

Minutes of 118th Meeting of Environmental Campaign Committee (ECC)

Date : 3 June 2010 (Thursday)

Time : 2:30 pm

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

Present

Mr. Joseph LEE, SBS, JP	(Chairman)
Dr. LEUNG Man-fuk, Edward	
Mr. MA Ching-hang, Patrick, BBS	
Dr. NG Cho-nam, BBS, JP	
Mr. NG Ping-kin, Arkin	
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, JP	Environmental Protection Department (EPD)
Ms Betty CHEUNG	EPD
Dr. CHOW Chor-yiu, Tony	Department of Health (DH)
Ms Alissa WONG	Education Bureau (EDB)
Mr. WONG Pak-ho	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

Ms Elizabeth LAW, MH, JP	(Vice-Chairman)
Mr. LAU Ip-keung, Kenneth, MH, JP	
Mr. LUI Tung-ming, MH	
Professor LUNG Ping-yee, David, SBS, JP	
Ms NG Chui-yiu, Jennifer	
Ms POON Suk-han, Halina, MH	
Ms WONG Pik-kiu, Peggy, MH	
Mr. WONG Mau-chung, Max	
Mr. WAN Siu-kin, Andrew	
Ms TSANG Pui-chi, Connie	Information Services Department

Vote of Welcome

The Chairman welcomed all Members to the meeting. He also welcomed the following officers to the meeting :

- (i) Dr. CHOW chor-yiu, Tony, Senior Medical Officer (Environmental Health and Toxic), who will replace Dr. Tina MOK as the representative from DH in ECC, and;
- (ii) Mr. WONG Pak-ho, Senior Executive Officer (Civic Education)¹, who has succeeded Ms Maria LAU as the representative from Home Affairs Bureau.

I. Confirmation of Minutes of the Last Meeting held on 1 March 2010 and the Special Meeting held on 17 March 2010

- 2. The minutes of the 116th Meeting held on 1 March 2010 and 117th held on 17 March 2010 were confirmed without amendments.

II. Progress Report of the Working Groups

(a) Awards Committee on the Hong Kong Awards for Environmental Excellence (ACHKAEE) (*ECC Paper No.1/10-11*)

3. Ms Miranda YIP briefed Members on the work progress of the ACHKAEE as reported in the ECC Paper No.1/10-11. She further updated that as at 2 June 2010, there were 138, 5 and 37 new applications under the 2010 HKAEE for the Environmental Labels, CarbonöLessö Certificates and Sectoral Awards respectively.

4. The Chairman invited Members' views on how the Hong Kong Productivity Council (HKPC), the consultant to the HKAEE, could further leverage their network to enhance promotion for HKAEE. Ms Betty CHEUNG informed Members that HKPC had approached various chambers of commerce

and trades to promote the HKAEE and would keep up the promotion momentum. Mr. Benny WONG suggested that it could be more effective by targeting companies or organizations that already had already spent good effort to improve environmental performance and invited Members to make referrals to HKPC if they came across such companies/organizations. A member remarked that companies nowadays often put an emphasis on corporate social responsibility including environmental protection. He indicated he had the contact points of a few organizations that might be interested in joining the HKAEE. Ms Betty CHEUNG thanked his input and invited Members to approach the ECC Secretariat if they were aware of such organizations so that HKPC could take follow-up actions.

5. A member suggested that the schools eligible to join the Schools Sector of the Sectoral Awards should be approached on an individual basis to pitch for better participation.

6. The Chairman suggested that HKPC could do more to promote the HKAEE, for example, by offering business tips that could enhance environmental performance and optimize business operations at the same time. The Chairman also remarked that in addition to the Sectoral Awards, HKPC could encourage more companies to join the Environmental Labels and the CarbonLessö Certificates, as these schemes were awarded on the basis of continuous self-improvement rather than on competitive basis.

(Post-meeting notes: HKPC had been advised to follow up with a member on the contact points.)

(b) Education Working Group (EWG) (ECC Paper No.2/10-11)

7. Mr. George TAM briefed Members on the work progress of the EWG as outlined in the ECC Paper No.2/10-11.

8. In response to a member's enquiry, a member responded that the beginning of the school year 2010/11 would be the key window to recruit entries from local primary and secondary schools to the Get It Green (GIG). He added that secondary students of Form 5 after finishing the Hong Kong Certificate of

Education Examination in the school year 2009/10 could be another target group to pitch for participation. A member remarked that the ECC Secretariat would contact schools and solicit assistance from the EDB to promote the GIG.

