

## **COUNCIL FOR SUSTAINABLE DEVELOPMENT**

### **Update on Education and Publicity Programmes and Initiatives**

#### **Purpose**

This paper reports on the progress of the sustainable development (SD) education and publicity programmes under the purview of the Education and Publicity Sub-committee (EPSC) since the last Council meeting.

2. Members are invited to note –
  - (a) the launch of the seventh round of SD Fund Applications; and
  - (b) the progress of the ongoing education and publicity programmes under the school, community and business sectors.

#### **The Seventh Round of SD Fund Applications**

##### Priority Areas

3. In its meeting on 7 July 2009, the EPSC considered that the following approaches and example areas would be adopted for the seventh round of SD Fund applications -

- (a) Building a sustainable community -  
This may include projects that can help establish a sustainable and functional community, through, for example, community participation, creation of mutual help network, conservation and preservation of cultural heritage, urban regeneration and community planning, promotion of local economy, building harmonious neighbourhood, local agenda for sustainability, etc.
- (b) Promoting sustainable lifestyle or practice -  
This may include projects that help promoting sustainable practices

in our daily lives in areas such as better air quality, urban living space, solid waste reduction, renewable energy, corporate social responsibility, conservation of biodiversity, healthy ageing, elderly participation in voluntary work, sustainable built environment, low carbon footprint, etc.

(c) Sustainability reporting by industry/sector -

This may include projects that focus on sectoral or thematic reporting rather than broad territorial reporting. The objective is to develop a sustainability reporting tool to help illustrate progress of sustainable practice and raise public awareness of related issues in industries/sectors/areas such as production and consumption, community services, tourism, building and construction, etc.

4. Notwithstanding the above, applications that are generally consistent with the overall SD Fund objectives should continue to be welcomed.

Pricing Standards for Applications to SD Fund

5. Though the economic and employment situations deteriorate slowly since September 2008, the Government decided to freeze the salary points from middle to lower levels of the master pay scale. In line with this, the EPSC agreed to maintain the current pricing standards, including the staff rates which fall within the middle to lower levels of the master pay scale, for this time round.

Launch of the Seventh Round of SD Fund Applications

6. The seventh round of applications to the SD Fund will be launched on 31 July 2009 (Friday) at the Boys' and Girls' Clubs Association of Hong Kong, Wan Chai. As in line with past practice when a new round is launched, a briefing-cum-sharing session will be arranged for potential applicants with a view to facilitating them to gain a better understanding on how to make SD Fund applications and achieving fruitful "matching" and cross-sectoral collaboration. The session will include briefings on the concept of SD, the approaches and example areas for this round of applications and the tips on producing quality SD Fund proposals as well as a sharing by successful applicants in the previous round of applications on their experiences in implementing the projects.

7. For this time round, apart from inviting representatives of NGOs, Members of the District Councils, social enterprises and secondary schools, especially the participating schools for the Gold Award of the SD School Award Scheme, representatives of chambers of commerce and corporations will be invited to attend the briefing-cum-sharing session in order to encourage them to submit SD Fund applications as well as to facilitate collaboration between the business sector and NGOs.

### ***School Sector***

#### **School Outreach Programme**

8. With the School Outreach Programme (SOP) entering its 8th phase, we considered it appropriate to conduct a review of the programme. On 18 June 2009, a meeting was held with six of the Council's stakeholder partners who have been giving talks for the Council under the SOP. Constructive views and ideas were provided on alternative delivery mode for the SOP. In general, it was agreed that the current format of school talks, usually conducted during school assemblies with over 300 students from form 4 to form 6, were effective to spread the SD concept to a large number of students, arousing their general awareness. However, this format of presentation has limited interaction and it was difficult for the speakers to address the needs and concerns of students at different forms. Having considered the views of the stakeholder partners and recommendations of the Secretariat, the EPSC Members agreed in its meeting on 7 July that the SOP be extended to include an option for workshops in which participating students would have more opportunities for research and analysis, discussion, role-play, reporting and presentation. These workshops would facilitate more in-depth communications and better understanding of specific SD topics. They would also be designed to tie in with the New Senior Secondary Liberal Studies curriculum (新高中通識教育課程). Stakeholder partners with suitable SD theme or topic would be invited to conduct the workshops as facilitators. To tie in with the current practice, \$2,000 will be offered to the stakeholder partners to conduct a full package of one workshop. However, in view of financial implications, participating schools will choose to hold either school talk or workshop.

