

Minutes of 115th Meeting of Environmental Campaign Committee (ECC)

Date : 1 December 2009 (Tuesday)

Time : 2:30 pm

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

Present

Mr. Joseph LEE, SBS, JP

(Chairman)

Ms Elizabeth LAW, MH, JP

(Vice-Chairman)

Dr. LAW Chi-kwong, SBS, JP

Mr. LUI Tung-ming, MH

Dr. NG Cho-nam, BBS, JP

Ms NG Chui-yiu, Jennifer

Mr. NG Ping-kin, Arkin

Mr. NG Sau-kei, Wilfred, MH, JP

Mr. TAM Siu-ping, George

Professor WONG Woon-chung, Jonathan

Ms Betty CHEUNG

Environmental Protection Department (EPD)

Mr. CHEUNG Wing-hung

Education Bureau (EDB)

Ms Connie TSANG

Information Services Department (ISD)

Ms Maria LAU

Home Affairs Bureau (HAB)

Miss Eunice CHAN

EPD (Secretary)

In attendance

Ms Miranda YIP

EPD

Miss Jamie CHU

EPD

Miss Brenda LAM

EPD

Miss LEE Chi-ming

EPD

Miss Carrie WONG

EPD

Absent with apologies

Mr. LEUNG Che-cheung, MH, JP

Dr. LEUNG Man-fuk, Edward

Mr. LEUNG Man-tao, Manuel

Mr. MA Ching-hang, Patrick, BBS

Ms WONG Pik-kiu, Peggy, MH

Ms WONG Suet-ying

Dr. Tina MOK

Department of Health (DH)

Mr. Benny WONG, JP

EPD

I. Vote of Welcome

The Chairman welcomed all Members to the meeting. He also welcomed Miss Eunice CHAN, who succeeded Mr. Francis WONG as the Secretary to the ECC.

II. Confirmation of Minutes of the Last Meeting

2. The minutes of the 114th Meeting held on 11 September 2009 were confirmed without amendments.

III. “Climate Cool – You can FEEL and You can HELP” - A large-scale public engagement campaign in combating climate change (the Campaign) (ECC Paper No.11 /09-10)

3. Ms Miranda YIP briefed Members that the ECC was fully aware of its role to promote public awareness of environmental issues, in particular, on the imminent problem of climate change. The ECC had therefore organized various environmental activities on climate change in the financial year of 2009/10. In order to reinforce the effort to drive community actions and foster exchanges among different cities, the ECC Secretariat proposed to implement the Campaign in the years 2010 and 2011. She briefed Members on the background and details of the Campaign as proposed in the ECC Paper No. 11 /09-10. The summary of major deliberations in the meeting was outlined as below:

Name of the Campaign

4. Members considered that in order to give a straightforward and unequivocal message to the public, the name of the Campaign should be simple and direct. After discussion, the Chairman advised the Secretariat to submit other alternatives for consideration by email circulation.

The Books Project “Climate FootPRINT” (the Climate FootPRINT)

5. Members enquired on the relevant experience of the Climate Group (CG) for taking up the project and the implementation details. A member considered that the initiatives of the project were good, but remarked that the budget was relatively large as compared to general Environmental Education and Community Action Projects. She suggested that the Secretariat should look into the details such as the selection of partners, evaluation of results, and ownership of intellectual property right, etc.

6. Ms Betty CHEUNG recapped that the Secretary for the Environment had decided at the 114th ECC meeting that the books developed would not be freely distributed to the public, and hence marketability of the books would be crucial to ensure penetration and engagement of different stakeholders. Supported by their well-established network through their worldwide offices and rich global experience in organizing climate change campaigns, the CG could draw on its expertise to provide strong professional support and would be a competent partner to ECC and as a coordinator for the developing the books. Miss Eunice CHAN added that the Secretariat would also request CG to engage local green groups and other stakeholders to provide input to develop the book contents to ensure quality of work. Miss CHAN also supplemented that the proposed budget had covered all aspects of the project, including publication, publicity and some engagement activities after the books launch.

