

COUNCIL FOR SUSTAINABLE DEVELOPMENT
EDUCATION AND PUBLICITY SUB-COMMITTEE

Digest of meeting on 25 May 2004

- Chair** : Ms Christine Fang
- Members** : Hon. Choy So-yuk
Ms Jacqueline Cheng
Mr Michael Lai
Ms Mei Ng
Dr Andrew Thomson
Mr Chong Chan-yau
Mr Michael Jebson
Mr Frederick Lai
Mrs Juliana Chen, Deputy Director of Information Services
- Apologies** : Mr Tai Hay-lap
- In attendance** : Ms Susan Mak, Deputy Director of Administration (DD of Admin)
Ms Lily Yam, Senior Town Planner, SDU
Mr C. P. Li, Senior Executive Officer, SDU
Miss Jessica Ho, Town Planner, SDU
- Secretary** : Mr Jonathan McKinley, Assistant Director of Administration
(Sustainable Development) 2

Item 1 – Matters arising from the minutes of the last meeting

Members noted that the press conference held on 6 May to announce the results of the first round of applications to the Sustainable Development Fund (SDF) had received good media coverage.

Members noted that some rejected applicants were not happy with the “standard” content of the rejection letters and would like to have more specific reasons for the rejection of their proposals.

The Secretary informed Members that some applicants had contacted the SDU asking for details of the reasons for rejection. Detailed assessments had not been conducted for applications that had not been ‘screened in’ in the initial assessment stage and there were only summary records of the reasons for rejection. In processing the second round of applications, the SDU would keep more detailed assessment records.

The Chair suggested inviting all first round applicants to the second SDF workshop, where the Sub-committee could explain the reasons for giving priority to community-oriented and awareness raising projects in the first round of applications.

Item 3 – Sustainable Development Fund: Review of Processing Procedures and Monitoring of Approved Projects (Paper 04/04)

Ms. Choy So Yuk joined the meeting.

Members noted the minor changes proposed to the detailed assessment form for the second round of applications.

Members agreed that the pricing standards setting limits for the budget cost of certain items of equipment and the appropriate salaries for project staff should be given to the applicants together with the application form.

On the initial assessment of applications, Members agreed that a maximum of five members might be optimum for a vetting sub-group and that written expert advice should be sought where necessary.

Members agreed to make it a requirement that when the staffing cost of an application amounted to 50% or more of the total project cost, the applicant would need to provide appropriate justification.

Members agreed to seek the Council’s agreement to allocate an extra \$5 million on top of the remaining \$2.25 million earmarked for this year’s second round of applications.

Item 4 - Education and Publicity Strategy on Sustainable Development (Paper 05/04)

Members noted that the education and publicity (E&P) strategy was proposed in the form of an “engagement campaign” with specific target groups, messages and activities.

Members considered that a TV production, discussion forums on the website, a SD logo and a “young reporters” scheme to follow up on the SDF projects could arouse public interest. They noted that the Government Information Services could assist in the production of APIs. The Government’s e-bulletin could also help publicize projects and an e-forum, with media participation, could be created on a Government website.

Members agreed to propose a few education and publicity activities for implementation before the end of the current appointment term of the Council in February 2005. An action-oriented plan would be prepared for their consideration.

Any Other Business

There was no other business.

Council Secretariat
July 2004