

## **COUNCIL FOR SUSTAINABLE DEVELOPMENT EDUCATION AND PUBLICITY SUB-COMMITTEE**

### **Sustainable Development Ambassador Programme**

#### **Purpose**

This paper updates Members on the latest progress of the Sustainable Development (“SD”) Ambassador Programme.

2. Members are invited to:
  - (a) note the background and latest status of the on-going SD Ambassador Programme (paragraphs 3 to 5 below); and
  - (b) comment on the revamp proposal of the SD Ambassador Programme (paragraphs 6 to 10 below).

#### **Background**

3. The SD Ambassador Programme started in 2013 to provide a platform for the youth to help spread and promote SD messages to their peers and the community. Secondary school students who have participated in activities organised or sponsored by the Council for Sustainable Development (“SDC”) are eligible to be SD Ambassadors by direct application to the Secretariat on individual basis. Once accepted, the ambassadorship would last until the Ambassador reaches the age of 23. At present, there are 420 registered Ambassadors.

#### **Latest Status**

4. The Secretariat has been organising and arranging a number of activities for the Ambassadors. With the focus shifted from technical visits in the first 3 years to services from 2016 to 2018, the participation rate of the Ambassadors has remarkably dropped (**Annex A**). With a view to re-engaging the Ambassadors and improving their capacity, a series of activities covering

three different categories including technical visits, education/training and services have been arranged for each quarter starting from late 2018. They were also invited to attend the youth and regional forums, which were the engagement events held during the public interaction phase of the Public Engagement (“PE”) on Long-term Decarbonisation Strategy conducted by the SDC from June to September in 2019. Nevertheless, except for the technical visit in December 2018 which attracted over 20 Ambassadors to join, there were none or just a few Ambassadors participating in all other activities (**Annex A**).

5. Another issue encountered by the programme is that about 50% of the registered Ambassadors have reached/are approaching the age of 23 to end their ambassadorship by December 2019.

### **Revamp Proposal of the Programme**

6. To tackle the above issues, it is imperative to revamp the SD Ambassador Programme by improving its effectiveness in mobilizing the youth to participate and even organising SD-related activities. It will be sensible to capitalise on the resources of the SDC’s existing school programmes and ascertain the capacity/contribution of the secondary school students prior to recognition of their identity as Ambassadors.

#### *Proposed Integration with the SDC’s Existing School Programmes*

7. The SD School Outreach Programme (“SOP”) and SD School Award Programme (“SAP”) are the progression of secondary schools in promoting sustainability awareness and practices. Secondary schools progress from simply participation in one or more of the activities organised by the SDC under the SOP, to more participation in at least three of any SD-related activities with a total attendance of at least 400 student counts for the SAP Participation Award. For the SAP Community Project Award (“CPA”), they progress further to organisation of SD-related activities in the community not just for students, but also parents, residents and/or district organisations and institutions, with not less than 400 participants.

8. Most of the secondary schools (ranging from about 74% to 90%) enrolled in the past three rounds of SAP CPA also participated in the corresponding rounds of the SOP. In this context, students of the SAP CPA secondary schools are certainly the potential SD Ambassadors. Their awareness of the SD concept and practices will be raised not only via education activities including school seminars, workshops and interactive dramas under the SOP, but also other training activities organised by schools themselves for the SAP CPA such as technical visits, organic planting and field studies. For

the services, students are usually deployed by teachers in organising SD-related activities inside and outside schools including SD-themed carnivals, exhibitions and competitions.

9. It is therefore proposed to invite each of the secondary schools enrolled for the SAP CPA to nominate three of their students with outstanding performance for the SDC's recognition of their identity as SD Ambassadors, who could then be officially awarded certificates in the SAP Prize Presentation Ceremony. The criteria for nomination should cover both quantitative requirements and qualitative assessments. The quantitative requirements include attendance to a least three SD-related education/training activities and provision of services as helpers in organising not less than three SD-related activities. The qualitative assessments will be conducted by responsible school teachers on students' capacity and contribution in promoting SD concept and practices.

#### *Certainty about the Quantity and Quality of SD Ambassadors*

10. The proposed integration of the SD Ambassador Programme with the SAP CPA is to create synergy effect among the existing school programmes for the sake of effectiveness. With such integration, the natural loss of around half of the existing Ambassadors by December 2019 could be gradually replenished with certainty. Importantly, it allows the potential SD Ambassadors to be closely mentored by the school teachers in building up their capacity and making their contribution for SD, and hence ensure their eligibility to be recognized as SD Ambassadors. SDC's granting awards to the students nominated by the schools will in return facilitate teachers to motivate their students in participating and organising the SD-related activities.

#### **Advice Sought**

11. Members are invited to advise if the revamp proposal as set out in paragraphs 6 to 10 above are in order. Subject to Members' views on the proposal, the Secretariat would include the revamped SD Ambassador Programme in the invitation letters to secondary schools from the next round of SAP (2020/22 school year) onward and update the webpage accordingly by mid 2020.

**Council Secretariat  
December 2019**

**Number of Participants of the Activities Organised/Arranged for the Sustainable Development Ambassador Programme from 2013 to 2018**

<b>Month and Year</b>	<b>Technical Visit</b>	<b>Services</b>	<b>Education/ Training</b>	<b>Total Number of Participants in the Year</b>
Apr 2013	86			
Oct 2013	52			
Nov-Dec 2013		15		
<b>Total in 2013</b>				<b>153</b>
Mar 2014	25			
Jul 2014		9		
Oct 2014	48			
<b>Total in 2014</b>				<b>82</b>
Apr 2015	31			
Jul-Aug 2015			28	
Dec 2015	23			
<b>Total in 2015</b>				<b>82</b>
Apr 2016	28			
July 2016		15		
Oct 2016		3		
<b>Total in 2016</b>				<b>46</b>
Jun 2017		7		
<b>Total in 2017</b>				<b>7</b>
Feb 2018		7		
Mar 2018		1		
July 2018		5		
<b>Jan-Jul 2018</b>				<b>13</b>

**Number of Participants of the Activities Organised/Arranged for the Sustainable Development Ambassador Programme from late 2018**

<b>Month and Year</b>	<b>Technical Visit</b>	<b>Services</b>	<b>Education/ Training</b>	<b>Total Number of Participants in the Year</b>
Dec 2018	24			
<b>Late 2018</b>				<b>24</b>
Mar 2019			2	
May 2019	0			
May 2019	0			
Jun 2019		0		
Jun-Jul 2019			1	
Jul-Sep 2019			2	
<b>2019</b>				<b>5</b>
<b>Total from late 2018 onward</b>				<b>29</b>