

COUNCIL FOR SUSTAINABLE DEVELOPMENT EDUCATION AND PUBLICITY SUB-COMMITTEE

Update on the Education and Publicity Programmes and Initiatives

Purpose

This paper seeks to update Members on the latest progress of our education and publicity programmes and initiatives.

2. Members are invited to note:
 - (a) the background and current status of the ongoing education and publicity programmes (paragraphs 3 to 17 below); and
 - (b) the proposed pilot scheme in collaboration with the Elder Academy (paragraphs 18 and 19 below).

Ongoing Education and Publicity Programmes

A. E-Learning Platform

3. In collaboration with the Education Bureau, we launched the E-learning Platform¹ (“Platform”) in April 2021. The Platform is designed to enhance the learning and teaching effectiveness of the topic of decarbonisation under the senior secondary school curriculum. It includes interactive games and challenges, multimedia resources and other reference materials. By early October 2021, the Platform has over 22,000 online visitors (including those from the Mainland China, Taiwan, United States, United Kingdom, Singapore and Australia) and received positive feedback from schools.

4. To foster students’ and public’s understanding of the ways to practise low-carbon living and sustainable development (“SD”), we launched a “Low Carbon Living Online Q&A” Competition (“Competition”) in July 2021. The topics of questions cover carbon neutrality, carbon emission, climate change, green transport, green energy,

¹ <https://www.susdev.org.hk/elearning/en/>

waste reduction and food waste. The Competition consists of the “School” stream and the “Public” stream, to engage secondary school students together with their community members to search for decarbonisation knowledge on the Platform and to practise low-carbon living. By early October 2021, over 6,400 participants including students from over 130 secondary schools and the general public have participated in the Competition, of which the deadline is on 31 October 2021. We plan to organise a prize presentation ceremony to the winning schools in December 2021.

5. The Platform will be periodically updated with new initiatives and resources from the Environment Bureau and Environmental Protection Department. At this stage, the Platform is being updated with the latest initiatives and targets from the Hong Kong’s Climate Action Plan 2050 with more multi-media games and quizzes under production. Furthermore, the Platform is under planning to extend to junior forms of secondary schools.

B. School Outreach Programme (“SOP”)

6. Established in 2002, the SOP has been promoting the concept of SD to senior secondary school students, by means of school seminars, workshops and interactive dramas.

7. In the last round (2020/21 school year) of SOP, despite the pandemic, with the introduction of online dramas and seminars as a contingency measure, we have achieved a threefold increase in the number of participants compared with the figure of 8,500 in the 2019/20 school year. A total of 104 schools (85 secondary schools and 19 primary schools) participated in 109 dramas, 27 seminars and 6 workshops reaching about 31,000 teachers and students. The activities received positive feedbacks (attaining an average score of 4.4 out of 5 for the overall performance) from the participants according to the findings of the questionnaires extracted at **Annex A**.

8. The SOP (workshop with field trip and drama) was extended to primary schools on a pilot basis in the last round. The response was very encouraging, with the dramas reaching out to around 4,760 students and teachers and attaining an average score of 4.7 out of 5 for the overall performance. As endorsed by the Sub-committee at its last meeting, the programme has been formally extended to primary schools from 2021/22 school year onward.

9. For the current round (2021/22 school year) of SOP, we have received enrollment from 101 schools (78 secondary schools and 23 primary schools) which have signed up for 93 dramas, 35 seminars and 41 workshops.

10. Since the 2015/16 school year, the drama has adopted the theme of the Public Engagement (“PE”) conducted by the Council for Sustainable Development (“SDC”).

To tie in with the current PE, the theme of drama in the current school year is on Control of Single-use Plastics. To gauge views from youngsters on the PE, the drama will be combined with the PowerPoint presentation and Q&A session conducted by the programme director of the PE during the public interaction phase. We have scheduled these PE activities in six secondary schools which are estimated to engage around 1,500 students.

C. School Award Programme (“SAP”)

11. The SAP was launched in 2007 to provide recognition to schools which have actively participated in activities for promoting sustainability awareness and practices². It is held on a biennial basis.

12. The theme of the current (2020/22) round of SAP is on “Low-carbon lifestyle” to tie in with last PE on Long-term Decarbonisation Strategy. A total of 54 secondary schools have enrolled with 23 for Participation Award and 31 for Community Project Award (“CPA”). In view of the pandemic situation, most of the participating CPA schools plan to organise their community activities such as exhibition, guided tour on renewable energy installations (e.g. solar panels) in schools, field trips and second-hand market in 2021/22 school year.

