

**COUNCIL FOR SUSTAINABLE DEVELOPMENT  
EDUCATION & PUBLICITY SUB-COMMITTEE**

**Proposed public education and awareness programmes  
on climate change**

**Purpose**

This paper seeks Members' views on the public education and awareness programmes on climate change.

2. Members are invited to -
  - (a) consider the proposed public education and awareness programmes on climate change in paragraph 6; and
  - (b) give views on the priority of the proposed activities under programmes.

**Background**

3. At the last EPSC meeting on 14 October 2010, Members agreed that the in co-ordination with the Strategy Sub-committee (SSC), the Education and Publicity Sub-committee (EPSC) would engage the wider community through schools and NGOs with the support of intensive campaigns and publicity to enhance general understanding of climate change, increase their awareness on the implications on their daily lives and drive for a change in mindset, lifestyle and behaviour. At the Council meeting held on 25 October 2010, SDC Paper No. 09/10 "SDC's Proposed Public Engagement Process and Public Education and Awareness Programmes on Climate Change" (see Annex A) was endorsed and the roles of EPSC and SSC were discussed and agreed.

4. As the overall GHG emissions in Hong Kong is significantly attributed to energy consumption in buildings, the Council endorsed that the public engagement to be led by SSC on the one hand, would focus on the "demand side" of the equation to take a bottom-up approach to engage building

users to work together to maximise energy efficiency and minimise carbon emissions in buildings. EPSC on the other hand, would complement the efforts by launching the public education and awareness programmes in parallel with a view to bringing about synergy in promoting climate change as a tangible issue to the Hong Kong people and in inspiring actions.

## **Public education and awareness programmes**

### Objectives

5. Considering the wide gap between the impacts of the climate change issue and the awareness of the same of the general public, not to mention actions, the public education and awareness programmes would have to be intensive to widen and deepen the general awareness of the public about the relevance of climate change to us. **The wider community particularly through schools and NGOs will be engaged with the support of intensive campaigns and publicity** with the following objectives -

- (a) impressing upon the general public of the relevance of climate change to Hong Kong people and the community and the urgency of the matter;
- (b) informing the public of how the world is changing, in terms of government measures, business environment and lifestyle, etc. and that Hong Kong people need to take actions to adapt to the changes and also to identify and grasp new opportunities in order to survive and thrive in the international trend;
- (c) promoting creative problem-solving, unleashing creative energy and passion, and encouraging people to seek out opportunities and solutions to ride on changes and to build a better and sustainable future for Hong Kong through creativity; and
- (d) addressing the values, such as “consumerism”, on which the incumbent lifestyle is based, and promoting the concept of “sustainable consumption”, such as second-hand trading, recycling products and resources, choosing goods made with more durable materials and greener process, etc., as well as other more sustainable concepts.

## Proposed public education and awareness programmes

6. To widen and deepen the impact of our public education and awareness programmes and to tap on the expertise and resources of NGOs on climate change issues, it is considered that in parallel to programmes that would be organised by the EPSC, collaboration with schools and NGOs where appropriate in organising programmes could be explored. The Secretariat has started to approach some NGOs to explore possible ways of collaboration. The following are some initial proposals on public education and awareness programmes to be either organised by EPSC or in collaboration with schools/NGOs –

### *Schools and students*

- (a) Collaborating with NGOs/green groups like World Wide Fund for Nature Hong Kong (WWF-Hong Kong) to organise “**low carbon leader training**” to provide educational and awareness programmes and activities for **senior secondary school students**. Outstanding performers in the programme will have the opportunity to join an overseas visit. It is expected that the programme would commence in March 2011 for completion in April 2012. Please see details in EPSC Paper No. 13/10 to be discussed at the same meeting.
- (b) Collaborating with NGOs/green groups to target on **primary school students and their families** to pledge on carbon reduction in their daily lives.
- (c) Leveraging on EPSC’s existing **Sustainable Development School Award Programme (SDSAP)**, participating schools are encouraged to attend events/organise projects, such as fieldtrips/visits, on the theme of low carbon living and sustainable consumption, etc. For the 2010-2012 SDSAP, a total of 41 schools have entered the programme with 31 of them for Gold Award, 4 for Silver and 6 for Bronze. From the proposals received for the 3<sup>rd</sup> SAP so far, it is anticipated that at least eight projects will be conducted by schools (for Gold Award) to promote low carbon lifestyle under various themes to the community. Majority of these projects will be implemented from throughout 2011 (see Annex B).
- (d) Leveraging on EPSC’s existing **School Outreach Programme (SOP)** whereby stakeholder partners will deliver talks/workshops

