

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Education and Publicity Sub-Committee

Paper 05/04

Education and Publicity Strategy on Sustainable Development

Purpose

This paper invites Members' view on an education and publicity strategy for promoting awareness of sustainable development in Hong Kong.

Proposal

2. We propose that Members consider and advise on the education and publicity strategy outlined in paragraphs 6 to 12 below.

Considerations

3. At previous meetings, Members have noted the education and publicity programmes undertaken by the Sustainable Development Unit (SDU). At the meeting on 21 October 2003 this Sub-committee discussed a broad approach to developing an education and publicity strategy (Paper 06/03), as well as the setting of targets and the identification of specific issues. Members agreed that the SDU should draw up a detailed draft strategy with an outline plan of action, highlighting the potential level of involvement of various partners. A small group comprising a few EPSC members has been formed and met in late April to provide guidance in the drafting of the strategy.

A Proposed Education and Publicity Strategy

4. Building on the broad approach discussed earlier by the EPSC, the small group agreed that ultimately we should target the wider public when promoting awareness of the principles and practice of sustainability. However, rather than commit extensive resources to a full-scale public

campaign at the initial stage, it might be more appropriate to identify a number of partners to be “change agents”, with a view to building up capacity among certain groups of stakeholders who could then in turn use their own networks to spread the relevant messages. Suitable partners could be identified from among, say, the Sustainable Development Fund (SDF) applicants to take part in this process. The group also suggested that the examples of SDF projects could help promote the concept to specific target groups. A core message appealing to the wider public (one suggestion was: “Share Resources, Share Responsibility and Share the Future” (“資源共享、責任共負、共創未來”)) could be developed, together with specific SD related messages or themes relevant to individual target groups.

5. Based on suggestions made by the small group, we have prepared an outline education and publicity strategy that comprises three main aspects, namely: targets, messages and activities.

Targets

6. The broad sectors identified as initial target groups include: policy makers (including Legislative Council Members and District Councillors (DC)), social and civic groups, schools and tertiary institutions, the business sector and the media.

Messages

7. To reflect the relevant concern of each target group, a specific message relating to a particular aspect of SD should be developed, as follows -

- For **policy makers**: we aim to convey the message that sustainable development principles should be openly incorporated into policy formulation and decision-making.

- For the **social and civic groups**, sustainable consumption is an issue that concerns stakeholders at all levels and promoting this theme could facilitate a better understanding of SD principles and the importance to put these into practice.
- For **schools and tertiary institutions**, we should continue to raise general awareness of the principles and practice of sustainability.
- For the **business sector**, corporate environmental and social responsibility has been given much attention in the recent years and could be further promoted.
- As for the **media**, they could be a partner in helping to raise awareness of the practical aspects of sustainability and should be encouraged to give more coverage of related issues.

Activities

8. For **policy makers**, activities to familiarize them with SD principles, such as forums or field visits could be organized. DC Members could be invited to attend events to secure their interest in and support for education and publicity programmes and policy makers could be invited to take part in activities related to the SDF projects (e.g., acting as judges for the “Public Policy Innovation Competition” project of the Hong Kong Federation of Youth Groups (HKFYG)).

9. For **social and civic groups**, we aim to liaise with various organisations to seek their advice on and participation in initiatives aimed at promoting sustainable consumption.

10. For **schools and tertiary institutions**, we propose to organize one or more “mock” summits on SD to encourage students to share views on sustainability and “quality of life” issues in Hong Kong. We also suggest organising school-based activities that would complement the SDF projects

(e.g., a “Young Reporter” scheme), through which youngsters could gain insights into SD through the projects. We could also organize forums where SDF project proponents could share their experience with teachers and students.

11. For the **business sector**, we would recommend encouraging chambers of commerce to apply under the 2nd round of SDF applications, to promote this sector’s role in Hong Kong’s SD. We could also organize a forum on corporate environmental and social responsibility, with the assistance of civil society groups.

12. For the **media**, we propose to work in partnership with an appropriate electronic media group to produce a TV or radio programme on SD. We will also organise media activities to follow up on the SDF projects.

13. A summary of the targets, messages to be conveyed and the types of activity that might be organised, with a tentative timeframe, is at the **Annex** for Members’ reference.

Further Action

14. Subject to Members’ views, we shall prepare a “formal” draft education and publicity strategy, with additional information on the objectives of the strategy and reference to the role of the EPSC, for consideration by the Council for Sustainable Development. We shall also assess the likely resource requirements and produce a detailed work programme for the consideration of Members.

Council Secretariat
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