce energy consumption by 7% to 10% [16].

⑭ Apple, Product Environmental Report iPhone 16 Pro and iPhone 16 Pro Max, September 9, 2024.

⑮ State Council of the People's Republic of China, Action Plan for Promoting Large-Scale Equipment Upgrades and Consumer Goods Trade-in, March 2024.

⑯ People's Daily, "Raising the Air Conditioning Temperature by 1° C Can Save 7% to 10% in Energy," 2023.

/ Effortless Lifestyle Journal 2

REDUCE Temptation Monster, Don't Be "Pessimistic"About Your Finances

Climate Action Barrier —

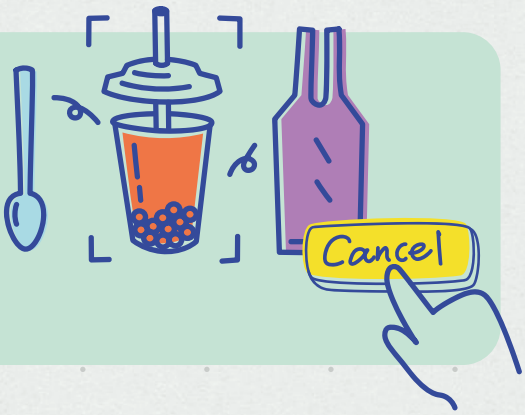
The " Pessimism " Monster

This monster makes people adopt a pessimistic attitude towards climate action, feeling down and experiencing endless anxiety. It leads them to believe that personal actions are insignificant and won't make much difference in improving the larger environment.

Solution/

Start with the small things in your daily life! Every tiny climate action can create a butterfly effect, leading to unexpected and significant changes.

No compromises with life today !



After three meetings in the morning, I lost all my energy and brain power and just wanted to order a milk tea for a quick recharge. Just as I was about to place the order, I suddenly thought, "Forget it, let's not add more mess to the planet." Those plastic cups, spoons, bags, lids, and straws from the milk tea are all single-use plas-

At lunch, I couldn't resist and ordered takeout! But when placing the order, I selected "no utensils." The oceans are already in chaos because of plastic waste, with 1,277 marine species consuming microplastics and nanoplastics[17]. By choosing "no utensils," I might be helping reduce deforestation and plastic pollution in the ocean, and every little bit helps marine life.

In the afternoon, I didn't let my cherished mug "lay low" — I used my own cup for coffee! This way, I estimate saving around 100 yuan a month, which is like getting a free foot massage!

In the evening, I transformed into the "Self-Discipline King" and cooked a few quick dishes at home. After spending some time in the kitchen, all my day's fatigue was cured. Plus, it reduced the plastic pollution and carbon emissions from takeout containers. I'll definitely cook more in the future!

What to eat tomorrow morning? How about trying the recently popular " leftover food lucky bag"? Some bakeries pack the day's leftover bread, pastries, etc., into a lucky bag and sell it at a price lower than the original. By eating this way, food waste in the world can be reduced, and the "lucky bag" is really cheap!

⑰ Guangzhou Daily, "At Least 1,277 Marine Species Consume Microplastics; Ocean Pollution Becomes a Focus of the Lingnan Science Forum," June 28, 2024.

Let's Break Down the Climate Debt of Three Meals a Day

Time	Activity	Climate Bill "Benefit"	Other Benefits
Morning	 Resisted ordering milk tea	Chinese consumers drank over 21.31 billion cups of freshly brewed tea last year, generating around 430,400 tons of plastic waste [18], roughly equivalent to 1.29 million tons of carbon emissions[19]. So, not adding to the mess is a perfect score. 100	No chance to gain weight! Cal ↓
Noon	 Chose "no utensils" when ordering	Each order can reduce carbon emissions by 38 grams [20] — so, every little bit counts; don't underestimate this small reduction. C -38g	Took my carefully selected utensils out for a spin — vanity satisfied. ♡+1
	 Chose a smaller portion of takeout	Each small portion of takeout reduces the food waste carbon footprint by 365.07 grams [21] — so, filled my stomach and contributed to carbon reduction. C -365.07g	Didn't spend extra money, ate better — who says you can't have it all? 100 +1
Afternoon	 Used my own cup for coffee	Reduces carbon emissions by 40 grams per coffee[22], totaling over 1,000 grams in a month — so, my carbon savings are growing faster than my savings account! C -40g	Took my carefully selected mug out for the world to see — my persona is set ♡+1
Evening	 Cooked at home instead of ordering takeout	A single takeout order generates about 0.68 kilograms of carbon emissions[23]— skipping takeout saved that much! C -0.68 kg	Emotional value at its peak! — My cooking skills have truly improved. ♡+10086

⑱ Pacific Environment and Resources Center, *Unlocking the New Green of Milk Tea: A Study on the Plastic Reduction Path for China's Milk Tea Industry*, 2024.

⑲ IEA, The Future of Petrochemicals, 2018.

⑳ People's Daily, "Green Takeout: Promoting Low-Carbon Concepts Across the Takeout Process — Frontline Observations," 2024.

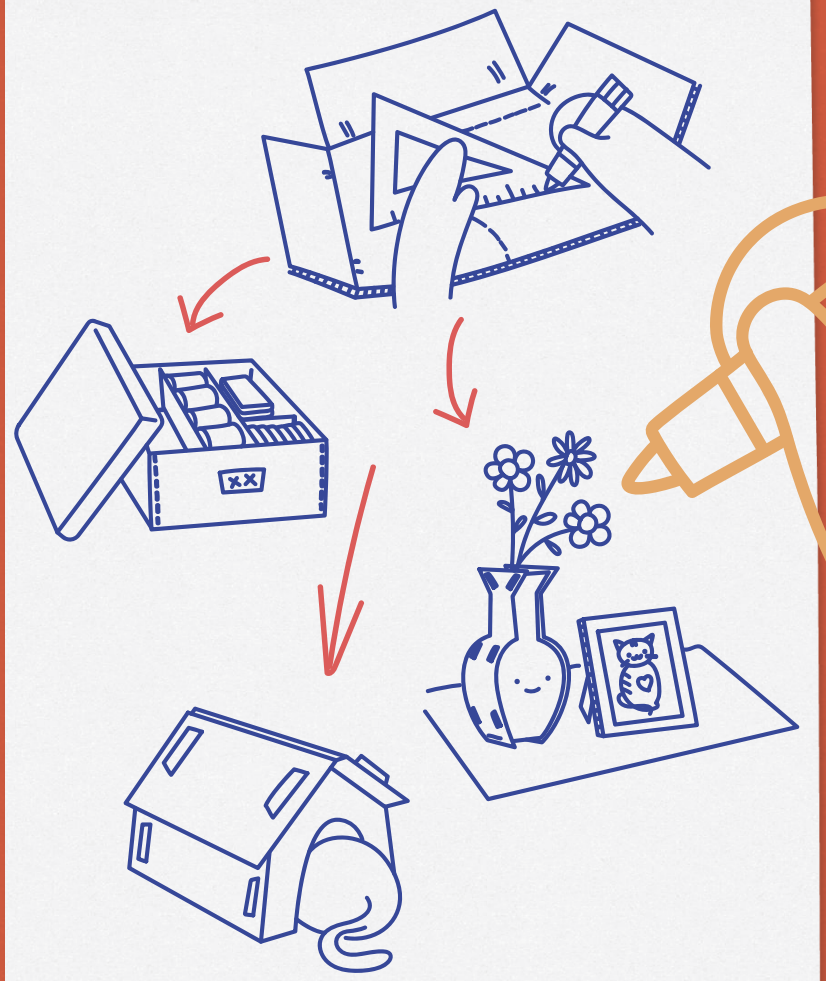
㉑ Chinese Academy of Agricultural Sciences, Institute of Agricultural Information, *"Small Portion Meals" Food Waste and Carbon Reduction Evaluation Report*, 2023.

㉒ China Greenhouse Gas Emission Factor Database for the Entire Life Cycle.

㉓ Wen Zongguo, Environmental Impact Assessment of a Takeout Order Based on the Full Industry Chain Evaluation, 2019.

Chapter 2 :

A More Vibrant Way of Living — Reuse/Redesign



/ Effortless Lifestyle Journal 3

ENJOY an Eco-Friendly Life, Making Products "Laziness" Yet "Valuable"

Climate Action Barrier —

The "Laziness" Monster

This monster makes people feel that climate action is troublesome and exhausting, discouraging them from investing extra time and energy into it.

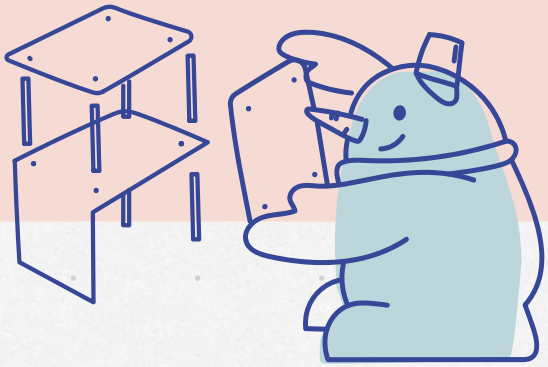
Solution/

"Activate through stillness!" Sometimes, taking the easier route can actually save carbon emissions in various aspects of life. Even the lazy can save the world!

Creating a Cozy Home:

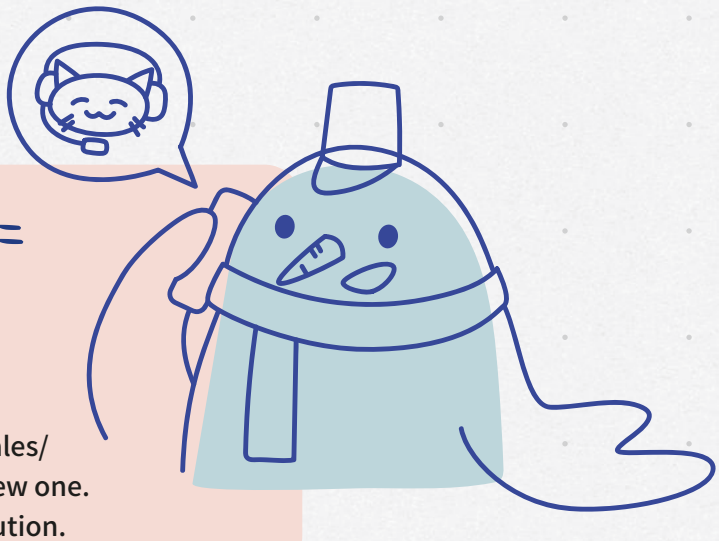
Recently, I've fallen in love with modular furniture — it's like giant Lego blocks! I can add or remove pieces and reorganize them to create my own style. It's super satisfying. Plus, the parts are easy to dismantle, making it convenient for reuse or recycling. Each step — from production to transportation — helps reduce carbon emissions. It's both eco-friendly and practical.

