

**Combating Climate Change Campaign
of the Environmental Campaign Committee**

Purpose

This paper seeks Members' approval for a supplementary grant of \$7,808,000 from the Environment and Conservation Fund (ECF) to the Environmental Campaign Committee (ECC) in the current financial year for implementing a public engagement campaign to combat climate change (the Campaign).

Background

2. As a government-appointed organisation responsible for promoting public awareness of environmental issues, the ECC is fully aware of the imminent need to draw the public's attention to the threats and challenges posed by climate change. "Low Carbon living" has therefore been adopted as a main theme of most of the ECC programmes in the current financial year, such as the Carbon "Less" Certificate Scheme launched under the 2009 Hong Kong Awards for Environmental Excellence, the Specific Badge Training under the Student Environmental Protection Ambassadors Scheme, as well as the comic book published in echo of the World Environment Day 2009.

3. At its 114th meeting held on 11 September 2009, the ECC decided to co-organise the "C40 Hong Kong Conference on Low Carbon Living and Climate Change" with the Civic Exchange and the C40 Cities Climate Leadership Group on 5 and 6 November 2010, with a view to reinforcing the effort to drive community actions on climate change, and fostering exchanges among cities and at the community level as well on the strategies to tackle this global environmental problem. At that meeting, the ECC Members were of the view that publicity should be launched to draw the public's attention to the C40 Conference, and to prepare the whole community for the social discussions prompted by this international public conference on how to tackle the climate change problem. The project "Climate FootPRINT", which aims to launch books on climate change by July 2010, was also endorsed at the same meeting.

Proposal

4. With the consideration as mentioned in paragraph 3 above, and in order to enhance the impact of its efforts in driving the public to change for a better environment, in mindset as well as in behaviour, the ECC decided to implement a large-scale, holistic and far-reaching public engagement campaign against climate change in the years 2010 and 2011.

5. The C40 Conference and the Climate FootPRINT, as well as new initiatives proposed at paragraphs 6-13 below, will be strategically brought under the umbrella of this campaign. The preliminary time line of the Campaign is shown at **Appendix I**. Opportunities will be further explored to interlink all these initiatives to achieve stronger impact, comprehensive coverage and sustainable momentum. All programme details, including the contents and potential partners, etc., are preliminary and will be subject to the ECC's further consideration and endorsement.

(a) New Initiatives

(i) Public Seminars cum Exhibitions; and School Talks cum Roving Exhibitions on Climate Change Alarm

(in collaboration with the Polar Museum Foundation, the Hong Kong Observatory and the Hong Kong Science Museum; tentatively during February 2010 – December 2011)

6. Dr. Rebecca LEE, Founder of the Polar Museum Foundation (PMF) (極地博物館基金), has actively chased the Polar environmental movement over the past 20 years, and is closely working with the scientists in the Mainland to conduct Polar researches. Dr. LEE has also reached out to the community to raise public awareness on the impact of climate change on the Polar over the past years. For example, the PMF has jointly organised the exhibition “Polar Crisis – Climate Change” with the Science Museum during the past half year. The exhibition illustrated the close relationship between the Polars and climate change by showcasing a range of articles used or collected by Dr. LEE during her polar expeditions over the past 20 years, and also displaying a video clip filmed during the “Third Chinese Arctic Research Expedition” in which Dr. LEE participated in 2008.

7. Riding on the success of the aforesaid exhibition “Polar Crisis – Climate Change” at the Hong Kong Science Museum (HKSM), we propose to engage Dr. LEE to hold a series of seminars cum exhibitions in the coming two years to alert the public of the serious consequences of global warming, with the aim of appealing to them for carbon-reduction actions. Indeed, Dr. LEE will visit the South Pole again in this December and can provide updates on the latest situation of the Poles. The Hong Kong Observatory (HKO) has agreed to collaborate with the ECC in this regard. The HKSM has also indicated interest in joining these reminiscent events, and the Secretariat will furnish them with the event details to explore the parts HKSM can play.

