

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

Progress of the Engagement Process on Better Air Quality

Purpose

This paper updates Members of the progress of the engagement process on Better Air Quality (BAQ) since last SSC meeting in April 2007, and seeks Members' views on ways to further enhance the engagement process.

Engagement events

2. Since the launch of the BAQ engagement exercise with a mass outdoor launch event on 2 June 2007, we have hitherto organised the following events with a view to engaging stakeholders in various sectors of our community –

- (a) engagement events/meetings/briefings lined up by the Council or partner organisations, including three public engagement sessions on demand side management, road pricing and “high air pollution” days held at the Kwai Tsing Theatre; meetings with District Council Chairmen and Vice-chairmen as well as representatives of major political parties; a briefing for international chambers of commerce and a luncheon meeting organised by the Hong Kong General Chamber of Commerce; a student seminar organised by the Anglican (Hong Kong) Secondary School Council; a briefing for frontline housing managers organised by the Hong Kong Housing Authority and focus group discussions by the Hong Kong Family Planning Association, etc.;

- (b) talks/briefings/discussion sessions lined up by other interested organisations such as Hong Kong Electric Company, Wharf Holdings, Amway Hong Kong and Towngas, etc. ; and
 - (c) roving exhibitions at large shopping centres, universities and public housing estates.
3. To date, about 15 000 people have attended the Council's engagement events or visited the roving exhibitions.

Distribution of the Invitation and Response (IR) Document and Pamphlet

4. To highlight the key issues for the engagement exercise and to focus the deliberation and discussions of stakeholders, we have distributed the IR document and pamphlet through an extensive network covering the Executive Council, Legislative Council, District Councils, District Offices, public libraries, Hong Kong Housing Authority, Hong Kong Housing Society, the Consumer Council's "Choice" magazine (July issue), partner and other organisations, and all secondary schools, etc.

Publicity

5. To facilitate our reaching out to various stakeholders to raise their awareness and encourage feedback, we have had –
- (a) a mass launch event with media conference on 2 June;
 - (b) TV and Radio API since 2 June;
 - (c) a theme song by artist Louie Cheung;
 - (d) interviews on radio and TV public affairs programmes;
 - (e) a short video clip produced by the Housing Authority for broadcast at public housing estates;
 - (f) banners/posters at MTR/KCR stations; venues of the Leisure

and Cultural Services Department such as libraries, indoor game centres, parks, gardens, museums and performing venues; housing estates and shopping centres under the Hong Kong Housing Authority and Hong Kong Housing Society; secondary schools and Post Offices etc.;

- (g) promotional features in Scout Association of Hong Kong's newsletter and the youth magazine "Kidults"; and
- (h) on-going promotions by Commercial Radio since June.

6. In addition to the above, we have launched a dedicated website on the BAQ engagement process providing all the relevant information on the process, an online discussion forum, an online questionnaire and prize-winning online games.

Way Forward

7. Between now and mid October, the Council will continue with its efforts to reach out to stakeholders and to encourage them to give their views through questionnaire or otherwise. Apart from continuing with the roving exhibitions (which will cover more districts and locations), there will be meetings with the media and forums for professional organisations, academics and teachers, as well as talks for students in local and international schools.

8. During the engagement process, the Council has received some suggestions on possible ways to further enhance the Council's engagement process, including –

- (a) whilst the Council has hitherto in its past reports grasped the mainstream public sentiments and concerns, distilled them into principles, targets and recommendations to the Government, some stakeholders may still feel that certain ideas gleaned from the engagement exercise have been omitted from the final recommendations. One idea is to list out in the Council's report all suggestions received, even those that do not fall within the mainstream public sentiments and therefore may not

feature in the Council's recommendations. This will hopefully provide further information and reference for the Government in its later deliberations; and

- (b) whilst the engagement process has been effective in engaging stakeholders, more can be done especially in post-engagement follow up. When Government is engaged as the ultimate stakeholder in the last step of the engagement process, the Council could consider staging a workshop/ town hall forum where the findings can be discussed with Government in a non-adversarial setting so that the Government can provide its initial views - i.e. whether the recommendations are economically or politically feasible - before formally responding.

9. Members are invited to comment on these suggestions and give views on how the Council's current engagement process may be further improved.

Council Secretariat
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