

## **COUNCIL FOR SUSTAINABLE DEVELOPMENT**

### **Public Engagement on Promotion of Sustainable Consumption of Biological Resources**

#### **Purpose**

This paper updates Members on the progress and the proposed work plan in respect of the Council for Sustainable Development (“SDC”)’s public engagement (“PE”) on promotion of sustainable consumption of biological resources, and seeks Members’ comments on the draft PE document at **Annex A**.

#### **Background and Progress**

2. At the last meeting on 7 August 2015, Members agreed to conduct a PE on promotion of sustainable consumption of biological resources. After the meeting, a Support Group (“SG”) was formed to assist in planning and implementation of the PE exercise. The terms of reference and membership of the SG are at **Annex B**.

3. Two SG meetings were held, in November 2015 and January 2016, to discuss the issues relevant to the PE. In the light of SG’s views, five focus group meetings comprising key stakeholders were held from February to March 2016. A total of 76 participants from 62 organisations attended. They come from different sectors, including chambers of commerce, importers/suppliers, testing and certification bodies, relevant industry (fishery, paper and furniture) associations, consumer bodies, women’s organisations, the retail sector, catering industry and hotels, professional bodies, academics as well as green groups.

4. Having considered the views of the focus groups, the Programme Director (“PD”) appointed to implement the PE (Kadoorie Institute of the University of Hong Kong) has prepared a draft PE document for discussion and consideration by SDC’s Strategy Subcommittee (“SSC”) and SG at a joint meeting on 3 June 2016. At the meeting, Members expressed the following views:

- (a) various textual and graphic changes, as well as revisions to the presentation and layout should be made to bring out more clearly the messages;
- (b) a better slogan than “生物資源 善取善用” should be explored;
- (c) the questionnaire for organisation/company representatives should not be anonymous and that it should be revised to distinguish the role of organisations/companies as “consumers” of biological resources or “providers” of biological resources;
- (d) certain demographic data of respondents to the questionnaire should be collected to facilitate subsequent analysis;
- (e) a simplified pamphlet should be prepared to bring out the essence of the PE document; and
- (f) exhibitions and school talks should be organised, social media such as Facebook be made use of, exposure in radio programmes be explored, and the network of the Supporting Organisations be tapped onto to help disseminate the messages in the PE document.

5. Taking into account SSC and SG’s views, PD has prepared a revised draft of the PE document at **Annex A**.

### ***Public Engagement Document***

6. The draft PE document at **Annex A** has three main chapters. The first chapter introduces the concept of biological resources, brings out the importance of sustainable consumption of biological resources, and explains the purposes of the PE. This chapter uses some daily examples to illustrate the importance of sustainable consumption of biological resources, and brings out the important message that behavioural change is needed.

7. The second chapter summarises Hong Kong’s current efforts in promoting sustainable consumption of biological resources. This aims to inform the public and stakeholders that Hong Kong has already taken the first steps, and that raising public awareness on this topic will remain a challenge. This chapter also examines possible policies and measures to further promote behavioural changes.

8. By quoting other places' experience in promoting sustainable consumption of biological resources, the third chapter puts forward possible tools and initiatives including information tool, market tool, public education and publicity for discussion by the public and stakeholders. Having regard to the content of the draft PE document, PD has also prepared a views collection form to collect public views.

9. Subject to any comments Members may have, PD will revise the draft PE document accordingly.

### ***Public Involvement Stage***

10. After the PE document is finalised, we will release this publicly and a press conference will be held. A three-month Public Involvement stage will then follow.

11. Apart from the press conference, we will publicise this PE through various public education and publicity activities, including producing a TV and Radio Announcement of Public Interest as well as posters and launching a dedicated website to facilitate the public to browse through relevant information and give their views. Apart from showing on TV, the API will be placed on YouTube to widen the exposure. We will also explore other media exposure to prompt public discussion. Roving exhibitions will be held in various locations and a set of on-line picture cards will be developed to bring out the messages in a more lively and interesting manner.