The instruction manual is really useful! Every item in my home is a result of hard work. I carefully read the user manuals and give my home goods regular checkups. This trick works wonders, extending their lifespan and allowing them to stay with me longer.



After-Sales Service = "Health Insurance" for Household Items

When something breaks, just contact the after-sales/ repair center instead of tossing it and buying a new one. This saves money while reducing waste and pollution.

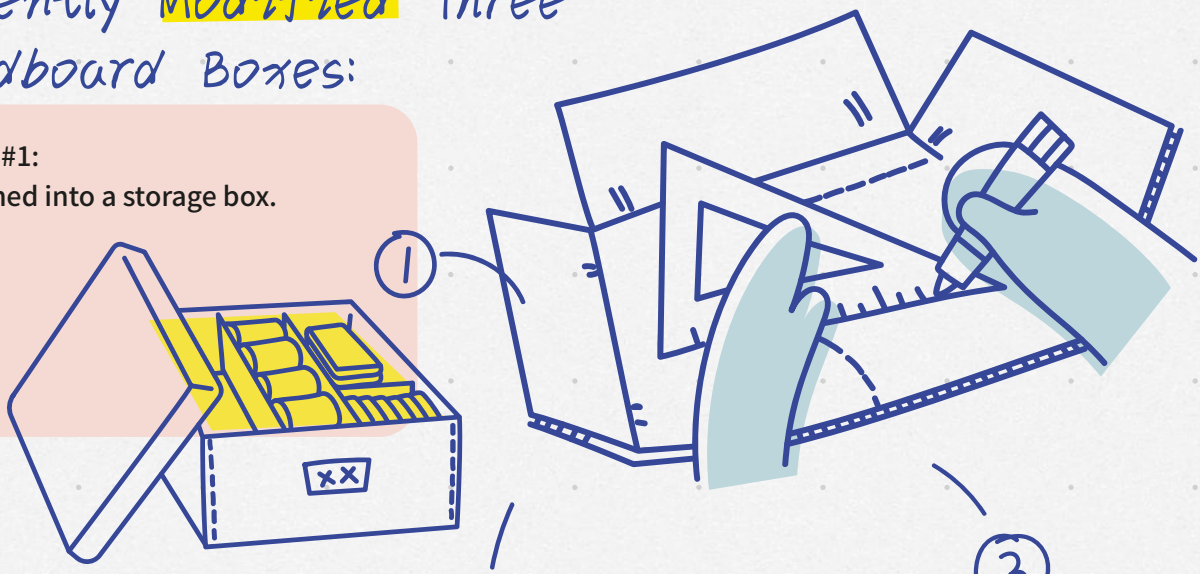


Everything Is Online!

The other day, my game controller broke, and I thought about throwing it away. But then I searched for repair videos online and followed along. It ended up working like new, saving me the cost of a replacement. It felt like giving the old gadget a "second spring," and I can enjoy it for much longer.

Recently Modified Three Cardboard Boxes:

Box #1:
Turned into a storage box.



Box #2:
Turned into a shelter for stray cats and dogs.

Box #3:
Used as a display for other home decor items (vases/picture frames).

Where else can I find partners who share the "Zero Waste" concept?

Case Study

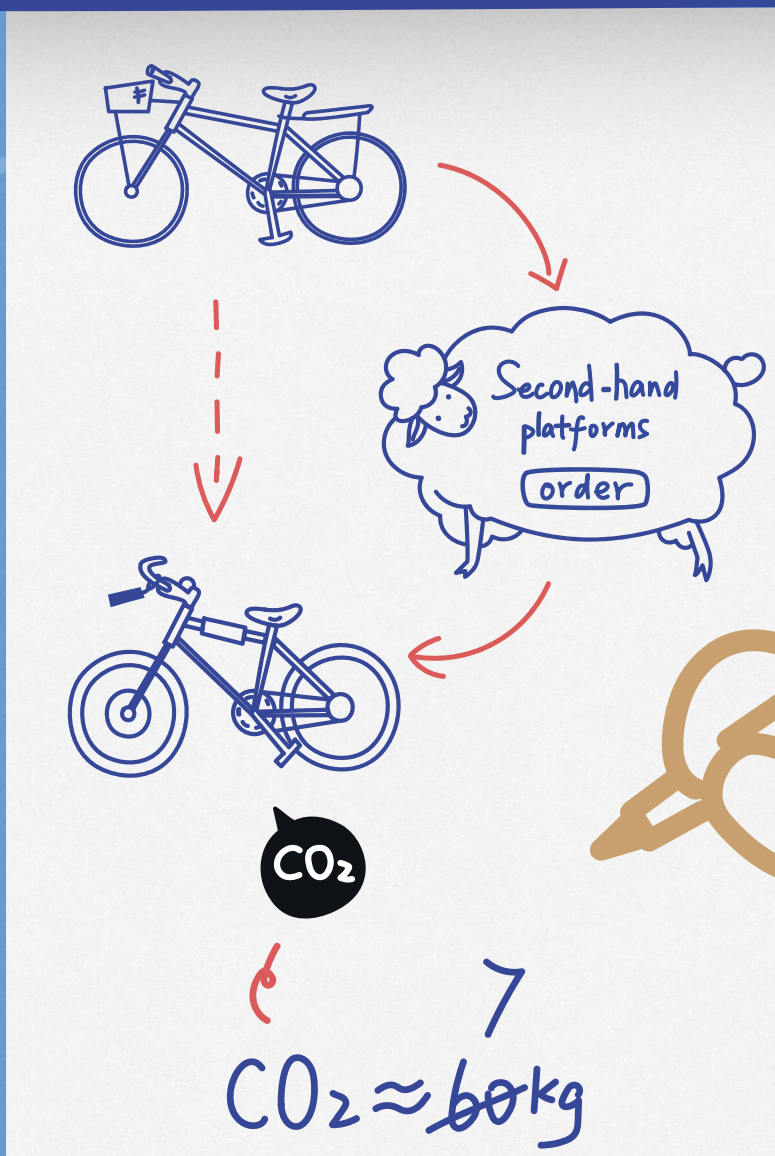
"Zero Waste Day" Public Advocacy Campaign

To enhance public understanding of the zero-waste concept, Vanke Public Welfare Foundation, Zero Meng Public Welfare, and Shenzhen One Foundation jointly launched the "Zero Waste Day" national public advocacy campaign in 2018, which used to be held on the third Saturday of August each year. Starting in 2024, it will be held alongside the International Zero Waste Day (March 30). This project aims to unite individuals, social organizations, businesses, and others to showcase the connection between "zero waste" and sustainable lifestyles through a series of online and offline public welfare activities. These activities demonstrate how small actions — such as reducing single-use items, recycling waste to give resources new life, and supporting the design and use of recycled products — are key steps towards a sustainable future.

Here, you can find more on the "Effortless Lifestyle": Zero Waste Day - Topic Page (Download related handbooks/toolkits on Zero Waste Day).

Chapter 3 :

The End is Also the Beginning — Circulate



/ Effortless Lifestyle Journal 4

CONSUME Rationally, No More Being "Confused" and "Indecisive"

Climate Action Barrier —

The " Price " Monster

People are unwilling or unable to spend extra money on climate action or sustainable products due to cost concerns.

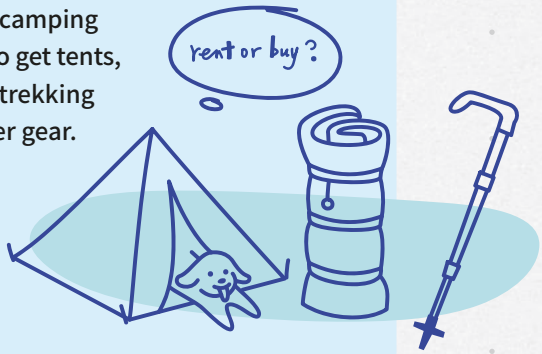
Solution/

Many truly "sustainable products" are right within our reach; we just haven't noticed them yet! By changing our mindset, we can realize that low-carbon living and a frugal lifestyle actually overlap in many ways.

Dilemma: Is renting better for both me and the climate?

Next Wednesday, I'm going to be a best man, but I haven't sorted out the tuxedo. Should I rent or buy?

I'm planning a camping trip and need to get tents, sleeping bags, trekking poles, and other gear.



Buying:

- You can own it forever!
- The instant gratification of "splurging" is maximized!

Renting:

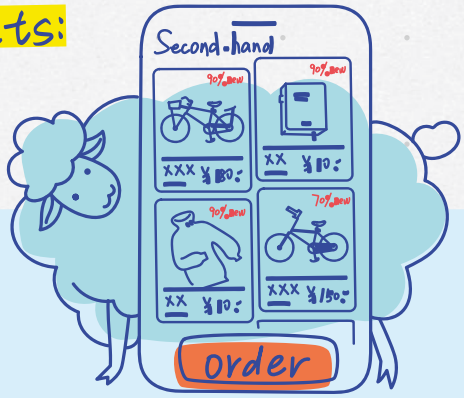
- Renting is much cheaper than buying.
- Rent as needed, no clutter at home, keeping the place tidy with no burden.
- Flexibly and immediately experience new models.
- High environmental benefits, reducing resource consumption and environmental pollution, improving resource efficiency, and reducing carbon emissions.

Renting instead of buying seems to upgrade consumption!

