

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Paper 10/05

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 outcome of the Sustainable Development (SD) competition;
 - (b) the priority areas for the third round of SD Fund (SDF) applications; and
 - (c) the re-launch of the School Outreach Programme.

SD Competition - "Play Your Part in Sustainable Development"

3. At the last Council meeting, Members noted that an SD publicity materials design competition entitled "Play Your Part In Sustainable Development" would be launched to promote public awareness of SD. The competition was officially launched on 24 April, with Ming Pao as a co-organiser and Metro Radio as media partner.

4. By the deadline on 14 June, we had received 129 entries from three groups: Secondary School, Tertiary Education and Open, under the categories: Poster, Booklet and Audio-Visual Production. A breakdown of the number of entries under each category and each entry group is at **Annex A** for Members' reference, together with a list of the award winners. The judges recommended awards only where they considered that the quality of the entries was up to the standard required.

5. A presentation ceremony and an exhibition of winning entries will take place at the Exhibition Hall in the City Hall at 3pm on 9 August. The exhibition will be open to the public. A series of exhibitions of the winning entries has also been scheduled for the Hong Kong Cultural Centre Exhibition Gallery from 18 to 20 August and the Hong Kong City Hall Exhibition Gallery from 22 to 25 August.

Third Round of SDF Applications

6. At the last Council meeting, Members agreed that the SDF could be used to support projects geared towards the following themes -

- (a) Promotion of the SD Strategy;
- (b) Publicity initiatives; and
- (c) SD related studies, in particular sustainability reporting.

At the EPSC meeting on 6 June, Members agreed to place particular emphasis on projects that focus on the following areas when inviting the third round of SDF applications –

- (a) Publicity that is consistent with the SDF objectives and that includes a strong element of community involvement;
- (b) Making a measurable impact on SD in Hong Kong and creating a legacy for sustainable practices within the community;
- (c) Capacity building and collaboration across various sectors, with particular reference to raising awareness of the three Pilot Areas of the first SD Strategy - solid waste management, renewable energy and urban living space - and participation in activities that would contribute to implementation and further development of the strategy; and
- (d) Sustainability Reporting – a separate brief specification for such projects is at **Annex B**, for reference.

7. The EPSC also advised that projects with the above focus that specifically involve enhancing young people's knowledge of and capacity to practise SD principles would be welcome. Notwithstanding the above suggestions, applications that are consistent with the overall SDF objectives would continue to be accepted and welcome.

8. A Public Forum was held on 23 June to launch the third round of applications and to help interested parties and potential applicants to understand the Fund's operation and the priority areas for this round. About 80 people attended the forum. The deadline for applications is 23 September.

School (and Community) Outreach Programme

9. During the SD Strategy public engagement process, many stakeholders commented that the Council for SD and the Government should do more to educate people on SD. At the last Council meeting, Members noted that the EPSC had proposed to re-launch the School Outreach Programme in September with the aim of explaining key principles of SD to upper-form secondary students.

10. We have invited the 430 secondary schools in Hong Kong (excluding the 46 schools that we visited in earlier phases of the original programme run by the SDU) to participate in the Programme. So far, 67 schools have indicated that they wish to take part.

Online Resource Centre

11. The EPSC has advised that the content of the Online Resource Centre should be enhanced by the inclusion of more information related to the Council and the Sub-Committees' meetings and links to recent government publications, especially consultation documents. Information on District Council projects and SDF projects will also be posted to encourage participation, capacity building and stakeholder collaboration.

Council Secretariat
2 August 2005