

Minutes of 114th Meeting of Environmental Campaign Committee

Date : 11 September 2009 (Friday)

Time : 2:30 pm

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

Present

Mr. Joseph LEE, SBS, JP	(Chairman)
Dr. LAW Chi-kwong, SBS, JP	
Dr. LEUNG Man-fuk, Edward	
Mr. LUI Tung-ming, MH	
Mr. MA Ching-hang, Patrick, BBS	
Dr. NG Cho-nam, BBS, JP	
Ms NG Chui-yiu, Jennifer	
Mr. NG Sau-kei, Wilfred, MH, JP	
Mr. NG Ping-kin, Arkin	
Mr. TAM Siu-ping, George	
Professor WONG Woon-chung, Jonathan	
Mr. Edward YAU, JP	Secretary for the Environment (SEN)
Ms Linda CHOY	Political Assistant to SEN
Mr. Benny WONG, JP	Environmental Protection Department (EPD)
Ms Betty CHEUNG	EPD
Ms Alissa WONG	Education Bureau (EDB)
Dr. Tina MOK	Department of Health (DH)
Ms Connie TSANG	Information Services Department (ISD)
Ms Maria LAU	Home Affairs Bureau (HAB)
Mr. Francis WONG	EPD (Secretary)

In attendance

Ms Miranda YIP	EPD (Secretariat)
Miss Jamie CHU	EPD
Miss Brenda LAM	EPD
Mr. Roger LEUNG	EPD
Miss Carrie WONG	EPD
Mr. Andrew LAWSON	Civic Exchange (for Agenda Item I)
Ms Michelle WONG	Civic Exchange (for Agenda Item I)

Absent with apologies

Ms Elizabeth LAW, MH	(Vice-Chairman)
Mr. LEUNG Che-cheung, MH, JP	
Mr. LEUNG Man-tao, Manuel	
Ms WONG Pik-kiu, Peggy, MH	
Ms WONG Suet-ying	

I. Vote of Welcome

The Chairman thanked all Members for attending the Meeting, and welcomed Mr. Edward YAU, JP, SEN, to the Meeting for Agenda Items I and II. The Chairman also informed the Meeting that the representatives from the Civic Exchange, Mr. Andrew LAWSON, Project Manager, and Ms Michelle WONG, Communications and Events Manager, would make a presentation for Agenda Item I.

2. On behalf of the ECC, the Chairman congratulated Ms Elizabeth LAW, MH, JP and Dr. NG Cho-nam, BSS, JP on their appointment of Justice of Peace (JP), Mr. Patrick MA, BBS on his award with the Bronze Bauhinia Star (BBS), as well as Dr. Tina MOK on her award with the Chief Executive's Commendation for Government/Public Service on the 2009 HKSAR Establishment Day on 1 July 2009.

II. C40 Hong Kong Conference on Low Carbon Living and Climate Change (ECC Paper No. 5/09-10)

3. SEN briefed Members on the background of the C40 Cities Climate Leadership Group (C40) and the objectives of hosting the C40 Conference on Low Carbon Living and Climate Change (C40 Conference). He said that the C40 Conference was proposed by Civic Exchange. Since Hong Kong was a member of the C40, the C40 Secretariat advised that it would consider supporting the conference if it had the backing of the city government concerned. ENB had examined the idea and considered it worthy of supporting. He also considered that the Conference would on one hand showcase Hong Kong's efforts in striving for carbon reduction, in particular on building energy efficiency and electrical vehicles, and on the other hand draw people's special attention to the imminent problem of climate change.

4. Mr. Andrew LAWSON of the Civic Exchange gave a presentation on the details of the C40 Conference as proposed in the ECC Paper No. 5/09-10. The two-day C40 Conference would be a part of the five-day Climate Change Conference 2010, i.e. Days 3 and 4. Mr. LAWSON informed the meeting that they were still seeking funding support from the Hong Kong Jockey Club Charitable Trust (HKJCCT) for the other three days of the programme, i.e. Day 1 – The Science Day, Day 2 – The Thought-and-Action Day, and Day 5 – The Youth Day, at another HK\$5 million.

5. The Chairman was concerned about how to engage the public and transform the messages into behavioral change. Professor Jonathan WONG advised that the C40 Conference should not only mobilize its participants but also engage the general public before and after the event. Pre-event media coverage to draw the public attention would be important while some sort of agenda should be developed during or after the Conference to show what the Government would do to deal with the global warming effect. Mr. LAWSON emphasized that the C40 Conference was associated with various activities which would be targeted at different sectors of the community, and that they would reach out to the public through the contacts of their partners. Pre-event publicity would also be launched to build up some expectations in the media. Ms Michelle WONG supplemented that the C40 Conference was designed with the intention of making it as a unique local and international event which could appeal to people's feeling of urgency in combating climate change.

