

**COUNCIL FOR SUSTAINABLE DEVELOPMENT**  
**EDUCATION AND PUBLICITY SUB-COMMITTEE**

**Digest of meeting on 22 July 2004**

- Chair** : Ms Christine Fang
- Members** : Mr Tai Hay-lap  
Ms Jacqueline Cheng  
Mr Michael Lai  
Mr Chong Chan-yau  
Mrs Juliana Chen, Deputy Director of Information Services
- Apologies** Dr Andrew Thomson  
  
Hon. Choy So-yuk  
  
Ms Mei Ng  
  
Mr Michael Jebsen  
  
Mr Frederick Lai  
  
Mrs Susan Mak, Deputy Director of Administration (DD of Admin)
- In attendance** : Ms Lily Yam, Senior Town Planner, SDU  
Miss Jessica Ho, Town Planner, SDU
- Secretary** : Mr Jonathan McKinley, Assistant Director of Administration (Sustainable Development) 2

**Item 1 – Matters arising from the minutes of the last meeting**

Members noted that a video clip and a summary of questions and answers of the Second Sustainable Development Fund Workshop held on 29 June had been uploaded onto the Sustainable Development Unit (SDU) website.

Members also noted that the Council had agreed to allocate an extra \$5 million on top of the remaining \$2.25 million for the second round of the Sustainable Development Fund (SDF) applications.

The Secretary briefed Members on the Strategy Sub-committee's (SSC) Sustainable Development Strategy public engagement process and the associated events. The first

“Invitation and Response” document, which focused on three Pilot Areas, namely Solid Waste Management, Renewable Energy and Urban Living Space had been launched on 15 July and the First Strategy Forum had been held on 17 July. Further events including a roving exhibition, public hearings and workshops would be organized, The three main partners helping to organise these activities were the Business Environment Council, the Hong Kong People’s Council for Sustainable Development and the Hong Kong Council of Social Service.

## **Item 2 – Education and Publicity Strategy on Sustainable Development (Paper 06/04)**

The Chair invited Members to comment on the proposed strategy and the events outlined in the Action-oriented Plan at the annex to the paper. Ideas raised by Members present included -

1. To provide a platform for SD related organizations to match up with schools to implement projects jointly to raise awareness and to promote SD practices. The platform may take the form of occasional seminars or be run through a web-based resource.
2. To organize meetings between EPSC members and the eight SDF project proponents to help steer the content of the projects towards more in-depth awareness and understanding of SD. Where possible, the SDF projects should include discussion of the SD strategy.
3. To support a sustainability reporting project by inviting applications to the SDF by an organization to conduct such a project. The sustainability reporting exercise could be conducted annually to review Hong Kong’s progress in achieving sustainability.
4. To invite stakeholders to write articles on SD for regular publication to provide in-depth comment on SD issues. Writers of these SD articles may include EPSC members, SDF grant recipients or other stakeholders.
5. To set up a ‘school action project’ to encourage the practice of SD in schools. This could be an SAR wide, long-term initiative similar to ‘Green Schools’ whereby schools will be given a ‘sustainable school’ award if they achieve certain SD targets according to a set of guidelines.

### **Any Other Business**

There was no other business.

### **Next Meeting**

The next meeting would be held in early October to consider arrangements for the processing of the second round of SDF applications.

Council Secretariat  
September 2004