9. Ms Alissa WONG said that the EDB would provide assistance to disseminate information of the GIG to schools. Ms WONG added that a consolidated circular carrying information of many educational activities would be issued to schools on 1st and 15th of each month, and given the larger amount of information in a circular, it might not be the most effective channel to draw schools' attention to the GIG. A member agreed with Ms WONG and opined that in addition to issuing a circular through the EDB, the Civic Exchange should contact individual schools to enhance the participation rate of the GIG.

10. In response to the Chairman's suggestion, Ms Betty CHEUNG reported that the Secretariat was following up on the mobilization of green schools to participate in the GIG. In addition, the Secretariat had approached major Schools Sponsoring Bodies, e.g. Tung Wah Group of Hospitals, Po Leung Kuk, to extend the network of schools for a higher participation rate in the GIG.

11. Ms Miranda YIP supplemented that the Secretariat had requested the Civic Exchange to prepare a flyer of the GIG. The Secretariat would send the flyer to all primary and secondary schools by mid-June 2010 and approach the green schools in particular. Ms YIP added that collaboration among the Student Environmental Protection Ambassador Scheme, the ECC MTR Environmental Award for Youth 2010 and the GIG had been formed in order to enhance synergy among ECC's school programmes. The ECC Secretariat and the MTR Corporation (MTRC) would jointly organize educational visits to green facilities/premises for Student Environmental Protection Ambassadors to stimulate their thinking in protecting the environment and mobilize them to participate in the GIG.

12. In response to a member's query, a member opined that dissemination of the information of GIG in June 2010 could facilitate schools to include the GIG into their educational plan in the coming school year and give schools more time to prepare their students for participating in the GIG. A member suggested that the Secretariat should send a reminder to the schools in September 2010 to

gauge for entry to the GIG before the deadline of 4 October 2010.

(c) Environmental Education & Community Action Projects Vetting Sub-committee (EE&CAPVSC) (ECC Paper No.3/10-11)

13. Ms Miranda YIP briefed Members on the work progress of the EE&CAPVSC as outlined in the ECC Paper No.3/10-11. Ms YIP added that the next round of meetings of EE&CAPVSC would be held in June 2010 to vet new applications.

(d) Publicity Working Group (PWG) (ECC Paper No.4/10-11)

14. Ms Miranda YIP briefed Members on the work progress of the PWG as reported in the ECC Paper No.4/10-11. Riding on the success of the 1st public seminar cum exhibition on climate change, the 2nd seminar cum exhibition (2nd seminar) with a theme of "Combat Climate Change, Live a Low-Carbon Life" would be held on 5 June 2010 to echo the World Environment Day (WED) 2010 and achieve larger synergy effect. She reported that three DVDs, two on the Polar environment and one on water pollution, were produced under collaboration of the ECC and the Polar Museum Foundation for free distribution to all primary and secondary schools in Hong Kong and would be launched at the seminar on 5 June 2010. Ms YIP solicited Members' support to attend the seminar on 5 June 2010.

15. Ms YIP supplemented that PWG Members had proposed publicizing the water-saving concepts on the WED 2010 at the 6th PWG meeting held on 20 May 2010. In this connection, the Secretariat created a "Group" with a slogan "Shorter Shower, Greener Lifestyle" (縮短淋浴時間 慳水習慣地球讚) in the Facebook website on 1 June 2010. Facebook users were invited to join the "Group" as a pledge to start practising "Shorter Shower". The Secretariat had issued an invitation letter to all local primary and secondary schools for joining the said "Shorter Shower Group" in Facebook website and disseminating the water-saving message to their students in schools. Besides, the aforesaid slogan was uploaded onto the ECC website for promoting "Shorter Shower" concept.

16. Ms YIP then updated Members on the marketing strategies, work schedule, creative team, concept development, engagement of publishing house

and arrangement of royalty of the ECC Books Project *The Climate FootPRINT* (the Books Project) under the Combating Climate Change Campaign 2010-11.

17. A member enquired about printing budget and royalty rate proposed by the publishing house. In response, Ms Miranda YIP replied that based on the quotation, the upfront printing cost and royalty rate were about \$60,000 per book and 6% respectively, which were subject to final confirmation. She added that the Secretariat would subsequently explore room for negotiating a better package for the printing cost and royalty rate. A member opined that the amount of royalty at stake would be minimal in view of the circulation volume of similar books in general. She considered that 6% did not seem to be an unreasonable figure and suggested that the Secretariat should focus on negotiating for a competitive marketing plan with the publishing house rather than negotiating on the royalty rate or printing cost, as the aim of the project should be to arouse public attention.