12. During the Public Involvement stage, five regional forums will be held – in Hong Kong Island, Kowloon East, Kowloon West, New Territories East and New Territories West – to disseminate to the public more in-depth information on the issues raised, and extensively and directly collect views from the public and stakeholders.

13. We also plan to consult relevant advisory and statutory bodies, such as the Advisory Council on the Environment and the Commission on Youth, and meet with different organisations and stakeholders, including green groups, chambers of commerce, relevant sectors and non-governmental organisations to listen to their views.

14. We will also tap onto the network of the Supporting Organisations to help publicise the PE through their Facebook and other social media as well as invite individuals and organisations from different strata of society to give views.

As part of our school programme, we will arrange talks to and commission a drama group to stage a drama on this subject in schools. We will also work with the Housing Department to disseminate information about the PE to public housing residents and with the Hong Kong Association of Property Management Companies to disseminate information to private housing residents.

15. To facilitate those who may not wish to read the entire PE document, PD has prepared a leaflet containing key information of the PE document at **Annex C**.

16. Following the Public Involvement stage, the Independent Analysis and Reporting Agency (Social Sciences Research Centre of the University of Hong Kong) will analyse all views collected. SSC and SG will then discuss and formulate policy recommendations for SDC’s consideration. The timeframe for the PE exercise is as follows:

<b>Time</b>	<b>Event</b>
July 2016	SDC promulgates the PE document
July to October 2016	Regional forums and public engagement activities; various publicity and public education activities
November to December 2016	SG and SSC to discuss policy recommendations; PD to assist SDC to prepare the report
January or February 2017	SDC to discuss policy recommendations and then release the report

**Advice Sought**

17. Members are invited to consider the content of this paper and comment on the draft PE document and preparations for the Public Involvement stage.

**Secretariat  
Council for Sustainable Development  
June 2016**

**Support Group on  
Promotion of Sustainable Use of Biological Resources**

**Terms of reference**

- a. To assist the Council for Sustainable Development (“SDC”) and its Strategy Subcommittee (“SSC”) in compiling a Public Engagement (“PE”) document, with appropriate reference to relevant local and international experience in pursuing sustainable use of biological resources;
- b. To make proposals to SDC and SSC on the design and implementation of the public involvement phase of the public engagement;
- c. To present the PE document to the public and facilitate interactive discussion by stakeholders with a view to bringing about mindset changes and prompting for appropriate actions; and
- d. To receive and collate responses from stakeholders, with a view to making proposals to SDC and SSC on SDC's recommendations to be made to the Government.

**Membership**

- Professor Jonathan WONG Woon-chung, MH, JP (Convenor)
- Mr CHAN Fu-ming, MH
- Ms Natalie CHAN
- Mr CHAN Wing-suen
- Dr Ian CHAN Yau-nam, MH
- Mr CHEUNG Chi-wah
- Mr CHEUNG Siu-keung, MH
- Ms Catherine CHING
- Ir Raymond FONG Cham-leung
- Ms Betty HO Siu-fong
- Ms Linda HO Wai-ping
- Ms Melanie KWOK
- Mrs Stella LAU KUN Lai-kuen, JP

- Mr LEE Choi-wah
- Mr Frank LEE King-ting
- Mr Edmond LEUNG
- Professor LEUNG Wing-mo
- Mrs Sandra MAK WONG Siu-chun
- Dr NG Cho-nam, SBS, JP
- Mr Ken SO Kwok-yin
- Professor Nora TAM Fung-ye, BBS, JP
- Mr Cliff TANG Wing-chun
- Mr Edwin TSUI Yan-wing
- Dr Jimmy WONG Chi-ho, SBS, BBS, JP
- Mr Simon WONG Ka-wo, JP
- Dr Thomas YAU Chung-cheung
- Mr Eric YEUNG Chuen-sing
- Representative from Food and Health Bureau
- Representative from Agriculture, Fisheries and Conservation Department
- Representative from Environmental Protection Department