

Promotion of SDF Projects -Proposal

Proposal

At the meeting on 19.10.2004, Members agreed that the promotion of approved SDF projects should be one of the education and publicity initiatives for 2005.

Below are some proposals for consideration –

- (a) To publicise the SDF projects, including their details, progress and upcoming activities and events through a **regular online bulletin** coordinated by the SDU. This could be sent to key stakeholders, as well as to schools and community organisations, and would be posted on the SDU website and the online resource centre;
- (b) To encourage grant recipients to continue to write articles on their projects for publication in newspapers and magazines (Grant recipients in the first round have all agreed to contribute to the article-writing. We will encourage grant recipients in future rounds to do the same);
- (c) To arrange media visits and to cover major events related to the projects;
- (d) To invite grant recipients to participate in the School (and Community) Outreach Programme and to share with students their experience of the practical application of SD principles through the projects; and
- (e) To distribute an annual booklet describing ongoing SDF projects, reviewing their progress and achievements and advertising their upcoming activities.

Duration

This is would be an on-going initiative.

Partners

The ISD would be asked to help with media liaison, and we would try to involve media organisations in this effort.

Proposed Work Schedule

If the proposals in (a) to (e) above are endorsed by EPSC, we will begin

organising the various activities and develop a schedule of key events.

Budget

Of the proposed items, only (e) would incur additional costs. These are estimated at –

Item	Amount (HK\$)
Publication of Booklet	\$ 80,000 for 10,000 copies
Miscellaneous & Contingency (15%)	\$ 12,000
Total	\$ 92,000

Sustainable Development Unit

3 February 2005