

# COUNCIL FOR SUSTAINABLE DEVELOPMENT

## STRATEGY SUB-COMMITTEE

### Paper 09/04

### Public Involvement Programme

#### Introduction

This paper outlines the draft programme for taking forward the Public Involvement stage of the Engagement Process for the Sustainable Development (SD) Strategy.

#### Overall Approach to Public Involvement

2. At the Strategy Sub-committee (SSC) meeting on 8 July, Members agreed that the elements of the Public Involvement stage of the Engagement Process should be divided into two types: on-going **awareness raising activities** and **direct engagement events**. In order to ensure a high degree of public participation in the building of the SD Strategy, the aim is to reach out to as many sectors of the community as possible over the four-month consultation period.

#### *Awareness Raising Events and Activities*

3. At the July SSC meeting, Members also noted a number of awareness raising activities that were due to commence within July, for example -

- The launch of the Council for Sustainable Development (SD) “Invitation and Response” (IR) document: *Sustainable Development: Making Choices for Our Future*, which took place on 15 July
- The launch of the SD Strategy website, which took place on 15 July
- The airing of TV and radio announcements (or “API”), which began running on 15 July to coincide with the above launches
- Media appearances and articles by the SSC Chair and Convenors and other members of the Support Groups, which have been ongoing since the launch of the IR document
- Speaking engagements – the SSC Chair and Convenors have started speaking in various forums on the IR document and the engagement process
- A “Roving” Exhibition on SD and the three Pilot Areas, which is currently being planned in cooperation with partner organisations and is due to start on 19 August.

4. In addition, to follow up on the launch of the IR document, a First SD Strategy Forum took place on 17 July, aimed at introducing the document to a wider group of stakeholders and providing some initial perspectives on the issues covered by the document.

5. We propose to continue with these activities throughout the engagement process, and we will provide updated information on the website and in future media and speaking engagements as the process moves forward.

### *Direct Engagement Events*

6. The purpose of a direct engagement programme is to canvass the views of people from all walks of life on the SD Strategy and the Pilot Areas. Members have agreed that we should enlist the help of partner organisations to target “informed” stakeholders and sector-specific groups, such as: business, academic and professional bodies; people in the workplace; social and environmental NGOs; district and community organisations (including the District Councils); and young people (including schools and tertiary institutions). Further to the discussion at the July SSC meeting, we suggest that key direct engagement events include -

- **Forums and workshops** for focus groups, which could be co-organised with our partner organisations in the NGO and business and professional sectors. Pilot Area Forums could provide more information and alternative perspectives on the issues raised in the IR document, while workshops would aim to draw out views from the various focus groups in a more interactive manner. We would invite partner organisations to host some of these events, with SG Members attending and the SDU providing venues and coordinating professional facilitation support, where necessary.
  
- **Public hearings** could be organised to allow stakeholders to give views on the SD Strategy and the Pilot Areas and invite responses to key questions. Representatives from

relevant government departments and NGO would also be invited to attend the hearings to provide technical advice as necessary.

- **Youth Summit** – a one-day summit, organised with the help of a major youth organisation, and involving students and other young people, to provide a high-profile platform for the “next generation” to share their views on SD and issues relating to the three Pilot Areas.
  
- **Strategy Summit** – a one-day cross-sectoral stakeholder event hosted by the Council for SD aimed at bringing together the conclusions of the various workshops and hearings in each of the Pilot Areas, so as to provide a basis for the final report to the Council on the way forward for the SD Strategy in these areas.

7. Other publicity programmes and engagement events could be introduced as the process moves forward – in particular we would look to partner and other interested organisations to conduct their own events aimed at providing feedback to the Council on the IR document and related issues.

### **Partnership Arrangements**

8. As reported at the Council meeting on 14 June, the SSC has invited the Business Environment Council, the Hong Kong Council of Social Services and the People’s Council for Sustainable Development to be

the initial partners in the Engagement Process. We have also invited the Friends of the Earth (HK) to assist (together with the initial partners) in putting together the Roving Exhibition. One or two professional groups have also indicated an interest in organising their own events with the support of the Council.

### **Detailed Calendar of Events**

9. In order to provide a clear framework for the remainder of the engagement process, the SDU has drawn up an initial calendar of events, and an explanatory note respectively. This has been prepared following some initial discussion with Support Group Convenors, and the SSC Chair. We propose that, subject to members' views and advice, this be finalised and disseminated through the SD Strategy website and the SDU website as soon as possible, so that stakeholders and SG members can plan their involvement in the relevant events.

### **Report to Council**

10. At the June meeting of the Council for SD, the Chair asked for an information note on the timetable for the engagement process. We propose that, subject to Members' views, this paper form the basis of a note to Council Members, for early circulation, prior to the next Council meeting, scheduled for 13 September.

Council Secretariat

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