

Minutes of 113th Meeting of Environmental Campaign Committee

Date : 10 June 2009 (Wednesday)

Time : 11:00 am

Venue : Conference Room, 33/F, Revenue Tower, 5 Gloucester Road, Hong Kong

Present

Mr. Joseph LEE, SBS, JP	(Chairman)
Ms Elizabeth LAW, MH	(Vice-Chairman)
Dr. LEUNG Man-fuk, Edward	
Mr. LUI Tung-ming, MH	
Dr. NG Cho-nam, BBS	
Ms NG Chui-yiu, Jennifer	
Mr. NG Ping-kin, Arkin	
Ms WONG Pik-kiu, Peggy, MH	
Professor WONG Woon-chung, Jonathan	
Mr. Benny WONG, JP	Environmental Protection Department (EPD)
Ms Betty CHEUNG	EPD
Mr. CHEUNG Wing-hung	Education Bureau
Ms Maria LAU	Home Affairs Bureau
Dr. Tina MOK	Department of Health
Ms Connie TSANG	Information Services Department
Ms Miranda YIP	EPD (Secretary)

In attendance

Miss Jamie CHU	EPD
Miss Brenda LAM	EPD
Mr. Roger LEUNG	EPD
Miss Carrie WONG	EPD

Absent with apologies

Dr. LAW Chi-kwong, SBS, JP
Mr. LEUNG Che-cheung, MH, JP
Mr. LEUNG Man-tao, Manuel
Mr. MA Ching-hang, Patrick
Mr. NG Sau-kei, Wilfred, MH, JP
Mr. TAM Siu-ping, George
Ms WONG Suet-ying

I. Vote of Welcome

The Chairman welcomed all Members to the meeting. He reminded Members that the meeting would be followed by a brainstorming session with Mr. Edward YAU, JP, the Secretary for the Environment, from around 12:45 pm.

II. Confirmation of Minutes of the Last Meeting

2. The minutes of the 112th Meeting held on 2 March 2009 were confirmed without amendments.

III. Progress Report of the Working Groups

(a) Awards Committee on the Hong Kong Awards for Environmental Excellence (ACHKAEE)

3. Ms Miranda YIP briefed Members on the work progress of the ACHKAEE as reported in the ECC Paper No. 1/09-10. She highlighted the publicity efforts in promoting the 2009 Hong Kong Awards for Environmental Excellence (HKAEE) as outlined in the said paper, and added that a 30-second radio promotional clip was broadcast in the week of 8 June 2009. She also informed Members that five information dissemination seminars with the total enrolment of nearly 1,000 were conducted between 6 May 2009 and 4 June 2009.

4. In response to the Chairman's enquiry, Ms Miranda YIP updated the Meeting that under the 2009 HKAEE, 131 and 10 applications had been received for the Environmental Labels and the Carbon“Less” Certificates respectively as at 9 June 2009. As for the Sectoral Awards, the Secretariat had learnt from the Hong Kong Productivity Council, i.e. the 2009 HKAEE consultant, that a considerable number of potential entrants had indicated their intention to enrol for the Sectoral Awards before the deadline on 30 June 2009.

[Post-meeting note: As at the enrolment deadline on 30 June 2009, 409 entries had been received.]

(b) Education Working Group (EWG)

5. Ms Miranda YIP reported on the work progress of the EWG as outlined in the ECC Paper No. 2/09-10.

6. Members had a detailed discussion on the objectives of the consultancy study on the Student Environmental Protection Ambassador Scheme (SEPAS) and the Hong Kong Green School Award (HKGSA). They considered that in order to revamp these two programmes comprehensively, the consultancy study should be conducted as an overall review, the scope of which should mainly include their effectiveness, sustainability, implementation and synergy impact achieved with other environmental initiatives, such as the environmental minor works sponsored by the Environment and Conservation Fund (ECF) at schools. In particular, they shared the same view that the SEPAS and the HKGSA needed to be tied in with the New Senior Secondary (NSS) Curriculum to maintain the momentum of schools and students in environmental education.

