

**Public Education Programme of the  
“Policy Framework for the Management of  
Municipal Solid Waste (2005-2014)”**

**Purpose**

This paper seeks Members’ support to a funding application, namely “Every Day No Plastic Bag – BYOB Campaign”, submitted by the Hong Kong Retail Management Association (**Annex**), under the Public Education Programme of the “Policy Framework for the Management of Municipal Solid Waste (2005-2014)”.

**Background**

2. To tie in with the launch of the environmental levy scheme on plastic shopping bags in July 2009, the theme for the current round of funding applications under the Public Education Programme is to organize public education campaigns to support and complement the forthcoming implementation of the scheme. With the endorsement of the Waste Management Subcommittee (WMSC) of the Advisory Council on the Environment, five funding applications<sup>1</sup> on this theme have been previously approved by the Committee so far.

**Proposal**

3. The objective of the proposal is to spread the message of “Bring Your Own Bags (BYOB)” and raise the public awareness of the environmental levy scheme on plastic shopping bags. The proposal involves:

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<sup>1</sup> Plastic Bags – Regenerating by Reuse and Recycle (PEP025) by Green Sense; 種族共融 回饋社區 共推環保 (PEP026) by Shun Tak Fraternal Association Yung Yau College; Operation Abandon Plastic Bags (PEP027) by St. Francis of Assisi’s College; 「日日環保袋」街頭展覽暨派發環保袋行動 (PEP028) by Long Ping Estate Resident Service Centre; Plastic Shopping Bag Levy, You should know (PEP029) by Greeners Action

- (a) Advertorials on major newspapers to spread the message of “Bring Your Own Bag”; and
- (b) Publicity materials and face-to-face advice to the public at participating retail outlets.

4. The proposal is in line with the objective and the theme of the Public Education Programme. It demonstrates the support of the retail trade to the green practice of “BYOB” and allows direct participation of over two thousands retail outlets. The proposal will complement the forthcoming implementation of the environmental levy scheme. Members may wish to note that the majority of the budget would involve the production of publicity materials, such as wobblers and badges for participating retail outlets, as well as advertorials on major newspapers, in excess of the normal ceiling limit of 20% on publicity as set out in the “Guide to Application”. That notwithstanding, it is considered that these channels could most effectively reach out to the public in the current timeframe.

5. The proposal is supported by WMSC. A WMSC member once noted that the trade should have resources at their disposal, and could rely on press coverage instead of advertorial. However, we note that the applicant is a non-profit trade organization with limited resources, and its goodwill to mobilize the trade should be supported. It goes without saying that the participation and cooperation of the trade is necessary for the smooth launch of the levy scheme. Given the merits of the proposal, as well as the direct participation of the trade, it is considered that the proposal could be supported.

### **Advice sought**

6. Members are invited to advise whether this funding application should be supported.

Environmental Protection Department  
June 2009