on the issue of climate change, low carbon living and sustainable consumption to the 48 schools registered under SOP. Relevant materials have been incorporated in the powerpoint for presentation by these stakeholder partners. The SOP in the school year 2010-2011 and 2011-2012 will be geared towards promotion in this respect.

*General public*

- (e) **Scientific exhibition cum seminars** may also be organised in collaboration with the Science Museum to provide the general public with the background scientific knowledge on climate change and its impacts in lively and interactive presentations. It is anticipated that the exhibition and seminars series will last for at least six months to maximise their impact on the public.
- (f) **Interactive exhibitions** with both virtual and mechanical features to arouse the public's interest in climate change. It is envisaged that the exhibits/ structures for the exhibition would be original and tailored for this programme. They would be creative and attractive to the public, especially the youth. The exhibitions will be held at carefully selected venues with large volume of pedestrian flow, like Times Square and Olympian City.
- (g) **Multi-media and interactive games on popular internet platforms and social networking websites** with trendy design/gimmicks and attractive rewards to attract and educate target audiences. The idea is to arouse the public, especially the youth, of the issues of climate change and to promote low carbon living via interesting games. Popular platform like the Facebook would be considered.
- (h) Co-organising with some designers' associations a **recyclable/recycled product design contest**; [or alternatively, co-organising with the Institutes of Textiles and Clothing of the Hong Kong Polytechnic University a "**wear it in so many fashionable ways**" contest]. Through this kind of competition, the public would be introduced to creative and practical ideas of reusing materials in our everyday lives and thereby reduce over-consumption. The change in mindset of consumers would likely have an impact on the practice of retailers and producers.
- (i) Collaborating with a TV channel to organise a **low carbon household contest** (「減碳家居大比拼」) in which participants'

“household carbon emission score” will be ranked together with those of pop stars and celebrities’ homes. This could achieve above-the-line publicity and promote low carbon living amongst a wide range of people in the community. It could also be an effective means to drive for actions in every household.

- (j) As part of a programme to promote the concept of sustainable development, we would collaborate with Hong Kong Arts Centre to compile one-minute and/or 30-second **video clips** on relevance and urgency of climate change and/or promotion of low carbon living; and broadcasting the video clips via **RoadShow**.
- (k) **Air promotion plan on radio** (with promotional segments, phone-in games and public discussions and pledges, etc.) and radio public affairs programmes.

### **Way Forward**

7. Members are invited to give views on the proposed public education and awareness programmes. Subject to Members’ views, the Secretariat will liaise with potential partners/organisations in developing the programmes and the details of which would be submitted to EPSC in coming meetings. Upon EPSC’s endorsement, the programmes will be implemented by way of single tender or restricted tender where appropriate.

Council Secretariat  
December 2010

For discussion on  
25 October 2010

Paper No. 09/10

## **COUNCIL FOR SUSTAINABLE DEVELOPMENT**

### **SDC's Proposed Public Engagement Process and Public Education and Awareness Programmes on Climate Change**

#### **Purpose**

This paper seeks Members' views on the proposed scope of the new public engagement and the public education and awareness programmes in parallel on climate change.

