

**Proposed Budget of Environmental Campaign Committee (ECC)**  
**Environmental Programmes for Financial Year 2011/2012**

**Purpose**

This paper aims to invite the Environment and Conservation Fund (ECF) Committee to recommend to the Trustee to allocate **\$22.72 million** from the ECF to the Environmental Campaign Committee (ECC) for implementation of the environmental programmes in the financial year 2011/2012.

**Background and General Directions**

2. When approving the budget for the financial year 2006/2007, Members agreed to adopt the following general directions on the 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 (DCs), 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 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 various sectors in the previous financial years. Therefore, we will continue

to follow these directions whilst adding new elements to the ECC's major programmes to further enhance their impacts on the community.

4. The following major ECC Programmes are proposed for the ECC work plan in the financial year 2011/2012:

### ***Combating Climate Change Campaign in 2010 and 2011***

5. In order to reinforce its effort to drive community actions, in mindset as well as in behaviour, and foster exchanges among different cities for a better environment, the ECC has been implementing the large-scale, holistic and far-reaching campaign – “Combating Climate Change Campaign” – in the years 2010 and 2011. The Environment and Conservation Fund (ECF) Committee, at its meetings on 23 September 2009 and 10 December 2009, has allocated a total of \$13.2 million in the financial year 2009/10 for the ECC to implement the Campaign, including \$5.4 million for the ECC and Civic Exchange to co-organize the C40 Hong Kong Workshop, i.e. Day 3 and 4 of the International Conference on Climate Change with the C40 Cities Climate Leadership Group on 5 and 6 November 2010. \$1.72 million was further approved by the ECF Committee on 18 March 2010 for the ECC and Civic Exchange to co-organize the Day 5 of the series of the events, i.e. Get-it-Green Youth Summit, for the youth on 7 November 2010. The programmes and budget breakdowns of the Campaign are listed at **Annex A** for reference. The programmes of the Campaign are being implemented in the years 2010 and 2011. No resources are sought for the budget of the financial year 2011-12.

### ***Promotion Programme on Source Separation of Waste (PPSSW)***

#### **(A) Ongoing programme**

6. As endorsed by the ECC at its 106<sup>th</sup> meeting on 18 October 2007, the PPSSW, has been implemented for provision of plastic and metal waste separation bins to residential buildings. Subsequently, the Programme has been extended to cover also commercial and industrial (C&I) buildings. A budget of \$5 million and \$6 million was set aside in 2007-08 and 2009-10 respectively for implementing the PPSSW. At its meetings on 15 September 2010, the ECF Committee has further allocated a total of \$6 million for the ECC to continue the PPSSW up to March 2012. The progress of the Programme will be closely monitored and if required, additional funding will be sought.

(B) New Initiatives

7. In support of the policy priority of the Environmental Protection Department (EPD) to further enhance the recycling rate and to promote waste reduction, and to maximize publicity and education effect, the following community engagement programmes will be explored in 2011:

- (a) to place specially designed metal waste separation bins at locations with steadily high stream of patrons such as the commercial buildings in the Central Business District (CBD), the most popular shopping malls, etc. for publicity and education purposes;
- (b) to engage tertiary institutions to enhance the design and function of the existing plastic waste separation bins through a design competition;
- (c) to launch e-engagement activities with the theme of “Waste Reduction and Management”. The anticipated wide participation will have a great impact on the community especially the young generation;
- (d) to collaborate with consulates and foreign domestic helpers’ groups to conduct seminars and ‘train-the-trainers’ workshops on the basic concepts and good practices of waste separation and reduction at home and in daily lives.

***World Environment Day 2011***

8. Commemorated on 5 June, the United Nations General Assembly established the World Environment Day (WED) in 1972 with a view to raising public awareness of environmental protection and encouraging political attention to anticipate environmental problems. In support of the United Nations’ 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. Under the Combating Climate Change Campaign, a Public Seminar cum Exhibition is planned for 5 June 2011 in collaboration with the Polar Museum Foundation, the Hong Kong Observatory and the Hong Kong Science Museum to reinforce messages of climate change to the public. To raise the profile of WED activities, other public engagement activities in association with the WED will also be explored. Opportunity may be taken to launch one or more of the new initiatives as proposed in para. 7 above.

