

Minutes of 120th Meeting of Environmental Campaign Committee (ECC)

Date : 24 November 2010 (Wednesday)

Time : 3:30 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. LEUNG Man-fuk, Edward	
Mr. LUI Tung-ming, MH	
Professor LUNG Ping-yee, David, SBS, JP	
Mr. MA Ching-hang, Patrick, BBS	
Dr. NG Cho-nam, BBS, JP	
Mr. NG Ping-kin, Arkin	
Ms POON Suk-han, Halina, MH	
Mr. TAM Siu-ping, George	
Mr. WONG Mau-chung, Max	
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
Ms TSANG Pui-chi, Connie	Information Services Department
Ms Alissa WONG	Education Bureau
Mr. WONG Pak-ho	Home Affairs Bureau
Miss Eunice CHAN	EPD (Secretary)

In attendance

Miss Brenda LAM	EPD
Miss Jamie CHU	EPD
Miss LEE Chi-ming	EPD
Mr. CHEUNG Ka-yu	EPD

Absent with apologies

Mr. LAU Ip-keung, Kenneth, MH, JP
Ms NG Chui-yiu, Jennifer
Ms Bernadette TSUI
Ms WONG Pik-kiu, Peggy, MH
Professor WONG Woon-chung, Jonathan
Mr. WAN Siu-kin, Andrew
Dr. YIP Chee-hang, Eric

Vote of Welcome

The Chairman welcomed all Members to the meeting.

I. Confirmation of Minutes of the Last Meeting held on 3 June 2010

2. The minutes of the 119th Meeting held on 14 September 2010 were confirmed without amendments.

3. The Chairman remarked that the C40 Hong Kong Workshop and the Get It Green (GIG) Youth Summit were held successfully on 5 – 7 November 2010. He thanked Members for their participation in the events, especially the contribution of Prof. David LUNG, Prof. Jonathan WONG and Dr. Eric Yip in the Steering Committee. He also thanked the Secretariat for its support to both events. Mr. Benny WONG, JP, also thanked on behalf of Environment Bureau for the contribution of ECC in making the events a great success.

4. Upon a member's enquiry, Ms Betty CHEUNG furnished that the Civic Exchange would upload the relevant proceedings and information of C40 Hong Kong Workshop and the GIG Youth Summit to the website for the C40 International Conference on Climate Change 2010 and the facebook for GIG respectively in due course.

(Dr. NG Cho-nam, BBS, JP and Dr. Edward LEUNG arrived at this juncture of the meeting.)

II. Progress Reports of the Working Groups

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

5. Miss Eunice CHAN briefed Members on the work progress of the ACHKAEE as outlined in the ECC Paper No.11/10-11. She supplemented that the Stage 3 assessment would take place on 8, 11, 13 and 18, December 2010 under the chairmanship of Prof. Tsui Lap-chee, Vice-chancellor and

President of the University of Hong Kong. The ACHKAE had commissioned the RoadShow Productions Limited to provide event management services for the awards presentation ceremony scheduled for 8 Apr 2011. The Secretariat would follow up with RoadShow to work out the programme rundown and relevant logistics of the ceremony.

6. Miss Eunice CHAN also informed Members that a seminar had been lined up by Ms Elizabeth LAW with eight small and medium enterprises (SMEs) organizations to promote the HKAE to SMEs on 2 Dec 2010. Further details would be distributed to Members shortly. The Chairman added that the ACHKAE had been seeking various channels and means to increase the participation rate and would welcome Members' views and support.

(b) Education Working Group (EWG) (ECC Paper No. 12/10-11)

7. Miss Eunice CHAN briefed Members on the work progress of the EWG as outlined in the ECC Paper No.12/10-11.

8. A member remarked that a total of 17 secondary students had been selected from keen competition to participate in the Yan Oi Tong Antarctica Expedition led by Dr. Rebecca LEE. A member suggested arranging seminars for the students after their expedition to share their experiences and spread green messages. The Chairman proposed videotaping the seminars and uploading them onto ECC's website.