#### **Background**

2. In recent years, the issue of climate change has come to the forefront of many nations' and cities' sustainable development (SD) agenda as well as the international agenda for co-operation. Few would dispute that climate change is now one of the most relevant SD issue of the day. The prominence of the issue and its impact and relevance to people's daily lives are evident in the various initiatives taken internationally to heighten awareness which in turn drive governments to take concrete actions to combat climate change.

3. The Council, at its meeting on 1 February 2010, agreed that climate change would be the topic for the next public engagement, in light of its present-day importance and its all-embracing relevance. The Strategy Sub-Committee (SSC) was tasked to work out the proposed scope of the public engagement, and the Education and Publicity Sub-committee (EPSC) to draw up public education and awareness programmes for raising the awareness of the community on climate change.

***The Government's Public Consultation on "Hong Kong's Climate Change Strategy and Action Agenda"***

4. The Environment Bureau is conducting a three-month public consultation from 10 September to 10 December 2010 to gauge the community's views on Hong Kong's climate change strategy and action agenda for the coming decade. The public consultation document proposes an overall target to reduce Hong Kong's carbon intensity<sup>1</sup> by 50-60% in 2020 as compared with the 2005 level. The document also proposed broad policy strategies on how Hong Kong as a whole can mitigate and adapt to the impact of climate change, with emphasis on supply-side strategy, such as fuel mix; as well as directions on maximizing energy efficiency, greening road transport, promoting use of clean fuels for motor vehicles and turning waste into energy, etc. Details are set out in SDC Paper No. 07/10.

#### *SSC meeting on 22 September 2010*

5. With the release of the Government's public consultation document, the SSC, at its last meeting held on 22 September 2010, discussed the scope of the proposed public engagement exercise. In general, the SSC agreed to –

- (a) focus on the “**demand side**” of the equation to enhance awareness of the climate change problem and rally for actions involving a large section of the community;
- (b) engage specific user groups to identify **response strategies** in mitigating GHG emissions; and
- (c) conduct **public education** to raise awareness of climate change and drive a behavioural change in adopting low carbon lifestyle.

#### *EPSC meeting on 14 October 2010*

6. The EPSC also held a meeting on 14 October 2010 and agreed to organise large-scale public education and awareness programmes as a co-ordinated effort corresponding to the launch of the subject public engagement.

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<sup>1</sup> **Carbon intensity** is defined as the amount of greenhouse gas (GHG) or carbon emissions per unit of gross domestic product (GDP). This seeks to measure the effectiveness of efforts taken to reduce emissions which are highly associated with economic activities.

## **Proposed Scope of the Public Engagement**

7. It is noted that buildings take up approximately 90% of local electricity consumption, which accounts for 67% of Hong Kong's greenhouse gas (GHG) emissions. In other words, energy consumption in buildings is responsible for at least 60% of our GHG emissions. In the Government's consultation document on climate change, it has set out in broad terms, some measures to achieve substantial reduction in GHG emissions in buildings and electrical appliances in the next decade (see **Annex**).

8. Given the extensive implications of climate change, it is advisable that the Council strategically focuses the public engagement process on a specific area that can generate the most significant impact. As the overall GHG emissions in Hong Kong is significantly attributed to energy consumption in buildings, it is therefore proposed that the Council's public engagement focus on the **"demand side"** of the equation to take a bottom-up approach to engage building users to work together to **maximise energy efficiency and minimise carbon emissions in other aspects in buildings**.

9. In working out the scope of the proposed public engagement, Members may wish to note that **the proposed public engagement would differ from the building energy efficiency in the previous public engagement** on Building Design to Foster a Quality and Sustainable Built Environment<sup>2</sup> in the following ways –

- (a) while energy efficiency would be the emphasis, other aspects accounting for carbon emission in buildings, such as water consumption, would also be covered;
- (b) contrary to the previous public engagement, the building energy efficiency to be covered will go beyond the inherent building energy efficiency as a result of building design and construction and the focus will be shifted to building users' activities and/or operations inside buildings; and

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<sup>2</sup> Some major recommendations on building energy efficiency include (a) periodic reviews of the proposed mandatory Building Energy Codes; (b) provision of technical and/or financial assistance for existing building owners; (c) further promotion of the use of benchmarking and accreditation system; (d) provision of additional building design guidelines; (e) review of existing standards and regulations; (f) Government to take a lead; and (g) further public education.