## *Environmental Programmes for Schools and Students*

### (A) New Initiatives

9. With a view to identifying clearly stakeholders' expectations on the environmental education programmes delivered by ECC and reviewing the effectiveness of the existing core programmes, ECC has commissioned The Hong Kong Institute of Education to conduct a consultancy study in 2010. The consultancy study has been completed and recommended, among others, some changes to the Student Environmental Protection Ambassador Scheme (SEPAS) and Hong Kong Green School Award (HKGSA) including the strengthening of identity of SEPAS and HKGSA, a support network between schools for interchange of ideas and insights regarding environmental protection, development of suitable resource materials with in-depth information about current environmental issues to prepare teachers for the environmental aspects of the Liberal Studies under the New Senior Secondary Curriculum and etc. The EWG has thoroughly considered the study findings and accepted the recommendations. As a follow-up to the study, ECC will implement the recommendations in phases with a view to launching suitable pilot projects in 2011/2012 academic year. To this end, we will continue to explore collaboration opportunities with green groups, community groups and education institutions in taking forward these pilot projects.

10. The consultancy study also suggests that a strong link should be established between the New Senior School Curriculum (NSSC) and ECC's environmental programmes for schools for subjects such as Liberal Studies, Chemistry, Biology, Physics, Integrated Science, Geography, Combined Science, etc. There is a formal requirement for Environmental Education under the core subject of Liberal Studies for all year 4-6 secondary students. To equip teachers with the necessary skills and knowledge for teaching purpose, we propose to develop a comprehensive series of 'teaching kit' for NSSC including suitable, relevant and accurate resource materials with in-depth information about environmental issues (for example, on "energy" to go with the new Liberal Studies curriculum; on "global warming" with the Geography curriculum), and additional activities to support the core content for teaching the new KLAs, especially Liberal Studies, and support with information about current environmental issues with discussion questions, extra-curricular activities, and outdoor activities.

11. Following the recommendations of the consultancy study, we also propose to set up a thematic website for environmental protection programmes for schools and students with the aim to providing school administration, teachers as well as students with all useful resource materials on environmental protection and prevailing

environment issues facing Hong Kong. The website may also become a platform for schools, teachers, students and even their parents to share their inspiring ideas on environmental management and education activities.

(B) 10<sup>th</sup> Hong Kong Green School Award

12. The Hong Kong Green School Award (HKGSA) was launched in 2000 to develop a green culture at schools through environmental management initiatives and environmental education programmes. The scheme is divided into Pre-school, Primary School and Secondary School Categories. Beginning with the 8th HKGSA, the award scheme has been re-structured into a benchmarking system to forge a partnership with the Hong Kong Awards for Environmental Excellence. Under the partnership arrangement, not more than 10 top-scoring green schools each from the Primary School and Secondary School Categories will be referred to the Schools Sector of the HKAEE to compete for the Sectoral Awards. As with the arrangement of the 8th HKGSA endorsed by the Education Working Group (EWG), cash prizes under the HKGSA will be presented to the winning schools of the HKAEE Sectoral Awards.

13. For the previous two years, the theme for HKGSA was relating to *Climate Change and Low Carbon Living*. For the coming year, it is proposed to adopt the theme *GO GREEN on Waste Management* to echo government policy priorities. Furthermore, we also plan to enhance the benchmark for the ‘waste management’ assessment with the aim to encouraging schools to further improve their waste management policy and measures. As with previous years, the following activities will be organized:

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

(C) Student Environmental Protection Ambassador Scheme 2011/2012

14. The Student Environmental Protection Ambassador Scheme (SEPAS) has been organized since 1995 to develop in students a sense of responsibility towards the environment. The number of participating Student Environmental Protection Ambassadors (SEPAs) has accelerated from 1,600 in 1995 to over 14,000 in 2010. For the previous two years, the theme for SEPAS was relating to *Climate Change and Low Carbon Living*. For the coming year, it is proposed to set the theme to be *GO GREEN*

*on Waste Management* to echo government policy priorities.

