

# **COUNCIL FOR SUSTAINABLE DEVELOPMENT**

## **Education and Publicity Sub-Committee**

Paper 03/03

### **Education and Publicity Programmes**

#### **Purpose**

1. This paper informs Members of the work to date of the Sustainable Development Unit (SDU) in organizing education and publicity programmes aimed at enhancing public awareness of sustainable development, and outlines potential new activities aimed at further boosting public understanding of this issue.

#### **Work in hand by the Sustainable Development Unit**

##### *Completed Education and Publicity Programmes*

2. One of the SDU's major functions since its establishment has been to promote public awareness of the concept of sustainable development and to encourage the community to put the concept into practice. To this end, the Unit has organised a series of events throughout 2002 and 2003, namely –

- The “*Building a Sustainable City*” roving exhibition in April and May 2002,
- The “*Sustainability and the City*” international symposium on sustainable development in June 2002, and
- The sustainable development community fair in January 2003.

3. In addition to these “one-off” events, the SDU has sought to introduce the concept of sustainable development to the general public through the publication of reports and pamphlets, presentations at public forums and

conferences, and the implementation of a School Outreach Programme that provides an avenue for direct contact and discussion with senior secondary level students. A list of these programmes is at **Annex A**.

4. In June 2002, the SDU set up a dedicated website to serve as an 'official' website to provide information on government's efforts to promote sustainability, as well as providing links to information, literature and websites of other local and international organisations concerned with sustainable development issues.

#### *On-going and Future Education and Publicity Programme*

5. In view of the positive response from schools to the School Outreach Programme, the SDU plans to continue with this initiative, updating the content of presentations to schools as appropriate and conducting a workshop for secondary school teachers. The Unit is also working on a second information booklet on sustainable development, targeted at senior secondary school and tertiary level students.

#### **Considerations**

6. The Government recognises that the task of building a sustainable society requires contributions from numerous sectors and individuals in the wider community. The SDU regularly meets stakeholders to provide information and share views on initiatives aimed at promoting public awareness of sustainable development. In order to provide as many opportunities as possible for constructive discussion and debate with representatives of civil society and business organisations, the Unit maintains a calendar of major upcoming activities organised by non-government sector groups. The current calendar is at **Annex B** for Members' reference.

7. In organising publicity programmes, the SDU is well aware of the need to build partnerships with concerned stakeholders to help ensure that the related activities appeal to the wider community. Consequently, the Unit has sought to collaborate with various non-government organizations, academic institutions and business groups, both locally and overseas, in organising publicity programmes.

#### *Role of the Sub-committee*

8. In pursuit of the Sub-committee's proposed Terms of Reference, in

particular the task of advising on an ongoing education and publicity programme to promote public awareness and understanding of the concept and practice of sustainable development, Members might wish to consider the suitability of the specific approach and types of activities that have been undertaken and that are currently planned by the SDU.

9. Members might also wish to consider whether we should embark upon new initiatives that would help capacity building in the community, and how we might take these forward in partnership with appropriate stakeholders.

### **Further Action**

10. Subject to Members' advice, we shall produce a comprehensive education and publicity programme for endorsement by the Council for Sustainable Development, and seek the necessary resources to begin implementing the programme.

Council Secretariat  
May 2003

**Table 1. Education and Publicity Programme Activities Completed**

Event Title	Date	Remarks
1. Publication of a publicity booklet: “Sustainable Development”	April 2002	Aimed at introducing SD to the general public and to primary and secondary school students
2. Roving exhibition – “Building a Sustainable City”	April – May 2002	Co-organised with HKCSS, FoE, BEC & INTEGER, to introduce SD to the community at 4 major shopping malls and 2 Government Offices. Some <b>12,000 visitors</b> participated
3. Website on sustainable development – <a href="http://www.susdev.gov.hk">www.susdev.gov.hk</a>	June 2002	Provides information on the work of the SDU and the Council for SD, and lists hyperlinks to UN sites and other organizations in the field of sustainable development.
4. International Symposium on Sustainable Development – “Sustainability and the City”	10-11 June 2002	Co-organised with HKCSS and BCE, experience sharing and discussion of key sustainability issues for Hong Kong and the Pearl River Delta region. <b>450 participants</b> from the business sector, non-government groups, community organisations, universities and government departments.
5. School Outreach Programme – First phase	Sept 2002 – Jan 2003	Raising secondary school students’ awareness of SD and encouraging them to apply relevant principles in their daily lives, through interactive talks, games and exhibition materials.