Recent Money-Saving Insights:

TIPs

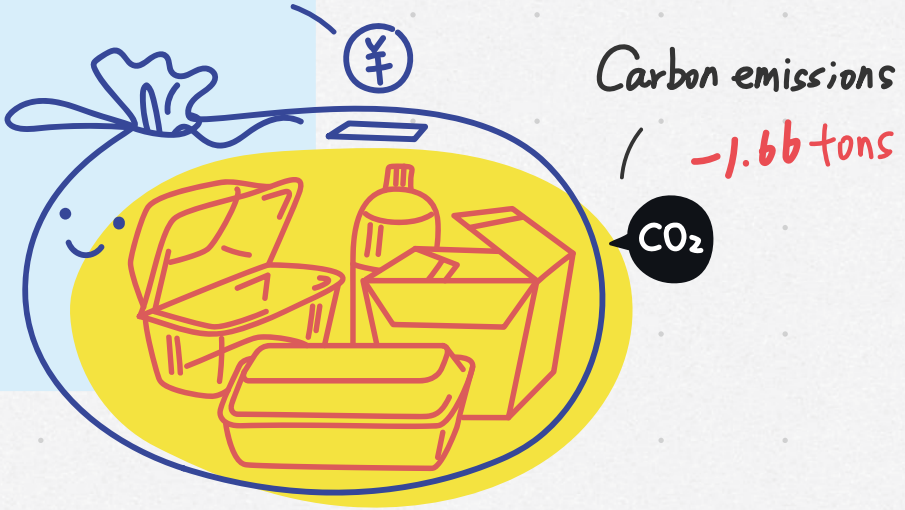
Calculating that the production of one bicycle emits 60 kg of CO_2 equivalent, using a second-hand bike instead of a new one can reduce carbon emissions by 53kg [24]. If it's continuously reused by consumers, the carbon savings will be even more significant.



Last time, I wanted to buy books and a bicycle, so I browsed second-hand platforms. I discovered so many great items, even had the chance to buy nearly new ones at an ultra-low price. Not only did I save money, but I also greatly reduced greenhouse gas emissions, benefiting the environment. The sense of achievement from this "deal" is overwhelming!

[24] Decathlon & WildAid: Second-Hand Stroller Revitalization Campaign, 2023.

Low-value items still have value: By recycling 1 ton of low-value materials, such as disposable takeout boxes and express packaging bags, we can reduce 1.66 tons of carbon emissions[25]. I'm going to check if my community has a recycling channel. This way, I can help reduce emissions and even make a bit of money through waste sorting.



I used to throw away used skincare and cosmetics products, but now I know many brands have recycling programs. Participating in them supports the circular economy. These empty bottles can be turned into new packaging materials, saving energy and reducing emissions. Plus, after completing the recycling, brands give out samples, tools, or even cashback. What a great deal! I've already started collecting empty bottles.

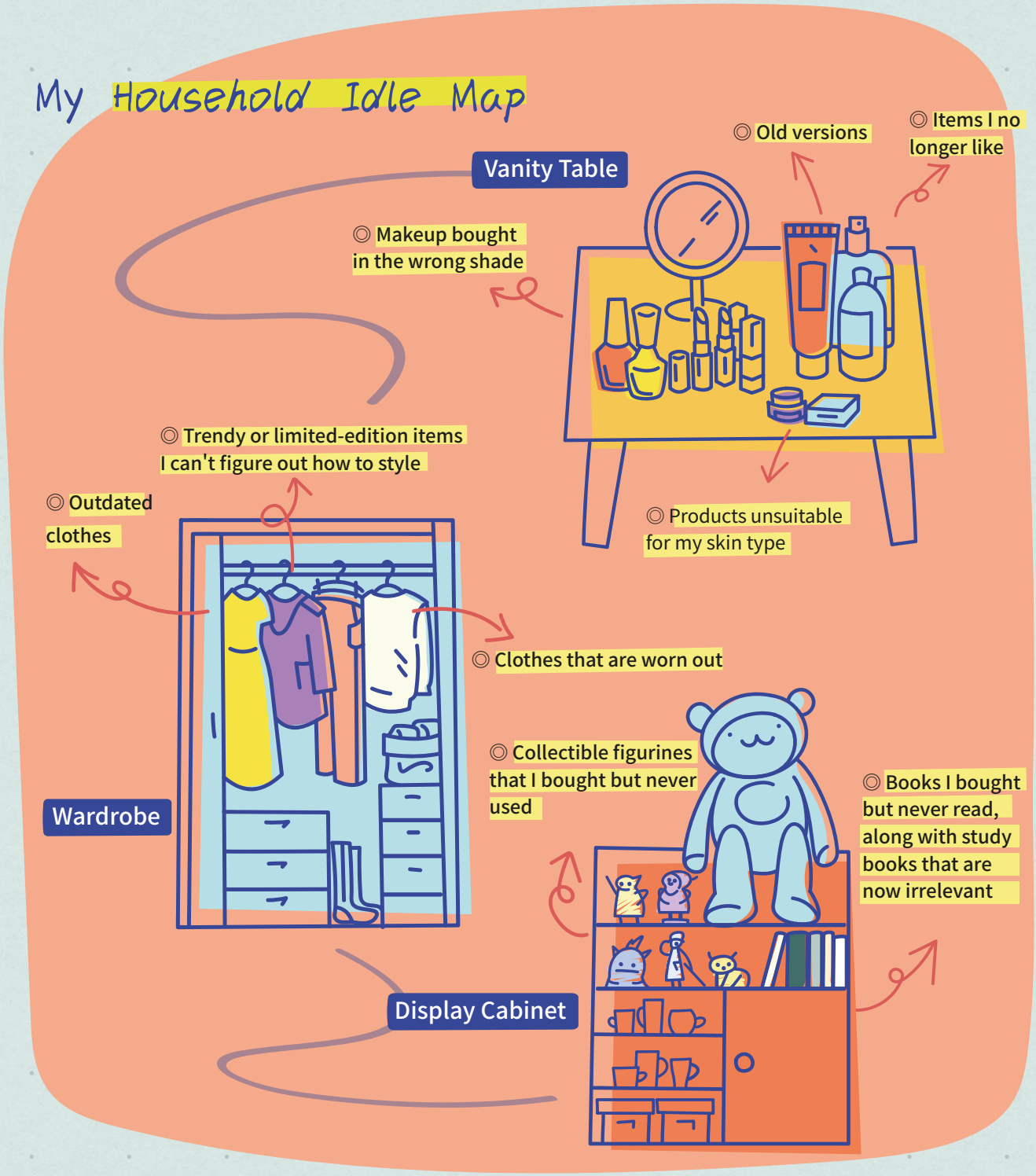
Coffee capsules, old clothes, milk cartons, sneakers, small home appliances, and electronic products are all great materials to recycle. There are plenty of online platforms that support door-to-door recycling. Now, I don't just throw everything into the trash bin; I feel like I'm contributing to environmental protection.

㉕ Xiamen Daily, "First in the Country! Residential Community Low-Value Recyclable Waste Carbon Emissions Trading Launched in Xiamen Jimei," October 31, 2024.

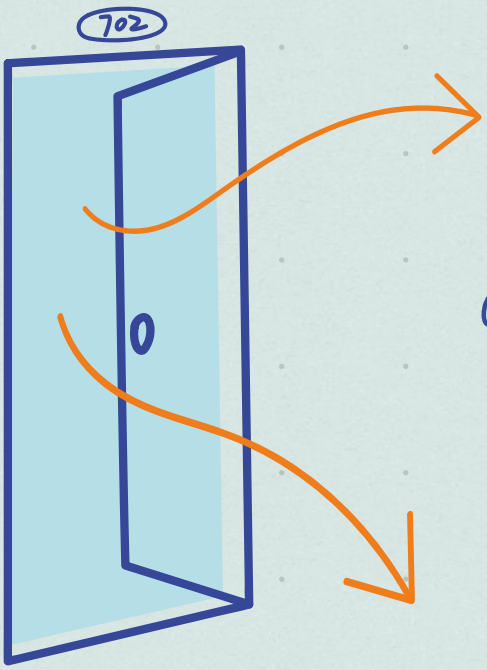
/Effortless Lifestyle Journal 5

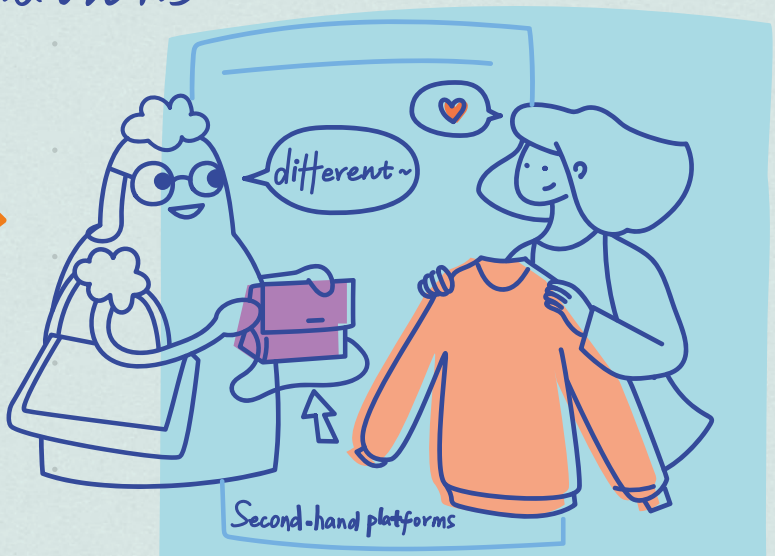
EXCHANGE Idle Items, Earn and Spend at Your Leisure

My Household Idle Map



Idle Item Destinations





Second-hand Platforms:
Last time I posted items on a second-hand platform, I not only connected with like-minded people to exchange styling tips, but also sold to knowledgeable buyers who didn't haggle and bought directly. It was a smooth transaction and I immediately had more financial flexibility.

Community Flea Markets:
These are treasure troves! I took my old clothes and books to set up a stall. It not only cleared up space at home, but I also had some fun chatting with the neighbors. I found surprises while browsing, like affordable books and vintage items, which added little joys to my life.

TIPs

How does trading idle items contribute to carbon reduction?

The trade and reuse of idle items helps reduce or delay the consumption of new products. This effectively avoids the raw material consumption and energy use involved in manufacturing new products, and reduces greenhouse gas emissions during production and waste disposal, thus achieving carbon reduction at the consumer level. For example, recycling one piece of clothing can reduce carbon emissions by 0.72 kg, while trading an old mobile phone can reduce carbon emissions by 21.34 kg[26].

㉖ Guangming Daily, "A Fresh Breeze, Beautifying Our Low-Carbon Life," 2024.