15. While pilot training schemes will be implemented for SEPAS in the coming year as suggested in para. 9 above, we propose to keep the basic training framework pending review of results of the pilot schemes. The training framework is constituted under the Environmental Badge System, which comprises Basic Environmental Badge (BEB) Training and Specific Environmental Badge (SEB) training. The BEB aims to equip SEPAs with basic environmental knowledge through seminars and field trips, whereas the SEB aims to provide SEPAs with an opportunity to acquire in-depth knowledge on specific environmental topics through seminars, workshops and field trips. As with the SEPAS 2010/11, the SEPAS 2011/12 will be registered in Education Bureau's "Other Learning Experiences Databank" under the NSSC. Senior secondary school students may record their participation in the scheme in their Student Learning Profiles. In addition, teachers will also be provided with training workshops to enrich their knowledge on environmental protection.

### ***2012 Hong Kong Awards for Environmental Excellence***

16. The HKAEE was launched in February 2008 with the aims of encouraging businesses and organizations to adopt green management, and presenting them with an opportunity to benchmark their commitment towards environmental protection. Under the 2010 HKAEE, a total of 468 applications were received in the Sectoral Awards Scheme, whereas the Environmental Labels Scheme and the Carbon "Less" Certificates Scheme have attracted over 500 and 140 entries respectively.

17. The Awards Committee on the HKAEE has accepted new award categories and new sectors to the Sectoral Awards Scheme under the framework of the 2011 HKAEE. Besides, to further enhance the profile of HKAEE as the leading environmental award and to inspire continued community-wide environmental actions, we will step up the promotional activities through scheme scope expanding, brand building as well as new publicity events. The costs for the 2011 HKAEE was already budgeted for in ECC's 2010-11 budget and costs arising from such enhancements could be absorbed in the original budget. The budget for the 2012 HKAEE is based on the 2011 HKAEE framework incorporating projected growth in entries. The actual expenditure will depend on the actual number of entries in each of the Schemes under HKAEE.

### *Sharing Session with EE&CA Projects Organizations*

18. The Environmental Education and Community Action (EE&CA) Projects Vetting Subcommittee has been delegated authority from the Environment and Conservation Fund (ECF) to vet applications under the EE&CA category, including minor works for installing environmental facilities such as green roof and renewable energy facilities, as well as general education projects. The Subcommittee organizes an annual sharing session to promote the funding scheme to target applicants including local NGOs, community groups and schools. The sharing sessions have so far been well-received and helped raising the profile of ECF. It is proposed to continue the sharing session to strengthen the communication with community organizations and schools.

### **Budget for ECC Programmes for the Financial Year 2011/2012**

19. In addition to the Combating Climate Change Campaign as mentioned in paragraph 5 above, a total budget of **\$15.75 million** is proposed for the ECC programmes for 2011/2012 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 2011	350,000	B
Promotion Programme on Source Separation of Waste (PPSSW)	1,000,000	C
10 <sup>th</sup> Hong Kong Green School Award	855,500	D
Student Environmental Protection Ambassador Scheme 2011/12	2,039,000	E
2012 Hong Kong Awards for Environmental Excellence	11,150,000	F
Sharing Session with EE&CA Projects Organizations	3,000	G
General Support	350,000	G
<b>Total</b>	<b>15,747,500</b>	

