

Community-wide SD Competition - Proposal

Objectives

At the EPSC meeting held on 19 October 2004, Members agreed that community-wide competitions could help raise awareness of SD and should be included an additional education and publicity initiatives to be implemented in 2005. In view of this, we propose to launch a competition with the aims of –

- enhancing public awareness and understanding of the principles of SD and encouraging the public to put these into practice;
- building capacity for future engagement in SD Strategy building campaigns; and
- creating networks in the community for involvement in future SD activities.

Target Groups

We propose that there be three categories of entrant, namely: school students, tertiary education students and the general public. Each contesting team can comprise more than one member. For each category, we propose three distinction and three merit awards.

Duration

April – July 2005 (from invitation for applications to prize-giving ceremony).

Partners

Stakeholder organisations, such as NGOs, District Councils and business groups are potential collaborators in co-organising the competition.

Content

Entrants would be required to produce educational publicity material in the form of a poster, a short video, a pamphlet or any other type of publicity vehicle that would help the public to understand the principles of SD and encourage them to put these into practice in their daily lives. About one

month would be given to the participants to prepare their entries. The competition would conclude with a public prize-giving ceremony at which the award winning entries would be shown. The winning entries could also be used in presentations or education programmes organized by the SDU, such as the School Outreach Programme.

Proposed Work Schedule

Action	Timing
Liaise with potential partners	March 2005
Finalise competition details	April 2005
Launch of competition	End of April 2005
Entry Deadline	3 June 2005
Selection of winning entries and award ceremony	June - July 2005

Budget

Item	Amount (HK\$)
Brochures and application forms [*]	\$11,000 (1,000 copies)
Prize-giving ceremony [#]	\$10,000 (incl. Catering)
Prizes (Book vouchers)	\$36,000 (\$3,000 for distinction \$1,000 for merit awards)
Certificates [^]	\$360 (\$20 per copy)
Miscellaneous & Contingency (15%)	\$9,000
Total	\$66,360

Note :

^{*} Assuming that ISD would assist in the design of the brochure.

[#] The prize-giving ceremony will take place at a Government venue.

[^] Assuming that ISD would assist in the design of the certificate.

Sustainable Development Unit
3 February 2005