

COUNCIL FOR SUSTAINABLE DEVELOPMENT

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 assessment of the fourth round of applications to the Sustainable Development Fund (SDF); and
 - (b) the progress of the two SD education and publicity initiatives in 2006, viz. the School Outreach Programme and the Community Outreach Programme.

Fourth Round of SDF Applications

3. By the closing date of the fourth round of applications on 31 August 2006, the Sustainable Development Unit (SDU) received 39 applications for total grants exceeding \$79 million (the corresponding figures for the third round were 43 submissions and \$63 million). Two applicants subsequently withdrew their applications. As a result, the final number of applications stands at 37, seeking total grants of around \$78.3 million. A list of the applications received and a table showing the applications by type of organization, are at *Annexes A and B* respectively.

A&B

4. Members of the EPSC considered the assessment procedures for this round of SDF applications at its meeting on 15 September 2006. Members agreed that the SDU should, as in the previous round, conduct the

pre-screening and scoring for the applications, and provide descriptive comments under each assessment criterion, namely achievement of SDF objectives (30%); project quality (20%); project effectiveness (20%); financial viability (10%); applicant's track record (10%) and additional factors (10%) such as the extent of collaboration across sectors/groups, operational sustainability and innovation. Besides, the EPSC would interview the "borderline" applicants (around 10 to be short-listed by the SDU) to facilitate Members' better understanding of their proposals before a final recommendation was to be made. The EPSC will meet on 28 November 2006 to review the SDF applications and interview the short-listed applicants.

5. Members may wish to note that a total of 14 projects were approved under the first three rounds of applications, and that five 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. Whilst the annual allocation from the Fund should be \$10 million, it was agreed that the Council could use \$2 million to carry out tasks in relation to its SD activities^(Note1). Hence, the upper limit of grants for allocation under the current round of applications (2006-07 financial year) is \$8 million.

Progress of the Education and Publicity Initiatives in 2006

6. With a view to creating a critical mass of community participation and engagement in SD endeavours, the EPSC at previous meetings agreed that the school outreach programme should continue to be supported as an on-going initiative, and that this initiative should also be extended to the district level as a new community outreach programme.

School Outreach Programme

7. We invited 388 secondary schools and 22 international schools

^(Note1) The Council for SD reconfirmed via Paper 06/05 its earlier decision that the Council could use \$2 million from the SDF every year to carry out tasks in relation to its SD activities.

(excluding the 113 schools that we visited in the earlier phases of the programme) to participate in the fifth phase of the school outreach programme during the 2006-07 academic year. By the deadline for reply, a total of 46 schools (*Annex C*) had indicated their wish to take part.

8. The EPSC agreed that seven stakeholder partners carried out an effective task in assisting the SDU in the previous phase of the programme. These include the Civic Exchange, the Conservancy Association, the Plan Partnership Organisation (one of the winners of the SD Publicity Materials Design Competition), St. James' Settlement, Business Environment Council, Friends of the Earth (Hong Kong) and Project S+E+E. On the advice of the EPSC, these seven stakeholder partners have been invited to be the providers of the new phase of the programme for a more effective deployment of resources. The budget for this phase of the programme is \$74,750, as agreed by the EPSC, and it is funded under a separate Government expenditure item on SD publicity and community education activities^(Note 2), i.e. outside the SDF.

9. During each school visit, there will be an introduction to and an interactive dialogue on issues of concern under the priority areas of the Council for SD's strategy process. There will also be discussions on how to put SD principles into practice in daily lives. An outline of the programme is at *Annex D*.

10. The EPSC also discussed ways that the Sub-committee might complement the New Senior Secondary Liberal Studies Curriculum in the area of SD. Members generally considered that there should be better communication and cooperation between the EPSC and the Education and Manpower Bureau as well as relevant bodies, in respect of the work on SD promotion and education in the school sector. Among other things, the EPSC would contribute our SD resource materials, built up in the course of past SD activities and events, for the reference of the Curriculum Development Council in designing the relevant part of the new curriculum.

^(Note 2) Head 142 Subhead 700 Non-Works Capital Account Item 049 "Publicity and Community Education Activity on Sustainable Development"

The EPSC Chair has already written to the Permanent Secretary for Education and Manpower and the Chair of the Curriculum Development Council on this.

Community Outreach Programmes

11. The Community Outreach Programme is an extension of the School Outreach Programme. It has been 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 to take the lead and engage the relevant District Council (DC) in organizing a series of interactive activities, with a view to enhancing the public awareness of SD and encouraging sustainable practices at the district level. The programme is premised on a partnership between the Council for SD, the fund recipient and the relevant DC as co-organisers. An outline of the programme is at ***Annex E***. The budget for the programme is \$35,420, as agreed by the EPSC, and it is also funded under a separate Government expenditure item on SD publicity and community education activities^(Note 3), i.e. outside SDF.

12. The first outreach event was successfully held on 29 July 2006 in collaboration with the St James' Settlement Community Development Services (fund recipient of SDF 078) and the Wan Chai DC. There were over 110 participants from different sectors and districts in Hong Kong, including DC Members and representatives of the local community groups. The event included sharing sessions on the experience of the project and its impact on the local community, by the St James' Settlement and the Chair of the Wan Chai DC respectively. Participants also took part in group discussions, followed by cultural tours conducted by the Wan Chai locals trained as tour guides.

^(Note 3) Head 142 Subhead 700 Non-Works Capital Account Item 049 "Publicity and Community Education Activity on Sustainable Development"

13. The second event will be held in collaboration with the Aberdeen Kai-fong Welfare Association (fund recipient of SDF 056) and the Southern DC. The event is scheduled for 17 November 2006, and will provide a forum for exchange of views and experience on building and using the “community gardens” under the SDF project, and how this experience could be extended to other district communities.

14. To further promote the Community Outreach Programme at the district level and the SDF project on sustainability reporting^(Note4), the EPSC Chair and Dr. Ng Mee Kam of the Hong Kong University (fund recipient of the SDF project) attended a Home Affairs Department’s regular meeting with the Chairs and Vice Chairs of the 18 DCs on 21 September 2006. The EPSC Chair and Dr. Ng briefed the meeting on these new initiatives which require district participation, and enlisted the DCs’ support of them.

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^(Note4) Under the third round of SDF applications, a grant of \$495,000 was awarded to the Centre of Urban Planning and Environmental Management of the University of Hong Kong, to develop a framework and a set of indicators for reporting the progress made towards sustainability in Hong Kong. The project involves stakeholder engagement at the district level and will be completed in mid-2007.