## Budget for Manpower for the Financial Year 2011/2012

20. In the financial year 2010/2011, the ECC has reserved a budget of \$7,131,600 for employing 2 Administrative Assistants (AA), 12 Project Officers (PO), and 22 Project Coordinators (PC) to assist in implementing and managing the wide range and increasing number of ECC programmes and approved EE&CA projects. For the financial year 2011/2012, it is proposed to maintain similar manpower level to cope with the workload. The said staff will assist in implementing the large-scale public engagement campaign in combating climate change, the HKAE and various ECC programmes as stated above. Besides, they will provide secretarial and technical support for the vetting of the EE&CA projects, individual items of the mega projects approved by the ECF Committee in principle, as well as the EE&CA projects supported by DCs under the ECF Committee's Collaboration Scheme with DCs. Since the injection of \$1 billion into the ECF in April 2008, the EE&CA Projects Vetting Sub-committee has convened 30 meetings to process about 961 applications, out of which 622 projects at a total grant of \$224 million have been approved. It is essential to closely monitor the progress of each approved project to ensure that funds are used properly, and that the expected impact on environmental education can be effectively achieved.

21. The staff cost of each AA/PO will be calculated at \$22,200 per month covering the salary, MPF contributions, and job-related allowances. The same number of AA and PO, i.e. 2 and 12 will be required in the financial year 2011/2012. Over the past years, PC has experienced high turnover rate. Noting that the PC remuneration package has not been reviewed since year 2003 and in view of the upward job market trend, it is proposed to improve PC's remuneration package, making reference to that of the Non-Civil-Service Contract Staff employed by EPD with similar qualifications and experience. The staff cost of each PC will be calculated at \$15,000 per month to cover the salary, MPF contributions, and job-related allowances. The number of PC posts will be reduced from 22 to 18 through reorganizing and reprioritizing the duties in the financial year of 2011/2012, so that the total budgeted staff cost for PC is slightly reduced compared with the level in the previous year. The total budget for staff costs in the financial year 2011/2012 is \$6,969,600. Details are as follows:

<i>Posts</i>	<i>Staff Costs (\$)</i>
AA : \$22,200 x 12 months x 2 AAs	\$532,800
PO : \$22,200 x 12 months x 12 POs	\$3,196,800
PC : \$15,000 x 12 months x 18 PCs	\$3,240,000
<b>Total</b>	<b>6,969,600</b>

## **Total Budget**

22. The total budget for the financial year **2011/2012** is therefore **\$22,717,100**. Assuming that the sum of the newly approved EE&CA projects in 2011/2012 will be similar to that in 2010/2011, i.e. around \$78 million, and regardless of the on-going EE&CA projects which are still under monitoring, the total amount of the new projects/programmes to be handled by the ECC in 2011/2012 as stated in paragraphs 5 to 21 above will be about **\$100 million**, and the staff costs will account for about **7.0%**.

## **Advice Sought**

23. Members are invited to recommend to the Trustee to approve a grant of \$22.72 million from the ECF to the ECC.

*ECC Secretariat*

*February 2011*

**Budget for Combating Climate Change Campaign in 2010 and 2011**

	\$
(a) <b>C40 Hong Kong Workshop</b> (in collaboration with the Civic Exchange and the C40 Cities Climate Leadership Group)	<b>5,421,319</b>
<b>Get-it-Green Youth Summit)</b> (in collaboration with the Civic Exchange)	<b>1,718,540</b>
(b) <b>Public Seminars cum Exhibitions; and School Talks cum Roving Exhibitions on Climate Change Alarm</b> (in collaboration with the Polar Museum Foundation, the Hong Kong Observatory and the Hong Kong Science Museum)	<b>1,973,000</b>
(c) <b>Multiplier Training Programme for Secondary School Teachers on Climate Change</b> (in collaboration with the World Wide Fund for Nature Hong Kong and jointly funded by Hongkong and Shanghai Banking Corporation Ltd.) * \$1,060,000 due to equal share with HSBC	<b>2,120,000*</b>
(d) <b>World Environment Day 2010: Production and Distribution of DVDs with 3D Animation of Cartoon Characters</b> (in collaboration with the Polar Museum Foundation)	<b>775,000</b>
(e) <b>Climate FOOTPRINT</b> (in collaboration with the Climate Group and the Roadshow Media Ltd.)	<b>4,000,000</b>
<b>Grand Total:</b>	<b>14,947,850</b>

**Budget for World Environment Day 2011**

\$

**Publicity items**

**1. Public Seminar cum Exhibitions**

(in collaboration with the Polar Museum Foundation, the Hong Kong Observatory and the Hong Kong Science Museum)

[No ECC Budget for this item in FY 2011/12 as the budget of Public Seminars cum Exhibitions; and School Talks cum Roving Exhibitions on Climate Change Alarm was included in the vote Combating Climate Change Campaign.]