- (c) the proposed public engagement will aim at engaging building users proactively on incentives and barriers for possible lifestyle changes, improvements in operations, etc., to drive for behavioural changes.

***Proposed public engagement programmes on climate change under the charge of the SSC***

10. In light of the above, it is proposed that the Council's public engagement work be focused on the "demand side", with particular emphasis on maximising energy efficiency and minimising carbon emissions in buildings, with the following broad objectives –

- (a) to nurture a low carbon built environment in Hong Kong; and
- (b) to promote a low carbon lifestyle both in workplace and living environment; and
- (c) to mobilise cross-sectoral collaboration and commitment in turning Hong Kong into a green built city.

11. It is proposed that the Council adopt a bottom-up approach targeting the following user-groups for response strategies –

(a) **Household**

The targets are city dwellers, i.e. all of the Hong Kong people. The SSC is proposed to engage the Housing Authority, the Housing Society, owners' corporations, property management companies, etc., on improving the energy efficiency and overall carbon emission of their buildings. Areas that may be addressed include lighting, air conditioning, electrical installations and appliances, water consumption, etc.;

(b) **Office**

Being an international financial centre, office is a major building use in Hong Kong other than residential. It is

proposed that chambers of commerce, relevant trade organisations and associations, government departments as well as property management companies in office buildings would be engaged to address potential areas for improvement, including -

- (i) lighting,
- (ii) air-conditioning,
- (iii) office appliances,
- (iv) water consumption,
- (v) paper consumption,
- (vi) business travelling,
- (vii) carbon emission benchmarking, etc.

**(c) Retail**

Retail shops, service outlets and shopping complexes make up another major building use in Hong Kong. Potential improvement in consumption of energy and other resources in various aspects of their operation that contribute to carbon emission, includes –

- (i) internal and external lighting,
- (ii) air-conditioning,
- (iii) better logistics planning, e.g. more cost-efficient delivery scheduling,
- (iv) packaging and re-packaging,
- (v) carbon emission benchmarking, etc.

Relevant trade associations would be identified to be engaged to mobilise their members to look into ways for low-carbon operations that can bring about win-win benefits for both the environment and their businesses; and

**(d) Catering**

Restaurants, fast-food stores and other catering operations constitute another major group that can substantially benefit from lower-carbon and less costly mode of operation. Possible areas for improvement include –

- (i) internal and external lighting,
- (ii) air-conditioning,

- (iii) water consumption,
- (iv) sewage processing,
- (v) bio-waste reduction,
- (vi) biodiesel production through recycling waste cooking oils,
- (vii) carbon emission benchmarking, etc.

During the public engagement process, we may impart information and gauge views on measures that various stakeholder groups are willing to take to address the issues; barriers that they may face; and catalysts that the Government might provide to facilitate/expedite actions.

12. Enhancing energy efficiency usually starts with auditing and reporting on the energy consumption and carbon emission to identify areas for improvement. For promoting energy efficiency in a wider scope, we may engage various user groups in proposing and discussing on strategies regarding **energy cum carbon audit and reporting** applicable in the specific context of Hong Kong, such as whether energy cum carbon audit should be required for all entities or the listed companies and other large-scale corporations/organisations in both the private and public sectors in Hong Kong.

13. We propose that various formats of engagement be organised, which may include and are not limited to the following –

- (a) the Council organising on its own and/or with partners lined up for the engagement exercise a series of engagement sessions for relevant stakeholders to disseminate more in-depth information, to share real life examples/case studies and to engage them in informed dialogues and giving of views on relevant issues. Participants may be invited to share their organisations' experiences and to give views on the difficulties/successes they encounter when implementing low carbon/energy efficiency measures in their building premises and what the Government or other relevant parties could do to help create a conducive environment in this regard; and
- (b) forming partnerships and collaborating with various stakeholder groups to engage them to work out win-win response strategies that can benefit all parties through energy conservation and carbon emission reduction.

