

## Minutes of 130<sup>th</sup> Meeting of Environmental Campaign Committee

**Date** : 20 November 2012 (Tuesday)

**Time** : 2:15 pm

**Venue** : Function Room, 33/F, Rosedale on the Park Hong Kong, 8 Shelter Street, Causeway Bay

### **Present**

Professor LUNG Ping-ye, David, SBS, JP (Chairman)  
Mr. CHAN Wing-hong, Cary  
Mr. HUI Yung-chung, BBS, JP  
Dr. MA Hok-ka, Carol  
Dr. NG Cho-nam, BBS, JP  
Dr. Elizabeth Quat, JP  
Dr. TANG Shuk-ming, Winnie, JP  
Ms Bernadette TSUI  
Mr. WONG Mau-chung, Max  
Dr. YU Yuen-ping, William  
Mr. TSE Chin-wan, JP Environmental Protection Department (EPD)  
Ms CHEUNG Miu-han, Betty EPD  
Dr. AU Ka-wing, Albert Department of Health (DH)  
Dr. CHEUNG Wing-hung Education Bureau (EDB)  
Mr. WONG Pak-ho Home Affairs Bureau (HAB)  
Miss Eunice CHAN EPD (Secretary)

### **In attendance**

Ms Emily LI EPD  
Ms Wynne LAM EPD  
Miss Veronna HO EPD  
Mr. Martin LI EPD

### **Absent with apologies**

Professor WONG Woon-chung, Jonathan, MH (Vice-Chairman)  
Mr. LAU Ip-keung, Kenneth, MH, JP  
Dr. LEUNG Man-fuk, Edward  
Mr. MA Ching-hang, Patrick, BBS, JP  
Dr. NG Chui-yiu, Jennifer  
Professor SHEN Xu-hui, Simon  
Ms WONG Sau-ying  
Dr. YIP Chee-hang, Eric  
Ms NG Wing-kei, Ruby Information Services Department (ISD)

## Vote of Welcome

The Chairman welcomed all Members to the meeting.

### I. Confirmation of Minutes of Last Meeting held on 21 August 2012

1 The minutes of the 129th Meeting held on 21 August 2012 was confirmed without amendments.

### II. Overview of ECC Programmes and Feedbacks from Members

2 Miss Eunice CHAN made a presentation on the overview of ECC programmes. The Chairman remarked that with the passage of twenty years, it was an opportune time to review the role and the way forward of ECC. He invited Members to offer their views, and Members' feedbacks are listed below:

3 A member said that since the prevailing meeting would focus on ECC programmes, a review on EE&CA projects would need to be conducted separately. For school programmes, he was of the view that ECC might focus on one or two major programmes to strengthen the impact. He also suggested that more corporate sharing could be arranged for HKAEE winning companies to share their experience with the trade.

4 A member mentioned that the existing school programmes and funding support to schools were worthy to retain and as currently arranged, schools would freely choose the programmes that best suit their needs. He supplemented that a study on the new mechanism of Hong Kong Green School Award was underway to enhance the award scheme, and minor works with proven effectiveness should continue be supported.

5 A member opined that ECC should leverage resources available and avoid launching programmes which might overlap the work of green groups. She also remarked that the ECC might review its role and programmes with reference to the results of the on-going Baseline Survey on Public Environmental Consciousness. Dr. CHEUNG Wing-hung indicated that Student Environmental Protection Ambassadors could act as a change agent for peer groups, families or even communities to bring about more positive influence in attitude and behaviour. Dr. CHEUNG further said that future school programmes might focus on deepening the impact.

6 A member considered that in the past, ECC's programmes were mainly school-based, NGO-based and DC-based while in future, ECC would need a

newer approach to broaden the base of stakeholder groups and to diversify the programmes to be organized. She also considered that ECC programmes should strive to cover environmental topics in a comprehensive manner.

7 A member remarked that strengthening collaboration with DCs is in the right direction and in particular, liaison with DC Members should be strengthened. She also expressed that funding and reporting requirements of the Environment and Conservation Fund (ECF) should be reviewed so as to facilitate more district community groups to obtain resources in undertaking environmental programmes. She also opined that the general public might know environmental issues better, as compared to 20 year ago, but what actually matters was how their actual behaviors could be changed.

8 A member suggested ECC could mobilise resources for a few pilot district projects to build success cases. This could involve cooperation of government, businesses and NGOs. A member agreed and recommended that ECC could also play a role to build up capacity of NGOs so that they could keep abreast of the latest development of the local environmental issues and be better equipped to undertake district environmental programmes in support of the government environmental initiatives. A member opined that we had to reflect on what messages we would like to deliver to the public, noting that nowadays young people were capable of setting the agenda for the society.

9 A member considered it important to synergize the efforts of green groups and NGOs and help them in capacity building. Besides, he suggested engaging community groups such as religious groups, elderly, housewives and uniformed groups in ECC's future initiatives. He also suggested presenting the ECC programmes in a more trendy way so as to inspire behavioral change in the midst of a consumer society.

10 In response to Members' comments, Ms Betty CHEUNG said that while waste management remained a focus in recent years, ECC had successfully delivered different key messages to the public in the past, for example, the energy conservation campaign in setting indoor temperature at 25.5 °C. To further build up the rapport with stakeholders of ECC programmes, some new projects were also in the pipeline such as the SEPAS Alumni Group.

11 Mr TSE Chin-wan thanked Members' views and remarked that Members' views would be conveyed to the new term of ECC for shaping ECC's future programmes.

12 The Chairman thanked Members' for the valuable comments. He suggested that ECC, in future, might aim to promote sustainable lifestyles and to change people's value. In implementing ECC programmes, capacity building for NGOs, collaboration with designers for more appealing and effective promotion

materials, as well as collaborative synergy among the government, businesses and the public might be further explored.

### **III. Progress Report of the Working Groups/Sub-committees**

#### **(a) Awards Committee on the Hong Kong Awards for Environmental Excellence (ACHKAEE) (ECC Paper No. 15/2012)**

13 Ms Emily LI briefed Members on the work progress of the ACHKAEE as outlined in the ECC Paper No. 15/2012.

#### **(b) Education Working Group (EWG) (ECC Paper No. 16/2012)**

14 Ms Emily LI briefed Members on the work progress of the EWG as outlined in the ECC Paper No. 16/2012. A member supplemented that regarding the study on the implementation of new structure and mechanism of Hong Kong Green School Award, Hong Kong Institute of Education would incorporate the comments of EWG Members in revising their proposal.

#### **(c) Environmental Education and Community Action Projects Vetting Sub-committee (EE&CAPVSC) (ECC Paper No.17/2012)**

15 Ms Emily LI briefed Members on the work progress of the EE&CAPVSC as outlined in the ECC Paper No. 17/2012.

#### **(d) Publicity Working Group (PWG) (ECC Paper No.18/2012)**

16 Ms Emily LI briefed Members on the work progress of the PWG as outlined in the ECC Paper No. 18/2012.

### **IV. Report and Financial Statement of ECC in FY 2011-12**

17 Ms Emily LI briefed Members on the Report and Financial Statement of ECC for the Financial Year 2011/2012 prepared by Deloitte Touche Tohmatsu. The documents were endorsed by the Committee.

### **V. Any Other Business**

18 There was no other business.

**VI. Date of Next Meeting**

19 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 years.

20 The meeting was adjourned at 4:50 pm.

*ECC Secretariat  
December 2012*