

Budget of Environmental Campaign Committee (ECC)
Environmental Programmes for Financial Year 2008/09

Purpose

This paper aims to invite the Environment and Conservation Fund (ECF) Committee to recommend to the Trustee to allocate **\$20.6 million** from ECF to the Environmental Campaign Committee (ECC) for implementation of the environmental programmes 2008/09.

Background and General Directions

2. When approving the budget for the financial year 2006/07, Members agreed to adopt the following general directions on ECC programmes for two years:

- (a) continue to launch activities in support of the policy priorities of the Environmental Protection Department;
- (b) continue to partner with and build up the capacity of students, schools, green groups, community groups and District Councils, etc. in promoting environmental protection to achieve synergy effect;
- (c) foster stronger partnership with the business sector and explore collaboration opportunities where appropriate; and render greater assistance to small and medium enterprises (SMEs) in implementing environmental management;
- (d) implement programmes which involve wide community participation and emphasize turning environmental awareness into actions; and
- (e) maximize publicity effect via the mass media such as TV, radio, roadshow and newspapers.

3. The above directions were considered effective in promoting environmental

protection to the various sectors in the financial year 2006/07 and 2007/08. Therefore, we will continue to follow these directions whilst adding new elements to ECC's major programmes to further enhance their impacts on the community.

Major ECC Programmes

4. The following major ECC Programmes are proposed for the 2008/09 ECC work plan -

World Environment Day 2008

5. The United Nations designated 5 June to be the World Environment Day (WED) which serves as an annual reminder to all nations to protect the environment and fight against pollution. In support of the UN's appeal to promote the message of environmental protection, the ECC organizes a series of environmental activities to celebrate the WED around 5 June each year with a local theme to echo the prevailing government environmental policies and initiatives.

6. With the mounting concern over the problem of global warming, ***climate change*** is proposed to be the theme for the WED 2008. To align with the endeavour of the government to raise public awareness of climate change, it is proposed to set the local theme of WED as *energy saving* and *stop idling engines* to promote energy saving in summer times by dressing down and switching air-conditioning temperature to 25.5°C, and to promote government's effort to ban idling vehicle engines. To achieve maximum publicity effect, more resources will be put on mass media for publicity.

7. The proposed activities of WED 2008 will include:

- (a) a mass publicity campaign including TV and Radio Announcements in the Public Interest, publicity on Roadshow and posters at bus stops around Hong Kong;
- (b) a kick-off ceremony; and
- (c) district environmental activities in collaboration with District Councils, green groups and NGOs.

Hong Kong Environmental Protection Festival 2009

8. As the waste problem continues to be an imminent problem in Hong Kong, it is proposed to continue to adopt the theme of ***waste reduction*** for the Hong Kong

Environmental Protection Festival (HKEPF) 2009. The proposed activities of HKEPF 2009 will include:

- (a) a mass publicity campaign to introduce charitable recycling activities and new initiatives on environmental protection in Hong Kong through TV and Radio Announcements in the Public Interest and publicity on Roadshow;
- (b) a kick-off ceremony; and
- (c) district environmental activities in collaboration with District Councils, green groups and NGOs.

8th Hong Kong Green School Award

9. The Hong Kong Green School Award (HKGSA) was set up in 2000 to promote environmental management and environmental education in schools. The proposed theme for the 8th HKGSA is continued to be ***energy saving and climate change*** with the following activities:

- (a) launching ceremony cum presentation ceremony;
- (b) briefing sessions for schools;
- (c) training and workshops for schools;
- (d) green school visits; and
- (e) field assessment and adjudication.

10. In addition to the above activities, subject to the availability of sponsorship from the Bank of China (Hong Kong), other related programmes or competitions may be organized.

Student Environmental Protection Ambassador Scheme 2008/09

11. Since the launching of the Student Environmental Protection Ambassador Scheme (SEPAS) in 1995, the number of participating Student Environmental Protection Ambassadors (SEPAs) has increased from 1,600 to over 16,000 in 2007. In 2008/09, the proposed theme for the SEPAS is ***climate change***. The proposed activities will include:

- (a) Basic Environmental Badge training for SEPAs;
- (b) Specific Environmental Badge training for SEPAs;
- (c) train-the-trainer programmes for teachers; and
- (d) capacity building programme for SEPAs in collaboration with green groups.

12. Subject to the availability of sponsorship from the MTR Corporation Ltd., there may be additional SEPA activities such as competitions or overseas environmental study visits.