*Proposed education and public awareness programmes on climate change under the charge of the EPSC*

14. Considering the wide gap between the impacts of the climate change issue and the awareness of the same of the general public, not to mention actions, it is proposed that intensive **public education and awareness programmes** be conducted in parallel by EPSC to **widen and deepen the general awareness of the public** about the relevance of climate change to us. Coinciding with but not restricted to the scope of the proposed public engagement, it is proposed that the EPSC could **engage the wider community particularly through schools and NGOs** with the support of intensive campaigns and publicity with the following objectives and directions -

- (a) impressing upon the general public of the relevance of climate change to Hong Kong people and the community;
- (b) informing the public of how the world is changing, in terms of government measures, business environment and lifestyle, etc. and that Hong Kong people need to take actions to adapt to the changes and also to identify and grasp new opportunities in order to survive and thrive in the international trend;
- (c) promoting creative problem-solving, unleashing creative energy and passion, and encouraging people to seek out opportunities and solutions to ride on changes and to build a better and sustainable future for Hong Kong through creativity; and
- (d) addressing the values, such as “consumerism”, on which the incumbent lifestyle is based, and promoting the concept of “sustainable consumption”, such as second-hand trading, recycling products and resources, choosing goods made with more durable materials and greener process, etc., as well as other more sustainable concepts. The change of mindset requires our people to be creative and smart in making consumption choices.

15. Consideration may be given to the following initiatives proposed to be taken forward under the leadership of the EPSC –

- (a) making use of a range of effective mass media, particularly **new media**, to reach out to the general public, especially the younger generation, to raise the community awareness on climate change. Internet-based publicity and education programmes may be deployed for reaching out to a wider audience, deepening public awareness and engaging the public to tackle/reverse/reduce the contributing factors to climate change and to stimulate and unleash creative energy for seeking out a new path for a sustainable future for our society. Proposed infotainment elements may include interactive online games, discussion forums for opinion mining, quizzes, public voting and “Green Innovation” submission contests designed with “point-earning” scheme for boosting online participation, agenda and materials for public discussion, platform for Internet users to submit own ideas and recommendations on promoting low-carbon lifestyle/sustainable consumption, as well as to report and compare carbon emission values of different products, services and practices, etc.;
- (b) leveraging on the extensive network of radio audienceship, through **on-air promotion** in the form of attention-seeking short segments and other attractive ways to impress upon the audience how climate change is closely related to our daily lives and to drive for behavioural changes.;
- (c) producing TV and radio Announcements in the Public Interest (**APIs**) and **other publicity programmes** to appeal to the mass public to pursue a low-carbon lifestyle;
- (d) organising programmes/**campaigns/contests** in collaboration with **NGOs/schools/user-groups** for widening, deepening and sustaining the impact of the public engagement on the local communities. Examples may include training student ambassadors to look into the practices of households, consumers and other sectors that contribute to carbon emissions and have room for improvement, and to drive for changes;
- (e) leveraging on the Council’s established network of the **School Outreach Programmes** and **SD School Award Programme** to mobilise concerted efforts in nurturing a

low-carbon culture for sustainable development of our society. We may involve stakeholders to deliver talks and workshops on climate change to secondary schools. We may also collaborate with NGOs and green groups in organising educational programmes and activities for schools;

- (f) lining up **conferences/talks/seminars** in partnership with the tertiary institutes and organisations targeting audience of different sectors; and
- (g) producing and arranging **roving exhibitions** at schools, shopping malls and other public sites, with attractive and interactive elements to effectively convey our messages about climate change to the general public, and to attract the latter to participate in our engagement programmes.

