

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Education and Publicity Sub-Committee

Paper 06/03

Education and Publicity Strategy on Sustainable Development

Purpose

This paper invites Members' views on how to develop an education and publicity strategy for promoting sustainable development.

Proposal

2. We propose that Members endorse the approach to developing an education and publicity strategy outlined in paragraphs 7 to 10 below.

Considerations

3. At previous meetings, Members have discussed the education and publicity programmes currently undertaken by the Sustainable Development Unit (SDU). In supporting these initiatives, Members have suggested that thought could be given to new schemes, such as a "train the trainer" programme or a "sustainability summit" for school students. In order to coordinate such activities, Members asked the SDU to prepare proposals for an education and publicity strategy for further discussion.

Roles of SDU and EPSC

4. One of the roles of the SDU is to promote public awareness of the concept of sustainable development and to encourage the community to put this into practice. With the establishment of the Council for Sustainable Development, the SDU seeks the advice of the Council and the EPSC on suitable public education and publicity programmes.

5. The Terms of Reference of the EPSC include –
- (a) To advise on an ongoing education and publicity programme to promote public awareness and understanding of the concept and practice of sustainable development; and
 - (b) To foster partnerships with stakeholders in the community on initiatives aimed at promoting public awareness of and community participation in sustainable development.

In fulfilling these functions, the EPSC can also assist in publicizing the work of the Council, for example, the promotion of the sustainable development strategy that is currently under preparation.

6. The current work being done by the SDU on the School Outreach Programme and web-based resource centre will continue. The Unit will also help to implement new projects as advised by this Sub-committee.

A Proposed Education and Publicity Strategy

7. In putting forward proposals for developing an education and publicity strategy, we have focussed on three aspects of strategy formulation, namely: approach, targets and issues.

Approach

8. In line with the EPSC Terms of Reference, the strategy should encourage **partnership** with other organisations that can offer relevant experience and expertise. This partnership approach has been stressed in the strategies of other Government funds, such as the Quality Education Fund and Community Investment and Inclusion Fund. We consider that productive partnerships could be developed with community, civil sector and business groups, as well as established NGOs and school organisations.

Targets

9. We suggest adopting a **sector-by-sector approach** in identifying the targets of the strategy. These sectors could include young people, the social service sector, business groups and district-based associations. Since the establishment of the SDU, we have focussed in particular on schools in promoting awareness of the concept and practice of sustainability. Consideration could be given to reaching out, for example, to a wider spectrum of the youth sector by involving groups such as scout and other youth associations in promotional and educational activities.

Issues

10. In formulating a suitable strategy, we could consider concentrating on certain **specific themes** related to sustainable development, e.g., promoting environmental health, conservation of water or sustainable consumption. These issues or themes could reflect community concerns and could also tie in with the “priority areas” being addressed under the SD Strategy.

Further Action

11. Subject to Members’ advice, we shall produce a detailed draft strategy and programme outline for further consideration, taking account of Members’ views. We would then assess the likely resource requirements, as well as how this might tie in with the formulation of the SD Strategy and the implementation of projects to be funded by the SDF

Council Secretariat
October 2003