13. Last year, with the sponsorship from the Dairy Farm Group (DFG), the scheme was extended to pre-schools with the “Little Green Ambassador Scheme”. Subject to the availability of the DFG’s sponsorship, a similar programme will be launched for pre-school students this year. The programme is targeted to cover all students of the participating schools. Parents will be invited to assess the environmentally friendly behaviour of their children. Those students achieving established goals will be awarded certificates.

Waste Separation and Recycling Scheme in Schools

14. Waste Separation and Recycling Scheme in Schools has been organized by the ECC, Education Bureau and Environmental Protection Department since 2000 which aims to enhance students’ understanding of the importance of resources conservation and waste separation, and encourage the practice of separating waste paper, metal containers and plastic materials for recycling. To facilitate waste separation in schools, the Bossini International Holdings Ltd. sponsored 400 sets of recycling bins for the scheme in 2000. From 2001 to 2003, the Hong Kong Jockey Club Charities Trust provided a one-off sponsorship for procuring about 700 sets of recycling bins for schools.

15. From time to time, the ECC has received requests for recycling bins from new schools. Also, most of the distributed recycling bins are worn out after 5 or more years of use.

16. In this connection, it is proposed that 1,500 sets of recycling bins be procured for schools in 2008. Priority will be given to those schools which have never acquired free recycling bins from the ECC.

2009 Hong Kong Awards for Environmental Excellence

17. The Hong Kong Awards for Environmental Excellence is a merger of the three government-initiated award schemes, namely the Hong Kong Eco-Business Awards, the Wastewi\$e Scheme and Hong Kong Energy Efficiency Awards. It was officially launched in February 2008 as a prestigious award scheme which aims to encourage businesses and organizations to adopt green management and present them with a unique

opportunity to benchmark their commitment towards environmental protection.

18. The Scheme provides two levels of recognition, namely the '*Environmental Labels*' and the '*Sectoral Awards*'. '*Environmental Labels*' are awarded to businesses or organizations according to the number of specific environmental goals attained. Currently, there are four kinds of 'Environmental Labels', namely *Wastewi\$e Label*, *Energywi\$e Label*, *Indoor Air Quality Label* and *Eco-product Label*. 'Sectoral Awards' are granted to those businesses or organizations with overall outstanding environmental performance in the annual competition. Sectors being covered by the Sectoral Awards are *construction industry; property management; transport and logistics; retailers; hotels, restaurants and catering companies; financial institutions; and public sector and NGOs*.

19. Consultancies will be hired to carry out the following activities for the Scheme:

- (a) Conducting of Assessment Work of all Environmental Labels;
- (b) Conducting of Assessment Work of all Sectoral Awards; and
- (c) Publicity work and event management for launching and awards presentation ceremonies.

Views will be sought from the Awards Committee for the implementation of the Scheme based on the experience gained in 2008.

Sharing with Environmental Education & Community Action (EE&CA) Project Organizations

20. This annual sharing session is useful in publicizing the Environment and Conservation Fund to local groups for implementing environmental education activities in the community. It is therefore proposed to continue the sharing session to strengthen the partnership with community organizations and schools.

Budget for ECC Programmes for 2008/09

21. A total budget of **\$17.65 million** is proposed for the ECC programmes for 2008/09 which are summarized in the table below with the breakdowns at the corresponding Annexes:

<i>Programmes</i>	<i>Amount (\$)</i>	<i>Annex</i>
World Environment Day 2008	1,890,000	A
Hong Kong Environmental Protection Festival 2009	2,090,000	B
8 th Hong Kong Green School Awards	797,000	C
Student Environmental Protection Ambassador Scheme 2008/09	1,216,500	D
Waste Separation and Recycling Scheme for Schools	6,000,000	E
2009 Hong Kong Awards for Environmental Excellence	5,395,000	F
Sharing with EE&CA Project Organizations	3,000	G
General Support	255,000	G
Total	17,646,500	

Budget for Project Co-ordinators for 2008/09

22. At present, the ECC employs 14 Project Co-ordinators (PCs) of university qualifications to assist in implementing and managing the ECC programmes. For budgetary purpose, the staff costs of each PC were calculated at \$13,000 per month in the last year, covering the salary, MPF contributions, overtime and job-related allowances. The total budget for PC staff costs was \$2,184,000 in 2007/08.

23. With the expanded scope of the Environment and Conservation Fund (ECF), the EE&CA Projects Vetting Sub-committee under ECC is authorized to vet projects of new categories such as minor works projects, installation of environmental facilities and green roofing works in schools and community buildings of non-profit-making organizations, etc. The ceiling of sponsorship per application to be approved by the Vetting Sub-committee will also be tremendously raised from \$150,000 to \$500,000. It is anticipated that not only the number but also the scale and complexity of the projects to be handled will be increased substantially. Besides, as mentioned in paragraphs 17 - 18 above, the Hong Kong Awards for Environmental Excellence is a merger of three government-initiated award schemes and it involves 7 sectors in the Sectoral Awards. The scale and the scope of this Scheme have been far expanded as compared with the previous Eco-business Awards Scheme.

