

COUNCIL FOR SUSTAINABLE DEVELOPMENT

Report on the Work of the Education and Publicity Sub-committee

Purpose

This paper reports on the progress of the education and publicity programmes under the purview of the Education and Publicity Sub-committee (øEPSCö) of the Council for Sustainable Development (øSDCö).

2. Members are invited to note:
 - (a) the current status of the Sustainable Development Fund (øSDFö) and the updated position of the 13th round of applications (paragraphs 3 to 4 below); and
 - (b) the progress of the on-going education and publicity activities (paragraphs 5 to 10 below).

Sustainable Development Fund

3. The SDF was established in 2003 with a sum of \$100 million to provide financial support for initiatives that will help enhance public awareness of sustainable development and encourage sustainable practices in Hong Kong. So far, 12 rounds of applications have been processed and 67 projects involving a total grant of about \$69 million have been approved. 63 projects have already been completed. The position in respect of the four on-going projects is at **Annex**.

4. The 13th round of applications was launched on 23 November 2017. For this round, projects that can help carry forward SDCø recommendations in the public engagement (øPEö) exercise on promotion of sustainable consumption of biological resources will receive particular

consideration. The application period will close on 22 February 2018.

School Outreach Programme

5. The School Outreach Programme (øSOPö) started in 2002 to promote the concept of sustainable development to senior secondary school students. Through school talks, workshops and interactive dramas, the SOP aims to stimulate participantsø thinking on sustainable development concept and related issues. Some 208,000 students and teachers (head counts) have participated in the SOP so far. In the 2017-18 school year, a total of 82 schools have enrolled for 80 dramas, 16 talks and nine workshops.

School Award Programme

6. The School Award Programme (øSAPö) started in 2007 to provide recognition to schools which have actively participated in activities for promoting sustainability awareness and practices¹. It is held on a biennial basis. A total of 214 schools (counts) have been given awards under the SAP so far. The current (2016-18) round was launched in May 2016 under the theme of sustainable consumption of biological resources. A total of 44 schools have enrolled. Assessment for awards will be conducted in early 2018 with a view to presenting the awards by the end of the 2017-18 school year.

7. To carry forward the SDCø recommendations in the last PE exercise, the next (2018-20) round of SAP will incorporate sustainable consumption of biological resources as one of the assessment considerations. To qualify for the Community Project Award, a school has to either arrange activities to enhance studentsø awareness of sustainable consumption of biological resources or implement policy to procure goods involving the use of biological resources from sustainable sources. The schoolø performance in this respect will also be taken into

¹ The SAP comprises two categories of awards, namely the Community Project Award (øCPAö) and Participation Award (øPAö). The CPA will be given to a school which has conducted a campaign or project for promoting sustainability awareness and practices to parents, local residents and/or local community with a total attendance of at least 400 people counts. The PA will be given to a school which has participated in at least three activities related to sustainable development, with a total attendance of at least 400 student counts. In addition, the school which performs the best among all recipients of CPA will be given the Outstanding Performance Award.

account in the assessment for the Outstanding Performance Award.

Sustainable Development Promotion Award for Students of Higher Education Institutions

8. The Sustainable Development Promotion Award for Students of Higher Education Institutions was first launched in 2016 to encourage undergraduate students to plan and implement projects to apply the sustainable development concept in daily lives and spread the message to the community. The competition was concluded with an award presentation ceremony held on 26 February 2017. A new round of award was launched on 18 December 2017. The entry period will close on 29 March 2018.

Sustainable Development Ambassadors

9. The Sustainable Development Ambassador Programme started in 2013 to provide a platform for students who have participated in our previous programmes to help spread and promote sustainable development messages to their peers and the community. At present, there are about 400 Ambassadors from 28 schools. They have been engaged in various sustainability-related activities, e.g. some Ambassadors participated in the 2017 World Environment Day organised by the Environmental Campaign Committee on 11 June 2017 by operating a game booth to promote the concept of sustainable consumption of biological resources.

Promotion of Sustainable Development in Residential Estates

10. With a view to increasing the impact of our education and publicity work in the society, we have arranged for the speakers and drama group under the SOP to conduct talks, workshops and drama for property management personnel and residential estate occupants. We have issued invitations to all members of the Hong Kong Association of Property Management Companies and Hong Kong Housing Authority in November 2017 to solicit their participation. Three drama shows for residents of the Hong Kong Housing Society have been held so far and a talk for two property management companies is under planning. We

will continue to liaise with the companies to encourage their participation.

**Council Secretariat
January 2018**

Position of On-going Sustainable Development Fund Projects

Project Name	Grantee	Objective	Deliverables	Grant Amount
Fostering Sustainable Consumption for Hong Kong Business and the Community	Business Environment Council Limited	To raise awareness of sustainable consumption and drive changes in the consumption practices among the business sector and the community into a more sustainable way.	<ul style="list-style-type: none"> - Guide on sustainable consumption - Online directory and mobile application of sustainable products and services - Sustainable Consumption Recognition Scheme - Roving exhibitions - Launching and closing ceremonies 	\$1,518,300
“Love & Sustainability” Community Engagement Project	Christian Family Service Centre Community Development Services	To raise public awareness of sustainable use of resources and caring people in need, with a view to establishing a community support network.	<ul style="list-style-type: none"> - Ambassador training - Second-hand goods market - Home visits to underprivileged and elderly - Community education activities, e.g. workshops and visits - Roving exhibitions 	\$866,975

Project Name	Grantee	Objective	Deliverables	Grant Amount
Promoting Sustainable Seafood Through Seafood Guide Programme	World Wide Fund for Nature Hong Kong	To spread sustainable seafood consumption messages to the general public and relevant business sectors in order to facilitate consumers to make more responsible seafood choice.	<ul style="list-style-type: none"> - Seminars and workshops for business sector - Sustainable Seafood Week - Cooking classes - Seafood tours - Videos 	\$1,250,249
Know it and Do it! A Project to Promote Sustainable Lifestyle by Women	Hong Kong Federation of Women's Centres	To foster behavioural changes of the general public towards a sustainable lifestyle in daily practices through collaborating with the business sector and the community.	<ul style="list-style-type: none"> - Upcycling workshops - Talks on sustainable consumption of biological resources - Handbook on upcycled products - Videos on upcycling - Newsletters 	\$1,502,194