For discussion on
9 July 2010

Paper No. 06/10

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:

(a) note the progress of the ongoing education and publicity programmes under the school and business sectors;

(b) give views on the proposed adjustment in the reimbursement amount for the upcoming School Outreach Programme as stated in paragraph 5 below; and

(c) endorse the proposal for the Third SD School Award Programme in the Annex.

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. A total of 257 secondary schools and about 75,000 students and teachers have taken part in the programme since its commencement in October 2002. The current phase of the SOP, its 8th round, is being conducted within the 2009-10 school year. Up to end June 2010, this round of SOP has reached a total of 61 secondary schools and over 15,000 students and teachers.

4. The new workshop format introduced for this round of SOP is proved effective. Compared with the traditional seminar talk, the workshop has allowed more varieties, breadth, depth and richness in learning SD. Students taking up different roles would more likely be challenged with open-ended questions. They would have more opportunities for individual analysis, peer discussion, reporting and speaking up. Group work required students to dig into and explore the crux of the issues. Their homework and feedback have enabled facilitators to promptly assess and respond to students' views and opinions. Such facilitator-student interactions, student involvement and presentation in the workshop have enhanced the effectiveness of SD teaching. Nonetheless, it is noted that the success of the workshop largely relies on support form the school in terms of teachers' active involvement as well as students' positive learning attitude.

5. A meeting was conducted on 25 June 2010 with the stakeholder partners to review the effectiveness of the programme. Views gathered on how to improve the teaching of SD through the seminar and workshop are summarised below –

- For the seminar, the stakeholder partners proposed that more time should be dedicated to practical case studies, possibly supported with video clips. It would be more interesting for the students as compared to more factual information about the definition and history of SD which often occupies the first half the presentation.

- For the workshop format, the stakeholder partners shared their experiences on conducting the workshop sessions. There was also an exchange of views on how to trigger more interaction amongst students. Workshop could be improved if more assistance from school teachers could be obtained e.g. if the teachers could help facilitate the groups in the workshop sessions; and assist to follow up with the homework in between the two workshop sessions. In addition, schools should be asked to allocate sufficient time (at least one hour per workshop session) to enable effective delivery of message/discussions.

The views collected were very useful and the Secretariat will make reference to them when formulating the next round of the SOP for 2010/2011.

6. Based on our follow-up with the schools, it is expected that the demand on the workshop format will increase since it ties in with the current Liberal Studies Curriculum. To prepare for such demand, the Secretariat will work on to engage additional stakeholder partners (currently 10 partners) in

taking up the programme. Also, under the current practice, stakeholder partners are reimbursed with $2,000 for each seminar or workshop to cover their costs and to show the Council's appreciation. While each workshop comprises two sessions and comparatively more preparation work is required, the stakeholder partners have requested for an increase in the reimbursement. The Secretariat agrees that the workload and man-power involved in the workshop is relatively heavy for the partners. A reasonable adjustment in the reimbursement is not only fair but would also attract more parties to participate in the programme. As such, the Secretariat **proposes that the reimbursement amount for each workshop could be increased from $2,000 to $4,000, i.e. $2,000 for each session** which is the same as that for a seminar talk.

7. As the secondary schools will start planning their school calendar in August 2010, the Secretariat targets to send invitation letters in mid July for the next round of SOP. Members are requested to consider and deliberate on the proposed adjustment in the reimbursement amount for the next round of SOP.

SD School Award Programme

8. The SD School Award Programme was launched in July 2007 with the aims to encourage students to participate in Council's or Sustainable Development Fund activities; and to help promote SD concept and practices in school and community through various means. Currently, we are conducting the second round of the programme. 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 Honours Award". A total of 48 schools have registered to participate in the Second SD School Award Programme, with 26 schools for the Gold Award, 11 for Silver and 11 for Bronze.

9. The second SD School Award Programme 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 before mid July and submit their reports by the end of August 2010. Members will be invited to serve on the judging panel which will be formed in the last quarter of 2010 to assess the reports. An award presentation ceremony is planned tentatively in January/February 2011. Members will be notified of the progress in due course.

