

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 launch of the eighth round of Sustainable Development Fund (SDF) Applications (paragraphs 3 to 4);
 - (b) note the progress of the ongoing education and publicity programmes under the school sector (paragraphs 5 to 7); and
 - (c) note the progress of the revamp of the Online Resource Centre (paragraph 9).

Sustainable Development Fund Applications

3. The eighth round of applications to the SDF was launched on 18 August at the Boys' and Girls' Clubs Association of Hong Kong, Wan Chai. The event was well-attended by about 110 participants from different sectors of the community including 75 representatives from NGOs, 20 from the educational institutions and secondary schools, nine from the business sector and the rest from the social enterprises, District Councilors' office and individuals. It began with an introduction of the SDF, the priority areas of this round of application and a briefing on the elements required in a high-quality proposal. After the break, one of the SDF recipients, the World Wide Fund for Nature Hong Kong, talked to the participants on SD concepts demonstrated with its cases and project samples. After that, another SDF recipient, The Centre of Architectural Research for Education, Elderly, Environment and Excellence Ltd.

(CARE), shared their experiences on the implementation and effectiveness of their project. The event was concluded with a briefing on the assessment criteria on SDF applications and a question-and-answer session.

4. The deadline for this round of application is 5:00 pm on 17 November 2010. As in previous rounds, the Secretariat will assess each application before making recommendations for Members' consideration.

School Sector

School Outreach Programme

5. The School Outreach Programme (SOP) is EPSC's on-going educational initiative to promote SD in the school community. The 8th round of the SOP for the school year of 2009-2010 was completed. A total of 63 schools and over 16,700 students and teachers participated. Since its commencement in 2002, the SOP has now reached a total of 320 secondary schools and about 92,000 students and teachers have taken part in the programme.

6. The current 9th round of the SOP for school year 2010-2011 has been launched in July 2010. 48 schools have signed up, among which 39 are for the seminar/talk and nine for workshop. For this round of SOP, eight stakeholder partners will assist in conducting the seminar or workshop. They are :

- ◆ Aberdeen Kai-fong Welfare Association Social Service Centre
- ◆ Business Environment Council
- ◆ Civic Exchange
- ◆ Conservancy Association
- ◆ Hong Kong Federation of Women's Centres
- ◆ Hong Kong Sheng Kung Hui Lady MacLehose Centre
- ◆ Life Workshop
- ◆ St. James' Settlement
- ◆ World Wide Fund for Nature Hong Kong.

SD School Award Programme

7. The 2nd round of the SD School Award Programme (SAP) 2009-2010 was concluded. A total of 48 schools have entered the programme with 26 of them for Gold Award, 11 for Silver and 11 for Bronze. To date,

activity and financial reports from 29 schools were received. The Secretariat is liaising with the rest of the schools to offer appropriate assistance in completing the reports. The Secretariat will then make the initial vetting of the reports and Members will be invited to serve on the judging panel which will be formed in the last quarter of 2010 to assess them. An award presentation ceremony is planned tentatively in January/February 2011. Members will be notified of the progress in due course.

Publicity

Publicity and Media Promotion of Sustainable Development

8. At the EPSC meeting on 14 May 2010, Members discussed various options for the publicity and promotion of SD and agreed that the details and feasibility of an open competition and RoadShow should be further explored for Members' consideration. The matter is to be discussed under a separate paper No. 09/10 at the same meeting.

Online Resource Centre

9. The online resource centre (ORC) was launched on 31 January 2005 and forms part of the SDD website. It provides easily accessible information and reference relating to SD and information on local and international developments in the field of SD to the general public. As Members noted in the meeting on 10 November 2009, the revamping exercise of the ORC has the objective to evaluate the existing webpage in order to enhance the contents, improve the interactivity and creativity and revitalise the presentation of the webpage to attract more online visitors. To tie in with the ORC revamp, the SDD website will also be upgraded to tally with the outlook design of the new ORC. It will be a comprehensive make-over. WestcomZivo Limited has been commissioned as the contractor for this exercise. The revamp will be completed by November 2011.