

**COUNCIL FOR SUSTAINABLE DEVELOPMENT
EDUCATION & PUBLICITY SUB-COMMITTEE**

Update on Education and Publicity Programmes and Initiatives

Purpose

This paper reports on the progress of the ongoing sustainable development (SD) education and publicity programmes under the purview of the Education and Publicity Sub-committee (EPSC).

2. Members are invited to note the progress of the ongoing education and publicity programmes under the school, community and business sectors.

School Sector

School Outreach Programme

3. The School Outreach Programme (SOP) is EPSC's on-going educational initiative to promote SD in the school community. The current phase of the SOP, its 8th round, is being conducted within the 2009-10 school year. For the past seven rounds, a total of 257 secondary schools and about 75,000 students and teachers have taken part in the programme. Each school visit is in the form of a school talk with an introduction to and an interactive dialogue on the SD concept. Starting this current phase of the SOP, the schools have an additional workshop option for more in-depth communications and better understanding of specific SD topics which will tie in with the Liberal Studies Curriculum. Ten stakeholder partners having been assisting the Council in delivering the programme in this phase.

4. A total of 64 schools have signed up for this phase of SOP. The majority of them, 49 out of 58, have opted for the school talk format, and nine schools have taken up the workshop approach. Up to the end of April 2010, 50 secondary schools and over 13,000 students and teachers have already been reached. Based on the Secretariat's observation, the new workshop format has been effective so far. It has allowed more variety, breadth, depth, richness in

learning SD. Students would be challenged with open-ended questions with more opportunities for individual analysis, peer discussion, reporting and speaking up. The Secretariat will continue to monitor the administration of the programme and report back to Members when this round of the SOP ends in June 2010.

Second SD School Award Programme

5. The SD School Award Programme (SAP) was launched in July 2007 with the aims to encourage students to participate in Council's or Sustainable Development Fund (SDF) activities; and to help promote SD concept and practices in school and community through various means. Currently, we are conducting the second SAP. Like the previous round, participating schools, upon satisfying the criteria, will be awarded the Bronze, Silver or Gold Award. There will also be an Outstanding Performance Award and a newly added Devotion of Promotion of Sustainable Development Honors Award. The criteria for assessment are :

Bronze Award – to participate in three or more events/activities sponsored by the Council or the SDF recipients, with a total attendance of 400 student counts or more;

Silver Award – to initiate a campaign which promotes the concept of SD and encourages such practices among students in the school, in addition to meeting the qualifications for a Bronze Award;

Gold Award – to initiate a campaign to involve parents, local residents, and/or institutions and organisations with a view to promoting SD awareness and practices at the local community level, in addition to meeting the qualifications for a Silver Award;

Outstanding Performance Award – the award will be presented to one school with outstanding performance among the Gold Award winning schools; and

Devotion to Promotion of Sustainable Development Honors Award – the award will be presented to the school which is qualified for the Gold Award for three consecutive years in order to recognise its efforts and contributions to the promotion of SD.

6. The Second SAP has been progressing smoothly. The Secretariat has periodically participated in some major events organised by the participating schools to ensure compliance with the programme requirements.

The participating schools will complete their respective programmes in July and submit their reports by end of August 2010. EPSC Members will be invited to serve on the judging panel which will be formed in last quarter of 2010 to assess the reports. An award presentation ceremony is planned tentatively in January/February 2011. The list of schools participating for the Gold and Silver Awards with themes of the projects and the list of schools participating for the Bronze Awards are attached at **Annex A** for Members' information.

Community Sector

Community Outreach Programme

7. The Community Outreach Programme (COP) is the Council's on-going initiative to promote sustainability in local communities. It has taken place in districts where SDF community-based projects have been organised. The relevant fund recipient and District Council would be invited to jointly host an outreach event, usually in the form of an introductory talk, interactive sharing session to exchange experiences in implementing programmes to promote SD and highlight the impact brought by the SDF projects to the local community and followed by a demonstration session of project activity e.g. community or eco-tour. Five events were previously held at:

- ◆ Wan Chai District – July 2006;
- ◆ Southern District – November 2006;
- ◆ Northern District – March 2007;
- ◆ Yau Tsim Mong District – July 2007; and
- ◆ Tai Po District – March 2008.

8. The sixth event under the COP took place on 24 April 2010 with the Hong Kong Sheng Kung Hui Lady MacLehose Centre (the Centre) (fund recipient of SDF274) and Tsuen Wan District Council Social Service and Community Information Committee as co-organisers. There were about 50 participants including representatives from the District Council, local village representatives, NGO representatives, students and members of the public. The programme rundown of the event was as follows:

- ◆ an introduction by the fund recipient on their project “Green and Sustainable Community Project in the Rural Tsuen Wan”;
- ◆ an experience-sharing session by a volunteer trained as a tour guide and a local resident;
- ◆ guided tours in the Lo Wai area conducted by the Centre; and
- ◆ a response-and-sharing session after the tour.

