

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Update on Education and Publicity Programmes and Initiatives

Purpose

This paper reports on the progress of the ongoing sustainable development (SD) education and publicity 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 sixth round of applications to the Sustainable Development Fund (SDF); and
 - (b) the progress of the current activities under the School, Community and Business sectors.

Sixth Round of SDF Applications

3. By the closing date of the sixth round of applications on 23 September 2008, the SDF Secretariat received 38 submissions, applying for a total grant exceeding \$37 million (the corresponding figures for the fifth round are 32 submissions and \$36 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 9 October 2008. Members agreed that the SDF Secretariat should, as in the previous round, conduct the pre-screening and scoring for the applications while the EPSC would review the

applications in detail. Similar to previous rounds, the SDF Secretariat will also provide, apart from scores, 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.

5. As with the practice in the fifth round, EPSC Members will interview the applicants during the assessment stage when further clarification is necessary before formal approval, as well as those which marginally meet the criteria but in some ways merit EPSC's consideration. EPSC Members will not meet applicants of straightforward cases, i.e. where applications can be approved or rejected on the basis of their merits.

Assessment Criteria and Scores Set for Applications Recommended for Approval/Further Consideration/Rejection

6. In order to allow more cases which fulfill the fund's basic objectives to be qualified for further considerations, the EPSC reviewed the current assessment approach including the assessment criteria and marking scheme at the meeting. Members agreed that the indicator I(c) under the Criterion 'Achievement of SDF objectives' would be replaced by "Falls into the theme areas selected for this round" to indicate those proposals that match the three theme areas, namely building a sustainable community, promoting sustainable lifestyle or practice, and sustainability reporting by industry/sector selected for the 6th round.

Education Initiatives

School Outreach Programme

7. The seventh phase of the School Outreach Programme (SOP) for the 2008-2009 school year commenced on 2 October. A total of 61 secondary schools have signed up and it is estimated that a total of 20,600 students would attend the school talks.

8. Similar to the arrangement of the last six phases of the SOP, the Council would continue to commission its stakeholder partners to perform school talks on SD. In view of the rapid increases in staff cost in recent years and the heavy workload of the stakeholder partners, we have recruited more stakeholder partners in delivering the school talks including six old partners (i.e. Business Environment Council, Civic Exchange, the Conservancy Association,

Friends of the Earth (Hong Kong), Plan Partnership Organisation and St. James' Settlement) and three new ones (i.e. Life Workshop, Hong Kong Federation of Women's Centre and Aberdeen Kai-fong Welfare Association Social Service Centre). They will be reimbursed with HK\$2,000 per visit to cover their out-of-pocket expenses and as a token of appreciation.

SD School Award Programme

9. The SD School Award Programme will run until December 2008 as scheduled. The Secretariat conduct regular project visits to the schools running for the Gold Award to monitor their projects and keep track on their progress. There are also on-going video-taking activities for the SD projects organized by these schools. In order to further enhance students' understanding on the SD concept and encourage SD practices in their daily lives, an essay competition entitled "Quality Community, Quality Living – My Dream, My Ways" has launched as part of the SD School Award Programme. The essay competition aims to lead students to construct their ideal quality community and design their ways to live a SD lifestyle. It is considered a golden opportunity to encourage creative thinking in SD with students already involved in the activities under the award programme and collect their feedbacks on what they have learnt in this subject. All entries should be submitted by 1 December. An award presentation ceremony for the SD School Award Programme will be held in the afternoon on 21 February 2009 (Saturday), tentatively at the Hong Kong Academy of Medicine, Wong Chuk Hang, Hong Kong.

Co-operation with the Education Bureau

10. In order to enhance the quality of teaching and learning of SD, the Council would co-operate with the Education Bureau (EDB) to join resources in promoting SD in the school sector in a more effective manner. Some specific actions from the Council have been suggested, for example liaison with the Sustainable Development Fund (SDF) recipients to arrange suitable activities for students at different levels; liaison with companies adopting SD principles in their business operation and corporate strategies to arrange pilot company visits for teachers; arrange experience sharing sessions with the Gold Award Schools upon completion of the SD School Award Programme; and recommend guest speakers for the SD seminars to be organised by EDB. To date, the Secretariat has sent a list of relevant SD activities organized by SDF recipients to EDB for inclusion into their circular to all schools. An information sheet was also prepared providing suggestions of the relevant SDF project activities to be included in 'Other Learning Experiences' in the EDB's official guide for the New Senior Secondary Curriculum.

