

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Paper 03/05

Report of the Education and Publicity Sub-committee

Purpose

This paper reports on the progress of issues under the purview of the Education and Publicity Sub-committee (EPSC) since the last Council meeting.

Key Points

2. Members are invited to note –
 - (a) that the assessment of the second round of applications to the Sustainable Development Fund (SDF) has been completed;
 - (b) that the EPSC has proposed some potential priority areas for consideration in the third round of SDF applications;
 - (c) the brief report below on recent education and publicity initiatives; and
 - (d) the additional education and publicity initiatives being considered by the EPSC for implementation in 2005.

Sustainable Development Fund (SDF) Projects

3. The assessment of the second round of applications to the SDF has been completed, with Council Members endorsing the EPSC recommendations by circulation in January. A total of ten projects have now been approved in the two rounds of funding. Organisations that have received grants include community groups, “green” groups, schools, social service groups, universities and individuals.

4. Of the ten approved projects, five focus on district-based plans or Agenda 21 initiatives, four aim to promote education on sustainable

development in schools or in the community, and one involves the publication of a free Chinese language magazine on sustainable development. A detailed profile of the approved projects is at **Annex A** for reference.

5. As regards the cash flow of the fund, a total of \$10.85 million has been approved so far, leaving a remaining balance of \$89.15 million. Based on the amount approved for the two rounds of applications in a period of eighteen months, we tentatively project that the balance of the Fund should be sufficient to continue providing funding support to community projects for at least another ten years.

Next Round of SDF Applications

6. The EPSC has considered placing a particular focus or priority on certain types of project that would contribute to greater public awareness of sustainability issues. Specifically, the Sub-committee has suggested that focus should be given to (i) projects which are targeted at capacity building like consolidating networking expertise and resources to promote sustainable development; and (ii) projects that can encourage cross-sectoral collaboration, especially between business and social/community groups. EPSC Members also suggested earmarking part of the Fund for supporting the replication of successful project models from previous rounds that had proved effective in promoting education and awareness on sustainability. The EPSC will further consider relevant implementation details in the new Council term.

Report on Recent Education and Publicity Initiatives

7. The Youth Forum: *Sustainable Development: Making Choices for Our Future*, jointly convened by the Council and the Hong Kong Federation of Youth Groups – Leadership 21, was held on 5 December 2004. Over 300 young people, including senior secondary school students, university students and recent graduates, participated in the forum. The event featured an interactive workshop and group discussions on Hong Kong's key sustainability issues (with particular reference to the three Pilot Areas in the Council's "Invitation and Response" document), as well as a survey of top priorities for Hong Kong's sustainability.

8. The Sustainable Development Online Resource Centre was

launched on 31 January 2005 to provide a centrally located and easily accessible starting point for the public, in particular students, who are searching for information on SD issues both locally and around the world. To date, there have been over 13,000 recorded visits to the Resource Centre.

Education and Publicity Initiatives to be implemented in 2005

9. Since the last Council meeting, the EPSC has further considered activities and events to be implemented in 2005, including a community-wide SD competition and a promotion campaign on the SDF projects. During the SD Strategy public engagement process, many stakeholders commented that the Council for SD and the Government should do more to educate people on SD. In view of this, Members have proposed to re-launching the School Outreach Programme and extending this to other community groups. Details of these proposed additional initiatives are at **Annex B** for reference.

Council Secretariat
February 2005

A Profile of the Approved Projects under Sustainable Development Fund

Table 1: Approved Projects

Ref. No.	Title of Project	Type of Grantee	Duration of Project	No. of Months
Eight projects approved in first round of applications to the SDF:				
SDF007	Education for Sustainable Development in Primary Schools	University	1 August 2004 – 31 March 2006	20
SDF048	Build an Environmentally Sustainable Society: From a Green Network to a Sustainable Community	School	3 June 2004 – 2 August 2005	14
SDF056	“Urban Green” Project	Community Organisation	7 June 2004 – 6 June 2007	36
SDF064	Project S+E+E	Individual	3 June 2004 – 2 June 2005	12
SDF078	Sustainable Wanchai Community Development 21	Social Service Group	1 July 2004 – 30 June 2007	36
SDF088	The Public Policy Innovation Competition: Strategies for Sustainable Development in Hong Kong	Social Service Group	30 June 2004 – 22 April 2007	34
SDF100	Transforming Our Community Heritage - Schools, Parents, Community, Professionals and Government Partnership in Enhancing Sustainable Development for Our Community Heritage	Community Organisation	7 June 2004 – 6 June 2006	24
SDF102	Green Culture Island – Peng Chau	Green Group	3 June 2004 – 31 May 2006	24
Two projects approved in second round of applications to the SDF:-				
SDF157	Sustainable Community Renewal in Sham Shui Po: Creating Our Future Together	Social Service Group	February 2005 – January 2008	36
SDF159	Action Model for Sustainable Development at Long Valley	Green Group	February 2005 – January 2007	24