9. Upon further discussion in the EPSC meeting, Members proposed to run a train-the-trainer programme on SD for teachers as well as cooperative programmes with the universities in strengthening promotion of SD at the post-secondary level. The Secretariat will work on the details of these proposals and submit to EPSC for further discussion.

### Second SD School Award Programme

10. The second SD school award 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 second award programme, i.e. expanding the types of activities for participation to include events sponsored by the Council or SD Fund, or organized by other non-government organizations specializing in SD; allowance of reimbursement on certain types of expenditure; and a new prize on “Devotion to Promotion of Sustainable Development Honors Award” for the school which is qualified for the Gold Award for three consecutive years in order to recognize its effort and contribution to the promotion of SD.

11. Upon the deadline for registration on 30 June 2009, a total of 52 schools have registered to participate in the award programme, with 29 schools for the Gold Award, 11 for Silver and 12 for Bronze. The list of schools registered is attached at Annex. Participating schools will submit proposals of their activities by the end of September 2009 and the Secretariat will closely liaise with them and provide guidance and monitor the progress of their activities to enhance and ensure the effectiveness of the award programme.

### **Community Sector**

#### Community Outreach Programme

12. With a view to enhancing the work in promoting public awareness of SD and encouraging them to adopt sustainable practices in their daily lives, we will continue the Community Outreach Programme that will take place in districts where SD Fund community-based projects have been organized. The relevant fund recipient and District Council would be invited to jointly host an outreach event, usually in the form of an introductory talk, interactive sharing session to exchange experiences in implementing programmes to promote SD and highlight the impact brought by the SD Fund projects to the local community and followed by a demonstration session of project activity.

13. In the second half of 2009, we will plan three community outreach events taking into account the progress of the relevant SD Fund projects. The three projects are : “When Villages Meet Cities: A Sustainable Journey” by the Chinese YMCA of Hong Kong, “Green Life Movement @ South Kwai Chung” by the Children and Youth Integrated Services Centre, Boys' and Girls' Club Association of Hong Kong and “Green and Sustainable Community Project in the Rural Tsuen Wan” by the Hong Kong Sheng Kung Hui Lady MacLehose

Centre.

### Wall Painting Design Competition

14. The Home Affairs Bureau (HAB) is funding the construction of the Centre for Youth Development at Chai Wan (the Centre) which aims to serve as a focal point for territory-wide youth development in Hong Kong. A parapet wall alongside the entrance plaza of the Centre is made available for the Council for promoting SD through creative wall painting. A wall painting design competition open to students/young people in Hong Kong will be held and selected winning entries will be painted on the wall.

15. The Wall Painting Design Competition will be launched in September/October 2009 to tie in with the schedule for operation of the Centre. A prize presentation ceremony of the competition is tentatively scheduled for January/February 2010 upon the grand opening of the Centre.

## **New Initiatives**

### ***Business Sector***

### SD Conference 2009

16. In order to engage the business sector, the Council has planned to organize a SD Conference, tentatively titled “Sustainable Business for Our Sustainable Future”, with the aim to share the good SD practices in the business sector, provide a platform for building up networks, register Government’s interests in the promotion of SD and enhance the interests of the business sector in SD in general. The SD Conference is tentatively scheduled for end December 2009/early 2010 at the Hong Kong Convention and Exhibition Centre.

17. In the EPSC meeting on 7 July, Members proposed to extend the conference to a full day event. It was proposed that the conference should engage different themes for breakdown sharing sessions in which good corporate social responsibility (CSR) practices would be showcased. The conference should also concentrate on promoting SD practices amongst SMEs. The EPSC Members have been invited to form a working group for more in-depth discussion on the planning and progress of the conference.

