

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Education and Publicity Programmes and Initiatives

Purpose

This paper reports and seeks Members' views on the programmes and initiatives under the purview of the Education and Publicity Sub-committee (EPSC).

Key Points

2. Members are invited to note –
 - (a) the assessment of the fifth round of applications to the Sustainable Development Fund (SDF); and
 - (b) the plan for the SD education and publicity initiatives in 2007-2009.
3. Members are also invited to give their views on the proposal of organising an SD conference in 2008/09.

Fifth Round of SDF Applications

4. By the closing date of the fifth round of applications on 7 September 2007, the SDF Secretariat received 32 submissions, applying for a total grant exceeding \$36 million (the corresponding figures for the fourth round were 39 submissions and \$79 million). A list of the applications received and a table showing the applications by type of organization, are at *Annexes A and B* respectively.

5. The EPSC considered the assessment procedure for this round of SDF applications. It agreed that the SDF Secretariat 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. As with the assessment procedure for the fourth round, the EPSC will interview the applicants whose applications marginally meet the above criteria but in some ways merit EPSC's consideration. The EPSC will meet on 28 November 2007 to review the SDF applications and interview the applicants concerned.

6. Members may wish to note that since the establishment of SDF a total of 18 projects have been approved, and that 12 of them have been completed so far. The total sum earmarked for the 18 approved projects is around \$14.5 million, leaving a balance of \$85.5 million for the Council's own SD initiatives^(Note 1), as well as this and future rounds of applications to the SDF.

Education and Publicity Initiatives in 2007-2009

7. With a view to more effectively creating a critical mass of community participation and engagement in SD endeavours, the EPSC held several brainstorming sessions to discuss the outreach strategy for each of the school, community and business sectors. The EPSC has thereafter formulated an education and publicity programme comprising both new and on-going initiatives spanning the coming two years.

^(Note 1) The Council reconfirmed in April 2005 via Paper 06/05 its earlier decision that the Council could use \$2 million from the SDF every year to carry out its SD initiatives.

The School Sector

School Outreach Programme

8. The School Outreach Programme (SOP) is the Council's on-going initiative to promote SD in the school community. A total of 46 schools have enrolled in the sixth phase of the SOP in the 2007/08 school year.

9. As with the last phase of the SOP, the actual delivery of these school visits are commissioned to the Council's stakeholder partners who will be reimbursed on a per-visit basis. These stakeholder partners include the Civic Exchange, the Conservancy Association, the Plan Partnership Organisation, St. James' Settlement, Business Environment Council, Friends of the Earth (Hong Kong) and Project S+E+E.

10. To enhance the effectiveness of the SOP and to sustain its momentum, the EPSC will organize, in January 2008, a seminar for the school principals and teachers who participated in the earlier phases of the SOP. The seminar aims to provide a platform for direct dialogues between these SOP participants and the Education Bureau's curriculum development experts and consultants, on issues relating to the teaching and learning of SD under the New Senior Secondary Liberal Studies curriculum.

SD School Award Scheme

11. In August 2007, the EPSC launched a new award scheme to give due recognition to schools' efforts in promoting SD or sustainable practices, and to turn schools into catalysts for building the necessary critical mass of awareness and understanding of SD in the community. Participating schools are expected to play an active role in introducing the SD concept to their students, encouraging them to take part in SD-related activities and adopt practices that contribute to greater sustainability, and

c eventually helping to spread the message to their families and the local community. Details of the award scheme including the assessment criteria for different levels of award are set out at *Annex C*.

12. A total of 54 schools have registered to participate in the award scheme. Among the participating schools, 16 aim for Gold Award, 13 for Silver and 25 for Bronze. The EPSC Members will serve on the judging panel to assess reports submitted by the participating schools in late 2008. An award presentation ceremony will be held in February 2009. Thereafter, the EPSC will review the operation and outcome of the award scheme before deciding on its way forward.

The Community Sector

Community Outreach Programme

13. The Community Outreach Programme (COP) is the Council's on-going initiative to promote SD in local communities. The fourth outreach event took place on 29 July 2007 with the Council, Life Workshop (an SDF recipient) and Yau Tsim Mong District Council (DC) as co-organisers. The event comprised a sharing session, a cultural tour to the Tai Kok Tsui district and a visit to the Sunday Market (an activity under the SDF project concerned). There were about 80 participants including DC members, professionals, NGO representatives, teachers and students, as well as local residents. The fifth event is tentatively scheduled for February 2008. We will keep Members posted of further developments on this and other upcoming COP events.

14. The EPSC plans to approach individual DCs starting from early 2008 to introduce the sustainability reporting tool developed under a SDF project by the Centre of Urban and Environmental Management of the University of Hong Kong, with a view to (a) raising DCs' awareness of SD and encouraging their involvement in SD-related activities and practices; (b) encouraging adoption of the reporting tool at the district level; and (c) eventually formulating a Local Agenda 21 for each district. This may involve conducting a survey to take stock of the SD assets in

each district to help identify its respective strengths and weaknesses from an SD perspective.

Graffiti Design Competition

15. In early 2008, the EPSC will launch a graffiti design competition open to students/young people in Hong Kong. The winning entries of the competition will be painted on two long parapet walls at the entrance plaza of the Centre for Youth Development at Chai Wan^(Note 2), which will be completed and ready for operation in mid-2008. Detailed arrangements for the competition are being worked out by the Council Secretariat in consultation with EPSC Members.

The Business Sector

16. The EPSC considers that business chambers and federations, large corporations and SMEs alike play an instrumental role in the pursuit of SD and corporate social responsibility. They propose that regular meetings be held with business organizations to brief them on the Council's latest initiatives, to exchange views on how the business sector could give their support and to encourage them to take a proactive role in our public engagement process. In this regard, the Council Chairman and some Council Members had attended meetings and briefing sessions for representatives/staff of the Hong Kong General Chamber of Commerce, Canadian Chamber of Commerce, British Chamber of Commerce, Hongkong Electric, Towngas, Wharf and the Employers' Federation of Hong Kong, etc during the air quality public engagement exercise.

^(Note 2) This Centre is funded by the Home Affairs Bureau and is planned to serve as a focal point for territory-wide youth development in Hong Kong. This development with a total site area of about 4,750m² is located at the junction of Chai Wan Road and Wan Tsui Road, and is connected to the Chai Wan MTR station via a footbridge. It comprises a 12-storey Main Block with a basement auditorium and another 12-storey Hostel Block with a landscape garden at the main entrance as well as a 1,700 m² plaza. There are two long parapet walls alongside the entrance plaza (one is 20m in length and 1.8m in height, and the other is 30m in length and 2.5m to 5m in height). The Home Affairs Bureau has offered these walls to the Council so that the latter can make use of them to promote SD through creative graffiti painting.

SD Conference

17. The EPSC also proposes that, in celebration of the Council's fifth anniversary, the Council hold a conference in 2008/09 with an emphasis on raising business leaders' awareness of SD as well as the competitive advantages of adopting sustainable practices in their business operations. Target participants of this conference may include business leaders of large corporations and SMEs, future business leaders (eg. MBA students) and NGOs (which can become partners of business corporations in implementing SD initiatives). Business chambers can be invited to sponsor the event. Subject to the Council's consideration, the Council Secretariat will make the necessary arrangements for the conference.

Council Secretariat
November 2007