

# **COUNCIL FOR SUSTAINABLE DEVELOPMENT**

## **Education and Publicity Sub-committee**

### **Digest of Meeting on 13 May 2003**

<b>Date</b>	: 13 May 2003
<b>Time</b>	: 10.00 am – 12.30 pm
<b>Chair</b>	: Ms Christine Fang
<b>Members</b>	: Mr Tai Hay-lap, JP Ms Jacqueline Cheng Mr Chong Chan-yau Mr Frederick Lai Mr Michael Lai, JP Ms Mei Ng Dr Andrew Thomson
<b>Apologies</b>	: Mr S Y Tam, Acting Deputy Director of Information Service Ms Choy So-yuk Mr Hans Michael Jebsen, BBS
<b>In attendance</b>	: Ms Chang King-yiu, Deputy Director of Administration (DD of Adm)1 Mr Dennis Mok, Forestry Officer (Sustainable Development), SDU
<b>Secretary</b>	: Mr Jonathan McKinley, Assistant Director of Administration (Sustainable Development)2

#### **Item 1 – Opening Remarks by the Chairman**

The Chair welcomed Members to the meeting and thanked Members for giving their time to the work of the Sub-committee. The Council for Sustainable Development had decided to set up this Sub-committee to coordinate the Council's work in promoting public awareness of the importance of sustainable development. The key tasks of the Sub-committee would include: giving guidance and advice on education and publicity programmes; fostering partnerships with other organisations in promoting public awareness of sustainable development; and advising on the award of grants from the Sustainable Development Fund.

#### **Item 2 – Terms of Reference of the Sub-committee (Paper 01/03)**

Sub-committee Members discussed the terms of reference of the Sub-committee and agreed that a definition of the term sustainable development would help people to better understand the terms of reference of the Sub-committee. Currently, the definition from the Planning Department's "SUSDEV 21" study and the United Nations definition (both at **Annex A**), which is a widely accepted definition, could be used for reference.

Members agreed that publicity and education should aim to encourage changes in behaviour

and everyday lifestyles. Separately, Members agreed the word “ongoing” be replaced with “continuous”, in relation to the education and publicity programme.

The Sub-committee concluded that, in order to give the Sub-committee a high degree of flexibility in pursuing its agenda, the terms of reference would remain substantially as set out in the paper.

### **Item 3 – Operation of the Sustainable Development Fund (Paper 02/03)**

Members discussed the proposed operation of the Fund and agreed that the Fund should not exclude eligible projects on the grounds that they had failed to receive a grant from another funding source.

The Sub-committee concluded that, as a general rule, priority should be given to community organisations in applying for grants from the Fund to promote public understanding of sustainable development. The Council for Sustainable Development should be eligible for grants from the Fund. Initially, government departments would only be eligible for grants if the relevant project were to be organised in partnership with a community organisations, with the latter being the “lead” agency for the project.

Members also agreed that there should be an annual limit on the amount that could be granted to the Council for Sustainable Development from the Fund.

Recognising that school students could be a particular target group in terms of developing awareness and practice of sustainable development principles, Members agreed that the lower application limit of \$50,000 should be adopted except in the case of applications by school students. The Sub-committee could review the exception arrangement based on operational experience.

Members agreed it would be preferable to issue calls for applications to the Fund twice a year initially. The Sub-committee would review this practice in due course.

### **Item 4 – Education and Publicity Programme (Paper 03/03)**

Members suggested that it would be useful to assess the level of public awareness of sustainability issues by conducting a baseline survey and then monitoring changes in attitudes subsequent to the launching of publicity programmes.

Members shared their experience in “bottom-up” community education, capacity building capability of community groups in achieving sustainable development, and cross-sectoral collaboration in achieving sustainable development together.

The Sub-committee would set out its priorities for future publicity programmes after having taken stock of the existing programmes being run by the SDU and other organisations. To encourage progress on the matters raised, Members could submit ideas on relevant issues through e-mail for coordination by the SDU-

**Item 5 – Any Other Business**

There was no other business.

**Item 6 – Date of Next Meeting**

Members agreed that the Sub-committee should meet 5 – 6 times in the next 12 months. The next meeting in early July would focus on the detailed funding guidelines for the SDF, the related publicity and the longer-term education and publicity programme.

Council Secretariat  
June 2003