### Online Resource Centre for SD

18. The online resource centre was launched on 31 January 2005. It forms part of the SDD website, providing easily accessible information and reference relating to SD and information on local and international developments in the field of SD to the general public.

19. Former EPSC Members has agreed that the website would be revamped based on the information of the existing online resource centre to make it more interactive and interesting, as well as facilitating with easier cross-referencing.

20. We will carry out the revamping of the website by phrases. The first phrase should aim to stock-take and suitably categorise all the available SD information and add some new features to enhance the interactivity and attractiveness to visitors. The second phrase of enhancement will be subject to review after completion of the first phrase and the response received. Opinion from representative target visitors, including DC members, NGOs, CSR managers of corporations, students, will be collected at the appropriate stage of the revamping exercise. The draft tender document for hiring of consultants for the exercise is being prepared.

### Media Promotion of SD

21. In order to strengthen the concept of SD amongst the general members of the public, the EPSC Members agreed that the promotion of SD on the media could more effectively attract public attention and illustrate the practice of the SD concept supported with daily life examples. Members considered it effective that the publicity of SD be done in the form of one- or two-minute short programme in collaboration with the news section of the TV media. Also, more emphasis should be put on the use of the new media, e.g. uploading existing materials or clips onto Youtube for publicity. Possible materials for use in the promotion clips could be taken from SD Fund projects, SD School Award Programme and successful business CSR practices. We will prepare further information on the media promotion exercise for discussion by the EPSC.

Council Secretariat  
July 2009

**Annex**

**09-10 Sustainable Development School Award Programme  
Participating Schools  
(52 Schools)**

**Gold Award: 29 Schools**

1. Baptist Wing Luk Secondary School
2. Caritas Wu Cheng Chung Secondary School
3. CCC Fong Yun Wah Secondary School
4. CCC Rotary Secondary School
5. CCC Tam Lee Lai Fun Memorial Secondary School
6. Chinese Foundation Secondary School
7. Ching Chung Hau Po Woon Secondary School
8. Chong Gene Hang College
9. French International School
10. Fukien Secondary School
11. HKCWC Fung Yiu King Memorial Secondary School
12. Ho Dao College
13. Hong Kong Tang King Po College
14. Immaculate Heart of Mary College
15. Kiangsu-Chekiang College (Shatin)
16. Lee Kau Yan Memorial School
17. Lok Sin Tong Leung Kau Kui College
18. PLK 1983 Board of Directors' College
19. PLK Yao Ling Sun College
20. Po Leung Kuk Wu Chung College
21. QES Old Students' Association Secondary School
22. Sheng Kung Hui Tang Shiu Kin Secondary School
23. Shun Tak Fraternal Association Yung Yau College
24. SKH Li Fook Hing Secondary School
25. SPHRC Kung Yik She Secondary School
26. St Paul's Convent School
27. St Peter's Secondary School
28. Tin Ka Ping Secondary School
29. Yan Chai Hospital No.2 Secondary School

**Silver Award: 11 Schools**

1. Caritas Ma On Shan Secondary School
2. Carmel Pak U Secondary School
3. Chiu Lut Sau Memorial Secondary School
4. CMA Secondary School
5. Cognitio College (Hong Kong)
6. HK SKH Bishop Hall Secondary School
7. Hotung Secondary School
8. Kiangsu-Chekiang College (North Point)
9. SKH Lam Kau Mow Secondary School
10. St Paul's College
11. Tak Sun Secondary School

**Bronze Award: 12**

1. AOG Hebron Secondary School
2. CCC Kei Yuen College
3. Heung To Secondary School (Tseung Kwan O)
4. Ho Lap College
5. Ling Liang Church E Wun Secondary School
6. Methodist College
7. Munsang College
8. Ng Wah Catholic Secondary School
9. PLK Lee Shing Pik College
10. Sam Yuk Middle School
11. St Stephen's College
12. True Light Girls' College