13. To involve wider public participation of the current PE in collaboration with the participating CPA schools, they are encouraged to engage their teachers, students and parents in providing views to the SDC.

D. Sustainable Development Ambassadors

14. To further build up secondary school students’ capability and mobilise their contribution in promoting sustainability, the Sub-Committee previously agreed to revamp the SD Ambassador Programme, i.e. it would be integrated with the SAP CPA to create synergy effect among the SDC’s existing school programmes and to ascertain the quality and quantity of the Ambassadors. Invitations were issued in May 2020 to secondary schools for cultivation and nomination of eligible Ambassadors and Ambassador Leaders in association with the 2020/22 SAP CPA. We shall keep promoting the programme to the schools concerned and call for nomination by the end of the programme in 2022. To provide recognition to the Ambassadors, it is planned to organise an award presentation ceremony and a free guided tour to CIC-Zero Carbon

² The SAP comprises two categories of awards, namely Participation Award (“PA”) and Community Project Award (“CPA”). The PA will be given to a school which has participated in at least three SD related activities, with a total attendance of at least 400 student counts. The CPA will be given to a school which has conducted a campaign or project for promoting sustainability awareness and practices to parents, local residents and/or local community with a total attendance of at least 400 people counts. In addition, the schools which have received the CPA in three consecutive rounds would be given the “Devotion of Promotion of SD Honours Award” and the school which performs the best among all recipients of CPA will be given the Outstanding Performance Award.

Park for them.

E. Promotion of Sustainable Development in Residential Estates

15. With a view to increasing the impact of our education and publicity work in the society, we have extended our services to arrange drama performances and talks on sustainability-related topics for residents and property management staff of housing estates since late 2017.

16. As at early October 2021, a total of 6 dramas (on the themes of sustainable consumption of biological resources and low-carbon living) and 19 talks on topics such as food waste management and fostering sustainable consumption were held for around 2,200 residents and property management company staff in public and private housing estates. The participants' positive responses received for the activities held in 2021 can be reflected in the findings of the questionnaires extracted at **Annex B**.

17. We will continue to line up suitable activities for promotion of SD in housing estates and the community as a whole, including a talk on the current PE will be organised in collaboration with the Hong Kong Association of Property Management Companies.

Pilot Scheme in collaboration with the Elder Academy

18. There are over 1.3 million of elderly persons in Hong Kong. It is important to inspire elders to pursue learning and foster a sense of worthiness among them. At present, there are about 180 elder academies in primary, secondary and post-secondary institutions throughout the territory to promote continuous learning and active ageing for elders and inter-generational harmony. To promote SD concepts to the elderly population, we propose a pilot scheme in collaboration with the Labour and Welfare Bureau's Elder Academy to organise the following types of activities:

- (a) Talk - To enhance elders' understanding of SD topics and encourage behavioural changes;
- (b) Workshop - To educate elders to implement SD in daily living by simple DIY workshop; and
- (c) Field Trip - To introduce community green facilities to elders and enhance their understanding of current environmental protection initiatives.

19. To foster the elders' understanding of the ways to practise low-carbon living and go plastic-free at source, we will arrange an interactive drama for them and collect views from them for the current PE on Control of Single-use Plastics.

Advice Sought

20. Members are invited to note the progress of the education and publicity programmes and initiatives as set out in paragraphs 3 to 19 above.

Council Secretariat
October 2021

Activities held under the 2020/21 School Outreach Programme

Drama Performances



Figure 1 Interactive drama to arouse students' interests in low-carbon living practices.

Participants' Feedback on Drama Performance

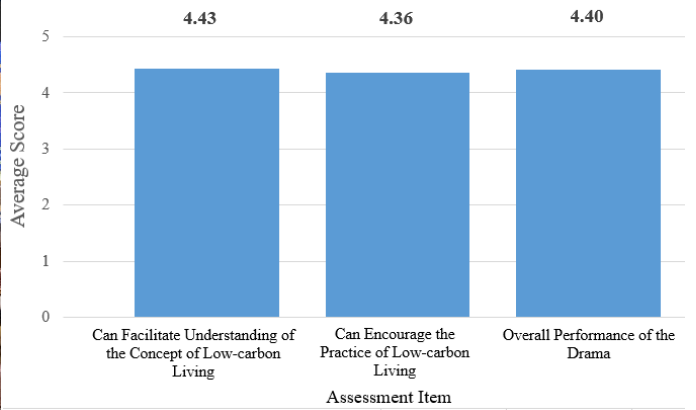


Figure 2 Chart of the participants' feedback as extracted from the questionnaires (1 denotes strongly disagree/very unsatisfactory and 5 denotes strongly agree/very satisfactory)

Seminars and Workshops



Figure 3 Seminar explains SD concepts simply with illustration by daily living examples.