6. In response to the views of a member on arousing publicity through green groups or by creating noises through demonstrations, SEN reiterated that one of the objectives of the C40 Conference was to contribute possible solutions to the C40 in tackling the problem of climate change, and that the Conference would straddle across different sectors of the local community. Given that 63% of carbon emission came from energy generation, and 89% of electricity consumption was in buildings in Hong Kong, and that Hong Kong was in the forefront among the C40 cities on the development of electrical vehicles, it was believed that effective carbon-reduction strategies could be mapped out through inter-city discussions on the two areas of building energy efficiency and promotion of electrical vehicles in Hong Kong. In addition, the whole five-day Climate Change Conference 2010 being funded and organized by different parties would achieve synergy effect. Different sectors would be involved during the Conference, such as the experts in Day 1 – The Science Day, and the young people in Day 5 – The Youth Day. Tertiary institutions would also be engaged. For instance, the Faculty of Law of the University of Hong Kong would be invited to give a talk on law and the environment. Also, the 5th Eco Expo, which would attract both local and overseas enterprises, would be held consecutively or concurrently with the C40 Conference in 2010.

7. A member said that it was important to build up the community value before being able to identify the solutions for the problem of climate change. A member agreed that the C40 Conference would be a good opportunity for Hong Kong to share its carbon-reduction efforts with other cities. However, all organizers should be mindful of preventing the C40 Conference from becoming a platform for criticism. He suggested maintaining dialogue with green groups to manage their expectations for the C40 Conference. Besides, the technical issues of electrical vehicles should be carefully addressed during the discussions at the Conference.

8. In response to the enquiries of Members, Mr. LAWSON said that among the five days of the programme, the C40 Conference required more governmental involvements, and thus funding support from the ECF was considered more appropriate, while the HKJCCT was more interested to support the other days, especially the Science Day. He would inform the ECC and the ECF Committee of the outcome of the Civic Exchange's application for the HKJCCT sponsorship once available.

(Mr. Andrew LAWSON and Ms Michelle WONG left the Meeting at this juncture at 3:30 pm.)

9. SEN supplemented that a new round of international discussion on climate change would start with the United Nations Climate Change Conference to be held in Copenhagen in December 2009. With the ECC as the principal organizer, the Civic Exchange as a partner and the executive arm, as well as the Environment Bureau as the supporting party, the C40 Conference would not only be an international conference but also a community project on climate change.

10. After discussion, Members agreed to co-organize the C40 Conference with the Civic Exchange and the C40 at the Hong Kong Convention Centre on 5 and 6 November 2010, and jointly seek funding support of HK\$5,421,319 from the ECF with the Civic Exchange for hosting this two-day international conference. The Chairman also welcomed Members to offer their views in the future for him to convey to the Steering Committee of the Conference.

(Post-Meeting Note: The ECF Committee approved the funding application on the C40 Conference by the ECC and the Civic Exchange with a total amount of HK\$5,421,319 during its Meeting on 23 September 2009.)

III. The Climate FootPRINT - An ECC Books Project to Drive Action on Climate Change (ECC Paper No. 10/09-10)

11. SEN said that while the government should focus on policy making and project planning in environmental protection, the ECC had a leading role in promoting environmental protection to various sectors of the society, and that the ECC's strong network with the schools and business sectors was remarkable. In order to further drive the public to take more proactive actions towards environmental protection and, in particular, on the imminent problem of climate change, SEN suggested the ECC make use of the Hong Kong Book Fair, which was a popular annual event and had attracted about 800,000 visitors in 2009, as a window to reach out to the public. He then invited Ms Linda CHOY to brief Members on the proposed ECC books project - Climate FootPRINT.

12. Ms Linda CHOY referred Members to the ECC Paper No. 10/09-10. She explained that the main objective of the project was to mobilize community actions on climate change through a series of publications targeting at four groups of readers, namely the working population, housewives, small and medium enterprises (SMEs), and students. The project would also involve collaboration with different stakeholders, such as the business community or green groups, in the product development stage as a social engagement process in environmental issues. She added that the publications needed to be marketable, so that the publishing agencies had the incentive to sustain the printing and sale of the publications. The tentative budget for the four publications was \$2 million, and a funding proposal might have to be submitted to the ECF Committee for in-year increase in the ECC Budget 2009-10 for implementing the project. She then invited Members' comments and solicited their support for the project.

13. A member commented that local publishing houses, which possessed good understanding and commercial sense about the book market, would be in a better position to identify the needs of the target readers and ensure the marketability of the publications.

14. A member opined that collaboration with local publishing houses and different stakeholders could remarkably enhance the public awareness of environmental issues. Also, he agreed that the publications should be for sale to prevent the public from taking unnecessary copies.

15. SEN supplemented that while the ECC would decide on the framework of the publications, the publishing house to be commissioned should be allowed to have the flexibility in designing the publications with their expertise. For instance, the end-products of the project could be in a format other than books, such as flash cards.

16. After discussion, Members endorsed the proposal of implementing the books project – the Climate FootPRINT as preliminarily outlined in the ECC Paper No. 10/09-10.

(SEN and Ms Linda CHOY left the meeting at this juncture at 4:00 pm.)

