

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Education and Publicity Sub-Committee

Paper 07/03

Publicity on Sustainable Development Projects

Purpose

This paper invites Members' views on how to publicise good practice with respect to projects supported by the Sustainable Development Fund (SDF).

Proposal

2. We propose that Members—
 - (a) note the recommendations of the Vetting Committee (VC) on the application and assessment procedures of the SDF; and
 - (b) consider the approach to publicising good practice in sustainable development projects detailed in paragraph 5 below.

Considerations

3. At the VC meeting on 21 August, Members discussed the assessment and application procedures for grants from the SDF. Members also agreed to refer issues related to the promotion and dissemination of good practice in sustainable development projects to this Sub-committee for consideration. The membership and terms of reference of the VC as well as the main recommendations arising from the meeting are summarized at the **Annex** for Members' reference.

4. By publicizing information on sustainable development projects supported by the SDF, we can help promote public awareness of sustainable development and also give potential new applicants an understanding of what types of project will likely be supported by the Fund. We have looked at the experience of other public funds, and have found that there are diverse approaches to giving publicity to successful projects. Factors to consider include: whether publicity should target the general public, potential applicants, unsuccessful applicants or successful applicants; and whether such publicity should take the form of, for example, an annual report, experience-sharing forums or exhibitions and site visits.

5. The Workshop on SDF guidelines held on 27 September provided a good starting point for a regular exchange of views with potential applicants on matters relating to the Fund. We propose to maintain contact with successful, unsuccessful and potential applicants, while seeking to provide more information to the public on the importance of sustainable development. To achieve this, we propose to organise publicity for successful SDF-sponsored project in the following manner -

- (a) Holding an annual public forum where successful applicants can share their experience in implementing projects with unsuccessful and potential applicants and EPSC and VC Members;
- (b) Preparing a mobile exhibition on approved projects, that could be used in conjunction with the School Outreach Programme as well as being a self-standing public exhibition;
- (c) Uploading project evaluation reports to the SDF webpage; and
- (d) Preparing an SDF annual report that would include information on the approved projects, as well as general statistics on the number of applications received and the amounts disbursed from the Fund

We propose also to review the publicity programme in the light of further experience in operating the SDF.

Further Action

6. Subject to Members' advice, we shall seek resources and formulate a work programme for the SDF Secretariat to implement the activities proposed above, together with any other items proposed by Members.

Council Secretariat
October 2003

Terms of Reference of the Vetting Committee

1. To assist the Education and Publicity Sub-committee (EPSC) in assessing applications for grants from the Sustainable Development Fund (SDF) in accordance with the funding criteria; and
2. To make recommendations on acceptance of SDF applications to the EPSC.

Membership of the Vetting Committee

Ms Christine FANG, Chair

Mr Hans Michael JEBSEN, BBS

Ms Mei Ng, BBS

Dr Andrew Thomson

Ms Jacqueline Cheng

Mr. Leung Po-ching

Mr. YIU Vor

Main Recommendations of the Vetting Committee (at its first meeting on 21 August 2003)

Application Guidelines

1. Applications by the Council for Sustainable Development (CSD) would be subject to the same application and vetting procedures as for other applicants.
2. Groups or individuals may submit more than one application at any one time. In such cases, the applicants would be required to prioritise clearly

their proposals. This provision would be reviewed after the first year of operation.

3. If the project proposal under one application already has one or more other sources of funding support or is the subject of a separate application for other public or private funding, such details should be provided by the applicant.
4. Projects may involve work undertaken outside Hong Kong. However, such work should be able to contribute clearly to benefiting the local community.
5. An application from an individual for scholarship or study or research in relevant fields should show clearly how such work could benefit the community, for example, in terms of the applicant's ability to use the knowledge acquired to participate in work relating to sustainable development. The applicant may be required to sign an undertaking to provide such a service.
6. For grants of less than \$50,000, a signed financial statement of account supported by receipts would be required from the applicant.
7. The grant may be used to fund staff devoted to the project, although on a strictly time-limited basis.

Application Form

1. Two types of application form should be produced: one for organisations and another for individuals. Separate English and Chinese versions for each type of form should be prepared. The layout of the application forms should be simple, with clear titles.
2. Individual applicants are required to have a guarantor countersign the application form.

Application Procedure

1. The SDF Secretariat should conduct an initial screening to ensure that the applications meet the prerequisites in terms of project objectives and provision of necessary documentation and information. Unsuccessful applicants should be notified early on.

2. For the purpose of understanding the details of an application, an applicant may be invited to provide supplementary information or to present their proposals to the VC.

Conditions of Grant

1. The related issues of copyright of invention/survey/research, co-owning of products by CSD, commercialization of product, profit-sharing, professional indemnity insurance, project monitoring etc. should be further addressed in the context of the conditions of grants for successful applicant.