10. With the second SD School Award Programme getting close to completion, the Secretariat has been considering the preparation of the third School Award Programme. It is proposed to commence at the beginning of the calendar year of 2011 to better incorporate the School Award Programme into the school calendar. A detailed proposal with proposed time frame is at the Annex for Members' consideration.

Business Sector

"Sustainable Business for Our Future" Conference

11. The "Sustainable Business for Our Future" Conference (the Conference) was held in the morning of 20 May 2010 at the Hong Kong Convention and Exhibition Centre. The Conference was 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.

It was also supported by 32 corporations / NGOs / green groups as our supporting organisations.

12. The Conference has marked the Council's first step to engage the business sector and it has received very positive support. The Conference was well-attended by about 250 delegates and 12 Members of the Council, EPSC and Strategy Sub-committee (SSC). The majority of the delegates (about 90%) came from the business sector including representatives from and members of our four co-hosts and the supporting organisations. The delegates also included representatives from various Consulates General in Hong Kong, NGOs and green groups. The Conference started with an address from the Chairman of the Council. Each co-host then conducted one of the four panel sessions on themes 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.

In each panel session, the speakers, moderators and commentator, who are topnotch experts in the fields, shared their views on business opportunities in relation to the economic, social and environmental aspects of SD. The Chairman of the EPSC then delivered the closing remarks.

13. After the Conference, about 70 guests including Council, EPSC and SSC Members, speakers, representatives from the co-hosts and supporting organisations attended the by-invitation-only luncheon. They were addressed by the Secretary of the Environment, Mr Edward Yau.

14. A total of 44 feedback forms were collected form the delegates. Out of these feedbacks, an average of about 80% agreed that the content and usefulness of the presentations were “good” or “very good”; and 57% of the replies confirmed that their organisations/companies are practising SD policies of some sort. About 74% of the replies thought that the Conference would facilitate their organisations/companies to start or enhance SD policies and practices.

15. The conference programme and speakers’ powerpoint presentations have been uploaded to the Council’s website available for public viewing.

Council Secretariat
July 2010

Annex

Third Sustainable Development School Award Programme (2010/2012) Proposal

Objectives

Since its establishment in 2003, the Council for Sustainable Development (SDC) has been striving to promote public awareness and understanding of the principles of SD to different sectors of the community. In the school sector, the SD School Award Programme was launched for the first time in August 2007 and the second in January 2009, in addition to the ongoing School Outreach Programme (SOP), to encourage schools to promote SD awareness and practices in schools and the community. In view of the success in the previous rounds of the programme, it is proposed to launch the third round in order to sustain the following objectives –

- Introducing the broad concept of SD to students
- Raising students' awareness of the importance of SD
- Encouraging students to contribute to sustainable practices in their daily lives and to spread the SD message to their families and within their local community
- Creating an SD-community network at district level and building capacity for the involved parties for future participation and collaboration in SD-related activities in future

Target Groups

- All local and international secondary schools
- Parents and residents from the local community

Duration

- July 2010 to May 2012

Collaborator

- Local non-profit organisations which specialise in promoting SD

Programme Contents

- An invitation letter will be sent to all local and international secondary schools in mid July 2010 to invite them to enroll in the SD School Award Programme (2010/2012) in order to tie in with the planning of 2010/2011 school year and the launch of the upcoming engagement exercise.
- The major theme of this round of programme is proposed to be "Climate Change" to echo that of the SDC's engagement exercise.
- Each participating school needs to fulfill the respective requirements listed below in order to be qualified for the three levels of Award, namely, Bronze, Silver and Gold.

