

School [and Community] Outreach Programme - Proposal

Objectives

During the SD Strategy public engagement process, there was a great deal of comment to the effect that the Council for SD and the Government should do more to educate people on SD. In view of this, we plan to re-launch the School Outreach Programme, with the aims of –

- Introducing the broad concept of SD to students;
- Raising students' awareness of the importance of SD;
- Encouraging students to contribute to sustainability in their daily lives;
- Building capacity for students to become engaged in future SD Strategy building campaigns
- Creating a network of interested schools and teachers for involvement in future SD activities.

We might also consider extending this programme to groups in the community, for example at the grass-root or district-based level.

Target Groups

- Students from Form 4 and above from about 30 secondary schools (excluding the 44 schools visited in the first 3 phases of the original School Outreach Programme)
- Upper form teachers of relevant subjects
- Heads of schools
- [District-based groups and residents]

Duration

- September – December 2005
- To be extended into 2006 if demand warrants

Collaborators

- SD Fund recipients
- Relevant NGOs or other organisations such as the Conservancy Association, Civic Exchange, FoE (HK), Education City, HKCSS, Business Environment Council and Canadian Chamber of Commerce

Programme Content

- The programme would comprise two parts, namely an exhibition and an interactive presentation. Display panels used in the previous Outreach Programme would be reused as far as possible, with minor revisions as necessary. For the presentations, we propose to illustrate the concept of SD by using concrete examples, and to stimulate thinking on the subject matter with reference to current global and local issues.
- The presentation would last for about 40 minutes and would include features such as interactive games, a short video show, a Powerpoint presentation and a Q & A session.

Proposed Work Schedule

Action	Timing
Liaise with potential collaborators	June 2005
Revise display panels	June – July 2005
Prepare presentation materials for visits (with collaborators)	July – August 2005
Send out invitations and arrange visits	July 2005
Visits	September – December 2005

Budget

Item	Amount (HK\$)
Revision to display panels	\$ 5,000
Transportation of display panels	\$ 24,000 (\$ 800 per trip)
Souvenirs	\$ 7,500 (\$ 250 per item)
Miscellaneous & Contingency (15%)	\$ 5,500

Total	\$42,000
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Sustainable Development Unit

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