7. The Chairman advised that a task force should be set up under the relevant working group of the ECC to monitor the project and advised the Secretariat to follow up on the details of the execution plan for consultation with the task force. The Secretariat noted the Members’ comments and would critically review the proposals submitted by the co-organizers to ensure proper use of resources. Further information of the proposals would be circulated to the Members for consideration.

Multiplier Training for Secondary School Teachers on Climate Change

8. The Chairman enquired on partnering with the World Wide Fund for Nature Hong Kong (WWF) and the Hongkong and Shanghai Banking Corporation Ltd. (HSBC) to organize the Multiplier Training Programme. Ms Betty CHEUNG responded that the WWF was experienced in promoting the community's awareness on climate change and in providing teachers with various in-service training on environmental education through its past and on-going projects. Ms CHEUNG further supplemented that the HSBC had sponsored various WWF activities before and had indicated interest in extending environmental education to schools together with WWF. The ECC Secretariat considered that there was room for a tripartite partnership for the Multiplier Training Programme at schools and suggested that the Multiplier Training Programme be co-funded by the Environment and Conservation Fund (ECF) and the HSBC on equal share basis.

9. Members raised their concerns on the large sum of budget for and the effectiveness of implementing the Multiplier Training Programme. Ms Betty CHEUNG emphasized that the "train-the-trainer" approach of the Multiplier Training Programme would benefit not only the participating teachers from some 20 participating secondary schools, but also teachers from non-participating schools through knowledge-transfer visits to be organized by the trained teachers and an online platform for sharing of experiences, comprehensive teaching materials on environmental education and updates on environmental information among all teachers in Hong Kong. Ms CHEUNG further remarked that the online platform would be sustained for over two years to maintain the impact of the Multiplier Training Programme.

10. In response to the enquiry of the Chairman and Mr. CHEUNG Wing-hung on project monitoring, Ms Betty CHEUNG informed the Meeting that a Working Committee would be formed comprising representatives from the EPD, the HSBC and Members of the ECC Education Working Group.

11. A member and Mr. CHEUNG Wing-hung opined that the copyright of all

the teaching materials on environmental education to be uploaded to the online platform should belong to the ECC.

12. A member advised that assistance could be solicited from the Hong Kong Association of Heads of Secondary Schools to promote the Multiplier Training Programme for a more enthusiastic participation from the secondary school teachers. A member suggested that the charitable school-sponsoring organizations could be approached to help identify schools with stronger commitment. Apart from the Schools Sector, a member suggested exploring opportunity to cooperate with religious groups.

13. After discussion of the initiatives, the Chairman proposed and Members endorsed the programme in principle and agreed to proceed to seek approval from the ECF Committee for allocating a supplementary funding amount of \$7,808,000 to the ECC in the Financial Year 2009/2010 for implementing the Campaign as outlined in the ECC Paper No. 11 /09-10. A task force should be set up under relevant working groups to further develop the details and monitor the progress of various initiatives of the programme. Meanwhile, more information and justifications on the campaign name and the partnership arrangements would be circulated to the Members for consideration.

[Post-Meeting Notes:

- i. Members were consulted on the name of the Campaign through email circulation on 4 December 2009 and the name was revised to be “Combating Climate Change Campaign (逆轉氣候變化大行動)”. Members also noted the background for the partnership arrangements through the circulation and had no objection.*
- ii. With the recommendation and agreement of the Chairman, a Task Force for the Climate FootPRINT and Public Seminars cum Exhibitions was set up under the Publicity Working Group (PWG) in January 2010. Members included Mr. Arkin NG (ECC Member), Mr. LUI Tung-ming (ECC Member), Mr. Jonathan CHAN (Co-opted PWG Member), Ms Milly MOK (Co-opted PWG Member) and Ms Monin UNG (Co-opted PWG Member)*
- iii. The formation of a Working Committee for the Multiplier Training Programme was in progress.*

- iv. *The ECF Committee endorsed at its meeting on 10 December 2009 the allocation of a supplementary funding amount of \$7,808,000 to the ECC in the Financial Year 2009/2010 for implementing the Campaign.]*