“Sustainable Development” Wall Painting Design Competition

9. The Youth Square at Chai Wan¹ aims to serve as a focal point for territory-wide youth development in Hong Kong. With a parapet wall alongside the entrance plaza of the square being made available for the Council for promoting SD through creative wall painting, the former EPSC agreed to launch a wall painting design competition open to students/young people in Hong Kong. Selected winning entries will be painted on the wall.

10. The “Sustainable Development” Wall Painting Design Competition, co-organised with the Youth Square at Chai Wan, has been successfully completed. Amongst the 1,128 entries, 962 were submitted by 49 secondary schools; and 166 by members of the public under the open category. The standard of the entries was high in terms of artistic expression and creativity. They also reflected a good understanding of the concept of SD amongst the participants.

11. The adjudication panel² selected the champions from both categories together with the first and second runner-ups. The winners for “The Most Creative Award” and “The Most Effective Message Award” for each category and two merits for the secondary school category were also chosen. The winning entries of both categories have been painted on the wall of the Youth Square. A photo showing the paintings on the wall is at **Annex B**.

12. The Awards Presentation Ceremony of the “Sustainable Development” Wall Painting Design Competition and the “Sustainable Built Environment - My Vision” Photo Competition for Secondary Student (organised under the Council’s engagement exercise on “Building Design to Foster a Quality and Sustainable Built Environment”) was held on 23 January at the Youth Square. More than 200 participants including students, teachers and parents attended to offer their strong support. The hand bell team of Carmel Pak U Secondary School, sand painting artist Mr Hoi Chiu and local pop singer Ms Ivana Wong were invited as performing guests.

¹ This development with a total site area of about 4,750m² is located at the junction of Chai Wan Road (柴灣道) and Wan Tsui Road (環翠道) and is connected to the Chai Wan MTR station via a footbridge. It comprises a 12-storeyed Main Block with a basement auditorium and another 12-storeyed Hostel Block with a landscape garden at the main entrance as well as a 1,700 m² plaza.

² The adjudication panel members included Mr Bernard Chan, the Chairman of the Council; Mr Michael Lai, the Chairman of EPSC; members of the Management Advisory Committee of the Youth Square, Mr Pau Shiu-hung and Ms Yung Sau-mui; renowned artist Mr Water Poon and reputable illustrator Ms Alice Mak.

13. In order to let the public have a chance to appreciate the winners' work and effort, a Co-exhibition on Winning Entries of "Sustainable Development" Wall Painting Design Competition, "Sustainable Built Environment – My Vision" Photo Competition for Secondary Students and "Harmonized Neighbourhood" - Sustainable Building Design Competition (the photo and model competitions organised under the Council's engagement exercise) was held from 1 to 4 February at the North Atrium, Olympian City 2. The event was also conducive to enhance the public's understanding of the SD concept. The winning entries of the three competitions are attached at **Annex C** for Members' information. A set of press cuttings will be circulated at the meeting for Members' reference.

Business Sector

"Sustainable Business for Our Future" Conference

14. The "Sustainable Business for Our Future" Conference (the Conference) will be held in the morning of 20 May 2010 at the Hong Kong Convention and Exhibition Centre. The Conference is co-organised with four co-hosts :

- ◆ Hong Kong General Chamber of Commerce (HKGCC);
- ◆ The Federation of Hong Kong Industries (FHKI);
- ◆ Hong Kong Council for Social Service (HKCSS); and
- ◆ WWF-Hong Kong.

32 corporations / NGOs / green groups have agreed to be the supporting organisations. The Conference will start with an address from the Chairman of the Council. Each co-host will then conduct one of the four panel sessions with speakers to share their views on business opportunities in relation to the economic, environmental and social aspects of SD. The themes of the sessions are as follows:

- ◆ Business Session I – "Developing a Circular Economy in Hong Kong and the Pearl River Delta" by HKGCC;
- ◆ Business Session II – "Clean Manufacturing" by FHKI;
- ◆ Social Session – "Create Social Impacts and Make Them Sustainable" by HKCSS; and
- ◆ Environmental Session – "Low Carbon Manufacturing and Low Carbon Offices" by WWF-HK.

After the panel sessions, the speakers will join a discussion session facilitated by the Chairman of the Council. The Chairman of the EPSC will then deliver the closing remarks. At the by-invitation-only luncheon after the Conference, the Secretary of the Environment will address the guests.

15. As at 10 May 2010, there were 328 delegates registered to attend the Conference. The latest programme rundown and session briefs of the Conference are attached at **Annexes D and E** for reference.

Council Secretariat
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