### **Way forward**

16. Subject to the Council's endorsement of the proposed scope of the next public engagement process and public education and awareness programmes on climate change as proposed above, the SSC and EPSC would respectively look into the implementation details with a view to taking them forward in a synergised manner. A support group comprising some SSC and EPSC Members and other co-opted members may be formed to work out the details of the public engagement process and their implementation. As for the timeframe, it is proposed that public engagement process and the whole public education and awareness programme be run for about one year, commencing around the end of the first quarter of 2011.

**Council Secretariat**  
**October 2010**

**Proposed Action Agenda for Mitigating Carbon Emissions  
Measures to maximise energy efficiency**

(Extract from the public consultation document on  
“Hong Kong’s Climate Change Strategy and Action Agenda”  
issued by the Environment Bureau on 10 September 2010)

- |     |   |
|-----|---|
| (a) | To expand the scope and tighten the requirements of the Building Energy Codes, such that by 2020 major electrical equipments in all new commercial buildings will be up to 50% more energy efficient as compared with 2005 building stock;  |
| (b) | To expand the use of district cooling or water-cooled air conditioning, such that by 2020 up to 20% of all commercial buildings will be up to 50% better in refrigeration performance compared with buildings using regular air conditioners;   |
| (c) | To reduce energy demand in new buildings by various means such as tightening the overall thermal transfer value (OTTV) standards and promoting wider adoption of green roofing, such that by 2020 all new commercial buildings will reduce their cooling energy demand by up to 50% as compared with new buildings in 2005; |
| (d) | To improve energy efficiency in commercial buildings through good housekeeping, information technology products and intelligent building environmental management system, such that by 2020, 25% of existing commercial buildings can be 15% more energy efficient compared with 2005; and                                  |
| (e) | To expand the scope and tighten the energy efficient electrical appliance standards for domestic use, such that by 2020 all appliances sold in the market will be 25% more energy efficient compared with 2005.   |

**2010-2012 可持續發展學校獎勵計劃  
金獎活動主題**

學校	活動名稱	主題	時間
<b>氣候變化</b>			
浸信會永隆中學	環保科學創意邀請賽 及氣候變化教育講座	風力發電及全球氣候變化的改變	10年11月及11年11月
保良局姚蓮生中學	低碳解密	氣候變化與低碳生活	11年7月
中華基金中學	Climate is changing, so must we?	Climate Change	10年12月至11年1月
<b>減碳生活</b>			
中華基督教會扶輪中學	---	實現減碳生活	10年12月及11年3月
聖若瑟書院	How Green are you?	Low carbon living	11年1月
<b>有機耕種及減廢</b>			
張振興伉儷書院	吃得健康、環保	有機食物	10年12月
聖保祿學校	社區有機齊種植，持續發展可得益	有機耕種與可持續發展	10年12月至11年5月
中華基督教會燕京書院	廚餘減廢有機樂	有機耕種廚餘利用	11年3月至12月
<b>環保及生態</b>			
明愛馬鞍山中學	環保香皂	身體力行惠澤社群	11年9月至12月
聖保羅男女中學	Environmental Awareness and forest care programme	Supporting environmental conservation through action	11年3月至4月

皇仁舊生會中學	與蝶同行	蝴蝶生態	11年7、10、11月
<b>建築、能源與科學</b>			
香港中華婦女會馮堯敬紀念中學	從認識、實踐、分享愛心，凝造可持續發展社區	綠化建築	10年12月至11年8月
聖母無玷聖心書院	綠化、環保與再生能源	再生能源	11年1月
仁愛堂田家炳中學	科學與可持續發展探究活動	科學與可持續發展之關係	11年4月
<b>旅遊及文化</b>			
聖公會鄧肇堅中學	Be a Smart Eco-tour Guide	SD in Lamma Island	10年10月至11年5月
可道中學(喬色園主辦)	南生圍生態及元朗舊墟人文活動探究	人文活動探究	10年11月至12年1月
青松侯寶垣中學	可持續發展昂平導賞團	昂平的可持續發展	11年4月至6月
順德聯誼總會翁祐中學	活化元朗由水蕉老圍開始	中國文化承傳	11年11月