

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Paper 13/05

Update on 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 assessment of the third round of applications to the Sustainable Development Fund (SDF);
 - (b) the implementation of the School Outreach Programme; and
 - (c) the mass production of selected winning entries of SD Publicity Materials Design Competition as Council publicity materials.

Third Round of SDF Applications

3. By the closing date of the third round of application on 23 September 2005, we had received 44 submissions for total grants exceeding \$63 million. One applicant subsequently withdrew her application. As a result, the final number of applications stands at 43, which is similar to that of the second round (44). A list of the applications is at **Annex A** for Members' reference.

4. Members of the EPSC considered the assessment procedures for this round of SDF application at its meeting on 18 October 2005 and decided to improve the three-tier screening process in the previous round of application to avoid any inconsistencies arising from the difference in membership of the Vetting Committee (VC) and the EPSC. They agreed to streamline the process, so that the Sustainable Development Unit (SDU)

would do the pre-screening and scoring for the applications while the EPSC, rather than the VC, would review the projects in detail at the next EPSC meeting. EPSC Members also agreed that the screening be enhanced by descriptive comments with the scores given under each assessment criteria.

5. The EPSC will meet on 19 December to discuss and review the SDF applications.

School Outreach Programme

6. We invited 430 secondary schools and 22 international schools (excluding the 46 schools that we visited in earlier phases of the original programme run by the SDU) to participate in the Programme. By the deadline for reply, a total of 70 schools had indicated that they wished to take part.

7. In view of the better than expected response to this initiative, EPSC Members decided to extend the Programme to the second academic term, i.e. to May 2006, and to visit all 70 schools (**Annex B** contains the complete list of schools). The participating schools come from the 18 districts in Hong Kong.

8. To help us deliver the Programme, we have invited 18 stakeholders, including SDF recipients, partner NGOs and some winners of the SD Publicity Materials Design Competition to be our collaborators. This would enhance the Programme's creativity as well as the interest and involvement of young people.

9. In view of the encouraging interest from schools, EPSC Members agreed to explore how the Programme should be extended after the current round of school visits. They also suggested that the SDU review its content to ensure quality and then outsource the task to stakeholder partners. They considered that the content should be complementary with the New Senior Secondary Liberal Studies Curriculum to be implemented in 2009.

Mass production of Council Publicity Materials

10. The EPSC agreed that winning entries in the SD Publicity Materials Design Competition should be mass-produced as education and publicity materials to be distributed to students and the public through Council activities such as the School Outreach Programme and SD Strategy engagement process workshops and forums.

11. EPSC Members agreed to upload the four selected AV-production winning entries onto the SDU website for public viewing. They also agreed to mass-produce two distinction award booklets (from the Secondary School Group and the Open Group) and two selected Merit Award posters (one from the Secondary School Group and one from the Open Group) for distribution to the public.

12. The AV-production winning entries have already been uploaded to the SDU website while the printing of the posters and booklets is in progress.

Council Secretariat
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