7. Ms Miranda YIP responded that with the aim of revamping the SEPAS and the HKGSA as the initiatives in the educational sector for supporting sustainable development, the consultant would be tasked to generally evaluate their effectiveness in raising the environmental awareness of schools and students, and most importantly, to propose the future directions on the positioning, strategies of implementation, as well as modes of delivery. Recommendations would be made in consideration of meeting the changing expectations of schools and students on environmental education, especially those arising from the NSS Curriculum. She added that, in the meantime, the SEPAS training for senior secondary students would be conducted in a more interactive mode.

(c) Environmental Education & Community Action Projects Vetting Sub-committee (EE&CAPVSC)

8. Ms Elizabeth LAW, MH briefed Members on the work progress of the EE&CAPVSC as outlined in the ECC Paper No. 3/09-10. Members noted that the vetting and monitoring mechanism of minor works projects, as well as the Guide to Application for EE&CA Projects had been reviewed. The revised Guide and Application Forms had been uploaded onto the websites of the ECF and the ECC. Ms LAW also reported that the Sharing Session of EE&CA Projects held on 20 March 2009 had received overwhelming response.

9. A member remarked that educational value and sustainability of the project were the main considerations of the EE&CAPVSC in vetting minor works applications. Ms LAW added that some proposals seemed to be prepared by works contractors on behalf of the schools concerned, and hence they lacked extensive educational activities. Such applications would need to be deferred for consideration, and the schools concerned would be required to enhance the educational elements. Mr. CHEUNG Wing-hung agreed that the expected educational impact of minor works proposals should be

emphasised to schools.

(d) Publicity Working Group (PWG)

10. Ms Miranda YIP briefed Members on the work progress of the PWG as outlined in the ECC Paper No. 4/09-10. She informed Members that a comic book on low carbon living had been produced by the PWG to echo the calling of the World Environment Day (WED) 2009. The soft copy of the comic book had been uploaded onto the websites of the ECC and the EPD for download. She supplemented that 10,000 copies of the comic book would be printed for distribution at the Public Enquiry Service Centres of the Home Affairs Department and the Environmental Resource Centres of the EPD, as well as to the public in Macao under the collaboration with the Environment Council of the Macao SAR for celebrating the WED 2009. Furthermore, as a prelude to the publishing of the comic book, extracts of the comic strips had been placed in the newspaper, Metro Daily, on 3-5 June 2009 and 8 & 9 June 2009.

11. A member suggested collaborating with the airlines to circulate the comic books on flights for promoting low carbon living to foreign tourists and residents in Hong Kong. Members generally agreed to his proposal and further advised the Secretariat to explore more circulation channels, such as public hospitals and clinics.

[Post-meeting note: All primary and secondary schools, as well as public libraries have been furnished with printed copies of the comic book for circulation. Besides, the Secretariat is liaising with the Hospital Authority, the Department of Health, tertiary institutions and Hong Kong-based airlines to arrange for the circulation among the public or their clients.]

IV. Any Other Business

12. The Chairman opined that it might be worth conducting an assessment on the public awareness of environmental protection, so as to have a baseline evaluation to review the effectiveness of the existing environmental programmes and facilitate the planning for the future initiatives. He also considered that a comprehensive and interactive website might help to draw people's attention to the issues of environmental protection. Dr. NG cho-nam, BBS declared interests that he and his colleague in the University of Hong Kong would soon submit a proposal to the ECF to seek funding support for conducting a comprehensive survey on the environmental awareness of the public. Besides, he suggested exploring opportunity to cooperate with religious groups to

Action

establish the virtue or norm of environmental protection among their members.

13. A member proposed that a documentary-shooting competition with the theme of environmental protection might be organised for the youth. The winning documentaries could be uploaded onto the internet, e.g. the domain of YouTube, for sharing among youngsters and the public. Ms Elizabeth LAW, MH responded that such activities would be eligible for the ECF funding support provided that they had significant environmental education elements.

V. Date of Next Meeting

14. The next ECC meeting would be held in September 2009. Members would be informed of the date and venue in due course.

15. The meeting was adjourned at 12:45 p.m.

*ECC Secretariat
September 2009*