

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Education and Publicity Sub-Committee

Paper 05/03

Education and Publicity Programme 2003 - 2004

Purpose

This paper invites Members' views on the Sustainable Development Unit's proposed education and publicity programme for 2003-2004 and invites suggestions on longer-term programmes.

Proposal

2. We propose that –
 - (a) Members note and advise on the key elements of the SDU's proposed 2003-2004 education and publicity programme, including the third phase of the School Outreach Programme, the production of a second information on sustainable development and the setting-up of a web-based resource centre;
 - (b) Members consider the priorities for future long term education and publicity programmes;
 - (c) Members note the resources and process that would be required if we were to conduct a benchmark survey of public awareness of sustainable development for the purpose of measuring the effectiveness of future education and publicity campaigns.

Considerations

SDU Education and Publicity Programme 2003-2004

3. Based on feedback from stakeholders in respect of initiatives already implemented to raise public awareness of sustainable development, the SDU is planning to implement the following education and publicity activities in 2003-2004 -

- (a) The third phase of the School Outreach Programme, between September 2003 and January 2004;
- (b) The publication of a second information booklet on sustainable development for distribution to students and members of the general public; and
- (c) The setting up of a web-based resource centre on sustainable development.

4. As regards the School Outreach Programme we have received positive feedback from schoolteachers and principals on the level of interest generated among students by this initiative. A brief report on Phase 2 of the programme is at **Annex A**. We recommend extending the School Outreach Programme to more schools by organising the third phase to run from September this year to January 2004.

5. The SDU is also in the process of preparing an information booklet on sustainable development as a follow-up publication to the introductory pamphlet, "Sustainable Development", that has been distributed through schools and at SDU events since April last year. This new booklet would be aimed primarily at senior secondary and junior tertiary level students, and would aim to touch on global issues, such as the outcomes of the Johannesburg World Summit, and to familiarize readers with key elements of Agenda 21. Subject to Members' views on the outline content at **Annex B**, SDU would form an editorial board to prepare a draft booklet, and would consult stakeholders on the content of the booklet prior to issue.

6. Further to suggestions from Members of this Sub-committee, the SDU further proposes to develop a web-based resource centre under the proposed website for the Council for Sustainable Development. Such a site could provide easily accessible information and references relating to SD for the information of the general public. An outline proposal for such a resource is at **Annex D**. Subject to Members' comments, the SDU would involve stakeholders in the process of setting up the web-based resource centre, with the aim of having this operational before the end of the year.

Priorities for Future Long Term Education and Publicity Programme

7. Members may wish to consider other priorities for future long-term publicity programmes, having regard to the programmes being run by the SDU (as detailed in EPSC Paper 03/03) and other organizations, as well as the proposed initiatives described above.

Survey on Public Awareness of Sustainable Development

8. At the last meeting, Members raised the possibility of conducting a baseline survey on public awareness for the purpose of subsequently monitoring changes in public attitudes to sustainability, as a way of gauging the effectiveness of education and publicity campaigns in this area. The following issues might need to be considered when conducting a survey of this nature -

- methodology (e.g., face-to-face interview or telephone interview)
- design of questionnaire (multiple choice or simple yes/no)
- timing (year-round or at a specific time)
- sample size.

9. The cost of such a survey would likely be from several hundred thousand to a few million dollars, depending on the required accuracy, coverage and level of detail of the survey. A similar amount would be required for subsequent "follow-up" surveys. In this regard, Members should take note of the Council for Sustainable Development's agreement to earmark not more than \$2 million out of the Sustainable Development Fund

for the Council's relevant undertakings. If Members consider that the resource implications are acceptable, we recommend initially an approach to research institutes in the Universities with a view to seeking their help in refining the scope and framework of the proposed surveys.

Further Action

11. Subject to Members' advice, we shall produce an education and publicity programme for 2003-4 for consideration by the Council for Sustainable Development, along the lines proposed here. We shall also discuss further the possibility of conducting baseline and future monitoring surveys with university research institutes, and report back to this Sub-committee at the next meeting.

Council Secretariat
June 2003