

Minutes of 122nd Meeting of Environmental Campaign Committee

Date : 17 February 2011 (Thursday)

Time : 3:00 pm

Venue : Conference Room, 28/F Southorn Centre, 130 Hennessy Road, Wan Chai,
Hong Kong

Present

Professor LUNG Ping-ye, David, SBS, JP (Chairman)

Professor WONG Woon-chung, Jonathan (Vice-Chairman)

Mr. CHAN Wing-hong, Cary

Mr. HUI Yung-chung, BBS, JP

Mr. LAU Ip-keung, Kenneth, MH, JP

Mr. MA Ching-hang, Patrick, BBS

Dr. NG Cho-nam, BBS, JP

Ms NG Chui-yiu, Jennifer

Dr. Elizabeth QUAT, JP

Professor SHEN Xu-hui, Simon

Dr. TANG Shuk-ming, Winnie, JP

Mr. WONG Mau-chung, Max

Ms WONG Sau-ying

Dr. YIP Chee-hang, Eric

Dr. YU Yuen-ping, William

Mr. Benny WONG, JP

Ms Betty CHEUNG

Dr. CHOW Chor-yiu, Tony

Ms TSANG Nga-ling, Ritty

Miss WONG Ngou Fung, Helen

Mr. WONG Pak-ho

Miss Eunice CHAN

Environmental Protection Department (EPD)

EPD

Department of Health (DH)

Education Bureau (EDB)

Information Services Department (ISD)

Home Affairs Bureau (HAB)

EPD (Secretary)

In attendance

Ms Emily LI

EPD

Miss Brenda LAM

EPD

Miss Jamie CHU

EPD

Miss LEE Chi-ming

EPD

Mr. CHEUNG Ka-yu

EPD

Absent with apologies

Dr. LEUNG Man-fuk, Edward

Dr. MA Hok-ka, Carol

Ms Bernadette TSUI

Vote of Welcome

The Chairman welcomed Members to the meeting.

I. Confirmation of Minutes of 120th and 121st Meetings

2. The minutes of the 120th Meeting held on 24 November 2010 and 121st Meeting held on 20 January 2011 were confirmed without amendments.

II. Progress Report of the Working Groups/Sub-committees

(a) Awards Committee on the Hong Kong Awards for Environmental Excellence (ACHKAEE) (ECC Paper No. 04/2011)

3. Ms Emily LI briefed Members on the work progress of the ACHKAEE as outlined in the ECC Paper No. 04/2011. The Chairman thanked ACHKAEE Members for their hard work in firming up the framework of the 2011 HKAEE. He also remarked that the HKAEE was only in its third year of implementation and the long term goal was to make the Awards the most prestigious of its kinds in Hong Kong

(b) Education Working Group (EWG) (ECC Paper No. 05/2011)

4. Ms Emily LI briefed Members on the work progress of the EWG as outlined in the ECC Paper No. 05/2011.

5. The Chairman suggested keeping a record of personal contact of existing Student Environmental Protection Ambassadors (SEPAs) as well as alumni for a better engagement of SEPAs in various environmental education events in the future.

6. A member suggested using Facebook as an efficient channel to engage SEPAs and to disseminate information about the activities and programmes of SEPA Scheme.

(c) Environmental Education and Community Action Projects Vetting Sub-committee(EE&CAPVSC) (ECC Paper No.06/2011)

7. Ms Emily LI briefed Members on the work progress of the EE&CAPVSC as outlined in the ECC Paper No. 06/2011. Members noted that the next meeting of the EE&CAPVSC would be held soon.

(d) Publicity Working Group (PWG) (ECC Paper No.07/2011)

8. Ms Emily LI briefed Members on the work progress of the PWG as outlined in the ECC Paper No. 07/2011. About The Climate FootPRINT Books Project, in response to the enquiries of members, the Secretary said that 3,000 copies had been printed for the first publication while for the remaining three publications, 2,000 copies were printed for each of them. Besides, as the publisher (Wan Li) would take time to collect the sales figures from all sales points, the Secretariat would update Members on the figures once available. The Chairman raised the issue of e-version of the publications. The Secretary said that PWG would further explore the way of producing e-version of the publications. In response to the Chairman's enquiry, the Secretary confirmed that e-version of the publications was not included in the contract of the Books Project.

III. Proposed Budget of ECC Environmental Programmes for Financial Year 2011/2012 (ECC Paper No. 08/2011)

9. The Secretary briefed Members on the proposed budget of ECC Environmental Programmes for Financial Year 2011/2012 as outlined in the ECC Paper No. 08/2011.