/ Effortless Lifestyle Journal 6

SHARE Low-Carbon Experience, Gain Followers and Rewards

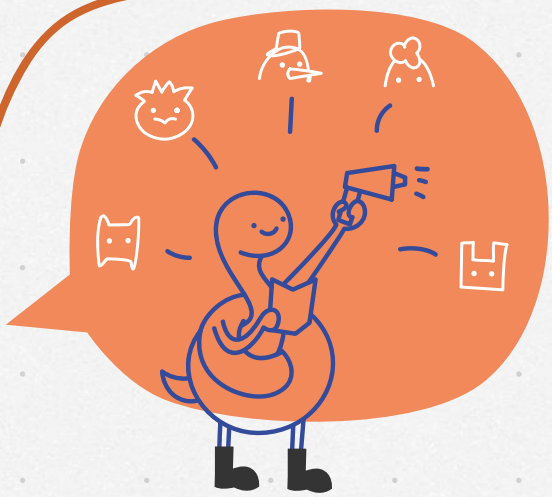
Climate Action Barrier —

The "Confusion" Monster

This monster complicates simple matters, making related topics seem extremely complex and difficult, leading people to avoid learning about climate change science. Additionally, it spreads misinformation about climate issues, increasing the difficulty of acquiring knowledge, causing people to feel helpless, confused, and unsure of how to engage in climate action.

Solution/

Read more, ask questions, and share more!



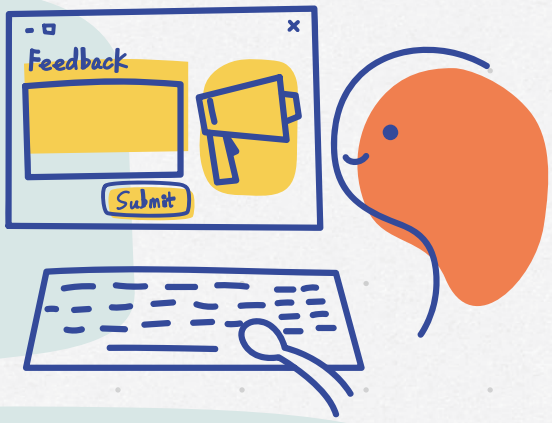
How to Become a Climate Action Leader in Your "Circle of Friends"

- Share knowledge and experiences about eco-friendly products.
- Spread awareness of low-carbon consumption.
- Share personal experiences of sustainable living.
- Recommend books and films related to climate change.

- Invite friends and family to participate in community activities related to sustainable living: The Meisha Carbon Neutral Community in Shenzhen officially launched the Meisha Community Living Room on 330 Zero Waste Day. Here, you can experience various sustainable lifestyles, including different types of climate-themed board games, second-hand item exchanges, upcycling design, and more. Explore the infinite possibilities of a zero-waste life.

Action Plan 1:
"The Companies That Listen Are Worth My Trust!"

When I have higher expectations for a product's sustainability, I will boldly voice my thoughts through the company's feedback channels. Who knows, the next time I buy the same product, I might see the changes I wanted — just thinking about it gives me a sense of involvement.



Action Plan 2:
The Power of Community is Infinite!

Gather like-minded friends around me and create a community to influence more people to adopt low-carbon and sustainable lifestyles!

Chapter 4:

My "3R" Life

/ Effortless Lifestyle Journal 7

SUMMARIZE Customizing My Climate Action

21 Days to a New You: Start recording your own "Effortless" lifestyle journal today!

Day 01 ☐  Choose "no utensils" when ordering takeout.	**Day 02** ☐  Use public transportation for travel.	**Day 03** ☐  Properly sort takeout food waste.	**Day 04** ☐  Use your own cup to buy coffee in-store.
Day 05 ☐  Review your shopping cart three times.	**Day 06** ☐  Bring your own eco-bag to the supermarket.	**Day 07** ☐  Print work documents double-sided.	**Day 08** ☐  Set air conditioning to 26° C in the summer.
Day 09 ☐  Choose refill packs when repurchasing.	**Day 10** ☐  Air-dry clothes naturally after washing.	**Day 11** ☐  Buy local ingredients at the nearby market.	**Day 12** ☐  Learn how to handle extreme weather.
Day 13 ☐  Don't throw away broken appliances — repair and renew them.	**Day 14** ☐  Learn to cook with a blogger's recipe, reducing takeout.	**Day 15** ☐  Host an old items exchange party with friends.	**Day 16** ☐  Watch an environmental documentary.
Day 17 ☐  Learn about an eco-friendly brand’ s story.	**Day 18** ☐  Repurpose delivery boxes creatively.	**Day 19** ☐  Prepare emergency supplies for extreme weather.	**Day 20** ☐  Read and share an article on climate change or plastic reduction.
Day 21 ☐  Share with friends the sustainable products you've recently purchased.			

CREATE My Climate Action Tags

Master of Managing Every Aspect of Climate Action:

NGO Practitioner —— Wei Yi

Climate Action Declaration:

It's all up to us! Many moments in daily life can become opportunities for climate action.

What will I do for climate action?

Cycling to and from work, come rain or shine

The office is about 6 kilometers from home. I cycle while listening to podcasts, and it only takes around 30 minutes to reach my destination. I avoid the traffic jams during peak hours, burn calories, and reduce my personal carbon footprint — it's a win-win!

Besides reducing health problems and helping to combat climate change, cycling brings huge social benefits. On one hand, cycling increases productivity by reducing traffic congestion. On the other hand, it can improve the local economy because bike lanes allow people in densely populated areas to shop more safely and conveniently. Additionally, cycling fosters an equitable culture, as it is much cheaper than other modes of transport, and the cost of building cycling infrastructure is also much lower [27].

DIY "Lazy Lunch":

Every morning, I prepare my "lazy lunch": two slices of whole wheat bread, two eggs, a slice of cheese, a few leaves of lettuce, and leftover roasted chicken from the night before. In 5 minutes, I have a 1000-calorie lunch that's both low-fat and low-carbon!

Exploring Zero-Waste Office Practices at Work:

The circular economy has always been a key topic in my work. Over time, I hope to explore the feasibility of a zero-waste office. To get started, I'll check out the *Vanke Public Welfare Foundation's "New Zero" — Zero-Waste Office Action Guide.*

"High-Carbon" Lifestyle Warning Guide

"Dryer Dependency": Sometimes, clothes could be air-dried, but out of convenience, I throw everything into the dryer. In reality, by reducing one dryer use, I can save 323 grams of CO_2 emissions each time [28]!

㉗ World Economic Forum, "Believe it or Not, Bicycle Culture Can Promote Racial Equality," July 13, 2020.

㉘ Blue Map, "Let's See What Climate Actions Everyone Is Checking In On," July 1, 2024.

Climate Action Trendsetter:

95-Generation Environmentalist ——SU Yige

Climate Action Declaration:

Like a little earthworm, I want to be a small life on Earth that can benefit it.

What will I do for climate action?

The furniture in my home, the books on my bookshelf, the various cups on the shelf, the coat hangers, and most of the paints are second-hand finds. My mom's sweater from her youth, after removing the shoulder pads, is still fashionable. A friend made me a beautiful patchwork skirt using fabric scraps. My plants are also second-hand from the city; they've already adapted to the local climate conditions, so they are easier to care for.

In terms of diet, I have been following a plant-based diet for seven years. Most of my vegetables are ordered from a local organic farm, and I use kitchen waste to compost and nourish new plants. I order takeout less than three times a year.

For commuting within 5 kilometers, I choose to ride a bike. I rarely take taxis in daily life. When it rains, I wear a raincoat while cycling, and in winter, I wear a ski hat. Cycling warms up my body, helps avoid traffic jams, and ensures I arrive on time— this is my ideal mode of transportation.

I use soap products that have no plastic packaging for washing my face, body, and hair, and I replace cotton pads with reusable makeup remover cloths.

I follow eco-hedonism, not demanding zero waste but respecting others' lifestyles. I attract others to try sustainable living by living happily in an eco-friendly way and spread environmental concepts through social media.

"High-Carbon" Lifestyle Warning Guide

If the destination requires more than 8 hours by train, I usually take a flight. Due to work, some filming locations are far, such as filming a waste recycling factory in a nature reserve. I won't turn down great job opportunities because of the high carbon emissions from travel. At the same time, to learn more about local farming knowledge and build industry resources, I actively participate in exchanges and forums across the country, resulting in carbon emissions from my travels.

Coffee is actually a high-carbon beverage, and I generally drink it three times a week. In fact, switching to tea or matcha significantly reduces carbon emissions.

Eco-Friendly Household Action Taker:

Reuse Challenger ——Molly

Climate Action Declaration:
Choose reuse, start with the small things, and protect the Earth in the daily details.

"High-Carbon" Lifestyle Warning Guide

Accumulated too many eco-bags and canvas bags in the name of sustainability: Although one eco-bag can last 5 to 10 years or even longer, I have nearly 20 eco-bags at home. If the production of one cotton eco-bag emits 2 kg of CO_2 equivalent, the carbon emissions from these bags are equivalent to 800 plastic bags. I really need to change my mindset of "cotton canvas bags are eco-friendly, so I can buy another one!"

Thinking eating more plant-based food can save the world: Avocado has become a regular in my household. I thought replacing meat with it was both healthy and eco-friendly. But most avocados come from South America, with a high carbon footprint due to long-distance transportation. Actually, avocados are now grown domestically on a large scale. I've decided to trace the origin of products and choose more local items to reduce environmental impact. At the same time, I'm focusing on traceable farming methods, local seasonal fruits, vegetables, and meats, enriching my meals. Increasing variety is the key to a healthier and more eco-friendly diet.

What will I do for climate action?

Reuse to reduce single-use packaging

Every time I buy breakfast, I'm given several plastic bags for pancakes and buns. They are small and thin, and once oily, they are difficult to reuse even as trash bags. To reduce single-use packaging, I habitually carry a foldable food bag with me, which I wash and reuse. After folding, it's about the size of my phone. When I buy pancakes, I tell the vendor, "No plastic or paper bags, just put them in here." At first, the vendor was surprised, but now they praise me for being eco-friendly. This foldable food bag has been in use for 5 years, saving over 3,000 plastic bags and reducing 150 kg of carbon emissions[29] .

Reduce waste and eat greener

I used to buy vegetables based on my mood, often forgetting to eat them and having to throw them away. Now, I make a menu and shopping list in advance each week, buying only what I need. On weekends, I go to a nearby organic farmers' market to buy seasonal, local vegetables. Although they cost a bit more than at the supermarket, they retain the natural flavor of the food. A simple dish is delicious, and it reduces carbon emissions from long-distance transportation while supporting local small farmers.

