

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Paper 07/04

Report of the Education and Publicity Sub-committee

Purpose

This paper reports 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 that –
 - (a) the second round of applications to the Sustainable Development Fund was launched on 30 June, with the deadline of applications on 30 September; and
 - (b) the EPSC has further considered the education and publicity strategy and the additional activities that could be included in the strategy.

Sustainable Development Fund (SDF)

3. Grant agreements have been signed with the eight successful applicants from the first round of applications. We have started to distribute funds to the grant recipients, and the Sustainable Development Unit will monitor closely the use of the SDF grants against the relevant project agreements. EPSC members will arrange to visit the projects at an appropriate juncture.

4. The second round of SDF applications was launched on 30 June. The deadline for applications is 30 September. A workshop was held on 29 June to introduce to potential applicants and interested parties aspects of the operation of the fund and information about the second round of applications.

Education and Publicity Strategy

5. Further to the last Council meeting, the EPSC has reconsidered several aspects of the education and publicity strategy. Apart from the proposed activities and events that Members have previously agreed on, such as the setting up of a web-based resource centre, the organization of a youth summit on SD, television programmes on SDF projects and media tours of SDF projects, Members have considered implementing additional activities. These include: meetings with SDF grant recipients to help steer content of the projects, contributing newspaper articles on SD, endorsement of the use of the SD logo, a survey and a sustainability reporting project. Details of these additional activities that could be implemented in 2004/2005 are at the **Annex** for reference.

6. The detailed content of some of the proposed activities, such as the survey and the sustainability reporting project, have yet to be further considered by EPSC Members. Once EPSC Members have decided on the way forward, the Sustainable Development Unit will coordinate the implementation of these activities.

Council Secretariat
September 2004

**Education and Publicity Strategy
Additional Activities Proposed for implementation in 2004/2005**

1. *Meeting with SDF grant recipients to help steer content of projects*

Meetings will be organised between the EPSC Members and the SDF grant recipients to help steer the content of the projects towards more in-depth awareness and understanding of SD. Where possible, we will encourage the grant recipients to include discussion of the SD strategy into their projects.

2. *Contributing newspaper articles*

Stakeholders will be invited to write articles that provide in-depth comment on SD issues for publication. We suggest working out a list of specific themes for each article. These themes could include the SD strategy engagement process and the SDF projects, which are concrete local examples of SD principles in action. The SDU would as far as possible provide reference material to potential writers who may include EPSC and SSC Members, SDF grant recipients or other stakeholders.

3. *Endorsement of the use of the SD logo*

With the recent endorsement of the SD logo, we aim to use this to emphasise SD aspects of government initiatives. We could also encourage civic groups that organize SD related activities by “endorsing” events with the SD logo. The SDU will liaise with Government agencies and stakeholder groups in identifying appropriate events.

4. *Survey*

The SSC plans to engage a local tertiary institution to design and conduct a survey to gauge the effectiveness of the SD Strategy Engagement Process in raising people's awareness of the importance of SD and in encouraging responses to the "Invitation and Response" document. As the survey will address the issue of public understanding of SD, the EPSC would work with the SSC in designing the survey.

5. *Sustainability reporting project*

The first two rounds of SDF applications focus on selecting projects that will help to raise general public awareness of SD principles and put these into practice. Following the completion of these two rounds of applications, it might be opportune to invite specific applications to develop a sustainability reporting initiative – indeed, there were several proposals of this nature in the first round of applications. Sustainability reporting can demonstrate how far Hong Kong has achieved sustainability, in terms of measuring our ecological footprint, consumption levels, distribution of wealth, etc. Such an exercise could be conducted on a regular basis in order to review our progress towards achieving sustainability.