IV. Confirmation of Minutes of the Last Meeting and the Notes of the Brainstorming Session

17. The minutes of the 113th Meeting and the Notes of the Brainstorming Session held on 10 June 2009 were confirmed without amendments.

V. Progress Report of the Working Groups

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

18. Ms Miranda YIP briefed Members on the work progress of the ACHKAEE as reported in the ECC Paper No. 6/09-10. She added that the Hong Kong Productivity Council (HKPC), i.e. the HKAEE consultant, had completed initial assessments of all 403 eligible entries to the 2009 HKAEE Sectoral Awards in September 2009. The Sectoral Awards Sub-committee of the ACHKAEE would meet on 16 September 2009 to shortlist the entries for Stage 2 – Detailed Assessment.

19. Ms Miranda YIP reported that the Green Council (GC) had approached the Secretariat to explore the feasibility of forgoing a partnership between their Hong Kong Green Label Scheme (HKGLS) and the HKAEE for achieving synergy effect. Subsequent to the discussion among the GC, the Secretariat and the HKPC, the GC proposed offering a 50% discount to the winners of the HKAEE Sectoral Awards and the holders of the HKAEE Environmental Labels for their first HKGLS applications. Professor Jonathan WONG had no objection to the proposed partnership but expressed reservation on publicizing the GC's offer through the HKAEE's publicity channels, because it might be seen as an endorsement of the HKGLS. Ms Betty CHEUNG clarified that the HKAEE Environmental Labels Scheme, which encouraged continuous self-improvement in environmental management, was complementary to the HKGLS which granted third party certification for green products in accordance with the ISO standards. The partnership between the HKAEE and the HKGLS, if forged, would further encourage companies to improve the environmental attributes of their products. Ms YIP supplemented that as with the existing partnership between the Green Mark of the Federation of Hong Kong Industries and the HKAEE, it would be stated in the HKAEE programme booklet and website that a discount on the HKGLS application fee would be offered for the winners of the Sectoral Awards and the awardees of the Environmental Labels at the discretion of the GC, and that participants should refer to the GC for details. The Chairman appreciated the ongoing effort of partnering the HKAEE with suitable environmental schemes to reinforce the recognition of the HKAEE, but he reminded that the terms of partnership should be clearly laid down with the partnering organizations to avoid any misunderstanding. After deliberation, the Meeting endorsed the proposed partnership with the HKGLS.

20. Members then had a detailed discussion on how to enlist more active participation from various sectors in the HKAEE. Members suggested that marketing and technical assessments should be separately carried out by a public relations (PR) agency and a consultant, so as to utilize their different specialized

skills. A member also suggested targeting more marketing efforts on the sectors with low participation. A member opined that stakeholders' stronger commitment to the HKAEE could be sought by engaging their organizations or associations to take part in the HKAEE. Ms Betty CHEUNG responded that PR agencies had been commissioned to help launch the 2008 and the 2009 HKAEE in a blaze of publicity. Based on the experiences gathered in the past two years and in light of Members' advice, the scopes of services for the PR agency and the technical consultant would be strategically reviewed in the 2010 HKAEE, with a view to achieving higher participation in the scheme. The Chairman thanked Members for their suggestions but remarked that it took a lengthy time and huge resources to establish and maintain a strong and extensive stakeholders network. As a first step, he appealed for Members' assistance in bringing in their expertise, experience and networks to enhance the penetration of the HKAEE. Members noted that the Publicity Sub-committee of the ACHKAEE would hold its 2nd meeting on 24 September 2009 to select the PR agency for the 2010 HKAEE, and that the tender invitations for the 2010 HKAEE consultancy services would be issued within September 2009.

(b) Education Working Group (EWG)

21. Mr. George TAM briefed Members on the work progress of the EWG as outlined in the ECC Paper No. 7/09-10. He supplemented that the EWG would meet on 6 October 2009 to select the tender proposal for the Consultancy Study on ECC Environmental Programmes.

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

22. Ms Miranda YIP briefed Members on the work progress of the EE&CAPVSC as outlined in the ECC Paper No. 8/09-10. Ms YIP added that the coming round of EE&CAPVSC meetings would be held soon with the first one on 21 September 2009 to vet the funding applications.

(d) Publicity Working Group (PWG)

23. Ms Miranda YIP briefed Members on the work progress of the PWG as reported in the ECC Paper No. 9/09-10. She highlighted that printing of the comic book on low carbon living was completed in mid-June 2009, and that in light of Members' suggestions raised at the last meeting, more than 4,000 printed copies of the comic book had been distributed or circulated to the public through various channels, including the public enquiry service centres of the Home

Affairs Department, the environmental resources centres of the EPD, public clinics or hospitals, public libraries, primary and secondary schools, as well as tertiary institutions.

VI. Any Other Business

24. There was no other business raised at the meeting.

VII. Date of Next Meeting

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

26. The meeting was adjourned at 4:45 p.m.

*ECC Secretariat
November 2009*