18. In response to Members' queries, Miss Eunice CHAN clarified that the original budget of \$4M included not only publishing of four books but also the associated marketing and engagement activities. The updated budget for book development, including copywriting, artwork, printing, etc., cost about \$1.4M while the publicity plan with RoadShow, the media partner, cost \$1.6M. Miss CHAN also clarified that the publishing rights would be owned by the ECC.

19. A member opined that comprehensive and far-reaching publicity should be launched to publicize the messages of the books and achieve strong echo of low carbon living in the society. The Chairman suggested that the Secretariat could explore different promotional activities such as press release, book autography events and various kinds of online campaigns, to generate more noise about the books. Members supported the Chairman's view that the Secretariat should explore organizing a gimmicky event to publicize the four books.

(Post-meeting notes: The proposal on a gimmicky event for launching the book on youngster <<聽大樹唱歌>> was circulated to PWG on 23 June 2010. The Secretariat proposed inviting 4 year-old child 劉見之 (The Czech Republic International Painting Award Winner); Secretary for the Environment, Mr.

Edward Yau; ECC Chairman, Mr. Joseph Lee, and some celebrities to perform a gimmick riding on a drawing by 劉見之 in a high-traffic shopping mall. Temporary booth would be set up during this publicity event to sell the book and a set of reusable cutlery set would be freely distributed as premium for every single purchase. As a media partner, RoadShow Media Limited would take up the public relations and event management. Members supported and endorsed this proposal via email circulation on 25 June 2010.)

20. A member inquired about the promotion at the Hong Kong Book Fair (HKBF) 2010. Miss Eunice CHAN responded that two seminars spinning off from the book for young people, with themes on upcycling and clean energy, would be held at the HKBF 2010. Miss CHAN also added that interviews hosted by Mr. Chet Nam (林一峰), a famous artist who had been featured in the book for young people, would be broadcast on the Bus TV from late June to July 2010 so as to draw public attention in the run up to the HKBF 2010.

(Post-meeting notes: The youth publication featuring sharing by Mr. Chet Nam (林一峰) on his low carbon living style is entitled <<聽大樹唱歌>>. To ride on the celebrity effect to publicise this book, a bus-TV interview programme hosted by Mr. Chet Nam (林一峰) have been launched from 30 June to 28 July 2010. Bus body and in-bus advertisements have also been rolled out in the same period. An excerpt of the bus-TV programme featuring Mr. Chet Nam will be put on kiosks at the Book Fair for promotion. Besides, a reusable cutlery set and a bookmark embedded with seeds will be distributed for free as premium for purchase of the youth publication at the Book Fair to encourage green living habits. Two educational seminars with themes on clean energy and upcycling respectively will be hosted by the Climate Group on 23 and 24 July 2010 at the Book Fair to further publicize the youth publication. RoadShow, as the media partner, will film the seminars for broadcast at the bus-TV later. To show support for the youth publication, Mr. Chet Nam will have an autography session after the seminar on 23 July.)

III. Progress Updates on the “Climate Dialogue: Low Carbon Cities for High Quality Living” (ECC Paper No. 5/10-11)

21. Miss Eunice CHAN briefed Members on the progress of the “Climate Dialogue: Low Carbon Cities for High Quality Living” as outlined in the ECC

Paper No. 5/10-11. Miss CHAN informed Members that letters issued by Ms Christine LOH from Civic Exchange were tabled at the Meeting to invite Members to reserve time to take part in the Climate Dialogue to be held from 3 to 7 November 2010.

22. A member said that Civic Exchange had approached him on green companies in the Mainland that might be invited to attend the C40 Workshop and further invited other Members to give Civic Exchange some suggestions. The Chairman suggested that Civic Exchange might try to approach the Chinese Academy of Science (中國科學院).

23. A member asked about the progress of inviting keynote speakers. Members noted that Civic Exchange had been inviting speakers but had not finalised the speaker list, and opined that Civic Exchange should be mindful of the timeframe to secure speakers.

24. Members asked about the registration process and the mechanism to identify attendees from stakeholder groups, including government, supporting organizations, professional groups, academic institutions, etc. Given the limited capacity of the conference venue, telecast to university campus, for example, might need to be considered to reach out to more people. They were also concerned whether there would be promotion of the conference to overseas cities, and whether and how overseas NGOs could register for the conference.

25. Miss Eunice CHAN would reflect Members' views to the Civic Exchange.

IV. Any Other Business

26. There was no other business.

V. Date of Next Meeting

27. The next ECC meeting would be held in September 2010. Members

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would be informed of the date and venue in due course.

28. The meeting was adjourned at 4:00 p.m..

ECC Secretariat

July 2010