

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Education and Publicity Sub-Committee

Paper 08/04

Plan of Implementation of Further Education and Publicity Programmes in 2004/2005

Purpose

This paper invites Members' views on the implementation details for the education and publicity programmes planned for the remainder of 2004/2005.

Proposal

2. We propose that Members consider and agree to the detailed implementation plan set out in paragraphs 5 to 13 below.

Considerations

3. At previous Education and Publicity Sub-committee (EPSC) meetings, Members have agreed on a number of education and publicity programmes for implementation in 2004/2005 as part of an overall Education and Publicity Strategy. These include the setting up of an online resource centre and the organisation of a youth forum on SD. At the last EPSC meeting on 22 July, Members considered implementing additional activities, namely meetings with SDF grant recipients; contributing newspaper articles on SD; endorsement of the use of the SD logo; a survey; and a sustainability reporting project. In considering the EPSC report to the Council for Sustainable Development on 13 September, Council Members agreed to the

activities proposed by the Sub-committee. In particular, the Council considered that the sustainability reporting project would be useful in benchmarking sustainability trends in Hong Kong and that the project would need to be a continuous exercise if it were to produce useful data. Members agreed that the EPSC should further consider the proposal and make a recommendation to the Council.

Plan of Implementation

4. A proposed detailed implementation plan for the programmes and events agreed by Members is set out below for Members' consideration.

Online resource centre

5. A contractor has been engaged to set up an online resource centre to provide easily accessible information and references relating to SD for the general public, and in particular for students. The topics include education for SD, SD in Hong Kong, the SD Strategy, the sustainability assessment mechanism, UN Agenda 21 and the Sustainable Development Fund (SDF). To keep the general public and the stakeholders abreast of major SD events in Hong Kong, the resource centre will include a regularly updated calendar of upcoming activities to be organised by local SD stakeholders. There are also hyperlinks to SD organisations in Hong Kong, to provide a platform for liaison and interaction amongst organizations interested in conducting joint activities to promote SD. It is anticipated that the resource centre will be launched in November.

Youth Forum

6. We propose to organise either a one-day or two half-day youth forums on SD in late November or early December, to encourage young people

to share views on sustainability, “quality of life” issues and the Pilot Areas in the SD Strategy “Invitation and Response” document. The forum will foster young people’s understanding of SD and will help build their interest in considering priority issues for Hong Kong’s sustainability. We propose that the forum comprises three main parts: presentations on SD and related issues by government officials and stakeholders; interactive group discussions; and reporting back and exchanges of views between the participants, government officials and stakeholders. We further suggest that the forum be organised jointly with the Strategy Sub-committee as part of the SD Strategy engagement process. We plan to invite the Hong Kong Federation of Youth Groups to co-organise the event in view of their experience in organising youth events and their established youth network.

Meeting SDF grant recipients to exchange views on project implementation

7. Meetings (either with individual grantees or in a joint meeting) can be organised between the EPSC and Vetting Committee Members and SDF grant recipients to exchange views on project implementation. Early 2005 would be an appropriate time for the meetings, taking into account the fact that the projects would have been implemented for almost six months by that time. The meetings would provide an opportunity for discussing with grantees ways to increase the impact of their projects, for example, by creating more in-depth awareness and understanding of SD on the part of the public, identifying key messages for dissemination to the public and measuring feedback from participants and stakeholders on the projects.

Contributing newspaper articles

8. Stakeholders including EPSC, SSC and VC Members and SDF grant recipients will continue to be invited to write articles that provide comment on SD issues for publication in newspapers and magazines (a copy of

such an article by EPSC Member is at **Annex A**). We propose to work out a list of specific themes for articles, which may include EPSC's work, the Education and Publicity Strategy, the SDF and the projects and the SD Strategy engagement process. Initially, we will line up one or two newspapers to which Members can contribute articles on a bi-weekly basis for three months. We plan to contribute the first article in December 2004. Depending on the response from the newspapers, we may continue this beyond the initial three-month period.

Endorsement of the use of the SD logo

9. Regular exposure of the recently endorsed SD logo will help to raise public awareness of SD. With the logo, we can emphasise SD aspects of government initiatives and encourage civic or stakeholder groups that organise SD related activities by "endorsing" events e.g., the annual EnviroSeries Conferences organized by the Business Environment Council. The SDU will liaise with government agencies and stakeholder groups in identifying appropriate events. Members have recently agreed to use the logo to endorse the Association of Chartered Certified Accountants Hong Kong Awards for Sustainability Reporting 2004.

Survey

10. We propose to engage a local tertiary institution in January 2005 to design and conduct a survey to gauge levels of public awareness and understanding of SD, the SDF and the SD Strategy, and the effectiveness of means such as APIs, exhibitions, pamphlets and websites in raising people's awareness of the importance of SD. As the survey will address the general issue of public understanding of SD and the response to SD Strategy and related issues, the EPSC would work with the SSC in designing the survey. Depending on the advice of the survey designers, the survey could be in the

form of telephone interviews, interviews on the street, household interviews or focus group discussions. Possible questions to be asked in the survey are at **Annex B**.

Sustainability reporting project

11. Members have expressed an interest in developing a sustainability reporting initiative for Hong Kong to measure how far Hong Kong has achieved sustainability in terms of social, economic and environmental indicators. Such an exercise could be conducted on a regular basis in order to review progress towards achieving greater sustainability. The Council has supported this initiative in principle.

12. In the second round of SDF applications, there are two applications which focus on the formulation of indicators for assessing sustainable development in Hong Kong and the publication of a sustainability report for Hong Kong. One option is to use SD funding resources to select one of these two applications to meet the objective of developing a sustainability report for Hong Kong. In the event that neither of the projects is felt to be suitable, Members may consider inviting stakeholders to apply for funding under the SDF to conduct the project.

13. A proposed timeframe for the implementation of the initiatives outlined above is at **Annex C**.

Further Action

14. Subject to Members' views, we will take forward the implementation of the relevant programmes, in further consultation with Members, where appropriate.

Council Secretariat

13 October 2004