

COUNCIL FOR SUSTAINABLE DEVELOPMENT
EDUCATION AND PUBLICITY SUB-COMMITTEE

Digest of meeting held on 17 February 2005

Members Present

Chair : Ms Christine Fang

Members : Dr Andrew Thomson

: Mr Tai Hay-lap

Hon. Choy So-yuk

Mr Michael Lai

Mr Frederick Lai

Mrs Juliana Chen, Deputy Director of Information Services

Apologies Mr Hans Michael Jebsen

Mr Chong Chan-yau

Ms Jacqueline Chen

Mrs Mei Ng

In attendance : Mr S. Y. Tam, Assistant Director of Information Services (2) – Local Public Relations

Ms Vivian Tsang, Senior Town Planner, SDU

Mr C. P. Li, Senior Executive Officer, SDU

Ms Caroline Pang, Town Planner, SDU

Secretary : Mr Jonathan McKinley, Assistant Director of Administration (Sustainable Development) 2

Item 1 – Matters arising from the minutes of the last meeting

The **Chair** informed Members that the Council had endorsed the recommendations to approve two SDF projects in the second round of applications.

Item 2 –“Plan of Implementation for Education and Publicity Programmes in 2005” (Paper 01/05)

Members agreed to implement a promotion campaign on the SDF projects and a community-wide SD competition as education and publicity programmes for 2005. Members also agreed to re-launch the School Outreach Programme and extend it to other community groups.

Item 3 –“Guidelines for Endorsing Events and Projects with the SD Logo” (Paper No. 02/05)

Members agreed to the proposed set of broad guidelines in paragraph 5 of the paper drawn up to help screen future requests to use the SD logo and also agreed that their advice be sought on such requests on a case-by-case basis in the future.

Item 4 – “Preliminary Analysis of Approved Applications to the Sustainable Development Fund” (Paper No. 03/05)

Members noted the analysis of projects approved in the first two rounds of applications to the SDF.

Members agreed that in the next round of applications, focus should be given to projects targeted at capacity building, such as those that sought to consolidate networking expertise and create resources to promote sustainable development; and projects that could encourage cross-sectoral collaboration, especially between business and social and community groups. Members also suggested earmarking part of the Fund for supporting the replication of successful project models from previous rounds that had proved effective in promoting education and awareness on sustainability.

Item 5 – Any Other Business

Members agreed to take forward the sustainability reporting initiative in the next term of the Council.

Council Secretariat
May 2005