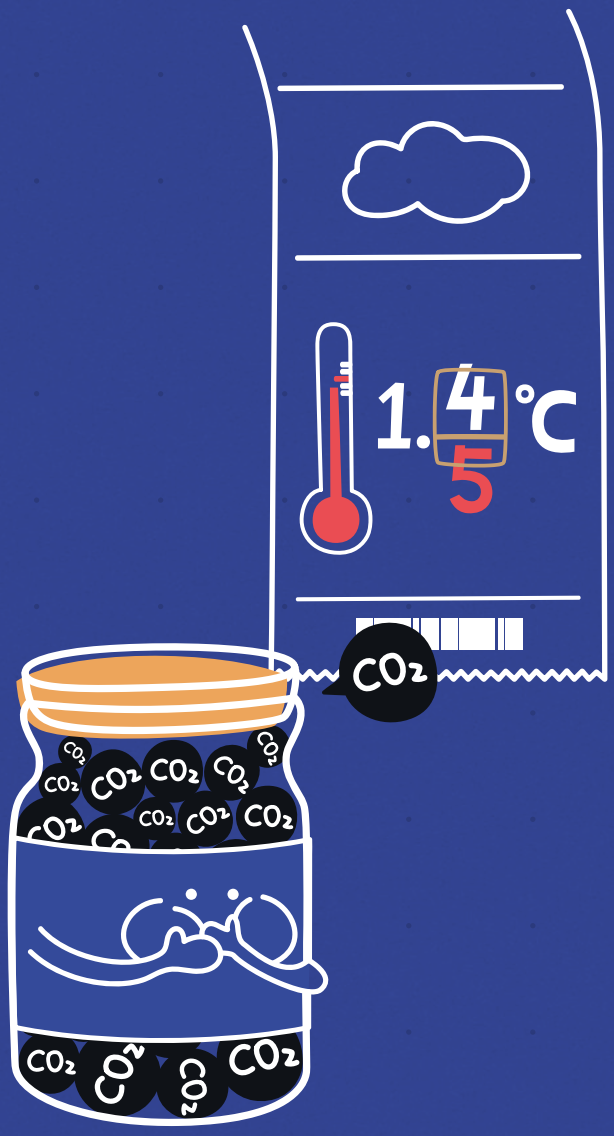
Find recycling points to make waste regeneration easier

Many everyday waste items can be recycled through specific channels, but if thrown into the trash, they end up being incinerated or landfilled. So, I gather items and take them to recycling points. For example, used coffee capsules, milk cartons, or cosmetic bottles can be collected and sent for recycling by ordering doorstep pickup online. I feel a sense of accomplishment with every recycling order I make, like a game checkpoint!

[29] Engineering, Replacing Traditional Plastics with Biodegradable Plastics: Impact on Carbon Emissions, January 2024.

Section B | Corporate Side

Continuously Reducing Climate Debt with Circular Economy Measures



Against the backdrop of global climate governance, the 1.5° C temperature control path outlined in the Paris Agreement has become a mission that everyone must fulfill, setting greenhouse gas emission limits for every country and organization. According to the Global Carbon Budget report released on November 13, 2024, global CO_2 emissions from fossil fuel combustion are expected to reach 41.6 billion tons in 2024, a 2% increase from 2023. If emissions continue at this level, the remaining carbon budget to limit global warming to 1.5°C will be depleted in just six years[30] . This means that every unit of carbon emitted represents a portion of the "climate debt," and only by strictly controlling the budget can we ensure that the Earth's vital environmental limits are not exceeded.

The environmental issues highlighted are gradually becoming more deeply connected to economic activities, with businesses starting to face the costs of pollution and emissions, as well as the impact of environmental degradation and disasters on their own development. Environmental costs are not just an external burden for companies; they directly affect a company's long-term value and social reputation. As consumer demand for sustainable products and services increases, a company's efforts to reduce environmental impact and enhance resource efficiency are not only necessary to address policy pressures but also serve as a critical way to boost competitiveness.

The circular economy, as a strategic solution to address climate change and environmental challenges, is gradually becoming a key component of corporate strategy. More and more companies are adopting circular economy solutions across various stages of production and sales to respond to policy requirements and consumer demands. In the process of restructuring product and service models, companies can enhance management efficiency through circular design, simultaneously achieving cost reduction, efficiency improvement, pollution control, and brand value enhancement, thereby creating a trusted brand image among consumers. Additionally, by establishing feedback channels through circular service models, companies can optimize the user experience, which further helps to foster consumer loyalty and build sustainable competitiveness.

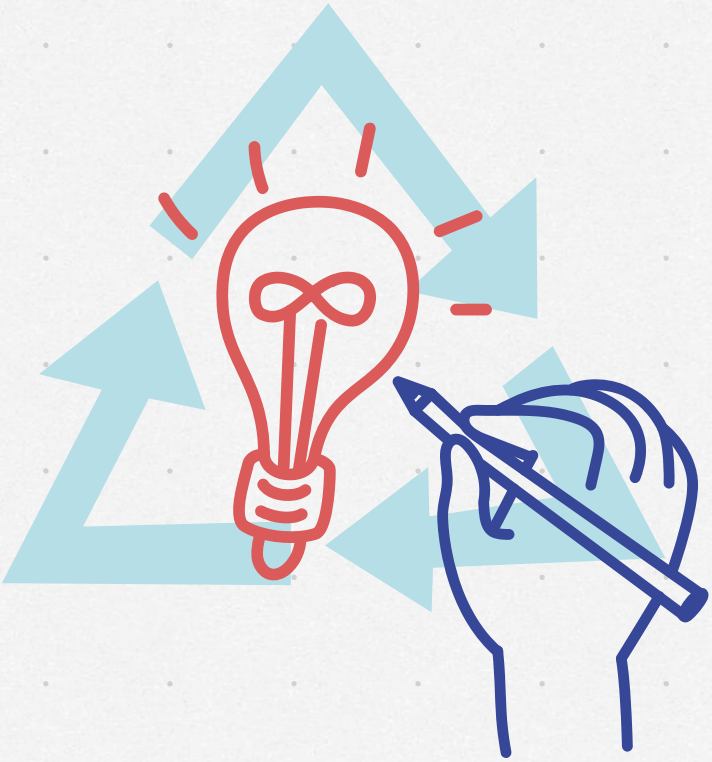
㉚ Global Carbon Project, *Global Carbon Budget*, 2024.

Chapter 5:
Providing Consumers with Eco-Friendly Product and Service Options

『The Time for Circular Economy is Now』

Under the guidance of the dual-carbon goals, national policies and regulations are continually improving, providing strong momentum for businesses' green transformation. The government actively promotes the release and implementation of product ecological design and green design standards, while consumers are increasingly focusing on the green attributes of products. These factors together offer businesses more sustainable and green business opportunities for their transformation.

5.1 Promoting Product and Service Design with Sustainable Design Principles



『Business Pain Points』

◎ **Balancing cost and environmental protection:**

"When implementing eco-friendly materials and ecological design principles, we often face cost pressures. How to achieve long-term cost optimization and sustainable development without sacrificing environmental goals is a major challenge we face."

◎ **Parallel development of product functionality and sustainability:**

"In pursuing product functionality, we may overlook the design inputs related to sustainability, such as ease of maintenance and recyclability, leading to products that fail to fully achieve environmental benefits."

◎ **Need for an ecological design assessment system:**

"Currently, the market lacks a unified ecological design assessment system, making it difficult to comprehensively measure the actual value of ecological products, and quantifying their environmental and business advantages remains a challenge."

『Business Transformation Recommendations』

● **Introduce circular design input-output ratio KPIs:**

In the design phase, integrate the environmental treatment costs of raw materials, energy-saving and emission-reduction investments during production, and the recycling costs after product disposal into the evaluation system. By accurately calculating the full lifecycle cost of products, a dynamic balance between economic efficiency and ecological benefits can be achieved.

● **Introduce circular business model KPIs to extend product life:**
Incorporate removable and modular designs, offer product repair and upgrade services, and extend product lifespan to reduce waste generation while improving recyclability.

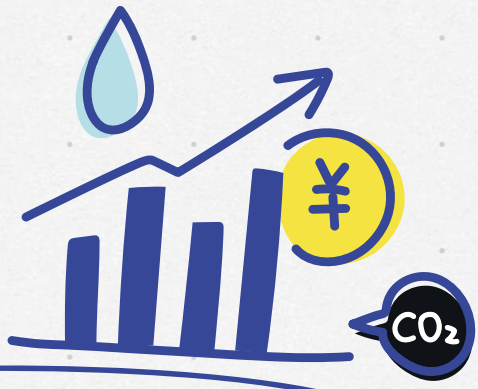
Case Study

Decathlon's 2-in-1 Shower Gel Packaging Bottle

Under the circular economy model, companies need to drive product lifecycle management optimization through design innovation, especially in reducing resource waste and improving recycling efficiency at the end of the product's life. Decathlon's 2-in-1 shower gel packaging bottle is an attempt to solve this issue.

The shower gel bottle does not use colored masterbatch (a coloring agent used for plastic), but instead opts for a simpler design. According to research, color separation during the plastic recycling process is a high-energy-consuming step. While colored masterbatch makes plastic bottles look more attractive, it complicates the recycling process, as plastics of different colors must be separated to avoid affecting the quality of recycled plastic. Decathlon's design bypasses this issue, improving the product's recyclability while reducing energy consumption and complexity during the recycling process.

● **Quantifying the Environmental Impact of Product Life Cycle:**
Develop a green design system and principles, and use Life Cycle Assessment (LCA) tools to quantify the environmental impact at each stage of a product's life cycle, from raw material extraction to final disposal. A systematic LCA helps businesses identify the main environmental impact factors throughout the product's life cycle and develop corresponding improvement measures.



Circular Economy KPIs for Reference:

- **Resource Utilization Efficiency:** Recyclability and renewability of products and packaging, proportion of recycled materials used in products and packaging, product lifespan, energy efficiency, by-product utilization, and water resource utilization.
- **Cost and Economic Benefits:** Cost savings through circular models, product refurbishment rate, and the proportion of revenue from circular services.
- **Environmental Benefits:** Waste reduction, proportion of renewable energy used, and carbon footprint reduction.