**2. Other initiatives and engagement activities**

**300,000**

**Miscellaneous**

**3. Contingency**

**50,000**

**Total: 350,000**



**Budget for 10th Hong Kong Green School Award**

	\$
<b>1. Briefing Sessions and Training Workshops</b>	<b>50,000</b>
<b>2. Publicity</b>	
(i) Leaflets (2,000 pieces for primary and secondary schools and 2,000 pieces for pre-schools)	20,000
(ii) Press supplements	80,000
<b>Subtotal:</b>	<b>100,000</b>
<b>3. Transportation for Green School Visits (6 sessions)</b>	<b>6,000</b>
<b>4. Field Assessment</b>	<b>150,000</b>
<b>5. Adjudication</b>	
(i) Meals (\$1,000 x 2 days)	2,000
(ii) Phototaking (\$3,500 x 2 days)	7,000
(iii) Miscellaneous	1,000
<b>Subtotal:</b>	<b>10,000</b>
<b>6. Awards for Winning Pre-schools</b>	<b>60,000</b>
<b>7. Cash Prizes for Winning Schools of 2011 HKAEE</b>	<b>310,000</b>
<b>8. Awards Presentation Ceremony</b>	
(i) Certificates and plaques for winning schools	15,000
(ii) Rental of venue and venue setup	100,000
(iii) Master of ceremony	5,000
(iv) Insurance of ceremony	5,000
(v) Panels (20 pieces)	20,000
(vi) Photo-taking	3,000
(vii) Souvenirs for officiating guests	1,500
<b>Subtotal:</b>	<b>149,500</b>
<b>9. Contingency</b>	<b>20,000</b>
<b>Total:</b>	<b>855,500</b>

**Annex E**

**Budget for Student Environmental Protection Ambassador Scheme 2011/12**

	\$
<b>1. Materials for SEPAS</b>	
(i) SEPAS logbooks and badges (10,000 sets)	50,000
(ii) BEB certificates and badges (6,000 sets)	28,000
(iii) SEB certificates and badges (700 sets)	6,000
<b>Subtotal:</b>	<b>84,000</b>
<b>2. Training</b>	
(i) BEB seminars for SEPAs (20 seminars)	110,000
(ii) BEB field trips for SEPAs (50 sessions)	420,000
(iii) SEB training for SEPAs (15 sessions)	190,000
(iv) Training for teachers (8 sessions)	65,000
(v) Insurance for training	20,000
<b>Subtotal:</b>	<b>805,000</b>
<b>3. Publicity</b>	
Press supplements	<b>80,000</b>
<b>New Initiatives</b>	
<b>4. Teaching Kit on Environmental Components in New Senior Secondary Curriculum</b>	<b>500,000</b>
<b>5. Implementation of Recommendations of Consultancy Study (Phase One)</b>	<b>400,000</b>
<b>6. Thematic Website for Environmental Programmes for Schools and Students</b>	<b>150,000</b>
<b>7. Contingency</b>	<b>20,000</b>
<b>Total:</b>	<b>2,039,000</b>

Budget for 2012 Hong Kong Awards for Environmental Excellence

\$

1. **Hire of consultancy services for Environmental Labels**

**Promotion -**

- (i) to publicize the purposes, rules and benefits of the scheme through issue of guidebooks cum application booklets for each label;
- (ii) to recruit participants from the existing network of contacts and to explore potential applicants, as well as to administer entry records and to maintain a database of the participants;

