

**COUNCIL FOR SUSTAINABLE DEVELOPMENT
STRATEGY SUB-COMMITTEE**

**Preparations for the
Engagement Process on Better Air Quality**

Purpose

Annex A

This paper seeks Members' views on the draft Invitation and Response (IR) document on Better Air Quality at *Annex A*, and the plan of the public involvement events to be organised during the upcoming engagement process.

Support Group on Better Air Quality

Annex B

2. The Support Group on Better Air Quality was established earlier this year, to help plan and implement the coming engagement process on this priority area. In line with the practice in previous exercises, the Support Group comprises members from the Strategy Sub-committee, relevant Government bureaux or departments, the local community, as well as experts and academics in the field. The membership and terms of reference of the Support Group is at *Annex B*.

3. The Support Group had a number of meetings and break-up sessions to prepare the IR document and plan the engagement programme.

4. With reference to the study carried out by the Study Group chaired by the Council Vice-Chairman, the Council earlier agreed that the engagement process would cover the following areas –

- (a) appropriate actions to be taken during days with high Air Pollution Index, such as discouraging vehicle usage by premium road pricing fees, reducing the use of oil-based paints, solvents and cleaners, and stopping the use of diesel-powered equipment;

- (b) demand side management to foster energy efficiency and conservation measures through, for example, 25.5°C settings for all offices and schools in the private sector, or more use of off-peak electricity through suitable incentives or tax penalties. As the demand for electricity is price inelastic, this may be done through a mixture of legislation or incentives. Other possible means include mandatory energy codes and mandatory green building codes for new buildings etc.; and
- (c) congestion charging mechanisms such as road pricing to reduce traffic congestion.

Consultancy Support

5. To provide more extensive support to this engagement process, three consultants were engaged to provide overall programme, public relations and data analysis support respectively. Global Institute for Tomorrow (GIFT) is engaged as the Programme Director to oversee the launch and overall conduct of the engagement process. A-World Consulting Limited is engaged as the Communications Consultant to advise on the public relations perspective of the exercise with a view to fostering public awareness and gauging community views. Similar to the practice in the engagement process on population policy, we have engaged HKU Social Sciences Research Centre as the independent Reporting Agency to help analyse the community feedback gathered in the process.

6. In consultation with the Support Group members, the Programme Director has prepared the draft IR document at *Annex A*. Members are invited to note and comment on the draft document. To facilitate public comprehension and engagement of the wider community, a separate and simpler IR booklet will be prepared.

7. The Communications Consultant will report on their current plan for the public engagement programme and public relations strategy. The Reporting Agency will report on their preparatory work, including a questionnaire to be included in the IR booklet or separately distributed to

stakeholders for gathering views.

Public Involvement Events

8. The current plan is to launch the IR document around May 2007, to be followed by the public involvement programme till September 2007. Having regard to the Council's past experience and bearing in mind the significance of this priority area to the community, the target is to engage an even wider sector of the community. A series of public involvement events is being planned for –

- **First stage public engagement website** – to come into place before the launch of the IR document, to further publicise the Council Report on Better Air Quality earlier published in November 2006 through games or quizzes, and build up the momentum for the engagement process;
- **Launching ceremony** – a mass outdoor event is being considered;
- **Regional forums/workshops** – to disseminate to the public more in-depth information on the three areas to be covered in the engagement process, and engage stakeholders in informed dialogues;
- **Partner events** – to be co-organised by the Council and partner organisations, to more effectively reach out to different sectors of the community (e.g. businesses, youth groups, professionals, etc.)
(Note).
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- **Roving exhibition** – to tour around various public locations and possibly universities, to help raise public awareness of the engagement process and the issues at stake;
- **TV and Radio API** – to promote the engagement process and

(Note) The organisations that have agreed to be partners in the coming engagement process include: HK General Chamber of Commerce, Business Environment Council, HK Council of Social Service, Professional Green Building Council, HK Housing Authority, HK Housing Society, People's Council for Sustainable Development, 30s Group, Federation of HK Industries, The Family Planning Association of Hong Kong. We are also sounding out other organisations and universities.

encourage stakeholder response;

- **Second stage public engagement website** – to provide on-line version of the IR document and booklet, to publicise the upcoming engagement events, and include the on-line discussion forum and questionnaire to promote response;

9. Other promotional and engagement channels include media interviews, posters/advertisements at MTR/KCR stations, and talks to large corporations and universities.

Views Sought

10. Members are invited to comment on the draft IR document at *Annex A*, and the plan for the public involvement events set out in paragraphs 8 – 9 above. Subject to Members' views, the SDU and the Support Group will follow up on the preparations for the engagement process.

Council Secretariat
March 2007