

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Education and Publicity Sub-Committee

Paper 04/06

Implementation of Education and Publicity Programmes

Purpose

This paper reports on the progress of the two SD education and publicity initiatives in 2006, viz the fifth phase of school outreach programme and the community outreach programme.

Background

2. With a view to creating a critical mass of community participation and engagement in SD endeavours, Members at previous meetings agreed that the school outreach programme should continue to be supported as an on-going initiative, and that this initiative should also be extended to the district level as a new community outreach programme. At the last EPSC meeting, Members discussed and offered views on the implementation plans of these two programmes.

School Outreach Programme

3. We invited 388 secondary schools and 22 international schools (excluding the 113 schools that we visited in earlier phases of the programme) to participate in the fifth phase of the school outreach programme, which will take place during the 2006-07 academic year. By the deadline for reply, a total of 47 schools had indicated that they wished to take part.

4. On Members' advice, we have prepared an outline of the programme with key SD messages in order to ensure consistency in the deliverables of the school visits. The programme outline is at Annex A. During each school visit, there will be an introduction to and an interactive dialogue on issues of concern under the pilot/ priority areas of

the Council for SD's strategy process, as well as discussions on how to put SD principles into practice in daily lives.

5. As agreed at previous EPSC meetings, the task of implementing the programme will be outsourced to SD stakeholder partners who have performed an outstanding job in assisting the SDU in delivering the programme previously. We would also reimburse these service providers on a per-visit basis to cover their out-of-pocket expenses and as a token of appreciation. We have contacted and sought agreement from seven stakeholder partners, viz. 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 (Hong Kong) and Project S+E+E, to delivering the programme on behalf of the Council for SD. Each of them will visit four to nine schools in the new academic year.

6. On 30 August, we met these stakeholder partners to explain and discuss the objectives and format of the programme. We also distributed to each stakeholder partner for reference a copy of the programme outline, a CD-ROM containing the powerpoint presentation used in previous school visits, as well as the information materials on the pilot/ priority areas under the Council for SD's strategy process. The partners have been asked to design their own presentation flow and slides on the basis of the general requirements and the materials given, and to run through them with the SDU in late September before the commencement of school visits in October 2006.

7. Upon completion of the programme in May 2007, we may consider requesting these stakeholder partners to compile a report on their knowledge and experience in conducting school visits and/or to convert their presentation materials into teaching kits for use of the secondary schools in future. Subject to a set of established procedures, we may offer service charge to the stakeholder partners for producing such teaching materials.

Community Outreach Programme

8. As Members advised, we on 13 July met with the six SD fund recipients (the co-organizers of the programme), and discussed with them the outline of the programme (Annex B), as well as its objectives and targets, in order to ensure consistency in the deliverables and facilitate vision building before the launch of the programme. To cater for the unique circumstances of different districts and SD Fund projects, it was agreed that flexibility should be allowed for the format and content design of each outreach event.

First Event

9. The first outreach event was successfully held on 29 July 2006 in collaboration with the St James' Settlement Community Development Services (fund recipient of SDF 078) and the Wan Chai District Council. There were over 110 participants, who came from different sectors and districts in Hong Kong, including District Councillors and representatives of local community groups. The event on that day comprised sharing of project implementation experience and the project's impact on the local community, by St James' Settlement and the Chairperson of the Wan Chai DC, Ms Ada Wong, respectively. Participants also took part in group discussions, followed by cultural tours conducted by the Wan Chai locals trained as tour guides.

10. We have started to plan the second community outreach programme with the Aberdeen Kai-fong Welfare Association (fund recipient of SDF 056) and the Southern District Council. The event is tentatively scheduled for November 2006. We will keep Members posted of further developments of this and other upcoming events of the community outreach programme.

Resources for Fund Recipients

11. At the meeting on 13 July, one of the fund recipients considered that the Council should provide financial support to them to cover their staff costs incurred from organizing the community outreach event. We have contemplated this issue carefully. While we appreciate

the fund recipients' contributions to the programme, we are mindful that the programme is premised on a partnership of the Council for SD, the SDF recipients as well as the relevant District Councils. In other words, all three parties are co-organisers of the programme and each party is expected to contribute some of their resources to make the event a success – the Council will pay the out-of-pocket expenses incurred while the other two will contribute their manpower resources as well as network with community organizations and local residents. If the Council were to provide additional financial resources to cover the staff costs of the SDF recipients for organising the event, the role of the latter in the community outreach programme would change from a co-organiser to a service provider who, unlike the former, would not be entitled to have their names/ logos printed in relevant promotional materials.

12. Should Members consider that it is necessary to provide financial support to the SDF recipients for their manpower input, the original budget of the programme, which was approved at the last EPSC meeting on 11 April 2006 (Annex C), would need to be revised. Subject to Members' view, each SDF recipient would be given a choice as to whether they wish to be a co-organiser or a service provider of the programme. Assuming all the remaining five SDF recipients choose to be a service provider, the revised budget for the remaining activities in the programme would be \$75,000 (i.e. \$15,000 for each community outreach activity covering all related expenditure, including out-of-pocket expenses and the staff costs of SDF recipients incurred from organizing the event).

Further Action

13. Subject to Members' views, we will take forward the implementation of the above programmes, in consultation with Members and stakeholder partners as appropriate.

Council Secretariat
September 2006