24. To cater for the sharp increase in the workload, it is proposed to employ four additional PCs in the year of 2008/09. Assuming a salary increase of 5% in the year,

the staff costs of each PC will be calculated at \$13,650 per month and the total PC staff costs will become **\$2,948,400**. The staff deployment is summarized as below:

<i>Project Teams</i>	<i>Staff Costs (\$) per year</i>
Community Liaison Team is responsible for the liaison with District Councils, green groups, community groups and media in the implementation of the programmes of the WED and the Campaign on Promoting Domestic Waste Recycling.	655,200 (\$13,650 x 12 months x 4 PCs)
Schools Liaison Team is responsible for the liaison with pre-schools, primary schools and secondary schools in the implementation of the HKGSA, the SEPAS and the Capacity Building Programme for SEPAs. In addition, it is also responsible for co-ordinating with schools in the implementation of the Waste Separation and Recycling Scheme in Schools.	982,800 (\$13,650 x 12 months x 6 PCs)
Business Partnership Liaison Team is responsible for liaising and co-ordinating with public sector, commercial and industrial organizations in the implementation of the Hong Kong Awards for Environmental Excellence, gathering data on participants' environmental performances and establishing networking with private and public sectors.	819,000 (\$13,650 x 12 months x 5 PCs)
EE&CA Team is responsible for ECC accounts, EE&CA projects, public enquiries and miscellaneous duties.	491,400 (\$13,650 x 12 months x 3 PC)
Total	2,948,400

Total Budget

25. The total budget for 2008/2009 is therefore **\$20.6** million and the staff costs account for about 14.3 % of the budget.

Advice Sought

26. Members are invited to recommend to the Trustee to approve a grant of \$20.6 million from ECF to ECC.

ECC Secretariat

March 2008

Budget for World Environment Day 2008

Publicity items

1 Mass publicity campaign to promote WED 2008	
	400,000
(i) Production of a series of TVAPI and corresponding radio API and posters' design for shelter network display at bus stops	
(ii) Airtime for Roadshow (approximately 3,200 buses for 1 month)	300,000
(iii) Shelter network display at bus stops in Hong Kong (approximately 100 panels for 1 month)	200,000
Sub-total :	900,000
2 Kick-off Ceremony (including venue preparation, on-site staff support and survey, etc.)	50,000

Public participation items

3 Participation projects proposed by green groups, community groups and other NGOs (@\$40,000 x 12)	480,000
4 Participation projects proposed by DCs (@\$30,000 x 12)	360,000

Miscellaneous

5 Contingency	100,000
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Total: 1,890,000

Budget for Hong Kong Environmental Protection Festival 2009

Publicity items

1 Mass publicity campaign to promote HKEPF 2009

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|------|--|---------|
| (i) | Production of 2 series of TVAPIs and corresponding radio API on charitable recycling activities in Hong Kong | 800,000 |
| (ii) | Airtime for Roadshow
(approximately 3,200 buses for 1 month) | 300,000 |

Sub-total : 1,100,000

2 Kick-off Ceremony

(including venue preparation, on-site staff support and survey, etc.)

50,000

Public participation items

**3 Participation projects proposed by green groups, community groups and other NGOs
(@\$40,000 x 12)**

480,000

**4 Participation projects proposed by DCs
(@\$30,000 x 12)**

360,000

Miscellaneous

5 Contingency

100,000

Total: 2,090,000

Budget for 8th Hong Kong Green School Award

1 Briefing session	500
2 Publicity	
(i) Leaflets (2,000 pieces for primary and secondary schools and 1,700 pieces for pre-schools)	20,000
(ii) Press supplements *	100,000
Subtotal:	120,000
3 Training and Field Assessment	200,000
4 Transportation for Green School Visits (8 sessions)	8,000
5 Editing and printing self assessment manual	
(i) Consultancy fee on reviewing the assessment criteria of pre-school category	60,000
(ii) Printing self assessment manuals (2,000 copies for Primary and Secondary School Categories and 1,700 copies for Pre-school Category)	40,000
Subtotal:	100,000
6 Adjudication	
(i) Meals (\$1,500 x 4 days)	6,000
(ii) Phototaking (\$3,000 x 4 days)	12,000
(iii) Miscellaneous	1,000
Subtotal:	19,000
7 Awards for winners *	150,000
<p>* <i>These items will be absorbed by the sponsorship from the Bank of China (Hong Kong) if available.</i></p>	
8 Award Presentation Ceremony	
(i) Certificates and plaques for winning schools	30,000
(ii) Rental of venue and venue setup	120,000
(iii) Master of ceremony	5,000
(iv) Insurance of ceremony	5,000
(v) Panels (20 pieces)	20,000

