

Education and Publicity Strategy
Proposed key activities to be implemented before the end of 2004

1. Television programmes on SDF projects

We propose to invite RTHK to produce TV programmes based on the projects funded by the SDF. The SDU will play a coordinating role for the production team, the grant recipients and EPSC members. The programmes will help publicise the SDF, raise awareness and provide concrete local examples of SD principles in action.

2. API production

We propose to produce one or more 30-second API to be broadcast on using Government free airtime. The key messages of the API may link to the SD strategy process, emphasising public participation, community involvement and the need to preserve resources for future generations.

3. Web-based Resource Centre

We propose to establish a web-based resource centre to provide easily accessible information and references relating to SD for the general public, and in particular for students. This will include a regularly updated calendar of upcoming activities to be organised by SD stakeholder groups in Hong Kong.

4. Media Tours

We propose to organise guided visits for the media to SDF and other SD projects. The visits will demonstrate to the media actual examples of SD implementation in Hong Kong. The media will be a close partner in both the education and publicity programme and the SD Strategy publicity activities, and we aim to encourage an in-depth understanding of the concept and an interest in the key areas of debate.

5. *Youth Summit*

We propose to organize a youth mock summit on sustainable development, with secondary students from schools that took part in the SDU School Outreach Programme. The summit would take the form of an interactive discussion forum to encourage students to share views and raise questions on SD issues, in particular those that form the basis of the SD strategy building process. The summit will build on students' understanding of SD as gathered during the outreach programme, and will help build young people's interest in considering priority SD issues for Hong Kong.