

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Education and Publicity Sub-Committee

Paper 06/05

Progress Report on “Play Your Part in Sustainable Development” Publicity Materials Design Competition

Purpose

This paper reports on the progress of the Sustainable Development (SD) publicity materials design competition, for Members' information.

Background

2. At the EPSC Meeting on 19 October 2005, Members advised that a series of education and publicity programmes including a community-wide SD competition should be implemented in 2005. At the last meeting on 17 February 2005, Members agreed to launch an SD publicity materials design competition in April 2005 to promote public awareness of sustainable development and to encourage people to adopt sustainable practices in their daily lives. Members also agreed to invite media partners to give the event broader publicity.

3. The competition, entitled “Play Your Part in Sustainable Development”, was officially launched on 24 April 2005.

Progress

4. Progress to date with the various aspects of the competition is as follows -

- Ming Pao has agreed to be a co-organiser of the Competition – as well as

covering the launch event in detail on 28 April 2005, the newspaper has published details of the competition on several occasions in both the main newspaper and the students' magazine "Ming Teen".

- Metro Broadcast has agreed to support the competition, and have arranged for an interview with a Council for SD Member to introduce the principles of SD and promote the SD competition, as well as broadcasting a 5-minute ad-lib announcement on SD and the competition on two occasions in May.
- Promotional posters and pamphlets with competition details and entry forms have been printed and distributed to all District Offices and public libraries for easy access by the public. They have also been distributed to our stakeholder groups with a message to invite and encourage their participation.
- Promotional banners have been produced and displayed at prominent locations from 29 April to 15 June 2005 to promote the competition.
- A special icon has been created for the SDU website that provides a link to competition details and an entry form that can be downloaded. Special links using this icon have also been created with seven other frequently accessed websites run by educational and other non-government groups to promote the competition.
- 35-second APIs in Cantonese, Mandarin and English have been broadcast on 13 local radio channels since 25 April.
- Advertisements have appeared in four Chinese language and one English language newspaper on 11 and 17 May 2005.
- The video clip of an interview with the Chair, EPSC together with a special feature story to publicize the Competition, were launched on the Government's e-Bulletin website on 22 May 2005.
- The SD Fund recipient, Project S+E+E, published the competition details

and entry form in the May 2005 issue of the S+E+E Magazine (which has a circulation of 10,000 copies).

- The Centre for Urban Planning and Environmental Management (CUPEM) of the Hong Kong University (HKU) has helped publicize the competition among HKU staff and students.

5. We have so far received 21 entries and more than 70 phone calls from potential entrants enquiring or seeking clarification on the competition details. Upon the request of many potential entrants, the deadline for entries has been extended to June 14, 2005 (Tuesday) at 5pm. The extension would not affect the original time schedule of the judging process and the prize presentation ceremony, which are planned to take place in July and early August 2005 respectively.

6. The list of judges in the various categories of the competition is at Appendix I for members' reference, and photographs from the launch event are at Appendix II. A list of stakeholder groups to whom we have sent competition materials is at Appendix III.

Council Secretariat

May 2005