

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Paper 04/06

Update on Education and Publicity Programmes and Initiatives

Purpose

This paper reports on the progress of programmes and initiatives 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) the results of the third round of applications to the Sustainable Development Fund (SDF);
 - (b) the plan to launch the fourth round of SDF applications; and
 - (c) the planned education and publicity initiatives that will commence in 2006.

Results of the Third Round of SDF Applications

3. Under the third round of applications to the SDF, the EPSC agreed to recommend the following four projects for approval -
 - (a) SDF180 - A Musical Drama “Seven Days in the Mountain” by *James Y. C. Cheung* - \$250,000 over a period of 14 months;
 - (b) SDF212 – Sustainable Development Community Building and Youth Education in Tai Kok Tsui by *Life Workshop* - \$173,040 over a period of 12 months;
 - (c) SDF208 – Community Sustainable Development Workshop by *Hong Kong Federation of Women’s Centres* - \$777,035

over a period of 36 months; and

- (d) SDF193 – Reporting Sustainability in Hong Kong: A First Attempt by *Centre of Urban Planning and Environmental Management (CUPEM), the University of Hong Kong* - \$495,000 over a period of 12 months.

4. As the amount of grant sought by the applicant of SDF208 was over \$500,000, we sought Member's approval of the project via Council Paper 01/06 in February 2006. As the Controlling Officer, the Director of Administration subsequently authorized the award of grants under the SDF to the four approved projects. Agreements for the four projects will be executed according to schedule.

5. Members may wish to note that a total of 14 projects have been approved under the first three rounds of applications, and that three of them have been completed so far. The total sum earmarked for the 14 approved projects is around **\$12.55 million**, leaving a balance of \$87.45 million for the future rounds of applications to the SDF.

Launch of the Fourth Round of SDF Applications

6. We plan to launch the fourth round of SDF applications in May 2006. The EPSC considers that the four priority areas adopted for the third round of applications should be retained. These priority areas are -

- (a) publicity that is consistent with the SDF objectives and that includes a strong element of community involvement;
- (b) making a measurable impact on SD in Hong Kong and creating a legacy for sustainable practices within the community;
- (c) capacity building and collaboration across various sectors; and
- (d) sustainability reporting.

8. The EPSC is of the view that sustainability reporting should continue to be one of the priority areas for the coming round of applications, even though one such project (SDF 193) was already

approved under the last round. The EPSC considers that sustainability reporting is an important element of SD, and such good practice should continue to be promoted and encouraged. Moreover, sustainability reporting covers a wide spectrum of issues and perspectives (such as sectoral or thematic reporting), and does not confine to territory-wide or district-based reporting as with the currently approved project. As such, the EPSC will in the coming round of applications give priority to the variations on sustainability reporting project.

9. To enhance the quality of SDF applications, we will organize a “sharing and matching” session for prospective applicants soon after the launch, with a view to sharing the experience of successful SDF recipients on project planning and network building, as well as to facilitating fruitful matching and cross-sectoral collaboration. The session will also include a briefing on the priority areas and tips on producing quality SDF proposals.

Education and Community Initiatives to Commence in 2006

10. Through the following education and publicity initiatives, the EPSC aims at building upon the stakeholder network established so far to create a critical mass of community participation/engagement in future SD endeavours.

School Outreach Programme

11. The School Outreach Programme is an integral part of the Council’s education and publicity strategy, and is implemented as an on-going initiative. The current phase of School Outreach Programme will be completed by May 2006. By then, we will have visited over 130 secondary schools in Hong Kong. At present, the Programme is mainly delivered by the staff of the SD Unit, with some involvement of stakeholder partners to help enhance the Programme’s creativity as well as the students’ interest. The EPSC has suggested that the SD Unit review and update the current content of the presentation materials for the school visits to ensure their quality. Liaison with the Education & Manpower Bureau will continue, with a view to incorporating the SD awareness programme into the new liberal studies curriculum for senior secondary school students.

12. For more effective deployment of resources, the stakeholder partners who have performed an outstanding task in assisting the SD Unit

in the current phase of the School Outreach Programme will be invited to be the providers of the new phase of the Programme, which will commence in the new academic term, i.e. September 2006. Hence, the value added to this new phase of the Programme will be the fostering of partnerships and co-operation between the schools and the SD community partners.

Community Outreach Programme

13. The Community Outreach Programme is an extension of the School Outreach Programme, and will be suitably modified with a view to providing long-term education on SD to the community. The first phase of the Community Outreach Programme will be held in six selected districts where approved SDF projects are based. These districts include Wan Chai, Southern, Sham Shui Po, Yau Tsim Mong, Tai Po and Northern. For each of these outreach events, we would invite the relevant fund recipient organization to take the lead and to engage the District Council (DC) in a series of interactive activities, with a view to enhancing public awareness of SD and encouraging sustainable practices at the district level. A tentative schedule for the outreach programme is at **Annex**.

14. The first outreach event will be held in June/July 2006 in collaboration with the St James' Settlement Community Development Services (fund recipient of SDF 078) and the Wan Chai DC. The event will include a sharing by the fund recipient and the DC Members of the implementation experience of the SDF project as well as the project's impact on the local community. Besides, the event will include interactive group discussions and an optional cultural tour. Participants will be drawn from a wide social spectrum, including community stakeholders, successful and unsuccessful SDF applicants, relevant NGOs, DC Members, teachers and students participated in the School Outreach Programme, participants of the SD Publicity Materials Design Competition, as well as local residents. Through engagement of the DCs, the goal of the Community Outreach Programme is to build and empower the stakeholder partners' network at the district level in particular, in order to promote and advocate SD practices in the districts.