9. In response to a member's comment, Ms Betty CHEUNG said that she understood that Yan Oi Tong would organize a sharing session for the students after their expedition and the Secretariat would explore room for collaborating with Yan Oi Tong on sharing activities by these students.

(c) Environmental Education and Community Action Projects Vetting Sub-committee(EE&CAPVSC) (ECC Paper No.13/10-11)

10. Miss Elizabeth LAW, MH, JP briefed Members on the work progress of the EE&CAPVSC as outlined in the ECC Paper No.13/10-11. A member remarked that a review on the vetting principles should be conducted having

regard to the experience gained from vetting a large number of applications of minor works projects. On a member's suggestion, the Meeting acknowledged that it would be worth to encourage more religious organizations and uniformed groups to carry out environmental education projects.

(Mr. George TAM arrived at this juncture of the meeting.)

(d) Publicity Working Group (PWG) (ECC Paper No.14/10-11)

11. Miss Eunice CHAN briefed Members on the work progress of the PWG as reported in the ECC Paper No.14/10-11. Regarding the “Low Carbon Living @ Hong Kong” Books Project (Books Project), Miss CHAN updated Members that the second phase of publicity for the Books Project, in a tentative format of a video competition, would be launched in late 2010 and details would be reported to PWG in due course.

12. A member asked on the progress of work and remarked that given the scale of the project, he looked forward to more noise made among target reader groups. A member acknowledged that the book series targeted at general readership and concurred that more efforts should be made to draw public's attention to the messages of low carbon living in the book series. A member suggested that a summary of the publicity for the Books Project should be prepared for Members' reference.

13. Miss Eunice CHAN reported that the original budget earmarked for the project was \$4M, which included not only publishing of four books but also the associated marketing and engagement activities. Upon exploration with the two partners for the project, the updated budget for book development cost about \$1.4M and the Climate Group (Hong Kong) (“TCG(HK)”) was responsible for the whole production process including content development, copywriting, artwork, publishing, etc.; creative process including the marketing position and entry points of the books, messages to be delivered, the writing and artistic style; research and conducting interviews; data verification; distribution of books to retail outlets and associated marketing efforts such as coordinating the production of marketing materials, writer interviews and book talks. Various third parties including professional writers, photographers, graphic

designers and a publishing house were engaged. The updated budget for the media partner, RoadShow Media Limited (RoadShow), cost about \$1.6M and RoadShow was responsible for promotion of the book series as well as the low carbon messages therein using the bus TV and bus body media platforms so as to engage the public to practise low carbon living. Miss CHAN supplemented that the Books Project aimed to target at a general readership, and to enhance the appeal of the content and the marketability of the books to targeted readers, TCG(HK) had given careful thoughts on the marketing positioning of the books. Apart from a careful selection of information related to combating climate change which the public would find useful and interesting, there were creative components in the production of the publications, including the interviews the writers and TCG(HK) had done with various feature characters of low carbon living as well as celebrities such as Chet Lam. She added that a promotion campaign through a video clip competition by Roadshow that would aim to encourage and engage the public to take action to practise low carbon living was under planning. The Chairman thanked Members' comments and remarked that promoting environmental awareness and public engagement through publishing books was a move in a new direction by the ECC and that the added values of the books series should be considered.

[Post-meeting note: Supplementary information on the promotion efforts for the book series was circulated to Members on 15 December 2010.]

III. Report and Financial Statement of ECC in FY2009-10

14. Miss Brenda LAM presented to the Meeting the Independent Auditor's Report and Financial Statement of the ECC for the Financial Year 2009/2010 prepared by Deloitte Touche Tohmatsu. The documents were endorsed by the Committee.

IV. Any Other Business

15. There was no other business.

V. Date of Next Meeting

16. 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 year.

17. The meeting was adjourned at 4:55 pm.

ECC Secretariat

December 2010