

**The Council for Sustainable Development
Community Outreach Programme**

Objectives

The Council for Sustainable Development (“the Council”) has received opinions 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 of the Council agreed that the School Outreach Programme should be extended to community organisations at the district level with the aims of:

- introducing the concept of SD to stakeholders in the community
- raising the awareness of the importance of SD of the general public
- encouraging members of the public, especially at district level, to practise the principle of SD in their daily lives
- enhancing the capacity building of the community and creating a community network to facilitate the public to participate in the engagement processes on SD strategies as well as other SD activities.

Target Groups

- Community organisations, residents and shop operators in the district
- Students, teachers and heads of schools who have participated in the School Outreach Programme
- SD Fund (“Fund”) recipients and applicants
- Publicity Materials Design Competition participants
- District Councillors

Duration

- July 2006 – July 2007 (6 events)
- The Programme will be extended if more community projects are approved by the Fund

Partners

- Organisations implementing community projects funded by the Fund
- District Councils of the respective district
- The Council

Content of the Programme

The Programme may be in various forms depending on the progress and needs. The first outreach event will be conducted by the St. James' Settlement in the form of an interactive seminar which consists of three parts:

(a) Experience Sharing and Achievements

- Fund recipients to share their experience of how they have implemented the project activities to reach a balance of economic development, social harmony and environmental protection
- District Council chairpersons and/or representatives to give a brief review on the SD impacts that the projects have brought to the district

(b) Group Discussions and Reports

- Interactive group discussions and reports on SD issues (include issues for the second round of SD strategy public engagement process where appropriate)

(c) Demonstration

- Fund recipients to choose one of their project activities, which stresses on community engagement, and invite participants to join and gain a first-hand experience

Messages

The Programme aims at relaying to the stakeholders in the community the following messages:

- (a) The principle of SD is to find a common ground among the different values from the social, economic and environmental aspects.
- (b) We have to change our life styles in order to face the future challenges and to protect the wellbeing of our future generations.
- (c) SD affects the quality of life of the general public and the maintenance of our attractive and enjoyable home city, thus a collective community-based approach is needed.
- (d) Cooperation and collaboration among various sectors and among the government, general public and entrepreneurs are encouraged in order to build a harmonious society with sustainable development in the future.
- (e) The Council aims at engaging Hong Kong people in exploring the way forward for some strategic issues in its public engagement process, the results of which will have impact on our quality of life. We need every citizen to take part and we want to tap his/her wisdom to determine the direction for our way forward in sustainable development.
- (f) To identify the best option for Hong Kong's development, we need active participation and cooperation of all in the community.