IV. Progress Report of the Working Groups

(a) Awards Committee on the Hong Kong Awards for Environmental Excellence (ACHKAEE) (ECC Paper No.12 /09-10)

14. Ms Miranda YIP briefed Members on the work progress of the ACHKAEE as reported in the ECC Paper No.12 /09-10.

[Post-Meeting Note: The Final Adjudicating Panels held meetings in December 2009 and selected a total of 9 Gold, 11 Silver and 11 Bronze Awards winners, while the awardees for SME Award and Certificate of Merit were 3 and 70 respectively. The final adjudicating results were endorsed at the 6th meeting of the ACHKAEE held on 11 January 2010.]

(b) Education Working Group (EWG) (ECC Paper No.13 /09-10)

15. Mr. George TAM briefed Members on the work progress of the EWG as outlined in the ECC Paper No.13 /09-10. He informed Members that the EWG had commissioned the Hong Kong Institute of Education (HKIED) to conduct the Consultancy Study on reviewing the Hong Kong Green School Award (HKGSA) and the Student Environmental Protection Ambassador Scheme. The Chairman expressed and a member agreed that other environmental education programmes organized under the ECC should also be reviewed at suitable junctures.

16. Ms Miranda YIP supplemented that the Consultancy Study would be completed in around one year and a half, during which the HKIED would be required to submit interim reports and deliverables to the EWG to review the progress of the Consultancy Study in phases. A Task Force would be formed to

monitor the progress of the Consultancy Study.

17. In response to the Chairman's enquiry on the grading system of the 8th HKGSA in partnership with the 2010 HKAEE, Ms Miranda YIP said that the 8th HKGSA had been re-structured into a benchmarking system, under which Green School Status would be given to participating schools reaching the benchmark scores in all the assessment criteria. Not more than 10 top-scoring schools from each of the Primary School and Secondary School Categories would be referred to the 2010 HKAEE to compete for the Sectoral Awards under the Schools Sector.

[Post-Meeting Note: A Task Force for the Consultancy Study comprising representatives of the ECC, the EWG and the HKIEd was formed at the 105th EWG Meeting held on 14 January 2010, which included Mr. LUI Tung-ming, MH (ECC Member) and Mr. CHUNG Chiang-hon (Co-opted EWG Member).]

(c) Environmental Education & Community Action Projects Vetting Sub-committee (EE&CAPVSC) (ECC Paper No.14 /09-10)

18. Ms Elizabeth LAW, MH, JP briefed Members on the work progress of the EE&CAPVSC as outlined in the ECC Paper No.14 /09-10. Ms LAW added that many minor works projects had been approved and the Vetting Sub-committee adhered great importance to the educational impact. In this connection, a general education project, namely "Integration and Evaluation of School-based Educational Activities with Environmental Infrastructure - A Train-the-Trainers Approach" by the Department of Science and Environmental Studies of the HKIEd, had been approved to train the teachers to well utilize the environmental infrastructure.

(d) Publicity Working Group (PWG) (ECC Paper No.15 /09-10)

19. Ms Miranda YIP briefed Members on the work progress of the PWG as reported in the ECC Paper No.15 /09-10.

V. Report and Financial Statement of ECC in FY2008/2009

20. Ms Miranda YIP presented to the Meeting the Independent Auditor's Report and Financial Statement of the ECC for the Financial Year 2008/2009 prepared by Deloitte Touche Tohmatsu. The documents were endorsed by the Committee.

21. A member opined that the accounts should be prepared on accrual basis to show the financial commitment. In response, Ms Miranda YIP clarified that the accounting basis of the ECC Account needed to tally with those of the ECF and EPD, which were on cash basis. The Chairman appreciated the difficulty in changing the accounting system of ECC from cash basis to accrual basis.

VI. Any Other Business

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

VII. Date of Next Meeting

23. The Chairman informed the Members that this was the last meeting of the current term of membership and took the opportunity to thank Members for their contributions and support to the Committee in the past two years.

24. The meeting was adjourned at 4:30 p.m.

ECC Secretariat
January 2010