

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Education and Publicity Sub-Committee

Paper 01/05

Plan of Implementation for Education and Publicity Programmes in 2005

Purpose

This paper invites Members' views on the implementation of education and publicity programmes planned for 2005.

Proposal

2. Members are invited to consider the detailed implementation plan set out in paragraphs 5 to 10 below and in **Annexes A to C**.

Considerations

3. At the meeting on 19 October 2004, Members advised that a promotion campaign on the Sustainable Development Fund (SDF) projects and a community-wide SD competition should be implemented in 2005. During the SD Strategy public engagement process, many stakeholders commented that the Council for SD and the Government should do more to educate people on SD. In view of this, Members may wish to consider the re-launch of the School Outreach Programme and extending this to other community groups.

Plan of Implementation

4. A proposed implementation plan for the programmes is set

out below for Members' consideration.

Community-wide SD Competition

5. We propose to launch a community-wide competition between May and July 2005 to enhance public awareness and understanding of the principles of SD and to encourage the public to put these into practice. The competition will help build capacity for future engagement in SD Strategy building campaigns and also help create networks in the community for involvement in future SD activities.

6. Our initial proposal is that the competition be divided into 3 categories: school students, tertiary education students and the general public. The 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. The winning entries could also be used in presentations or education programmes organised by the SDU. We plan to co-organise the competition with stakeholder groups, such as NGOs, District Councils and business chambers in view of their wide and established networks. A detailed competition proposal is at **Annex A**.

School and Community Outreach Programme

7. We propose to re-launch the School Outreach Programme in September 2005 to continue introducing the broad concept of SD to upper form students and to encourage them to contribute to sustainability in their daily lives. The school visits would also help build capacity for students to be involved in SD awareness and strategy building campaigns and help to create networks of interested schools and teachers for involvement in SD activities.

8. Initially, we propose that the programme comprises two parts: an exhibition and interactive presentations. The exhibition would include updated information on SD and the presentations would focus on illustrating SD concept using concrete examples with reference to current global and local issues in order to stimulate thinking. We further propose to organize this programme in collaboration with groups such as: SD Fund recipients; relevant NGOs and other SD stakeholder organisations to enhance creativity and stimulate more new ideas for better communication with young people. The detailed programme proposal is at **Annex B**.

9. In taking forward this initiative, Members may wish to consider whether this programme should be extended to other community groups, in particular district-based grass-root bodies, and therefore be re-launched as the Schools and Community Outreach Programme.

Promotion Campaign for SDF Projects

10. We propose to promote the SDF projects as an on-going education and publicity initiative through the following means -

- (a) To establish a **regular online bulletin** on the SDU website and the new online resource centre to publicise the details, progress and upcoming activities and events of the SDF projects;
- (b) To encourage the SDF grant recipients to contribute articles for publication in newspapers and magazines;
- (c) To arrange media coverage visits to major events;
- (d) To invite grant recipients to participate in the proposed School (and Community) Outreach Programme; and
- (e) To distribute an annual pamphlet on the progress, achievements and activities of the ongoing projects.

We would propose to organize this campaign in partnership with the Information Services Department. Further details of this proposal are at **Annex C**.

Further Action

11. Subject to Members' views, we will take forward the implementation of the relevant programmes, in further consultation with Members and other stakeholders, as appropriate.

Council Secretariat

3 February 2005