Tools for Reference:

1.Greenhouse Gas Accounting System Website: www.ghgprotocol.org

2.China Product Life Cycle Greenhouse Gas Emission Factor Database: https://lca.cityghg.com/

3.IPCC Carbon Emission Factor Database: https://www.ipcc-nggip.iges.or.jp/EFDB/find_ef.php?ipcc_code=2.H.1&ipcc_level=2

5.2 Optimizing Eco-Friendly Choices for Product Raw Materials

『Business Pain Points』

◎ **Lack of Traceability in Recycled Material Supply Chains, Risk of "Greenwashing":**

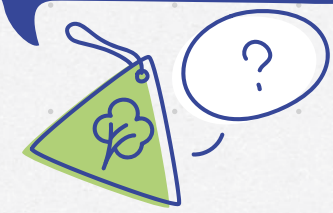
"Although there are many eco-friendly recycled materials in the market, the lack of traceability and regulatory mechanisms makes it difficult to ensure that these materials meet environmental standards in terms of sourcing and processing. When products fail to meet true environmental standards, it leads to 'greenwashing,' which not only impacts the achievement of environmental goals but also damages the brand's credibility with consumers."

◎ **Complex Processing of Recycled Materials, Higher Costs Than Virgin Materials:**

"Recycled materials often require more processing and treatment, making them more expensive than virgin materials. This creates pressure when developing pricing strategies for recycled material products. Although technological advancements are expected to reduce the cost gap, we still need to invest more time and money to balance product sales targets with environmental goals."

◎ **Unclear Eco-Friendly Material Labels, Consumers Struggle to Identify Whether Product Packaging is Eco-Friendly:**

"Many products lack clear labeling of materials, and consumers' knowledge of eco-friendly materials is still underdeveloped. As a result, consumers find it difficult to determine whether packaging is genuinely eco-friendly. As a company, helping consumers gain enough information and confidence to choose our brand's products remains a challenge."



『Business Transformation Recommendations』

● **Establish Internal Eco-Friendly Material Selection Principles and Strengthen Consumer Communication:** Internally, establish principles for selecting eco-friendly materials, choosing bio-based and recycled materials derived from renewable resources based on the company's production needs. These principles not only provide clear guidelines for material procurement but also play a key role in consumer communication. The company needs to clearly convey its material selection standards to consumers, helping them understand the environmental considerations behind the products. Through continuous market education, guide consumers to recognize the value of eco-friendly materials, and build their confidence in using such products. Meanwhile, constantly optimize quality management systems and product marketing to ensure the product quality of new materials, allowing consumers to enjoy both environmental benefits and performance, ultimately increasing their acceptance of recycled material products.

● **Collaboratively Build a High-Standard, Sustainable Recycled Material Supply Chain:** Promoting the widespread use of recycled materials depends not only on the company's efforts but also on the close cooperation of the entire supply chain. Actively participate in industry standard-setting and policy research, and work with partners to enhance the environmental material's production processes and quality standards. By collaborating with industry organizations and research institutions, optimize production processes, enhance the performance and consistency of recycled materials, and advance the sustainable development of the entire industry. At the same time, the company must establish a strict quality control system to ensure that eco-friendly materials meet high-quality standards while maintaining stable supply. To address the cost challenges of recycled materials, continue investing in the research and development of bio-based and recycled materials and process improvements, gradually increasing their application ratio in products. Through this process, the company can not only enhance its bargaining power in material procurement, reduce the impact of cost fluctuations on operations, but also optimize product performance, ensuring that sustainable materials meet environmental requirements while remaining competitive in the market.

● **Optimize Eco-Friendly Material Labels and Provide Clear Sustainable Consumption Choices:** Choose raw materials that are certified by authoritative bodies, and collaborate with upstream and downstream partners in the value chain to optimize the eco-friendly material labeling system, allowing consumers to more intuitively and accurately identify the environmental attributes of products and packaging, thereby prioritizing sustainable products in their purchasing decisions. At the same time, multinational companies' procurement of recycled materials may involve differences in certification standards across countries, so companies building global supply chains need to consider cross-border certification recognition mechanisms and the alignment of standards. Additionally, recognize and enhance consumers' sense of contribution to resource recycling and sustainable development, encouraging more people to choose recycled material products and contribute to environmental protection.

5.3 Reducing Resource and Energy Consumption During the Production Process

『Business Pain Points』

◎ **High upfront investment for technological upgrades, uncertain return period:**

"When implementing energy-saving and emission-reduction technologies and equipment upgrades, the initial investment required is substantial, but the direct returns are difficult to see in the short term, which puts significant pressure on the company's cash flow. At the same time, the effectiveness of new technologies is often not visible immediately after implementation, and the return period is uncertain, making it hard to predict the eventual benefits of technological innovation."

◎ **Lack of professional expertise and talent:**

"We also face a gap in energy-saving and emission-reduction expertise and talent, requiring significant resources to support the research and development of innovative technologies and talent training programs, further increasing the costs during the transformation process."

『Business Transformation Recommendations』

● **Set Long-Term Goals and Continuously Optimize Transformation Strategies:** Develop a long-term plan guided by circular economy KPIs to ensure the stability and sustainability of the funds allocated for technological upgrades. At the same time, establish a quantitative tracking system and mechanism to assess the long-term cost optimization results brought about by the transformation. Through projects such as utilizing waste heat and pressure and optimizing energy systems, companies can not only effectively reduce energy consumption and improve resource utilization, but also gain financial support through policy incentives, further lowering transformation costs and enhancing competitiveness in the sustainable development transformation process.

● **Build a Comprehensive Digital Energy Efficiency Management System:** Apply digital technologies such as 5G, cloud computing, edge computing, IoT, big data, and artificial intelligence to intelligent energy efficiency management, and optimize energy usage through real-time data monitoring and precise analysis. By reducing waste caused by factors such as waiting time, transportation, over-processing, and inventory backlog through lean production, companies can improve resource utilization efficiency, accelerate the return on investment, and enhance the predictability of investments.

● **Strengthen R&D and Talent Development to Enhance Core Competitiveness:** Establish a dedicated energy-saving and emission-reduction R&D fund, and collaborate deeply with research institutions to accelerate the development of new technologies and materials. At the same time, enhance employees' knowledge and skills in energy-saving and emission-reduction through internal training, and invite external experts to conduct on-site guidance and exchange with employees, maintaining innovation capabilities during the transformation process.

Chapter 6:

Extending the Lifespan of Products

『The Time for Circular Economy is Now』

On one hand, consumer attention and demand for reduced packaging, recycling, and eco-friendly packaging are increasing. However, the lack of clarity regarding the authority of packaging environmental labels makes it difficult for consumers to discern. Companies that proactively optimize and create easily recognizable eco-friendly packaging can capture market share and attract customers. On the other hand, due to the absence of standardized packaging environmental labels and methods, companies can collaborate with authorities and research institutions to establish and implement internal standards, thereby regulating their practices, setting benchmarks, building trust, and gaining influence.

Furthermore, given the current state of the market, where green packaging information is often chaotic and promotional messages are vague, companies that build long-term, precise communication systems and clearly explain sustainable initiatives can create a unique eco-friendly image, differentiate themselves from unethical competitors, and elevate their brand. Additionally, if companies provide sustainable after-sales services and continue to follow up with consumer needs after the product is sold, they can not only extend the product's lifespan and reduce resource waste but also enhance consumer satisfaction and loyalty, further expanding market share.

6.1 Advocating for Sustainable Consumption Concepts

『Business Pain Points』

◎ **Lack of authoritative labels for sustainable products, low consumer awareness:**

"Our products have made significant efforts in eco-friendly design and the use of sustainable materials, but due to the lack of standardized, authoritative sustainable product labels in the market, consumers often find it difficult to distinguish which products are truly sustainable."

◎ **Consumers' understanding of sustainable consumption needs improvement:**

"Many consumers still habitually believe that using single-use products is more convenient and hygienic, resulting in low acceptance of sustainable products. Even when we launch eco-friendly products, consumers may hesitate to buy them due to price, usage habits, or a lack of understanding of the environmental premium. Promoting sustainable consumption requires long-term education and guidance, which is an ongoing challenge for us."

『Business Transformation Recommendations』

● **Actively participate in sustainable product certification to increase consumer trust:** Participate in the development of sustainable product labels and certification systems, such as eco-labels, to highlight the environmental attributes of products. This approach can help consumers more easily identify and trust sustainable products, thus promoting the growth of green consumption.

● **Strengthen the connection between eco-friendly products and consumers' health and quality of life:** Emphasize the close link between sustainable products and consumers' health and well-being, thereby inspiring a sense of responsibility and pride in choosing sustainable products. This will increase consumers' willingness to purchase eco-friendly products. At the same time, leverage influential communication channels and storytelling methods to shape sustainable lifestyles and green consumption models, driving broad recognition and practice of sustainable consumption concepts.

● **Collaborate with environmental organizations to create low-carbon, eco-friendly communities or social circles:** Provide consumers with convenient spaces for communication, encouraging the sharing of low-carbon consumption experiences and enhancing public awareness and interest in sustainable products. *The 2024 China Sustainable Consumption Report* shows that nearly 80% of respondents are willing to try purchasing low-carbon products when they see others sharing their experiences[31].

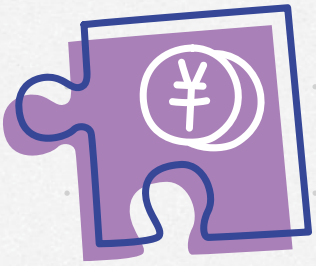
㉛ SynTao：The 2024 China Sustainable Consumption Report

6.2 Providing Sustainable Circular Service Models (Refill Packs, Reuse Models, Repair Services, and Exchange Services)

『Business Pain Points』

◎ **How to properly assess the benefits brought by circular service models:**

"Introducing sustainable circular service models requires significant upfront resource investment and the establishment of service systems, as well as coordination across multiple business levels. However, it is difficult to see immediate sales growth in the short term, making it challenging to motivate internal stakeholders."



◎ **Challenges of cross-value chain collaboration and full lifecycle design:**

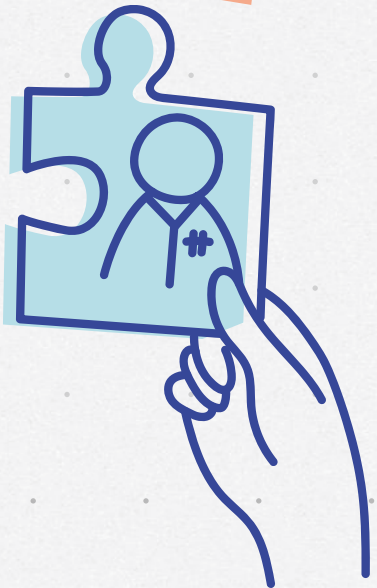
"Implementing circular service models requires focusing on full lifecycle management from the product design stage, which means we must consider not only the product' s usage phase but also its design, post-use recycling, reuse, and remanufacturing. This process requires close collaboration with upstream and downstream partners and the entire supply chain to ensure that each link meets the requirements of the circular economy. Cross-department and cross-value chain communication and coordination have become a significant challenge."