Educational Kit

11. EPSC Members agreed that an educational kit based on the presentation materials prepared by the nine stakeholder partners for use at the school talks of SOP, could provide teachers involved in SD education at the secondary school level with the SD concept and principles, specific local examples and practices to supplement their SD teaching materials. The Secretariat has liaised with the stakeholder partners on acquiring their presentation materials and all of them have no objection in principle to our request. The educational kit will be uploaded to the SDD website for use of the teachers.

Graffiti Design Competition

12. A graffiti design competition was initially scheduled for launching by September this year. Selected winning entries of the competition would be painted on the two parapet walls alongside the entrance plaza of the Chai Wan Centre for Youth Development (the Centre) and a prize giving ceremony would be held to tie in with the official opening of the Centre.

13. According to the Home Affairs Bureau, the opening of the Centre will be postponed to around the third quarter of 2009 as there was delay in the construction of the Centre. The EPSC agreed that the launching of the graffiti design competition should be deferred to mid 2009 to have a timely co-ordination with the completion of the Centre.

Community Sector

Community Outreach Strategy

14. On 5 August 2008, a joint SSC/EPSC meeting was held to brainstorm the way forward for the Council's long-term Community Outreach Strategy. Members had expressed diverse views on various aspects including the approach, mechanism and implementation agents of the strategy. It was agreed that the Council Chairman would form a focus group to follow up with the suggestions made at the meeting and formulate a proposal for Council's consideration.

One-stop Portal for SD

15. EPSC also agreed to explore the possibility of developing a web

platform to engage, collect, collaborate and create SD-related knowledge, experiences and practices for use by the wider community as well as a channel between it and the Council. Objectives of the platform are –

- (i) to create a media-rich one-stop platform that advocates SD into action, promotes and disseminates SD resources and good practices;
- (ii) to serve as an education kit for school outreach programme and an interactive student-learning and teacher support platform;
- (iii) to nurture a district-base online community that connect all districts and engage stakeholders among schools/NGOs and companies; and
- (iv) to encourage and facilitate cross-sectoral collaborations.

Development of the proposed portal could first be based on the information of the existing SDD website and the online resource centre and then regenerate the contents by means of stock-taking all the SDF project activities and materials on hot SD issues, by district and by theme such as globalisation, climate change and cultural heritage, in order to (i) facilitate efficient searching for information on local SD examples and practices and (ii) enhance the knowledge management capacity in these areas. When the accumulated SD knowledge and experiences reach a critical mass for online sharing, it could be used as an effective tool or channel to integrate the Council's initiatives and actions for engagement of different sectors of the community as well as cross-sector collaboration.

Media Promotion of SD

16. The EPSC agreed that in order to gain more publicity and effectively promote the SD message to the wider community, 30-second Announcements for Public Interest (API) would be produced and broadcast on Government free airtime. We would seek assistance from the Information Services Department on the production of the API and the related publicity programmes.

Business Sector

SD Conference

17. The EPSC has set up a Working Group overseeing the agenda and organisation of the SD Conference. The half-day SD Conference, tentatively titled "Sustainable Business for Our Sustainable Future", should aim to share the good SD practices in the business sector, provide a platform for building up networks, register Government's interests in the promotion of SD and enhance

the interests of the business sector in SD in general. The Conference would be a starting point for the Council to engage the business sector and via members of the supporting organisations such as the four local chambers of commerce and industries etc. as the Council's platform for promotion of SD to other companies.

18. The SD Conference is tentatively scheduled to be held in May/June 2009 at the Hong Kong Convention and Exhibition Centre. It is target to have about 300 participants from Government bureaux and departments, large corporations and SMEs and NGOs in Hong Kong.

Council Secretariat
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