

For discussion on
16 April 2009

Paper No. 05/09

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Preparations for the Engagement Process on Fostering a Quality and Sustainable Built Environment

Purpose

This paper –

- (a) seeks Members' views and comments on:
 - (i) the title of the engagement process to foster a quality and sustainable built environment of the Council for Sustainable Development (SDC); and
 - (ii) the draft invitation for response (IR) document and pamphlet-cum-questionnaire (questionnaire) for the engagement process, at **Annexes A and B** respectively; and
- (b) informs Members of the next steps in the preparation for the public engagement exercise.

Title of the engagement

2. At the last meeting of the Council on 24 February 2009, Members commented on the clarity and accuracy of the title "Fostering a Quality and Sustainable Built Environment" in reflecting the scope of the public engagement (i.e. building design as an element to improve overall built environment). A new title is now proposed for Members' consideration –

Building Design to Foster a Quality and Sustainable Built Environment

3. Subsequent to the last meeting, the Programme Director (PD) and the Independent Reporting Agency (IRA) have prepared a revised draft each of the IR document and questionnaire taking account of the discussion and advice of the Council. Afterwards, the revised drafts were considered by the Support Group (SG) on Fostering a Quality and Sustainable Built Environment at its meeting on 3 April 2009. The latest revised draft IR document and questionnaire at Annexes A and B have taken account of the discussion of the SG meeting.

Next Steps

4. Subject to the discussion of the meeting, the PD and IRA will further revise the draft IR document and questionnaire for consideration by the SG and the Council before they are finalized in early May for printing. This will be followed by the public involvement stage of the engagement exercise, which will commence with the issue of the IR document and questionnaire and a launching ceremony.

Public Involvement Programme

5. The current plan is to launch the public engagement on 23 May 2009, to be followed by a public involvement programme till end of September 2009. Building on the Council's past experience, a series of public engagement events are being planned for widening and deepening the impact of the engagement exercise –

- **Launching ceremony:** a mass outdoor event to be held at the Shatin Racecourse on 23 May 2009 p.m.;
- **Dedicated public engagement website:** to be launched on 23 May 2009 to provide interactive “infotainment”, including on-line versions of the IR document and questionnaire, on-line questionnaire and forum to elicit response, on-line games and a photo gallery;

- **Regional forums/workshops:** to disseminate to the public more in-depth information on the issues raised in the engagement process, and engage the stakeholders in informed dialogues;
 - **Partner events:** to be co-organized by the Council and the partner organizations to more effectively reach out to different sectors of the community (e.g. concerned industries, professionals, youth groups, etc.);
 - **Briefings for stakeholders:** to ensure that major stakeholders (e.g. District Council members) have a better understanding on the subject of the engagement exercise so that they can offer more focused discussion and views;
 - **Briefings for non-partner organizations:** Members of the SG and/or the Council may be invited to attend briefings/discussion forums organized by individual stakeholder organizations to present the issues of the engagement exercise and listen to their views; and
 - **TV and radio Announcement in the Public Interest:** to promote the engagement process and encourage stakeholder and public responses after the launching ceremony.
6. Other promotional and engagement channels would include briefings to editors and posters/advertisements at MTR stations.

7. The latest proposed timetable is as follows –

Time	Event
Dec 2008 – May 2009	Preparation of the IR document and the questionnaire
23 May 2009 p.m.	Launching ceremony
23 May – end Sept 2009	Public Involvement Stage (through different engagement events, the

	website, the IR document and the questionnaire)
Oct – Dec 2009	Analysis of stakeholder views & Drafting of Council Report
Dec 2009	Release of Council Report

Background

8. In recent years, there are rising public concerns over the quality and sustainability of the built environment. Issues regarding the bulk and height of buildings, air ventilation, greening and energy efficiency in buildings have been discussed amongst building professionals, environmental green groups, the Legislative Council (“LegCo”) as well as the general public. There are demands from the LegCo and environmental concern groups for the Government to review and rationalise its policies and take further steps to create a quality and sustainable built environment.

9. At the meeting held on 20 October 2008, the Council discussed and endorsed the proposal to proceed with an engagement process on measures to foster a quality and sustainable built environment in collaboration with the Government (Environment Bureau and Development Bureau). Thereafter, a SG was set up (terms of reference and membership at **Annex C**) to assist with the preparation of the IR document and the rollout of the public involvement stage. As with the Council’s last engagement exercise on Better Air Quality, consultancy services have been engaged to assist with the conduct of the engagement exercise¹.

¹ Business Environment Council has been commissioned as the PD to help prepare the IR document and oversee the launch and overall conduct of the engagement process. The Public Policy Research Institute of the Polytechnic University has been commissioned as the IRA to help prepare a pamphlet-cum-questionnaire and analyse the community feedback gathered in the process. Ketchum Newscan Public Relations Ltd. has been commissioned as the PR agency to provide PR and event management services for the conduct of the engagement exercise.

Council Secretariat
April 2009

**Support Group on
Fostering a Quality and Sustainable Built Environment**

Membership and Terms of Reference

Membership –

Convenor : Professor Bernard LIM

Members : Ir Otto POON

Mr Michael LAI

Professor LAM Kin-che

Mr Jonathan CHAN

Mr Kenneth CHAN

Mr Kim CHAN

Mr Paul CHONG

Dr HUNG Wing-tat

Dr CK LAW

Dr MAN Chi-sum

Ms Ann SO

Mr WONG Kam-sing

Mr Mike WONG

Representative from Development Bureau

Representative from Environment Bureau

Representative from Buildings Department

Terms of reference –

- (a) To compile an “Invitation for Response” (“IR”) document, with reference to the information provided by previous reviews and consultancy studies, together with appropriate reference to local and international experiences;
- (b) To design and implement the public involvement stage of the engagement process for public discussion of the IR document and related issues;
- (c) To present the IR document to the public and facilitate

interactive discussion by stakeholders with a view to building consensus; and

- (d) To receive and collate responses from stakeholders, with a view to making proposals to the Strategy Sub-committee and Council for Sustainable Development.