10. In response to a member's enquiry, the Secretary said that the new initiatives for the coming financial year were drafted by the ECC Secretariat in consultation with the subject sections of the Environment Bureau and EPD. Referring to item (a) of the new initiatives proposed under Promotion Programme on Source Separation of Waste (PPSSW), the Chairman commented that it would be a great success if the waste separation bins could be found in buildings in the Central Business District (CBD) while how to appeal to commercial buildings in CBD in using the waste separation bins would be a concern. A member remarked that the current design of the plastic waste separation bins might not match with the style of the CBD. Members pointed out that currently there was no waste separation bins on the platform level of MTR stations. A member was of the view that the public lacked a proper understanding of source separation of waste and therefore misuse of the waste separation bins was frequently found. A member added

that people would be more willing to practise source separation of waste if they had a better understanding of the whole waste recycling process The Chairman thanked Members for their views on the issue and concluded that ECC might explore how SEPAS could be engaged in the promotion and education of source separation of waste.

11. Referring to item (b) and (c) of the new initiatives proposed under PPSSW, a member was concerned about the difficulty in designing an interesting online game which could be truly effective in raising the awareness of the youth on source separation of waste. He believed that instead of raising the public awareness on waste management, it would be more effective to call for action. A member commented that it was a good approach to call for action by implementing e-engagement like using online games or organizing competitions, in particular for the young generation. Dr TANG added that the e-engagement should focus on school students and their families, which could bring about a synergy effect by involving the community as a whole. She also remarked that one of the most desirable feature of e-engagement was that the materials online could be share used by all interested parties so as to reach out to more people. A member shared her views and suggested that several online games could be launched to attract different target groups. A member mentioned that to maximize the impact of youth programmes, ECC might consider engaging more young people in devising the programmes. The Chairman thanked Members for their views and suggestions and concluded that for item (c), e-engagement was effective while it should not be limited to the introduction of an online game. Resources sharing and e-learning would be the focus of the initiative. The Chairman suggested that the website of ECC should be revamped to serve the purpose. A member also suggested building a blog in the ECC website to provide a platform for sharing with young people on topics relating to environmental protection and ECC's programmes.

12. With regard to the production of Teaching Kit on Environmental Protection in relation to the New Senior Secondary Curriculum, the Chairman opined that an advisory committee would be formed to steer and monitor the design, contents development, write-up and production of the Teaching Kit.

13. A member commented that the teaching kit should consist of ready-to-use teaching guide with up-to-date information. The teaching kit should also be uploaded onto the internet for easy access by all teachers.

14. A member suggested involving Environment Bureau in the production of teaching kit. A member added that the production of teaching kit should be supported by relevant education organizations as they would know teachers' needs the best.

15. With a view to facilitating teachers in delivering the new subject Liberal Studies, Ms Ritty TSANG remarked that EDB had provided teachers with resources and online information through Hong Kong Education City's website. Ms TSANG agreed that regular updating of online information was very important to teachers.

16. The Chairman reiterated that an organization with experts in the subject Liberal Studies should be commissioned to update content of the teaching kit accessible on the internet regularly.

17. For the HKAEE, the Secretary mentioned that publicity and brand building efforts would be stepped up in 2011. A member suggested that the impact and cost-effectiveness should be assessed in view of the fact that nearly half of ECC's budget was allocated to the HKAEE. The Chairman remarked that as the Award had been introduced for only three years, more time would be required to build up the branding of the Award Scheme. He opined that cost-effectiveness would be the prime concern in introducing all ECC programmes.

18. A member said that while waste management and climate change were key issues, ECC might also need to introduce programmes addressing the air pollution problem as this was also one of the major concerns for the business sector. Members also considered it important to invite young people to express their views and make suggestions towards ECC programmes. The Chairman considered that a retreat for ECC Members might be useful in devising new ECC programmes during which the Secretary for the Environment could also be invited to share views with Members.

19. After discussion, Members endorsed the proposed budget of ECC of \$22.72 million for 2011/2012. The proposed budget would be submitted to the ECF Committee meeting scheduled for 25 February 2011 for funding approval.

(Post-meeting note: The ECF Committee Meeting held on 25 February 2011 had approved the ECC Budget of \$22.72 million for 2011/2012.)

IV. Any Other Business

20. In response to the Chairman's enquiry, the Secretary reported that Greenagers were seeking funding support from other sources. A member supplemented that one of the team members had successfully got funding support from the Chinese University of Hong Kong. The Secretary further said that after the Antarctic Expedition, the Greenagers might be engaged to share their experience and insight with young people. This would be

explored further by the Secretariat.

V. Date of Next Meeting

21. The next ECC meeting had been scheduled for 18 May 2011 (Wednesday) at 2:30 p.m. Members will be informed of details in due course.

22. There being no other business, the meeting was adjourned at 4:20 pm.

*ECC Secretariat
March 2011*