◎ **Low consumer awareness of the circular service models offered by brands:**

"In promoting circular service models, we have found that consumers, due to a lack of understanding of recycling methods and concerns about convenience, often struggle to participate actively, making it difficult for the entire circular system to operate effectively."

◎ **Lack of technical support and professional talent:**

"In the process of implementing sustainable services, we face challenges such as the lack of relevant technical support, professional talent, and suitable solution providers. This makes it difficult to implement services smoothly and optimize them continuously, as we lack effective technical means and professional support."



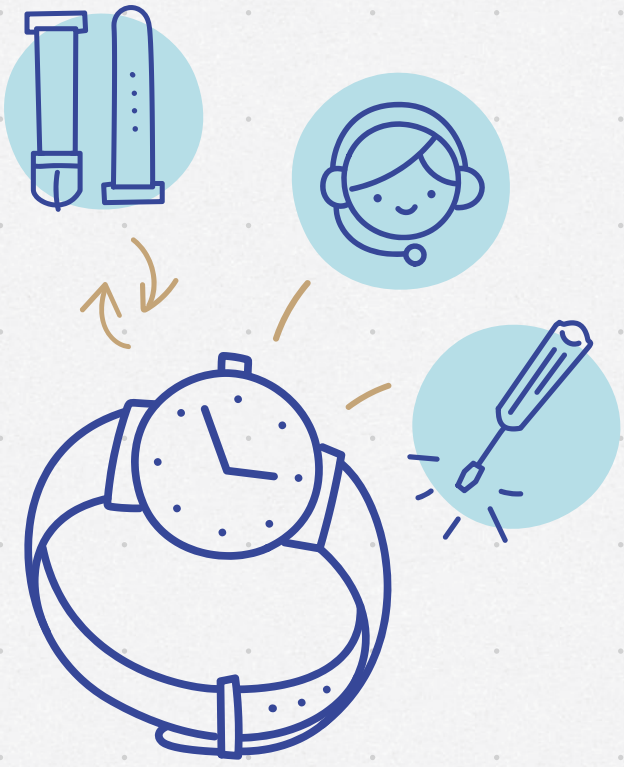
『Business Transformation Recommendations』

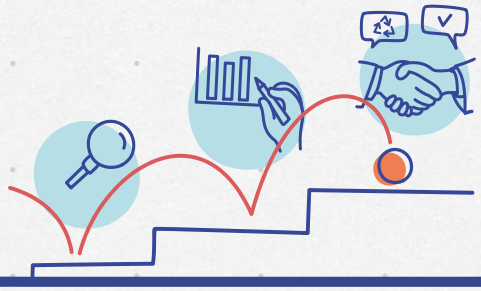
● **Identify the Circular Business Models Suitable for the Company and Assess Their Potential Value from Multiple Dimensions:** Companies should systematically analyze current material flows and product lifecycles to identify opportunities within the existing business model to integrate circular models such as reuse, rental instead of purchase, and repair and exchange. The evaluation of circular business models should not be limited to sales revenue but should also include the following aspects of business value:

- **Cost Reduction:** For example, by establishing convenient refill/backup purchase services, companies can reduce product packaging waste and, in turn, lower long-term material costs.

- **Enhancing Customer Loyalty:** By building a circular service system, customer stickiness can be enhanced, improving customer experience and satisfaction.

- **Creating Value-Added Services:** By adopting modular product designs and offering professional repair services, companies can replace damaged parts rather than the entire product. This not only extends the product's lifespan and reduces resource waste but also fosters business innovation and enhances brand differentiation.





● **Advance Circular Business Model Design with a Phased Approach to Full Lifecycle Consideration:**

Step 1 | Establish a baseline assessment for the product's entire lifecycle.
Select a methodology to conduct a baseline assessment of the product's lifecycle, identifying key environmental impact points at different stages. This phase primarily involves:

- Collaborating with upstream suppliers to collect environmental data from raw material extraction and production processes.

- Communicating with downstream customers to assess energy consumption and waste generation during the product's usage phase.

Step 2 | Analyze circular design options and identify solutions that maximize environmental benefits. By analyzing circular design strategies (reuse, repair, remanufacturing), identify the most environmentally beneficial solutions and promote their implementation. This phase primarily involves:

- Working with R&D teams to explore feasible circular product design solutions.

- Collaborating closely with downstream recycling and reuse companies to establish an efficient resource recovery system.

Step 3 | Conduct a comprehensive evaluation of the product's full lifecycle environmental impact and optimize each stage.
By systematically evaluating the environmental impact of each stage of the product's lifecycle, optimize raw material procurement, production, usage, and recycling processes. This involves:

- Strengthening communication and collaboration with upstream suppliers to promote green procurement and production.

- Optimizing internal production processes.

- Establishing communication and interaction mechanisms with customers and consumers, providing product maintenance and recycling guidance during the usage phase to promote the successful implementation of the circular business model.

● **Enhance Consumer Awareness and Participation in Circular Business Models:**
To further promote the large-scale development of circular business models, companies can engage consumers by implementing the following strategies to increase their participation:

- **Improve Transparency in Consumer Communication:** Provide clearer promotional content that fully presents the product's circular process to consumers.

- **Establish Incentive Mechanisms:** In the early stages of the model's implementation, attract and reward consumer participation through discounts, rebates, point rewards, and deposit returns, cultivating consumer participation habits.

- **Clarify Consumer Participation Methods and Pathways:** Provide clear explanations of circular services and participation processes in brand communications and product promotions.

- **Convey Environmental Benefits and Value:** Strengthen the contribution of the circular business model to environmental protection, making consumers recognize and be willing to participate. Explaining the price differences between circular model products and traditional model products can help consumers intuitively understand the long-term value of the circular model and stimulate their willingness to engage.

- **Optimize Consumer Feedback Mechanisms:** Establish a consumer feedback system to continuously improve and enhance the consumer experience in participating in the circular economy.

- **Create Interactive Communities:** Enhance consumer sense of belonging through community operations and encourage the formation of green consumption habits.

● **To Accelerate the Implementation of Circular Business Models, Companies Can Also Take the Following Measures:**

- **Collaborate with Professional Organizations:** Introduce external expert resources to support the design and implementation of circular business models.

- **Partner with Upstream and Downstream Enterprises in the Supply Chain:** Collaborate to explore and implement circular economy models, optimizing resource allocation.

- **Enhance Internal Training:** Improve employees' understanding and operational skills related to circular business models.

Chapter 7 :
Where the End Meets the Beginning

『The Time for Circular Economy is Now』

As environmental awareness deepens, younger generations of consumers are increasingly willing to participate in recycling. By optimizing the product recycling experience, companies can effectively attract more consumers, increase sales, and expand market share. Although the initial investment in a recycling system is significant, building an efficient network connecting upstream and downstream industries can reduce procurement costs and waste disposal fees, thereby optimizing costs in reverse. With continuous technological innovations in the recycling field, collaboration between businesses and research institutions can not only solve pain points but also leverage technological advantages to stand out and explore high-value-added business opportunities.

7.1 Providing Convenient Recycling Services for Products

『Business Pain Points』

◎ **High cost of providing standalone collection points:**
"The cost of providing standalone collection points is too high for the company. To achieve economies of scale, it is necessary to cooperate with the industry chain or share facilities and services with other collection/recycling channels."

◎ **Inconsistent recycling value of products:**
"Although we place great importance on the backend recycling of products, we have found that some products are still difficult to recycle, or their recycling value is low, and there is a lack of effective backend market applications, making it difficult for the recycling business to be commercially viable."

◎ **Recycling channels not effectively reaching consumers:**
"Our recycling channels have not yet effectively reached consumers, and the recycling results are not fully optimized. There is an urgent need to solve the problem of effective communication with consumers."

『Business Transformation Recommendations』

● **Co-build Diversified Recycling Networks:** Through cross-industry collaboration, establish resource-sharing and information-exchange platforms. Expand the recycling network to increase coverage and efficiency, creating shared value for all parties. Companies can collaborate with upstream and downstream partners in the supply chain to share technology, data, and expertise, enhancing their understanding and collaboration in the recycling system, and identifying collaboration opportunities and innovation directions. At the same time, companies should identify core recyclable categories based on their business needs and explore a combined online and offline recycling network. Specific actions include:

- Establishing recycling stations in self-operated stores or with partner locations to build a convenient recycling network.
- Collaborating with qualified third-party recycling companies to provide door-to-door single-category collection or multi-category customized services.
- Promoting the expansion of local municipal recycling systems to include categories of interest to the company, which will help improve the overall recycling system.

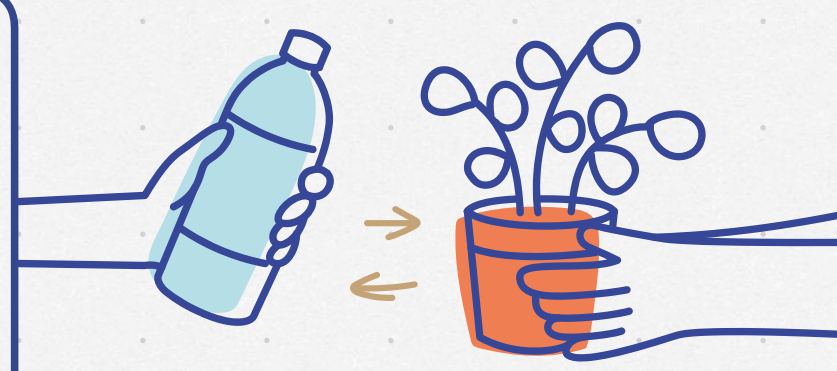
● **Digital Empowerment of Recycling Services:** Develop or leverage existing digital platforms and technologies to help consumers more conveniently find and make appointments for recycling points, significantly increasing consumer participation in recycling services, enhancing convenience, and ultimately improving recycling rates.