8. A total of eight public seminars cum exhibitions will be organised in 2010 and 2011, i.e. four in 2010 and other four in 2011 to update the public on the Polar environmental movement. As a prelude to set the scene for the ECC Campaign on climate change, the first public seminar cum exhibition will tentatively be held in February 2010. Dr. LEE, a few scientists from the Mainland to be identified by her, as well as the HKO's experts will share their latest observations of the Poles with the public during these seminars. Separately, to allow a closer interaction between Dr. LEE and the youth, Dr. LEE will deliver a total of 80 talks to primary and secondary schools, as well

as tertiary institutions throughout the coming two years. Subject to the liaison with the participating schools, roving exhibitions will also be conducted in association with the school talks.

- (ii) ***Multiplier Training for Secondary School Teachers on Climate Change***
(in collaboration with the World Wide Fund for Nature Hong Kong and jointly funded with the Hongkong and Shanghai Banking Corporation Ltd.; tentatively scheduled for February 2010 – September 2011)

9. Being the Gold Award winner in the Sector of Financial Institutions of the 2008 Hong Kong Awards for the Environmental Excellence, the Hongkong and Shanghai Banking Corporation Ltd. (HSBC) has initiated a proposal of collaborating with the ECC to jointly organise a school programme on climate change with synergy effect. HSBC also would like to ride on the achievements of the World Wide Fund for Nature Hong Kong's (WWF) Climateers programme, which it has sponsored for more than two years, to facilitate teenagers to have a thorough understanding on the global issue of climate change from various perspectives, such as nature conservation and the impact of climate change on social and economic developments, etc. The Climateers programme encompasses both web portal and a wide range of supporting offline-community activities and on-going projects. It also acts as a hub for climate change information, solutions, networking, as well as social and cultural discussion, backed by a carbon calculator specific to Hong Kong lifestyles.

10. The ECC shares the view that stronger commitment can be sought from the youth to combating climate change if they appreciate the imminence and importance of this global problem. To maximise efficiency and effectiveness of resources, it is suggested that a "train-the-trainer" approach be adopted to enhance the knowledge and capacity of teachers in organising educational programmes or activities for students on climate change.

11. Having regard to the synergy which may be achieved with the participation of the private sector, as well as the WWF's on-going effort in engaging the public to tackle climate change and also its rich experience in offering in-service training to teachers on environmental education, the HSBC's proposal of forging a tripartite collaboration among the ECC, HSBC and WWF is recommended for organising a specific teacher training programme on climate change as suggested in paragraph 10 above. According to the HSBC, this proposed training programme may partly be an extension of the Climateers programme into the schools sector, and hence, it seems appropriate for the WWF to act as the implementation body of the training programme. Subject to members' agreement and the ECF Committee's approval, the programme will be co-funded by the ECF and the HSBC on equal share basis.

12. The targeted number of the participating teachers of the proposed training programme will be 84 (about 4 each from 21 secondary schools) to be identified through liaison with charitable school-running organisations, as well as parents and teachers associations to ensure strong commitment of participating schools. Subsequent to an

in-depth and comprehensive training, which will preliminarily involve seminars, residential training camps and field trips, etc., participating teachers will be required to carry out school-based activities with the theme of climate change. The WWF will serve as a consultant to provide professional advice and technical support. Based on all teaching plans, educational materials and evaluations gathered from these school-based activities, the WWF will produce a comprehensive set of online teaching materials for usage by all teachers in Hong Kong. The online platform will allow updates on environmental information, and more importantly, enable teachers to share their experiences or teaching materials on environmental education. To achieve multiplying effect of the training programme, those trained teachers will be engaged as mentors to lead some knowledge-transfer visits to their own schools for teachers from non-participating schools.

(iii) World Environment Day 2010 – Production and Launch of DVDs on Climate Change

(in collaboration with the PMF; tentatively scheduled for 5 June 2010)

13. To further appeal for people's adoption of low-carbon living, we propose to engage the PMF to produce DVDs to vividly illustrate the disastrous effect of global warming. The PMF will produce two DVDs on the North Pole and the South Pole respectively with 3D animation of the cartoon characters which have been designed by Dr. LEE. Another DVD on the water pollution problems of the Yarlung Zangbo Grand Canyon and the Mount Everest will also be produced. These three DVDs will be launched on the World Environment Day, i.e. 5 June 2010, with media publicity, and DVD copies will be distributed to schools for education.