**Education -**

- (iii) to guide and assist participants to set goals relevant to the label;
- (iv) to answer verbal and written enquiries from the public by operating a telephone hotline and a designated email account;
- (v) to share good environmental practices relevant to the scope of each label through administering and updating the HKAEE Website for public reference;

**Technical -**

- (vi) to improve the assessment criteria and mechanism of the labels if necessary;
- (vii) to carry out initial assessments on applications and assist participants to set goals; to carry out detailed assessments from a professional standard; and to help participants to generate their own reports;
- (viii) to produce and deliver certificates; and
- (ix) to perform ad hoc analyses of results and statistics from time to time.

**Subtotal: 3,500,000**

## 2. Hire of consultancy services for Sectoral Awards

### Promotion -

- (i) to publicize the purposes, rules and benefits of the awards through issue of guidebooks cum application booklets for each sector;
- (ii) to recruit participants from the existing network of contacts and to explore potential applicants for competitions, as well as to administer entry records and to maintain a database of the participants;

### Education -

- (iii) to organize information sharing seminars to spread good environmental practices adopted by participants of the scheme;
- (iv) to provide the Detailed Assessment report to the participants for whom the assessment has been completed;
- (v) to summarize and update the best practices of various sectors for the public information;

### Technical -

- (vi) to improve the assessment criteria and mechanism of the awards where necessary;
- (vii) to set up and improve the questionnaires for the initial assessment; to carry out subsequent detailed assessments; and to administer the final adjudication process.

**Sub-total: 2,900,000**

## 3. Hire of consultancy services for Carbon“Less” Certificates

### Promotion -

- (i) to publicize the purposes, rules and benefits of the scheme through issue of guidebooks cum application booklets;

- (ii) to recruit participants from the existing network of contacts and to explore potential applicants, as well as to administer entry records and to maintain a database of the participants;

**Education -**

- (iii) to provide technical advice to participants;

**Technical -**

- (iv) to enhance the framework of the scheme; to carry out document checking, as well as to advise participants to carry out their carbon audits;
- (v) to produce and deliver certificates; and
- (vi) to provide a statistical review of the scheme; to conduct ad hoc analyses of results from time to time.

**Subtotal: 600,000**

**4. Hire of consultancy services for Green Innovations Awards**

**Promotion -**

- (i) to publicize the purposes, rules and benefits of the scheme through issue of guidebooks cum application booklets;
- (ii) to recruit participants from the existing network of contacts and to explore potential applicants for the competition, as well as to administer entry records and to maintain a database of the participants;

**Education -**

- (iii) to showcase the entries in occasions such as seminars and events to inspire innovative solutions to environmental issues;
- (iv) to provide the Detailed Assessment report on each entry to the participant after the adjudication process is completed;
- (v) to summarize and disseminate the environmental benefits of the entries for public information;

**Technical -**

- (vi) to review the themes of the scheme to keep pace with prevailing environmental concerns;**
- (vii) to improve the assessment criteria and operational mechanism of the scheme where necessary;**
- (viii) to carry out a detailed assessment on each entry; and to administer the final adjudication process.**

**Sub-total: 300,000**

**5. Hire of Services for Publicity**

- (i) to formulate and execute an extensive publicity plan to promote the 2012 HKAEE; and**
- (ii) to recruit participants to join the information sharing seminars by telemarketing or any other effective means**

**Subtotal: 3,000,000**

**6. Awards Presentation cum Launching Ceremony**

- (i) to hire event management services for the Awards Presentation Ceremony of the 2011 HKAEE cum Launching Ceremony for the 2012 HKAEE; and**
- (ii) Other expenses such as venue rental and production of trophies.**

**Subtotal: 850,000**

**Total : 11,150,000**

**Annex G**

**Budget for Sharing Session with EE&CA Projects 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 2010/11	80,000
2. Maintenance fee of ECC website (for hosting service) and System Enhancement	100,000
3. Revamp of ECC Website	120,000
4. Other miscellaneous items	50,000
Total:	350,000