

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Education and Publicity Sub-Committee

Paper 06/04

Education and Publicity Strategy on Sustainable Development

Purpose

This paper invites Members' views on an education and publicity strategy for promoting community awareness of sustainable development, as well as an action-oriented plan for 2004/2005.

Proposal

2. We propose that Members consider and advise on the draft education and publicity strategy outlined in paragraphs 4 to 6 below and the implementation plan described in paragraphs 7 to 15.

Considerations

3. At the last EPSC meeting on 25 May 2004, Members considered a proposed education and publicity strategy (Paper 05/04), which was formulated based on the guidance provided by a sub-group of Members who met in late April. Members agreed that the Sustainable Development Unit (SDU) should build on and organise the ideas developed at the meeting and prepare an action-oriented plan for implementation before the end of the term of the current Council for Sustainable Development in February 2005. The Chair of the EPSC reported to the Council on the proposed approach

and initial draft content of the education and publicity strategy on 14 June.

A Proposed Education and Publicity Strategy

Overall Strategic Approach

4. The education and publicity strategy will focus on enhancing public awareness and understanding of the principles and practice of sustainable development. Rather than committing extensive resources to a full-scale public campaign at the initial stage, the strategy will be in the form of an “engagement campaign” where selected stakeholder groups will be identified as “change agents” and “partners” to help spread the SD message through their own networks. The examples of Sustainable Development Fund projects will be used to help promote the concept to specific target groups. A core message appealing to the wider public will also be developed for use in the awareness-raising programme, where appropriate.

5. The engagement campaign will also complement the promotion of the SD strategy currently under preparation by the Strategy Sub-committee. To this end, some activities and events in the education and publicity strategy will also form part of the public involvement stage of the SD strategy engagement process. These events will generally be of an awareness-raising nature, but will derive content from the strategy’s “Invitation and Response”, especially the three Pilot Areas of Solid Waste Management, Renewable Energy and Urban Living Space.

Targets

6. The general public will continue to be our ultimate target group, however, we have identified the following broad sectors as initial targets:

- **Policy makers**, for whom we will arrange activities - such as forums on the SD strategy or field visits - that will highlight SD principles and practices, with the aim that these can be openly incorporated into policy formulation and decision-making. To secure their interest in and support for the education and publicity programmes, policy makers will 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).
- **Social, civic and business groups**, which we will directly engage as partners in organising events such as exhibitions, forums and seminars.
- **Students and young people**, for whom we will arrange activities aimed at raising general awareness of the principles and practice of sustainability, in order to encourage discussion and debate on the sustainability issues facing Hong Kong.
- **The media**, who we hope to engage as a partner in helping to raise awareness of the practical aspects of sustainability – we would accordingly encourage coverage of related issues.

Action-oriented plan for implementation in 2004/2005

7. To implement the proposed strategy outlined above, Members have agreed that activities that would have a wider impact on public awareness should be implemented within the current term of the Council. Some key programmes and activities that we propose to take forward in the remainder of 2004/2005, and which focus on enhancing public awareness of the principles of SD with some reference to the proposed SD strategy, include -

TV and radio announcements

8. To help highlight the importance of SD and to invite the public to participate in the discussion on SD issues, we have commissioned the production of TV and radio announcements (“APIs”). The API will help arouse public awareness of SD and the upcoming engagement process on the formulation of an SD strategy for Hong Kong. It will emphasise public participation and community involvement and highlight issues identified in the strategy building exercise. It would also clearly show the need to make choices for the benefit of future generations.

Roving exhibition

9. We are planning to stage a roving exhibition to raise public awareness of the principles of sustainable development and to encourage public participation in the engagement process of the SD strategy. There

will be up to ten venues for the exhibition, which will include “high-traffic” shopping malls, concourses of major MTRC and KCRC stations and major government office complexes.

Web-based resource centre

10. We propose to establish a web-based resource center to provide easily accessible information and references relating to SD for the general public, and in particular for students. Possible topics could include education, SD in Hong Kong, the SD strategy, the sustainability assessment mechanism, Agenda 21 and the SDF. The resource centre will also include a regularly updated calendar of upcoming activities to be organized by SD stakeholder groups in Hong Kong.

Youth Summit

11. We propose to organize a one-day youth summit on SD, to encourage young people to share views on sustainability, “quality of life” issues and the Pilot Areas in the SD strategy document. The summit will be an interactive discussion forum where the “next generation” can share views and raise questions on SD issues. The summit will build on students’ understanding of SD and will help build young people’s interest in considering priority issues for Hong Kong. We will organize the summit jointly with the Strategy Sub-committee as part of the engagement process.

Television programmes on SDF projects

12. We propose to invite RTHK to produce TV programmes based on the projects funded by the SDF to help publicise the projects and the Fund, raise awareness and provide concrete local examples of SD principles in action. The SDU will liaise with the production team, grant recipients and EPSC members on this project. The TV series could follow the “lifetime” of the selected SDF projects and should bring out clear messages on SD.

Media Tours

13. The media will be a close partner in helping to raise public awareness of SD. We propose to organise guided visits for the media to SDF and other SD projects, with a view to demonstrating to them actual examples of SD in action. We aim to help the media develop an in-depth understanding of the concept and an interest in the key areas of debate.

Survey

14. The Strategy Sub-committee (SSC) will engage a local tertiary institution to design and conduct a survey to gauge the effectiveness of the public involvement exercise in raising people’s awareness of the importance

of SD and in encouraging responses to the issues raised in the specific strategy Pilot Areas. As the survey will to some extent give us a better idea of public understanding of SD, we propose to work with the SSC in designing the survey.

15. The proposed timeframe for the implementation of the activities outlined above is at the **Annex** for Members' reference.

Further Action

16. Subject to Members' views, we will work out the resource requirements for this campaign in conjunction with the Strategy Sub-committee and take forward the implementation of the programmes and events, in further consultation with members where appropriate.

Council Secretariat
July 2004