

COUNCIL FOR SUSTAINABLE DEVELOPMENT

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 and initiatives under the purview of the Education and Publicity Sub-committee (EPSC) since the last Council meeting.

Key Points

2. Members are invited to note –
 - (a) the results of the sixth round of applications to the Sustainable Development Fund (SDF); and
 - (b) the progress of the current activities under the School and Community sectors.

Results of the Sixth Round of SDF Applications

3. By circulation of Council paper 01/09 on 10 February, Members' agreement is being sought for approval of grants under the sixth round of SDF applications. Subject to Members' views, the following applications have been recommended for awarding grants from the SDF by the EPSC at its meeting on 23 December 2008 :

Five Projects seeking grants over \$500,000 each, subject to the approval of the Council

- (a) SDF307 "Preparing Students to Embrace Corporate Sustainability, Bridging the Gap between High Schools and the Business Sector" by *Business Environment Council* – **\$1,784,400** over a period of 30

months.

- (b) SDF310 “Public Participation in the Sustainable City Development: Starting from the Community” by *The Centre of Architectural Research for Education, Elderly, Environment and Excellence Ltd (CARE)* – **\$1,281,800** over a period of 18 months.
- (c) SDF318 “Sustainable Seafood School Catering Programme” by *World Wide Fund for Nature of Hong Kong* – **\$1,277,680** over a period of 24 months”.
- (d) SDF321 “埔樂 步樂 - 婦女推動社區可持續發展計劃 (Striding Forward – A Tai Po Sustainable Community Project by Women)” by *Hong Kong Federation of Women’s Centres* – **\$1,628,300** over a period of 36 months;
- (e) SDF322 “社區樂活天地 (LOHAS Garden@Sai Kung Community)” by *Sai Kung District Community Centre* - **\$958,420** over a period of 24 months.

Two projects seeking a grant of less than \$500,000 each for the Permanent Secretary for the Environment’s direct award of funding

- (f) SDF299 “Education for Sustainable Development in Tertiary Education” by *Environmental Studies Programme, Lingnan University* – **\$484,190** over a period of 17 months; and
- (g) SDF302 “Sustainable Development Roundtable for Central and Western District: Creating the infrastructure for Community Participation and Promoting Sustainable Development Concepts” by *Kadoorie Institute, The University of Hong Kong* – **\$491,735** over a period of 18 months.

Education Initiatives

SD School Award Programme

4. The SD School Award Programme (the Programme) was launched in July 2007 with the aims to encourage students to participate in Council’s or SDF activities; and to help promote SD concept and practices in school and community through various means. The first round of the Programme has been completed at the end of December 2008 with the submission of reports for

assessment. It is estimated that around 32,000 students, teachers, parents and members of the community have been involved in the Programme.

5. To recognize the good work and efforts of the 33 award winning schools, among them, 11 schools for the Gold Award, 12 for Silver and 10 for Bronze, a Prize Presentation Ceremony officiated by Dr. Kitty Poon Kit, Under Secretary for the Environment is scheduled for 21 February 2009 at the Hong Kong Academy of Medicine Jockey Club Building, Wong Chuk Hang. Around 600 guests, including principals, teachers, students and parents and the community stakeholders who have participated in the Programme will attend. A “Best of the Best” Award will also be awarded to Shun Tak Fraternal Association Yung Yau College who has achieved outstanding performance among the Gold Award winners. Video clips to highlight the school projects and the Prize Presentation Ceremony will be uploaded to the SDD’s website and there are also plans to further promote the Programme via the print media such as Ming Pao, Sing Tao and “Take me Home” of Hong Kong Economic Journal .

6. In view of the Programme’s significant impact and effectiveness in promoting SD to the school and community sectors, the EPSC decided that the Council should continue to run the Programme. As such, the second round of the Programme was launched on 20 January 2009 with invitations to all secondary schools to participate. Based on experience from the first round, some modifications were made to the details of the award scheme, i.e. expanding the types of activities for participation to include events sponsored by the Council or SDF, or organised by other non-government organizations specializing in SD; allowance of reimbursement on certain types of expenditure such as transportation and materials costs and joining fees; and a new prize on “Devotion to Promotion of Sustainable Development Honors Award” for the schools which have been qualified for the Gold Award for three consecutive years in order to recognize its efforts and contribution to the promotion of SD. Details of the second award scheme are set out in Annex for reference. The deadline for enrollment is 30 June 2009.

Educational Kit

7. The EPSC members have previously agreed to produce an educational kit based on the presentation materials prepared by the nine stakeholder partners for use at the school talks of School Outreach Programme to provide teachers involved in SD education at the secondary school level with the SD concept and principles, specific local examples and practices to supplement their SD teaching materials. The Secretariat has collected the materials from the stakeholder partners and the educational kit is being consolidated. The education kit will be uploaded to the SDD website for use

of the teachers.

Community Sector

Focus Group Study on Public Perception of the SD Concept

8. During an EPSC meeting on 6 June 2008, Members discussed the need to increase public awareness of the SD concept and to encourage sustainable practices in their daily lives. In order to acquire a good understanding of the public perception of SD as a first step, a market research company was commissioned in November 2008 to conduct a focus group study to collect public views on SD and degree of consensus towards the concept.

9. The study consisted of five focus group sessions to cover the age groups ranging from 16 to 55+. There were 10 respondents of the same age group with an evenly split of male and female involved in the discussion. There was a fair mix of backgrounds among the respondents, including variations in education level, work status etc.

10. The key findings of the study are as follows :

- (a) While most respondents had heard of sustainable development, their understanding of the concept was superficial. Many had confused SD with the Continuing Education Fund (持續進修基金) as their Chinese names were similar.
- (b) None of the respondent had good grasp of the SD concept being related to a balance of three elements. They mostly associated SD with environmental protection, renewable energy, cultural preservation and wall effect of buildings.
- (c) The respondents considered that the television and radio were the most effective channels of promoting SD. The other suggested mean included the internet, Roadshow (on bus) and education at school.

11. Based on the findings that the general public understanding of the SD is rather superficial, more programmes would be planned in the future to focus on educating the general public the SD concept with concrete examples and clarify the confusion they have on SD.

Online Resource Centre for SD

12. At the EPSC meeting on 9 October 2008, Members agreed to explore the possibility of developing a web platform to engage, collect, collaborate and create SD-related knowledge, experiences and practices for use by the wider community as well as a channel between it and the Council. Based on the information of the existing online resource centre, a draft proposal on the revamping of the website has been prepared and is being circulated to EPSC Members for comments.

Council Secretariat
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