

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Education and Publicity Sub-Committee

Paper 11/05

Mass Production of Selected Winning Entries of SD Publicity Materials Design Competition as Council Publicity Materials

Purpose

This paper invites Members' views on a proposal to mass-produce selected winning entries in the "Play Your Part in Sustainable Development" Publicity Materials Design Competition (SD Competition).

Proposal

2. Members are invited to consider whether the winning entries in the competition should be mass-produced for distribution to the public as Council publicity materials.

Background

3. On 17 February 2005, the Education and Publicity Sub-committee (EPSC) agreed that winning entries in the SD Competition could be used in presentations or education programmes organised by the SDU.

Considerations

4. Distinction, Merit and Certificate of Commendation Awards were

given to winners of the SD Competition under three categories (i.e., booklet, poster and AV production) and three entry groups (secondary school, tertiary education and open groups). The selected winning entries are considered to convey clear and visually attractive messages regarding SD. We therefore recommend that these posters and booklets be mass-produced as education and publicity materials to be distributed to students and the public through Council activities such as the school outreach programme and SD Strategy engagement process workshops and forums.

6. The budget for the production costs of the publicity materials is about \$59,800, as per the detailed breakdown at the **Annex**.

7. In order to allow the public to view the award winning AV productions, we propose to upload 4 productions as video clips on the SDU website.

Further Action

8. Subject to Members' views, we will arrange for the reproduction of the selected posters and booklets for distribution to students and secondary schools, as well as to stakeholder organisations and partners. We would also arrange for the uploading of the selected AV productions on the SDU website for public viewing.

Council Secretariat

October 2005