(a) if the school participates in at least three SD relevant activities (all activities in a series should be counted as one activity only) **and** the total attendance reaches a minimum of 400 student counts, the school will be qualified for a **Bronze Award**. The qualifying activities could be–

- Activities organised by SDC such as Public Engagement Process (e.g. launch event, workshops or forum, return of completed questionnaires, etc.), SOP, Design Competition, etc.
- Activities organised by Sustainable Development Fund (SDF) recipients
- Activities organised by local non-profit organisations specialising in promoting SD. The Council Secretariat will update and send the activity list to participating schools on a regular basis. The list of activity will be uploaded onto the Online Resources Centre of SDD;

(b) in addition to the requirement of (a) above, if the school initiates a campaign or a project which promotes sustainable practices

and/or raises SD awareness among students within the school, the school will be qualified for a **Silver Award**; and

(c) in addition to (a) and (b) above, if the school initiates a campaign or a project at local district level to involve parents as well as local residents and/or local institutions and organisations in the community in promoting SD awareness and practices, the school will be qualified for a **Gold Award**;

(d) an **Outstanding Performance Award** will be given to one school which performs the best among all winning schools of Gold Award; and

(e) a **Devotion of Promotion of Sustainable Development Honors Award** will be given to the schools which are qualified for the Gold Award for three consecutive years in order to recognise their efforts and contribution in the promotion of SD.

- The participating schools of Gold and Silver Award levels need to submit a proposal (format to be provided by the Council Secretariat) to SDC on or before 30 November 2010 by providing the framework with relevant details of the campaign or project they are planning to organise in the schools or at the local district level.
- The participating schools need to submit a report (format and requirements to be provided by the Council Secretariat) to SDC on or before 31 January 2012 by providing details of the activities participated and/or organised to demonstrate compliance of the award level requirements.
- EPSC Members will be invited to join a judging panel to assess the achievement reports submitted by the schools in March 2012.
- An awards presentation ceremony will be organised in May 2012 to acknowledge and honour the winning schools. Presentations by selected winning schools at the ceremony may be arranged to share experiences.

<u>Briefing Session for Teachers</u>

- In order to facilitate teachers' better understanding of the concept of

SD and the SD School Award Programme as well as promoting the programme, it is planned to organise a briefing session for teachers of all secondary schools in mid September 2010. During the briefing session, the following content will be covered–

(a) Concept of SD
(b) Details of SD School Award Programme
(c) Guidelines on how to plan and organise campaign or project to promote SD in school and at local district level
(d) Experience sharing by Gold Award School (with collaborator, if possible) which has participated in 2009-2011 SD School Award Programme
(e) A list of SD activities organised by SDC or SDF recipients or local NGOs for participating schools to join
(f) Introduction of reference materials on SD including the available resources on Online Resource Centre
(g) Tea reception for networking at the end of briefing session

<u>Reimbursement for Participating Schools</u>

- In order to encourage more schools to participate in this programme, it is suggested to continue reimbursement for participating schools as a token of appreciation and support. The reimbursement is applicable for compensating the joining fees and transportation cost for participating the relevant SD activities, and/or material costs of organising SD campaign/project in the school and/or the community.
- The amount of reimbursement for the three levels of Award, namely, Bronze, Silver and Gold, is suggested to be the same as the second round of the programme with consideration of the number and scale of activities joined and/or organised for qualifying for each level of award.
- Suggested amount of the maximum reimbursement for each level of award per school –
  (a) Gold Award - HK$10,000
  (b) Silver Award - HK$5,000
  (c) Bronze Award - HK$2,000
- The participating schools would need to submit a financial report (format and requirement to be provided by the Council Secretariat)

together with all original copy of invoices to SDC with the event report on or before 31 January 2012 for application of reimbursement. The reimbursement will be released to the participating schools by the end of April 2012. And an award ceremony will be held in May 2012.

Proposed Work Schedule

Tasks	**Timing**
Finalise programme details	July 2010
Launch of programme	mid July 2010
Briefing session for teachers	mid September 2010
Enrollment deadline	30 September 2010
Submit campaign / event proposal by participating schools of Gold and Silver Awards	30 November 2010
Implementation of programme	1 January 2011 – 31 December 2011
Submit event and financial report with invoices by participating schools	31 January 2012
Adjudication exercise	March 2012
Reimbursement exercise completed	April 2012
Awards presentation ceremony	May 2012
Upload event highlight onto Online Resources Centre	May 2012

Council Secretariat
July 2010