

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Paper 08/05

Education and Publicity Programmes and Initiatives

Purpose

This paper reports on progress with the Council's education, outreach and publicity programmes, and invites Members to comment on how these may be further developed.

Key Points

2. Members are invited –
 - (a) To consider the re-establishment of the Education and Publicity Sub-committee (EPSC) to advise on –
 - the planning and implementation of programmes aimed at raising awareness of sustainable development; and
 - the award of grants from the Sustainable Development Fund (SDF);
 - (b) To note the proposed work programme for education and publicity initiatives in the coming year; and
 - (c) To consider the proposals in paragraphs 11-12 below for further developing existing programmes.

Re-establishment of the EPSC

3. At the first Council meeting on 1 April 2003, Members agreed to establish the EPSC, with the terms of reference at **Annex A**. The Sub-committee advises on the development of programmes and initiatives, as well as on strategic approaches to raising community awareness of sustainable development in Hong Kong. As regards the SDF, the EPSC has reviewed 171 grant applications, and advised on the award of grants to 10 organisations or individuals.

4. The EPSC has played an important role in planning the Council's education and publicity programmes. In order to take these forward, and to

ensure the proper monitoring of SDF projects, **we recommend** that the Council re-establish this Sub-committee with immediate effect.

Programme for education and publicity initiatives in 2005-06

5. At the last Council meeting, Members noted plans to implement a series of education and publicity initiatives in 2005, including a -

- A community-wide SD competition;
- A promotion campaign on the SDF projects; and
- The re-launching of the School Outreach Programme.

“Play Your Part in Sustainable Development”

6. We plan to launch the SD competition at the end of April with an entry deadline of 31 May. Results will be announced in July. The aim of the competition is to promote public awareness of SD and encourage people to adopt sustainable practices in their daily lives. Ming Pao and Metro Radio have agreed to be media partners to help promote the competition.

Promotion campaign for SDF projects

7. On the advice of the EPSC, we will promote SDF projects as examples of the “hands-on”, community-based application of SD principles. The campaign will include the following elements –

- A regular online bulletin to publicise the progress and upcoming activities of the SDF projects;
- Media visits to major events organised by grant recipients;
- Participation by grant recipients in the proposed School (and Community) Outreach Programme; and
- An annual pamphlet on the progress of the projects.

School (and Community) Outreach Programme

8. We plan to implement the School Outreach Programme from September 2005, with the aim of introducing the principles of SD to upper-form secondary students. We further plan to extend this programme to community groups at the district level from early 2006 after the completion of the first series of school visits. In districts where locally based SDF projects

are already in progress (Southern, Wan Chai, Islands and Sham Shui Po), we would invite SDF recipients to participate in the programme.

9. Summary tables showing the proposed programme for implementing education and publicity initiatives for 2005-06 are at **Annex B**, for reference. Subject to Members' agreement to re-establish the EPSC, we will take these initiatives forward in consultation with the Sub-committee.

Further Developing Education and Publicity Initiatives

10. In considering how to take forward the above initiatives, we have identified areas where there may be scope for improvements.

Community Outreach

11. As noted above, we plan to introduce a Community Outreach Programme in early 2006. To create a sense of "ownership" in various sectors, we propose to create partnerships with bodies such as District Councils, business organisations, tertiary institutions and youth groups. We would involve these sectors in the detailed design and delivery of programmes, with the aim of building awareness of the Council's work.

Use of the SDF

12. Under the first two "rounds" of SDF applications, we have briefed stakeholders on the aims of the Fund and invited submissions for any projects that groups or individuals may wish to pursue. It is now timely to consider whether the SDF should support specific types of project geared towards community outreach and promotion of the SD Strategy.

13. In this context, a certain percentage of the available funding (currently \$10 million annually is earmarked for new SDF projects) could be set aside for projects that would reinforce the effect of the programmes described in paragraph 11 above and complement Council initiatives such as the SD Strategy engagement process. Subject to Members' views, the EPSC will consider this issue in more detail.

Themes for Sustainability Projects

14. Some Council Members and stakeholders have expressed an interest in developing sustainability reporting in Hong Kong, noting that this could help promote public awareness of SD and benchmark Hong Kong's progress towards sustainable development.

15. We recommend that the EPSC be encouraged to favorably consider granting SD Fund to quality submission from the university, research institute or established NGOs for the conduct of such a sustainability reporting project. We believe a community initiative with public involvement should be the way to gain community consensus on the proposal. Should the project applicant consider it useful, the SDU will offer assistance as necessary.

Council Secretariat
April 2005

COUNCIL FOR SUSTAINABLE DEVELOPMENT**Education and Publicity Sub-Committee****Terms of Reference**

- (a) To advise on a continuous education and publicity programme to promote public awareness and understanding of the concept and practice of sustainable development;
- (b) To foster partnerships with stakeholders in the community on initiatives aimed at promoting public awareness of and community participation in sustainable development; and
- (c) To advise on the disbursement of grants from the Sustainable Development Fund in accordance with the funding criteria determined by the Council for Sustainable Development.

Table 1: Work Programme on Education and Publicity Initiatives in 2005-06

Education & Publicity Initiatives	2005												2006			Remarks	
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar		
"Play Your Part in Sustainable Development" Community - Wide Competition		(1)		(2)	(3)	(4)	(5)										(1) Preparation (2) Launch (3) Deadline for entries (4) Judges' meeting (5) Announcement of Results and Prize-giving ceremony
School (and Community) Outreach Programme						(6)			(7)				(8)				<u>School Outreach Programme</u> (6) Preparation (7) Launch (8) Possible extension to next term
										(9)			(10)				<u>Community Outreach Programme</u> (9) Preparation (10) Launch
Promotion of SDF Projects		(11)															(11) Ongoing throughout the year

Table 2: Objectives and Target Groups of Education and Publicity Initiatives in 2005-06

Education & Publicity Initiatives	Objectives	Target Groups
<i>"Play Your Part in Sustainable Development"</i> Community - Wide Competition	<ul style="list-style-type: none"> • Enhancing public awareness and understanding of the principles of SD and encouraging the public to put these into practice, • Building capacity for future engagement in SD strategy building campaigns; and • Creating networks in the community for involvement in future SD activities. 	<ul style="list-style-type: none"> • Junior: Full-time secondary school students • Youth: Full-time tertiary education students • Open: Hong Kong residents of at least 15 years of age
School (and Community) Outreach Programme	<ul style="list-style-type: none"> • Introducing the broad concept of SD to students; • Raising students awareness of the importance of SD; • Encouraging students to contribute to sustainability in their daily lives; • Building capacity for students to become engaged in future SD strategy building campaigns; and • Creating a network of interested schools and teachers for involvement in future SD activities. 	<ul style="list-style-type: none"> • Students at Form 4 and above from about 30 secondary schools • Upper form teachers of relevant subjects • Heads of Schools • District-based groups and residents
Promotion of SDF Projects	<ul style="list-style-type: none"> • Promoting the SDF projects as an on-going education and publicity initiative; and • Publicizing the details, progress, achievement and upcoming events of the SDF projects to enhance public awareness and raise their interests in SD. 	<ul style="list-style-type: none"> • Members of the public • District Councils and district-level organisations