

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Education and Publicity Sub-committee

Digest of Meeting on 21 October 2003

Date	: 21 October 2003
Time	: 2:30 pm
Chair	: Ms Christine Fang
Members	Mr Hans Michael Jebsen, BBS Mr Michael Lai, JP Dr Andrew Thomson Mrs Juliana Chen, Deputy Director of Information Service
Apologies	: Ms Choy So-yuk : Mr Tai Hay-lap, JP Ms Jacqueline Cheng Mr Chong Chan-yau : Mr Frederick Lai Ms Mei Ng, BBS
In attendance	: Ms Chang King-yiu, Deputy Director of Administration (DD of Adm)1 Ms Lily Yam, Senior Town Planner, SDU Mr Dennis Mok, Forestry Officer (Sustainable Development), SDU
Secretary	: Mr Jonathan McKinley, Assistant Director of Administration (Sustainable Development)2

Item 1 – Confirmation of the minutes of the last meeting

Members confirmed the minutes without amendment.

Item 2 – Matters arising from the minutes of the last meeting

A set of guidelines on conflict of interest had been distributed to Members. Member agreed that they should declare their interest and withdraw from the discussion of an SDF application if they were a member of the applicant organization, irrespective of whether they had taken an active part in the organization or in preparing the application. The same approach should also apply to the Vetting Committee.

The Chair reported that over 120 people from 94 different business, civil and academic organizations had attended the SDF Workshop on 27 September. Members noted that video footage of the presentation and a summary of the 'Question and Answer' session had been put on the SDU website.

The timetable and presentation materials for the School Outreach Programme had been distributed to Members, one of whom had attended a school talk. Members noted that schools participating in the programme would be automatically included on the SDU list of potential partners for future collaboration.

Item 3 –Education and Publicity Strategy on Sustainable Development (Paper 06/03)

Members discussed the key aspects of developing an education and publicity strategy.

They considered that the SDF would “kick-start” the education and publicity programme, and that education would be a central element of the strategy. It would be some time before successful SDF projects could be widely publicised, therefore it was important to determine the goals of the strategy early on. Once this was clear, the approach, time frame, budget and target sectors could be considered in the proper context.

Members felt that the Council and the Sub-committee should agree on the central message of the educational aspects of the strategy in the first instance. Outsourcing to other organisations could be an option when it came to implementation of the programmes, which should demonstrate the principles of sustainable development and should promote awareness and integration of the three pillars of sustainability.

The publicity strategy should also complement the work being done by the Strategy Sub-committee to formulate a Sustainable Development Strategy for Hong Kong.

The Sub-committee considered that the education strategy could help raise the community’s awareness of the choices that needed to be made on different sustainable development issues. Material available from the United Nations might provide practical examples that would highlight issues for debate.

The SDU would draw up for Members’ consideration a detailed draft education and publicity strategy with an outline plan of action, highlighting the potential level of involvement of various partners. In the meantime, Members were invited to suggest ideas for the central theme of the strategy, as well as specific items related to sustainable development.

Item 4 –Publicity on Sustainable Development Projects (Paper 07/03)

Members noted the Secretariat of the Quality Education Fund (QEF) could share with the SDU information on some of their funded projects that had a sustainable development dimension. Also, in the upcoming round of applications, the QEF planned to organize forums on a self-evaluation mechanism, which might be of interest to Members.

While noting that the SDU website provided hyperlinks to a number active organisations in the field of sustainable development, Members requested the SDU to attempt collating a calendar of major local and Mainland events. It could develop into a long list of community events, as sustainable development was a general concept with wide ambit.

Members considered that unsuccessful SDF applications should not be publicised as this might cause embarrassment to the applicants. However, without disclosing the identity of the applicants, the cases themselves could be used to demonstrate to potential applicants the “do’s and don’ts” in designing an application to the SDF.

The future focus of the Sub-committee in relation to the SDF would be on assessing SDF applications. Members agreed that it would be useful for the SDU to compile a summary of the number and type of applications received as soon as possible after the deadline for applications on 1 December.

Item 5 – Any Other Business

There was no other business.

Item 6 – Date of Next Meeting

The next meeting would be held in early or mid-February 2004.

Council Secretariat
December 2003