

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Education and Publicity Sub-Committee

Paper 02/06

Education and Publicity Programmes in 2006

Purpose

This paper invites Members' views on the implementation of two SD education and publicity initiatives in 2006, viz the community outreach programme and the new phase of school outreach programme.

2. Members are also invited to note the report on a media interview with EPSC Chair cum visit to two successful Sustainable Development Fund (SDF) projects, which took place on 10 March 2006.

Background

3. At the meeting on 17 February 2005, Members supported re-launching the School Outreach Programme to promote the principles of SD to secondary school students. Members also agreed to extend this initiative to the district level as a means to provide long-term education on SD to the community. The new initiative, to be launched as the "Community Outreach Programme", would first take place in districts where SDF projects have been organized. The relevant SDF recipients would be invited to be the partners in organizing these events. Besides, Members agreed that promotional campaigns for the SDF projects should continue to be organized as an on-going initiative.

4. At the meeting on 18 October 2005, Members further suggested the SDU to review the content of the School Outreach Programme to ensure the quality, and thereafter to outsource the task to stakeholder partners.

5. These new education and publicity initiatives would enable the Council for SD to build upon the stakeholder network established so far to create a critical mass of community participation/ engagement in SD endeavours. A summary profile of the stakeholder network established by the Council's first engagement process and EPSC initiatives is at **Annex A**.

Community Outreach Programme

6. Based on the districts of relevant SDF community projects, we propose that the first phase of the Community Outreach Programme be held in the Wan Chai District, the Southern District, the Sham Shui Po District, the Yau Tsim Mong District, the Tai Po District and the Northern District. For each of these outreach events, we plan to invite the relevant fund recipient and District Council (DC) to jointly host an interactive forum, with a view to enhancing public awareness of SD and encouraging sustainable practices, at the district level in particular.

7. We plan to launch the first outreach event in June/July 2006 in collaboration with the St James' Settlement Community Development Services (fund recipient of SDF 078) and the Wan Chai DC. We propose that the forum comprise three main parts: (a) sharing of project implementation experience and the project's impact on the local community by the fund recipient and the DC representatives; (b) interactive group discussions and reporting back; and (c) a cultural tour. Participants are from a wide social spectrum, including community stakeholders, successful and unsuccessful SDF applicants, relevant NGOs, DC Members, teachers and students participated in the School Outreach Programme, participants of the SD Publicity Materials Design Competition, as well as local residents. A tentative programme and budget for the event is at **Annex B**.

School Outreach Programme

8. Members agreed that the School Outreach Programme was part of the Council for SD's education and publicity strategy and should continue to be supported. For more effective deployment of resources, Members suggested that the SDU review and update the current content of the presentation materials for the school visits to ensure the quality and thereafter to outsource the task to stakeholder partners. This Programme would be undertaken as an on-going education initiative to introduce the broad concept of SD to students and to encourage them to contribute towards sustainability in their daily lives. The school visits would also help build students' capacity, as well as networks of interested schools and teachers for future SD endeavours.

9. We have identified some stakeholder partners who have performed an outstanding job in assisting the SDU in the current round of the School Outreach Programme. They include the Civic Exchange, the

Conservancy Association, the Plan Partnership Organisation (one of the winners of the SD Publicity Materials Design Competition), St. James' Settlement, Business Environment Council, Friends of the Earth etc. We plan to invite them to be the service providers of the new phase of School Outreach Programme, so as to enhance the Programme's creativity as well as the interest and involvement of young people. We would reimburse these service providers on a per-visit basis to cover their out-of-pocket expenses and as a token of appreciation. These visits will commence in the new academic term, i.e. September 2006. The tentative programme and budget is at **Annex C**.

Media Interview and Project Visits

10. At previous EPSC meetings, Members agreed to promote the SDF projects through media visits to major project activities as an on-going education and publicity initiative.

11. A media interview with the EPSC Chair took place on 10 March 2006, mainly to introduce the four new projects recently approved under the third round of applications. It was immediately followed by a media visit to two successful SDF projects, namely the "Urban Green Project" (Aberdeen Kai-fong Welfare Association Social Service Centre) and the "Sustainable Wan Chai Community Development 21 Project" (St James' Settlement Community Development Services), both of which were approved during the first round of applications.

12. Media representatives from seven print media and an electronic media participated in the interview. Representatives from a total of 10 print media and three electronic media joined the subsequent visits. They all took a keen interest in the "community gardens" (under the "Urban Green Project"), which were transformed from abandoned or undesignated sites and were fruits of the joint effort of interested local residents, schools and business operators in Aberdeen. Besides, the media representatives conducted detailed interviews with a long-time Wan Chai resident who actively participates in setting up the "Wan Chai Livelihood Museum" and conducting the Wan Chai cultural tours for students, local visitors and tourists (under the "Sustainable Wan Chai Community Development 21 Project").

13. With the staunch support from the Information Services Department, both the interview with EPSC Chair and the projects visited had received wide and positive media coverage. ATV uploaded a report on the projects in the news section of its website (www.hkatvnews.com)

on the same day and nine print media covered the interview and the visits on the following day. A list of the media involved is at **Annex D** for information.

Further Action

14. Subject to Members' views, we will take forward the implementation of the relevant programmes, in consultation with Members and other stakeholders as appropriate.

Council Secretariat
April 2006