

COUNCIL FOR SUSTAINABLE DEVELOPMENT
Education and Publicity Sub-Committee

Paper 02/05

Guidelines for Endorsing Events and Projects
with the SD Logo

Purpose

This paper invites Members' views on draft guidelines for endorsing events and projects with the SD logo.

Proposal

2. Members are invited to consider –
 - (a) The draft guidelines for endorsing events and projects with the SD logo outlined in paragraphs 4 to 5 of this paper; and
 - (b) Whether to endorse the use of the SD logo in connection with Project SEE's proposed award programme.

Considerations

3. At the meeting on 19 October 2004, Members discussed how the use of the SD logo might help raise public awareness of SD. The meeting agreed that in cases where an event or project was relevant to SD, Members' views would be solicited on a case-by-case basis. On this basis, Members have advised on the use of the logo to endorse the Association of Chartered

Certified Accountants' "Hong Kong Awards for Sustainability Reporting 2004".

4. In considering a recent request by Project SEE, a recipient of a grant from the SD Fund, to use the SD logo to endorse their award programme on corporate social responsibility (CSR), some Members have suggested formulating guidelines for endorsing events and projects using the logo.

Guidelines

5. Taking account of comments received from Members, we have drawn up the following broad guidelines for Members' consideration -

- The event or project in question should be non-profit making in nature, and the organiser should preferably be a non-profit making organisation.
- The event or project should be of a one-off nature (for ease of monitoring), relevant to SD and should help to promote sustainability in Hong Kong.
- The content of the event or project should not be of a type that might result in a negative publicity for the Council.

6. Subject to Members' views, the Sustainable Development Unit (SDU) will assess future requests for endorsement in accordance with the broad guidelines. We shall inform Members of our assessment and before seeking advice on such requests. In cases where Members may be associated with the organisation submitting the request to use the SD logo, the relevant Members should declare an interest and refrain from offering comments on the case. In acceding to such requests, we would advise the organisation that they should not conduct their project or programme in a way that might embarrass or create negative publicity for the Council for SD.

Project SEE's Request

7. As mentioned in paragraph 3 above, Project SEE has asked that they be allowed to use the SD logo to endorse their students' award programme on CSR and to use part of the grant from the SDF (\$5,000) for the programme, although it is outside the strict scope of the grant agreement.

8. According to Project SEE's submission, the purpose of the programme is to help raise the awareness of students in tertiary education of the concept of CSR and how they might become smart consumers. The programme will be organised in collaboration with Green Power, with the support of some tertiary education institutions, and will involve students voting for products that they believe represent good CSR practices. Companies whose products have been chosen will be invited to provide information on their CSR policies.

9. In considering Project SEE's request, some Members have expressed the view that the award programme should not unfairly attribute good or bad CSR performance to companies. They consider that Project SEE could improve the proposal by doing a survey of students to find out which companies are *perceived* as good or bad performers and use the results as a feature article. There are also concerns that the award initiative may dilute the resources of Project SEE and prevent them from focusing on the key task of producing the magazine on a timely basis.

10. Members are requested to advise whether it is appropriate for the award programme to use the SD logo, and whether Project SEE should use \$5,000 from their SDF grant to help fund the programme.

Further Action

11. Subject to Members' views, we shall notify the full Council of the guidelines for endorsing SD events and projects. We shall also inform Project SEE of the outcome of their request.

Council Secretariat

3 February 2004