

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

“Say No to Newspaper Bags” by Greeners Action

Purpose

This paper seeks Members’ support to a funding application from Greeners Action, namely “Say No to Newspaper Bags” (**Annex**), for funding under the Public Education Programme of the “Policy Framework for the Management of Municipal Solid Waste (2005-2014)” as recommended by the Waste Management Subcommittee (WMSC) of the Advisory Council on the Environment.

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 implementation of the scheme. With the endorsement of the WMSC, six funding applications on this theme have been previously approved by the Committee so far.

The Funding Application

3. The funding application from Greeners Action involves a budget of HK\$496,280. It aims to promote the reduction of newspaper plastic bags. The major activities under the proposal include:

- (a) organising “Everyday No Newspaper Bag Campaign” with newspaper vendors at eight districts;
- (b) collection of newspaper bags from newspaper buyers for recycling;

- (c) roving vehicle to promote the reduction of newspaper bags;
- (d) a study in collaboration with the media on the cause of abusive usage of newspaper bags;
- (e) a photography competition under the theme of “Say No to Newspaper Bags”;
- (f) a discussion forum; and
- (g) a survey on the attitude and awareness of the public after implementation of the proposal’s activities.

Recommendation of the WSMC

4. EPD has conducted initial vetting under the standing procedures. Although the environmental levy scheme does not cover newspaper vendors, it is considered that the proposal could promote BYOB which is consistent with the objective of the levy scheme and is thus in line with the current theme of the Public Education Programme. In addition, the proposal could reach out to the general public and bring about positive impacts in the longer run. The applicant also has a positive track record in executing activities of similar nature and scale. On this basis, EPD considers that the proposal could be supported.

5. The WSMC considered the application at its meeting on 3 September 2009. Having noted the findings of EPD’s initial vetting and interviewed the applicant, the WSMC recommended the funding application for further consideration and approval by the ECFC. The WSMC also made certain suggestions on how to make a more sustaining impact through the campaigns; those suggestions have been accepted by the applicant and duly reflected in the funding application now presented to the ECFC.

Advice sought

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

**Waste Management Subcommittee Secretariat
September 2009**