Table 2: Nature of Projects

Ref. No.	Nature of Project
SDF007	Educational (Schools)
SDF048	Educational (Schools)
SDF056	Local District Plan/ Agenda 21
SDF064	Magazine
SDF078	Local District Plan/ Agenda 21
SDF088	Educational (Public)
SDF100	Educational (Public)
SDF102	Local District Plan/ Agenda 21
SDF157	Local District Plan/ Agenda 21
SDF159	Local District Plan/ Agenda 21

Table 3: Types of Activity

Ref. No.	Types of Activity					
	Training	Seminars and Forums	Preparation of Reports and Publications	Exhibitions	Setting up of Web-site	Others
SDF007	✓		✓		✓	Data analysis and evaluation
SDF048	✓	✓		✓	✓	Community service
SDF056	✓		✓	✓		Community gardens
SDF064			✓		✓	
SDF078	✓	✓	✓	✓		Consolidation of community history/culture; heritage preservation; development of community decision-making mechanism; promotion of recycling and organic planting; and establishment of concern groups; cultural tourism; and district creative industries.
SDF088	✓	✓	✓			Public policy innovation competitions; meetings with government officials and representatives from social, industrial and commercial sectors.
SDF100	✓	✓	✓	✓	✓	Design proposals and case studies.

SDF102	✓	✓				Eco-tourism; community organic farming; green marketplace.
SDF157		✓	✓	✓		Setting up LA 21 Centre; recycling schemes; and second hand shop and pilot community shop.
SDF159	✓	✓	✓	✓		Tea gatherings; outings; a native tree nursery; eco-tours; and green village fair/market.

Table 4: Estimated Number of People Likely to Benefit

Ref. No.	Estimated Number of People Likely to Benefit
SDF007	4,550 participants (250 teachers, 750 parents, 3500 students and 50 community helpers); a web site for public access.
SDF048	39,000 participants (9,000 teaching staff and students, and 30,000 Tuen Mun residents); a web site for public access.
SDF056	28,900 participant times.
SDF064	40,000 reader times; a web site for public access.
SDF078	5,000 participant times.
SDF088	12,400 participant times.
SDF100	176,000 participant times; web pages for public access.
SDF102	15,500 participant times.
SDF157	5,700 participant times.
SDF159	18,000 participant times.
Total:	345,000 participant activities (rounded to thousand)

Table 5: Geographical Distribution

Ref. No.	Geographical Distribution
SDF007	Whole of Hong Kong
SDF048	Tuen Mun District
SDF056	Southern District
SDF064	Whole of Hong Kong
SDF078	Wanchai District
SDF088	Whole of Hong Kong
SDF100	Whole of Hong Kong
SDF102	Peng Chau
SDF157	Sham Shui Po
SDF159	North District

Annex B**Education and Publicity Strategy
Additional Activities Proposed for implementation in 2005***1. Community-wide SD Competition*

The initial proposal is that the competition be divided into 3 categories: school students, tertiary education students and the general public. Entrants would be required to produce educational publicity material in the form of a poster, a short video, a pamphlet or any other type of publicity vehicle that would help the public to understand the principles of SD and encourage them to put these into practice. We plan to co-organise the competition in partnership with stakeholder groups, such as NGOs, District Councils and business chambers.

2. Promotional campaign for SDF projects

It is proposed to promote the SDF projects as on-going education and publicity initiatives through the following means –

- (a) To establish a **regular online bulletin** on the SDU website and the new online resource centre to publicise the details, progress and upcoming activities and events of the SDF projects;
- (b) To encourage the SDF grant recipients to contribute articles for publication in newspapers and magazines;
- (c) To arrange media coverage visits to major events;
- (d) To invite grant recipients to participate in the proposed School (and Community) Outreach Programme; and
- (e) To distribute an annual pamphlet on the progress, achievements and activities of the ongoing projects.

3. *Schools and Community Outreach Programme*

We propose to re-launch the School Outreach Programme to continue introducing the broad concept of SD to upper form secondary school students and to encourage them to contribute to sustainability in their daily lives. The presentations would focus on illustrating SD with concrete examples with reference to current global and local issues in order to stimulate thinking. The programme could be extended to other community groups, in particular district-based grass-root bodies, and be re-launched as a School and Community Outreach Programme. We plan to organise this programme in collaboration with groups such as SDF recipients, NGOs and other stakeholder organisations to enhance creativity and stimulate new ideas for communication with the various target groups.