

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Paper 13/03

Report of the Education and Publicity Sub-committee

Purpose

This paper briefly reports on progress with issues under the purview of the Education and Publicity Sub-committee (EPSC), in particular the outcome of the first call for applications to the Sustainable Development Fund (SDF).

Key Points

2. Members are invited to note that –
 - (a) the EPSC held its third meeting on 21 October and agreed on the broad principles for an education and publicity strategy, as well as the key elements of a programme for publicizing successful projects sponsored by grants from the SDF. The Sustainable Development Unit (SDU) was asked to prepare detailed proposals for further consideration by the Sub-committee;
 - (b) there were 127 applications to the SDF, seeking a total of over \$138 million in funding. Of these, 70 applications were for more than \$500,000. According to the procedures previously endorsed by the Council, any application for more than \$500,000 would have to be approved by the Council on the recommendation of the EPSC; and
 - (c) the Vetting Committee of the EPSC is scheduled to consider the applications in two “batches”, according to the date of proposed project inception, starting in January 2004, following initial screening by the SDU. We anticipate that the first “batch” of successful applications should be approved by the EPSC in February, or by the full Council in March, depending on the amount of grant requested.

Education and Publicity Strategy

3. EPSC Members agreed in principle to the drafting of a strategy that would adopt the theme of partnership with other organizations as the basis for the approach to enhancing education and publicity on sustainable development. Target groups would initially be identified on a sector-by-sector basis, with particular focus on schools and youth organizations. Where appropriate we would consider focusing on specific themes that could tie in with the Priority Areas being developed under the SD strategy. Members also considered how the publication of information on projects supported by the SDF could help promote greater public awareness of sustainable development in general.

SDF Applications

4. The SDU has received 127 applications from 107 different individuals and organisations. One application was subsequently withdrawn. Of these, 70 applications are seeking more than \$500,000 each, or 15 for more than \$2 million. A breakdown of the organisations and individuals from which we have received applications is at the **Annex**.

5. At the Council meeting on 1 April, Members agreed that each application for \$500,000 or above should be submitted to the Council for consideration and advice. It was also agreed that a sum of about \$10 million annually should be made available from the Fund, so that the overall allocation of \$100 million could last for ten years.

6. It would be impractical and extremely time-consuming for the Council to consider in detail the 70 major applications of more than \$500,000 that the SDU has received. We therefore propose to submit for the Council's advice only those major applications that are recommended by the EPSC for approval of grants. Nevertheless, we will also set out the other major applications, though not recommended by the EPSC, for Members' reference.

7. As the total amount of money requested exceeds by more than 13 times the amount originally earmarked for one year's allocation from the SDF, we need to consider carefully how to apportion the available resources. Depending on the quality and assessments of these applications and the

recommendation of the EPSC, there may be a case to consider making available more than \$10 million in the first year of the SDF to meet the very strong demand from the community. The SDU will carefully analyse and assess the applications for the EPSC's and the Council's consideration as appropriate, with particular regard to the effectiveness of the projects to meet the key criteria set out in the application guidelines.

Council Secretariat
December 2003