Event Title	Date	Remarks
6. Sustainable Development Community Fair	Jan 2003	Aimed at raising public awareness on SD, co-hosted with 8 organisers and 16 supporting organisations from various sectors, <b>8,000 visitors</b> .
7. Regular liaison meetings with stakeholders	Throughout 2002-3	<p>Advisory Boards and Committees – TPB, ACE, EAC</p> <p>Academia – HKU, CUHK, HKUST</p> <p>Business sector – BCE, BEC, HKGCC, HKACCA</p> <p>Green groups – WWFHK, CA, FoE, KFBG, Green Power</p> <p>Social groups – HKCSS, YMCA, SJS</p> <p>Other civic groups - Civic Exchange, Society for Protection of Harbour, Sustainable Development Forum</p>

**Table 2. On-going and Proposed Education and Publicity Programme**

<b>Event Title</b>	<b>Date</b>	<b>Summary of Events</b>
1. School Outreach Programme – Second phase	March - June 2003	Raise students' awareness on SD and encourage them to apply SD in their daily life through interactive talk, game and exhibition material.
2. Partnership with the public by participating in relevant events	2002 and on-going	<p>Presentation on sustainable development – HKU Youth Summit, MTRC, CA Conference, CUHK Leadership Programme, CityU Students Ambassador, HKIE Conference, CUHK Conference.</p> <p>Supporting Organisation – Enviro Series, OUHK's "Workshop on Education for Environment &amp; Sustainability", McDonald's "Community Achievement Award".</p> <p>Overseas Visit – WSSD, High Level Regional Meeting for WSSD, PECC Sustainable Cities Task Force seminar.</p>
3. Information booklet and/or VCD on sustainable development	Sept 2003	Introduce SD issues to senior secondary school and tertiary level students.
4. CSD Logo Design Competition	Sept 2003	To publicize the work of the CSD and help establish its identity.
5. Teachers Workshop	Oct 2003	Half-day workshop for principals and relevant subject teachers introducing the concept of SD in an in-depth manner, and soliciting their views on the resource materials.

<b>Event Title</b>	<b>Date</b>	<b>Summary of Events</b>
6. Web-based Resource Centre	Nov 2003	To provide information, literature, research data and teaching aid relating to SD on the web.
7. School Outreach Programme – Third phase	Oct. 2003 – Jan. 2004	Raise secondary school students' awareness on SD and encourage them to apply SD in their daily life through interactive talk, game and exhibition material.
8. School Sustainability Projects	Jan – May 2004	To help spread the concept of SD to a wider audience in schools and the community; to run parallel with our ongoing outreach programme and acts as follow up to that programme; to encourage the preparation of high-quality and worthwhile applications to the SD Fund for project funding.

## Annex B

### Events on sustainable development in the coming months

Name of Seminar/conference	Date & Time	Highlights	Organiser	Venue
Conference on “Corporate Environmental Governance Hong Kong”	12 June 2003 8:30am-5:30pm	The conference will focus on recent developments in the field of corporate environmental governance and how companies and government agencies can position themselves more effectively to address environmental and sustainable development.	HKU – Corporate Environmental Governance Hong Kong	Hong Kong Convention and Exhibition Centre
Enviros Series: Financing Sustainable Development – Incorporating Environment Investor Forum	9 –11 Sept 03 8am – 7:30pm	The Forum will bring together the providers of capital and the environmental and sustainable businesses to create a platform for knowledge exchange and commercial interaction. The environmental market will be defined, the capital flowing into sustainable development quantified, and the growing opportunities for investment in environment and sustainable development will be presented.	Global Knowledge Ventures and the Business Environment Council of HK	HKCEC
Conference on “Cross Border Collaboration”	10 Oct 2003 8am - 5.30 pm	Programme will be ready in July	BEC and ADA Limited	HKCEC
Enviro series: Waste Management & Recycling	27 Oct 2003 8am – 5:30 pm	<ul style="list-style-type: none"> <li>- Waste Management Plans</li> <li>- Cross Border Integration</li> <li>- Technology Update</li> </ul>	BEC and ADA Limited	HKCEC