

The Council for Sustainable Development

School Outreach Programme

Objectives

The Council for Sustainable Development (“the Council”) has received opinions from stakeholders suggesting that the Council and the Government should enhance their work in educating the community on the concept of SD, in the first round of sustainable development (“SD”) strategy public engagement process. After discussions, the Education and Publicity Sub-committee agreed that the School Outreach Programme was part of their education and publicity strategies and should continue to be supported. Members also suggested that the Sustainable Development Unit should review the content of the Programme to guarantee its quality and that the work be outsourced to partner stakeholders to enhance the creativity of the Programme as well as to raise the interest and level of participation of young people. The School Outreach Programme should be re-launched with the aims of:

- introducing the concept of SD to teachers and students;
- promoting the importance of SD to teachers and students;
- encouraging teachers and students to contribute to sustainability in their daily lives;
- building capacity for students to become engaged in future SD strategy formulation campaigns; and
- creating a network of interested teachers and students for involvement in future public engagement processes on SD strategies as well as other SD activities.

Target Groups

- Students from Form 4 and above from about 45 secondary schools (excluding the 113 schools visited in the first four phases of the School Outreach Programme); hopefully will extend to students of lower forms soon
- Teachers of relevant subjects

- Heads of schools

Duration

- September 2006 – May 2007
- Suggested to re-launch in the coming school year as an ongoing education and publicity activity

Partners

Stakeholder partners actively took part in school visits in the School Outreach Programme in 2005-06 and had outstanding performance in the seminars they held include the Civic Exchange, Conservancy Association, Plan Partnership Organisation (merit award winner in the Publicity Materials Design Competition), St. James' Settlement, Business Environment Council, Friends of the Earth (Hong Kong) and SEE Network etc..

Content of the Programme

The programme will consist of two parts:

(a) Exhibition

- The display panels for the SD introduction will be on loan to the schools joining the Programme for short-term exhibition. Liaison with the participating schools and detailed arrangements will be coordinated and handled by the respective SD stakeholder partners.

(b) Interactive Seminars

- Brief the students on the concept of SD and introduce to them the milestones of SD of Hong Kong and the other countries; then elaborate the work of the Council, in particular, the priority areas based on which SD strategies are being formulated, namely, renewable energy, urban living space, solid waste management, population policy and air quality; and explain how to make use of public engagement process to get consensus from bottom to top in the community in a bid to attain social harmony.

- Use international and local examples to stimulate students' thinking about SD and the significance of public engagement and promoting social harmony; and encourage them to practise the principle of SD by reducing solid waste, saving energy and decreasing consumption.
- Each interactive seminar will last for about 50 minutes, featuring Powerpoint presentation, interactive games and a Q & A session.

Messages

The Programme aims at relaying to heads of schools, teachers and students the following messages:

- (a) The principle of SD is to achieve an all-win scenario by striking a balance among economic development, environmental protection and social harmony so as to improve our quality of life and to bring a brighter future for our next generations. Focusing too much on any one of the three will lead to an unbalanced development.
- (b) While advancing Hong Kong's economic development, we have to take into account the environment, the ecosystem and social harmony so as to ensure that we are heading towards SD.
- (c) We have to change our life styles and practise SD in our daily lives.