Figure 4 Workshop with field trip providing on-site experience about SD

Participating Organisations' Feedback on Seminars and Workshops

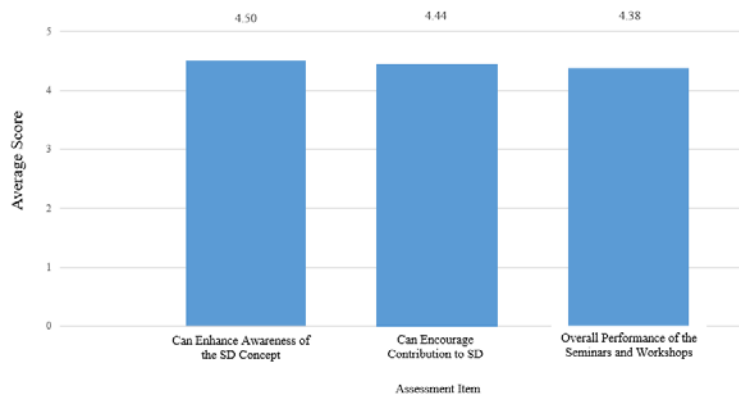


Figure 5 Chart of participating organisations' feedback on the seminars and workshops as extracted from the questionnaires (1 denotes strongly disagree/very unsatisfactory and 5 denotes strongly agree/very satisfactory)

**Activities held under the Promotion of Sustainable Development
in Residential Estates in 2021**

Online Talks

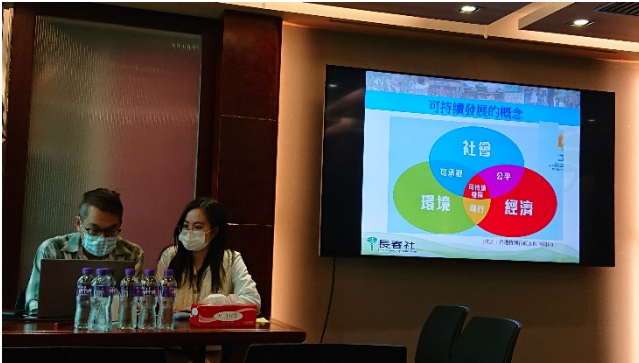


Figure 1 Online talk on "Action Model for Sustainable Development at Long Valley" for the property management company on 12.3.2021



Figure 2 Online talk on "Food Waste Management" for the property management company on 9.4.2021

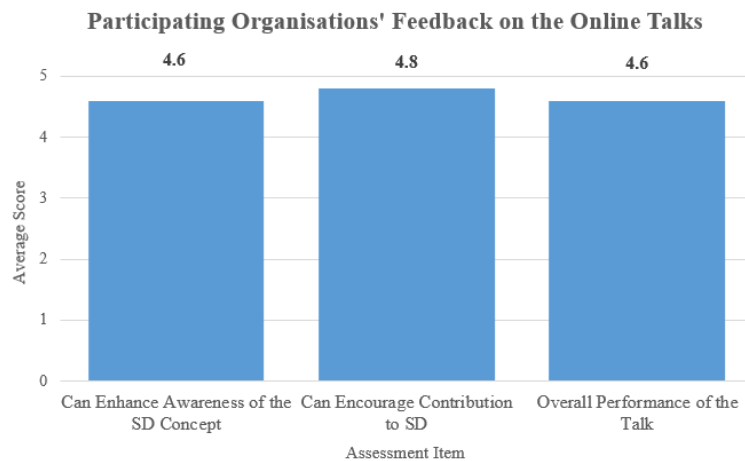


Figure 3 Chart of the participating organisations' feedback as extracted from the questionnaires (1 denotes strongly disagree/very unsatisfactory and 5 denotes strongly agree/very satisfactory)