(vi) Phototaking	2,000
(vii) Souvenirs for officiating guests	1,500
(viii) Newspaper clipping	1,000
Subtotal:	184,500
9 Contingency	15,000
Total:	797,000
<u>Related Programmes (subject to the availability of sponsorship from the Bank of China (Hong Kong))</u>	650,000

Budget for Student Environmental Protection Ambassador Scheme 2008/09**1 Materials for SEPAS**

(i) SEPAS logbooks and badges (12,000 sets)	67,500
(ii) BEB certificates and badges (7,000 sets)	35,000
(ii) SEB certificates and badges (1,000 sets)	10,000
Subtotal:	112,500

2 Training

(i) BEB seminars for SEPAs (20 seminars)	110,000
(ii) BEB field trips for SEPAs (50 sessions)	400,000
(iii) SEB training for SEPAs (700 SEPAs)	196,000
(iv) Training for teachers (8 sessions)	68,000
(v) Insurance for training	50,000
Subtotal:	824,000

3 Capacity Building Programme

(i) Insurance and Materials	10,000
(ii) Cash awards for outstanding participants and schools	100,000
Subtotal:	110,000

4 Publicity

(i) Press supplements (interview with outstanding SEPAs)	150,000
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5 Contingency**20,000****Total: 1,216,500****Related Programmes**

1	<i>Little Green Ambassador Scheme for Pre-schools (subject to the availability of sponsorship from the Dairy Farm Group)</i>	500,000
2	<i>Competitions or overseas environmental study visit under the ECC MTR Environmental Award for Schools (subject to the availability of sponsorship from the MTR Corporation Ltd.)</i>	250,000

Budget for Waste Separation and Recycling Scheme for Schools

1	Procuring 1,500 sets of recycling bins	6,000,000
	Total:	6,000,000

Budget for 2009 Hong Kong Awards for Environmental Excellence**1 Hire of consultancy services for modification of assessment criteria and conducting of assessment work of all Environmental Labels**

(i)	Re-printing of 1,000 Guidebooks cum Application Booklets	40,000
(ii)	To recruit participants, handle the recruitment and entries administration; and provide technical advice to participants on setting goals and conduct professional assessments to participants	2,280,000
(iii)	To keep records and maintain a database of the participants; to perform ad hoc analyses of results; to produce certificates; and to set up and operate a telephone helpline and designated email account for answering enquiries.	100,000
Subtotal:		2,420,000

2 Hire of consultancy services for modification of assessment criteria and conducting of assessment work of all Sectoral Awards

(i)	Project management; and recruitment, entries administration and conduct professional assessment for all participants in 3 stages of assessment process (Stage I – Initial Assessment; Stage II – Detailed/Field Assessment; and Stage III – Final Assessment)	1,100,000
(ii)	Re-printing of 3,000 Programme Booklet and 3,500 Guidebooks cum Application Booklet; building and updating of Website; organization of Information Dissemination Seminars (x3); and set up and operate telephone hotline	325,000
Subtotal:		1,425,000

3 Hire of PR Services for Publicity and Event Management of Awards Presentation cum Launching Ceremony

(i)	Publicity of 2009 HK Awards for Environmental Excellence in wide scope of electronic and print media	1,000,000
(ii)	Event management for the Awards Presentation Ceremony of the 2008 Scheme cum Launching Ceremony of the 2009	500,000

Scheme (services include, but not limited to press invitation and follow-ups, production of publicity materials, display panels and trophies, venue setup and dismantle, MC and one on-site support staffs, etc.)

(iii) Telemarketing to recruit participants for information dissemination seminars	50,000
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Subtotal:	1,550,000
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Total :	5,395,000
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Budget for Sharing with EE&CA Project Organizations

1 Refreshment / Venue Set up	3,000
Total:	3,000

Budget for General support to ECC

1 External auditor for inspection of the accounting records of ECC of financial year 2007/08 (cash and accrual basis)	80,000
2 Hire of accounting services for preparation of financial account of ECC on accrual basis	80,000
3 Printing fee of ECC letterhead and envelopes	5,000
4 Maintenance fee of ECC website (for hosting service)	60,000
5 Other miscellaneous items	30,000
Total:	255,000