

## **Minutes of 116<sup>th</sup> Meeting of Environmental Campaign Committee (ECC)**

**Date** : 1 March 2010 (Monday)

**Time** : 3:00 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)
Mr. LUI Tung-ming, MH	
Dr. NG Cho-nam, BBS, JP	
Ms NG Chui-yiu, Jennifer	
Mr. NG Ping-kin, Arkin	
Ms POON Suk-han, Halina, MH	
Mr. TAM Siu-ping, George	
Ms Bernadette TSUI	
Professor WONG Woon-chung, Jonathan	
Dr. YIP Chee-hang, Eric	
Dr. YU Yuen-ping, William	
Mr. Benny WONG	Environmental Protection Department (EPD)
Ms Betty CHEUNG	Environmental Protection Department (EPD)
Ms Alissa WONG	Education Bureau (EDB)
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. LAU Ip-keung, Kenneth, MH, JP	
Dr. LEUNG Man-fuk, Edward	
Professor LUNG Ping-yee, David	
Mr. MA Ching-hang, Patrick, BBS	
Mr. WAN Siu-kin, Andrew	
Mr. WONG Mau-chung, Max	
Ms WONG Pik-kiu, Peggy, MH	
Dr. Tina MOK	Department of Health (DH)
Ms Connie TSANG	Information Services Department (ISD)

**I. Vote of Welcome**

The Chairman welcomed all Members to the first meeting of the new term of the Environmental Campaign Committee (ECC). He also welcomed Ms Halina POON, MH, Ms Bernadette TSUI, Dr. Eric YIP and Dr. William YU to attend their first meeting as newly appointed ECC Members.

2. The Chairman informed that as Mr. George TAM would arrive late due to other commitment, the Progress Report of Education Working Group would be discussed before the Agenda Item VI - Proposed Budget of ECC Environmental Programmes for Financial Year 2010/2011.

**II. Confirmation of Minutes of the Last Meeting**

3. The minutes of the 115th Meeting held on 1 December 2009 were confirmed without amendments.

**III. Declaration of Interests and Confidentiality of Classified Information**  
*(ECC Paper No.16 /09-10)*

4. Ms Miranda YIP briefed Members on the ECC Paper No. 16/09-10 “Declaration of Interests by Members and Co-opted Members of ECC and Working Groups” and reminded Members of maintaining the confidentiality of classified information.

**IV. Terms of reference of ECC and its Working Groups/Sub-committees**  
*(ECC Paper No.17 /09-10)*

5. Ms Miranda YIP briefed Members on the ECC Paper No. 17/09-10. Members noted that the Convenors/Chairpersons were selected during the Welcome Reception on 3 February 2010 as follows:

	<b>Working Groups/Sub-committees</b>	<b>Convenors/Chairpersons</b>
(i)	Awards Committee on the Hong Kong Awards for Environmental Excellence (香港環保卓越計劃委員會)	Mr. Joseph LEE, SBS, JP
(ii)	Education Working Group (教育工作小組)	Mr. George TAM
(iii)	Environmental Education and Community Action Projects Vetting Sub-committee (環境教育及社區參與項目審批小組)	Ms Elizabeth LAW, MH, JP
(iv)	Publicity Working Group (宣傳工作小組)	Mr. Joseph LEE, SBS, JP

6. Members also endorsed the terms of reference of the ECC and the Working Groups/Sub-committees as set out in Annexes A and B to the ECC Paper No. 17/09-10.

## **V. Progress Report of the Working Groups**

### **i. Awards Committee on the Hong Kong Awards for Environmental Excellence (ACHKAEE) (ECC Paper No.18 /09-10)**

7. Ms Miranda YIP briefed Members on the work progress of the ACHKAEE as reported in the ECC Paper No.18/09-10. She added that up to 24 February 2010, there were 707 applications for the Environmental Labels and 61 applications for the Carbon"Less" Certificates under the 2009 HKAEE.

8. Ms Miranda YIP said that all Members were welcome to the 2009 HKAEE Awards Presentation Ceremony cum the 2010 HKAEE Launching Ceremony to be held on 7 April 2010 at the Hong Kong Convention and Exhibition Centre. The Chairman encouraged Members to join the ACHKAEE and support the HKAEE activities.

(Post-meeting note : The 2009 HKAEE Awards Presentation Ceremony cum the

2010 HKAEE Launching Ceremony has been rescheduled for 12 May 2010 at the same venue.)

**ii. Environmental Education & Community Action Projects Vetting Sub-committee (EE&CAPVSC) (ECC Paper No.20 /09-10)**

9. Ms Elizabeth LAW, MH, JP briefed Members on the work progress of the EE&CAPVSC as outlined in the ECC Paper No.20/09-10. She mentioned that a visit to sites with completed minor works projects would be organized on 3 March 2010, and a sharing session of EE&CA projects would be held on 15 April 2010 at Sheung Wan Civic Centre. She welcomed the ECC Members to join these events and to help promote the provision of funding support for EE&CA projects.

**iii. Publicity Working Group (PWG) (ECC Paper No.21 /09-10)**

10. Ms Miranda YIP briefed Members on the work progress of the PWG as reported in the ECC Paper No. 21/09-10. She reported that a Task Force under the PWG had been set up in January 2010 for overseeing three projects under the Combating Climate Change Campaign (the Campaign) 2010-11, namely the Public Seminars cum Exhibitions on Climate Change Alarm, the Books Project *Climate FootPRINT* (the *Climate FootPRINT*) and the Production and Launch of DVDs on Climate Change for the World Environment Day 2010. The 1<sup>st</sup> Task Force Meeting was held on 27 January 2010 to endorse the preliminary work plan of the three projects.

