

## **The Council for Sustainable Development Community Outreach Programme**

### **Objectives**

Building on the past experience in SD outreach to the school sector, the Council for SD Education and Publicity Sub-committee has launched the Community Outreach Programme with a view to:

- introducing the concept of SD to stakeholders in the community;
- raising public awareness of the importance of SD;
- encouraging members of the public to practise the principles of SD in their daily lives; and
- creating a community network and enhancing its capacity for future participation in the engagement processes on SD strategies as well as other SD activities.

### **Target Groups**

- Community organisations, residents and shop owners/operators in the districts
- Students, teachers and heads of school who have participated in the School Outreach Programme
- Sustainable Development Fund (“SDF”) recipients and applicants
- District Council Members

### **Duration**

- July 2006 – July 2007 (6 events)
- The programme will be extended if more community projects are approved by the Fund

### **Partners**

- Council for SD
- Organisations implementing community projects supported by the

SDF

- Relevant District Councils

### **Content of the Programme**

To cater for the unique circumstances of different districts and SDF projects, flexibility is allowed for the format and content design of each outreach event. A standard event may take the form of an interactive seminar and comprise the following parts (as adopted by the first outreach event implemented by the St. James' Settlement):

#### **(a) Experience Sharing and Achievements**

- The SDF recipient to share their experience on how their project activities have helped achieve a balance of economic development, social harmony and environmental protection
- The relevant District Council chairperson and/or a representative to give a brief review on the impacts that the project has brought to the district from an SD perspective

#### **(b) Group Discussions and Reports**

- Interactive group discussions and reports (e.g. on how the experience of the SDF project could be adapted for implementation in other district communities for wider dissemination)

#### **(c) Demonstration**

- The SDF recipient to select one of their project activities and invite participants to join and gain a first-hand experience

### **Messages**

The programme aims at relaying to the stakeholders in the community the following messages:

- The principle of SD is to find a common ground among the different values of the social, economic and environmental aspects.

- A lifestyle change may be necessary to prepare ourselves to face the future challenges and to protect the well-being of the future generations.
- SD affects the quality of life of the general public and the attractiveness of our home city. Hence, a community-based approach, as well as cooperation and collaboration among various sectors of the community, are necessary.
- The Council engages members of the public in exploring the way forward for some strategic SD issues in its public engagement process, the results of which will have an impact on our quality of life. We need every citizen to take part in it in order to determine the best way forward for a sustainable development of our home city.