● **Collaborate to Promote High-Value Use of Recycled Resources:** Collaborate with governments, non-governmental organizations, and other relevant institutions and companies to jointly develop recycling technologies and solutions. This collaboration will help integrate resources and advantages from various parties, accelerating the development and application of recycling technologies.

● **Establish Effective Consumer Engagement and Incentive Mechanisms:** According to the 2024 China Sustainable Consumption Report, over half (52.99%) of respondents believe that cash incentives are the most effective way to encourage consumers to participate in recycling[32]. Through appropriate cash incentives and other methods, consumers can be motivated to actively participate in recycling. Although this may increase initial costs, it will effectively improve recycling rates and, in the long run, help lower recycling costs while increasing consumer loyalty to the brand.

● **Enhance Transparency and Credibility of Recycling Channels:** Collaborate with governments, non-governmental organizations, and relevant companies to jointly promote product recycling and regeneration, clearly communicating the recycling process, environmental benefits of regenerated products, and carbon reduction effects to consumers using actual data. This will help increase consumer awareness and trust in recycling activities, further driving the expansion of recycling businesses.

● **Collaborate with Communities and NGOs to Promote Recycling Activities:** Partner with communities and public welfare organizations to regularly hold eco-friendly recycling events, such as parent-child activities and knowledge competitions. Set up recycling points at the event and offer rewards like certificates or small plants to active participants, attracting widespread participation from residents. By leveraging the credibility of public organizations and the cohesion of communities, consumer recognition of recycling activities can be enhanced, increasing the company's environmental impact and indirectly promoting the development of recycling businesses.

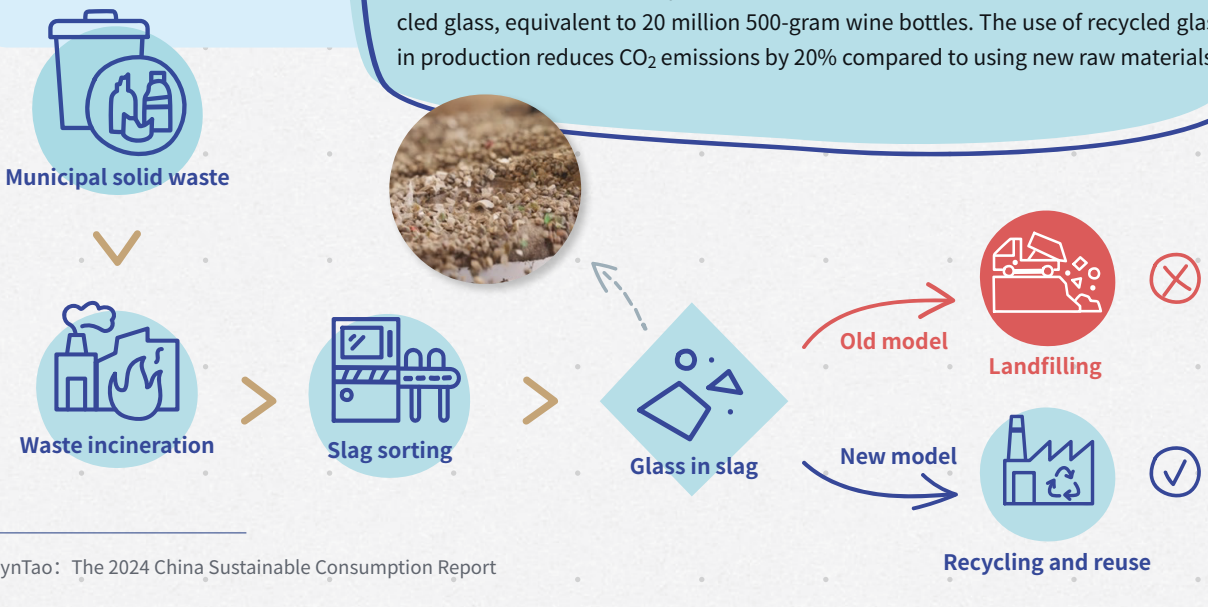


Case Study

Pernod Ricard x Yanlongji Glass Recycling

In 2023, Pernod Ricard China launched a slag glass pilot project in Shanghai and Harbin, in collaboration with Shanghai Yanlongji Recycling Resources Utilization Co., Ltd. The project involves recycling waste glass from municipal solid waste incineration slag. The slag is processed and treated, and waste glass is separated through intelligent optical sorting. After screening, iron removal, high-temperature disinfection, and other processes, the glass is used in glass product production, while the remaining slag is used to make eco-friendly bricks and other building materials.

By the end of 2024, the project had achieved over 10,000 tons of incremental recycled glass, equivalent to 20 million 500-gram wine bottles. The use of recycled glass in production reduces CO_2 emissions by 20% compared to using new raw materials.



㉜ SynTao: The 2024 China Sustainable Consumption Report

Conclusion

We would like to invite you to continue participating in the creation of this handbook. Scan this QR code and share with us your daily / unique / effective / practical / unconventional / interesting climate actions, so that more people can be inspired and encouraged by your actions and join our climate action journey together! This handbook may never have a final deadline, and the journey of climate action will be endless...

Applicability Note: The strategies proposed in Section B are based on a universal framework, designed to provide companies with common path references. In the future, companies will dynamically adjust these strategies based on industry characteristics and their own scale during the implementation process, further optimizing the adaptation of circular economy principles in differentiated corporate transformations.

WildAid | EarthAid

WildAid is a non-profit environmental protection organization established in 2000, dedicated to reducing the illegal trade of endangered wildlife and their products worldwide, strengthening marine protected area enforcement and capacity building, reducing marine plastic pollution, inspiring climate action, and promoting emission reductions at the consumer level, with the long-term goal of protecting biodiversity and addressing climate change.

WildAid's "Conservation Through Communication" model leverages the influential power of celebrity ambassadors to create high-quality public service content at a low cost. This content is distributed through various media channels to trigger emotional resonance with the public, fostering rational thinking and participation in actions that ultimately change unsustainable consumption and lifestyle patterns. In response to climate change and to support the dual carbon goals, WildAid established its climate program and sub-brand "EarthAid." Through scientific communication on climate impacts, fostering collective climate action, and promoting low-carbon transformation in sustainable travel, EarthAid aims to increase public climate awareness, enhance societal climate resilience, and drive measurable consumer-side emission reductions.

SynTao

SynTao Co., Ltd., is a leading independent consultancy in China focusing on ESG, SRI (Socially Responsible Investment), and CSR under the Sustainable Development Goals (SDGs). With the global vision and local practice, SynTao is committed to working together with corporations to develop solutions that promote social and environmental sustainability, helping them to gain a competitive advantage while creating shared value for society. Especially in the field of sustainable consumption, Syntao has published the China Sustainable Consumption Report for 8 years since 2016 to research the development trend of sustainable consumption and provide suggestions for enterprises to promote sustainable consumption. Its research results have become an important reference for governments, industry associations, NGOs, media and enterprises to understand sustainable consumption.

Vanke Foundation

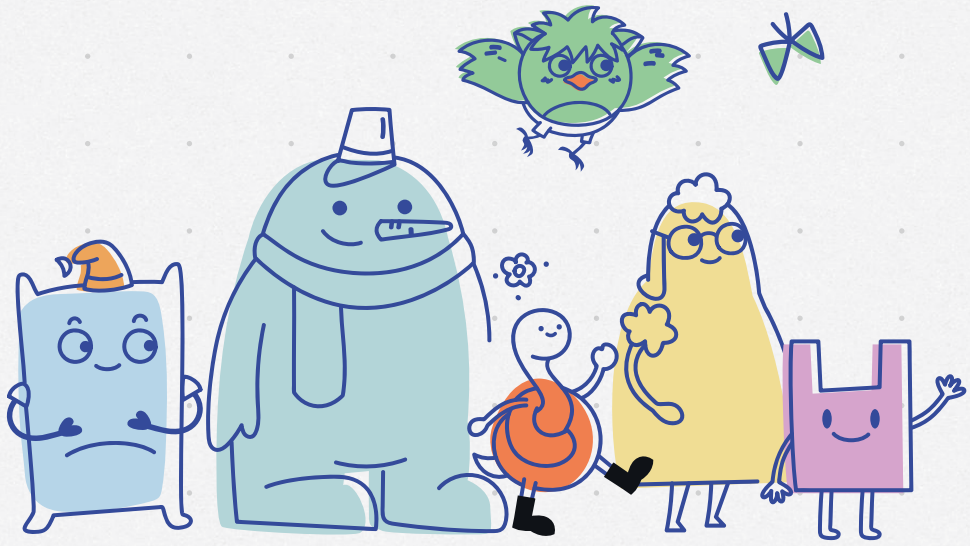
Vanke Foundation was established in 2008 as a national, non-public fundraising foundation approved by the Ministry of Civil Affairs and the State Council, and is under the supervision of the Ministry of Civil Affairs. As an officially certified public welfare organization, the foundation was recognized as a charitable organization in 2017 and was rated as a "4A National Level Social Organization" by the Ministry of Civil Affairs at the end of 2021. Under its new five-year strategic plan (2023-2027), Vanke Foundation envisions a "Beautiful Future Home for All" and is committed to practicing and promoting the concept of sustainable communities. The foundation currently focuses on three key strategic modules: pioneering and promoting carbon-neutral communities, addressing challenges in community waste management, and telling China's climate stories.

China Green Carbon Foundation

China Green Carbon Foundation is a national public fundraising foundation focused on increasing carbon sinks to offset emissions and addressing climate change. It is committed to the mission of "responding to climate change, developing carbon sink projects, promoting green development, and building a beautiful China." The foundation widely disseminates the concept of "green funds, afforestation and reforestation, increasing carbon sinks and reducing emissions, and global collaboration." It actively adapts to the evolving situation, fully supporting the national climate change strategy and the core work of forestry and grassland management. The foundation has achieved impressive results in areas such as fundraising, project management, brand creation, publicity, and international exchanges, making it the authoritative professional institution in China for carbon offsetting and carbon-neutral public welfare activities through afforestation. The foundation is overseen by the Ministry of Natural Resources and is currently managed as a subordinate unit of the National Forestry and Grassland Administration. It has been rated as a 4A-level foundation by the Ministry of Civil Affairs.

Public Climate Action Handbook 3.0

The Effortless Zero-Waste Lifestyle Journal



野生救援 WILDAID | 地球一援 生动源自行动

商道縱橫 SynTao—Sustainability Solutions

FSC MIX Paper FSC® C008066