11. In response to an enquiry from a member, Ms Miranda YIP explained that while carrying the same theme of climate change, those various programmes under the Campaign were designed with specific focus and would make use of different approaches to engage targeted sectors of the community. The Chairman supplemented that the PWG tried to break new ground to promote environmental protection through publishing a series of books on carbon reduction and producing DVDs, creating new horizons and channels to raise public awareness on environmental issues.

12. A member inquired whether the PWG had lined up with any media partners to organize campaigns in the past. Ms Miranda YIP replied that the ECC had not forged any partnership with the media before, but had launched various publicity campaigns through different media channels. For instance, production and broadcast of a Television Announcement in the Public Interest (TVAPI) on waste reduction and green living, advertisement on the bus shelters and publication of the comic extracts of “識碳家族” on the newspaper were arranged in 2008 and 2009 respectively. The Chairman remarked that the TVAPIs on “25.5 degree C room temperature” and “turn off idling engines” were of great success. To further disseminate environmental messages, the ECC had been exploring new channels to launch publicity campaigns. In this connection, the ECC had decided to launch various programmes such as producing DVDs and publishing books.

13. Members expressed concern on the budget requirement of the *Climate FootPRINT*. The Chairman responded that a Task Force under the PWG had already been set up to provide steer on the book content and monitor the expenditure as well as the progress of the *Climate FootPRINT*. He also explained that the total budget of \$4 million would be used not only to engage a green group – The Climate Group (Hong Kong) Limited (“TCG(HK)”) to develop the book content and publish four books, but also to engage a media partner – RoadShow Media Limited (RoadShow) to organize a series of engagement and promotional activities to spread green messages. Ms Miranda YIP further elaborated on the project’s details and budget allocation.

14. A member suggested co-ordinating publicity for the Combating Climate Change Campaign as a whole.

15. A member suggested that evaluation should be conducted after organizing every activity so as to identify room for improvement in the future. A member proposed that TCG(HK) should offset the carbon emission produced by the publication of books. Another member agreed to his view and commented that TCG(HK) should be required to use the paper certified by the Forest Stewardship Council. A member also suggested uploading the four books onto the internet for enhancing readers’ coverage.

(Mr. George TAM arrived at this juncture at 4:40 pm.)

16. A member enquired the launching date of the four books. Ms Betty CHEUNG replied that the publications would probably be launched at the Hong Kong Book Fair in July 2010. A member then suggested publishing e-books instead of hard copies. A member supported her idea and commented that e-books could reach out to young readers more easily. Another member was of the view that majority of the Hong Kong society might not be ready to adapt to reading e-books. She also opined that the life cycle of books was short and therefore the ECC should have a comprehensive marketing plan on publicizing the books to avoid overstock. A member agreed to her view and suggested reviewing the marketing strategy of the *Climate FootPRINT* to ensure that the publications could reach target readers.

17. The Chairman thanked members for their opinions and requested the Secretariat to report the project progress to the Meeting and the Task Force in due course.

(Dr. Eric YIP left at this juncture at 4:50 p.m.)

**iv. Education Working Group (EWG) (ECC Paper No.19 /09-10)**

18. Mr. George TAM briefed Members on the work progress of the EWG as outlined in the ECC Paper No.19/09-10.

**VI. Proposed Budget of ECC Environmental Programmes for Financial Year 2010/2011 (ECC Paper No.22 /09-10)**

19. Ms Miranda YIP briefed Members on the proposed budget of ECC Environmental Programmes for financial year 2010/11 as outlined in the ECC Paper No. 22/09-10.

20. In response to an enquiry from Dr. NG Cho-nam, BBS, JP, Ms Miranda YIP clarified that the consultancy fee for the Environmental Labels would be paid on reimbursement basis and the unit cost of handling the applications for Environmental Labels was \$1,330 in the 2010 HKAEE, which was the same as for the past years. She supplemented that the Secretariat had successfully

negotiated with the Hong Kong Productivity Council to trim down the consultancy fee for the 2010 HKAEE from around \$4.9 million to \$4.56 million. As for the 2011 consultancy budget of \$6 million, Ms Miranda YIP remarked that the increase was to cater for the possible extension of the scheme as well as the expected increase in the number of entries.

21. A member suggested that the ECC Website should be revamped for making it more attractive and informative. A member opined that e-platform was a very effective mode of communication nowadays as compared to other publicity means, so it was worth putting more resources to develop it. A member also shared his past experience in this aspect. The Chairman asked the Secretariat to look into the issue in due course.

22. After discussion, Members endorsed the proposed budget of ECC for 2010/2011 at \$19.35 million. The proposed budget would be further submitted to the ECF Committee on 18 March 2010 for funding approval.

(Post-meeting note: The ECF Committee Meeting held on 18 March 2010 approved the proposed ECC Budget at \$19.35 million.)

## **VII. Any Other Business**

23. There was no other business.

## **VIII. Date of Next Meeting**

24. The next ECC meeting would be held in June 2010. Members would be informed of the date and venue in due course.

25. The meeting was adjourned at 5:30 p.m.

*ECC Secretariat*  
*April 2010*