

## Annex

### Education and Publicity Strategy on Sustainable Development

Targets	Messages	Activities	Tentative Timeframe
1. Policy Makers – including LegCo Members and District Councillors	Openly to incorporate sustainable development principles into policy formulation and decision-making	<ul style="list-style-type: none"> <li>- To organize an SD-themed field visit</li> <li>- To invite DC Members to attend events to secure their interest in and support for education and publicity programmes</li> <li>- To invite Policy Makers to sit on the assessment panel for the HKFYG “Public Policy Innovation Competition” project</li> </ul>	<p>Oct 2004</p> <p>Late 2004 onwards</p> <p>Mid 2004 – Mid 2007</p>
2. Social and civic groups	To promote sustainable consumption	<ul style="list-style-type: none"> <li>- To liaise with groups to seek their advice on and contribution to initiatives aimed at promoting sustainable consumption</li> </ul>	Sept 2004
3. Schools and tertiary institutions	To raise general awareness of the principles and practice of sustainability	<ul style="list-style-type: none"> <li>- To organize a “mock” summit on SD to encourage students to share views and raise questions related to Hong Kong’s sustainability</li> <li>- To organize school-based activities based on the SDF projects, e.g., a “Young Reporter” scheme, through which youngsters could gain insights into SD through the SDF projects.</li> <li>- To organize forums for project proponents to share experience with teachers and students.</li> </ul>	<p>Sept 2004</p> <p>Mid 2005 onwards</p> <p>Late 2004 onwards</p>

4. Business sector	To promote corporate environmental and social responsibility	<ul style="list-style-type: none"> <li>- To encourage business sector applications under the 2<sup>nd</sup> round of SDF funding</li> <li>- To organize a forum on corporate environmental and social responsibility, following the award of grants under the 2<sup>nd</sup> round of applications</li> </ul>	Early 2005
5. Media	To raise general awareness of the practical aspects of sustainability and encourage more coverage of related issues	<ul style="list-style-type: none"> <li>- To produce a TV or radio programme on SD</li> <li>- To organize media activities to follow up on the SDF projects</li> </ul>	2005  Late 2004