(b) Progress of the Books Project - Climate FOOTPRINT

14. Subsequent to the ECC's endorsement at its meeting held on 11 September 2009 for implementing the captioned books project, the Secretariat has liaised with various publishers and NGOs to explore the most efficient way to take forward the project, i.e. the publishing of four books for four reader groups, namely the working population, housewives, SMEs and students respectively. According to the practices of local publishers, local publishers generally do not have the capability to provide one-stop support services from the earliest stage of contents development to post-books launch publicity. To catch the window of the Book Fair in July 2010, it is difficult, if not impossible, to divide the whole project into various specific tasks and select different agencies through tendering to complete the tasks within the short period of less than six months. Given the tight timeframe, it is also important that we identify agencies that have a strong commitment and are willing to input resources to our project amid other competing priorities in this time period.

15. Due to the above considerations, the following partnering arrangements with the Climate Group (CG) and the RoadShow Media Ltd. (RoadShow) are proposed:

Partnership with the Climate Group

16. CG has committed to completing the production and publishing of the four books well before the Book Fair 2010. It is a global green group formed in the United Kingdom with the goal of achieving low-carbon economy through forming coalition with governments and businesses in tackling climate change. In view of the past experiences of the CG's Hong Kong office in organising climate change campaigns, including the publication of a handbook on low-carbon living, their local and also global stakeholders networks established through the CG's offices in the United Kingdom, U.S.A, Australia, Canada, Belgium and Beijing, as well as the data or showcases gathered from such networks, we consider that the CG can draw on its expertise and international network to provide strong professional support to developing quality contents for the books.

17. We propose to engage the CG's Hong Kong Office as a partner of the books project to take up all publishing-related tasks, including contents development, co-ordination of contributions from relevant stakeholders or parties, writing and editing of contents, commissioning a publisher for printing and sales of the four books, etc. It will not be the only party which develops the books contents, but will act as a coordinator to consolidate contributions from other suitable stakeholders to be identified by the ECC.

Partnership with RoadShow

18. Given the tight schedule, we are looking for a single partner to undertake the publicity in a coherent way, including the overall PR strategy and market position for the four books, the production of video promos and other PR materials, publicity with a mass medium which can reach out to millions of the general public, engagement of icon figures or celebrities, gimmicks and logistics for books launch, pre and post-books launch publicity, as well as promotion at the Book Fair, etc. RoadShow is considered having the capabilities of fulfilling all these requirements.

19. RoadShow has not only committed to completing the aforesaid tasks within our time frame, but also offered to sponsor the books project by providing free airtime and bearing creative and in-house production costs for all publicity on the books project. Specifically, publicity on the giant bus medium will include 12 episodes' short drama and pre and post-books launch video promos on RoadShow TV for broadcast on the whole fleet of 4,800 buses throughout all operating hours, as well as printed advertisements inside the bus compartments and on the bus bodies. Comparison has also been made with other options of the mass media. Bus medium is preferred owing to the availability of printed as well as multi-media publicity platforms, cost-effectiveness, and wide coverage.

20. In addition, RoadShow has been broadcasting a series of their special TV programmes “救亡十六度” on the imminence of global warming since March this year. A number of experts and the HKO have been involved in the production of these impactful programmes which are well-received by the public. RoadShow has indicated that they can contribute to the books contents with the materials gathered for the programmes “救亡十六度” if appropriate. Given the success of these programmes,

RoadShow will also provide good support on the market positioning of the books.

21. We propose to engage RoadShow as a partner of the books project to take up all publicity-related tasks, including production of TV programmes, videos and bus advertisements on the books project, shooting of interviews with those parties who have made contributions to the books and relevant icon figures, launching of publicity on RoadShow TV and bus bodies before and after book launch, gimmicks for book launch, as well as publicity at the Book Fair, etc.

22. The four books will be for sale at a minimum price, and any proceeds generated will be ploughed back to the ECF. The ECC Secretariat will work closely with the above two partners, CG and RoadShow, as a team to implement the books project and report to the ECC on the progress regularly.

Total Budget

23. The total budget for the whole two-year Campaign is around \$13.2 million, \$5.4 million of which for the C40 Conference has already been approved by the ECF meeting on 23 September 2009. The detailed breakdown of the initiatives at paragraphs 6-22 is shown at **Appendix II**. As much of preparatory work or a number of deliverables need to be completed within the first half of 2010 as pre-event publicity for the C40 Conference, a supplementary grant of \$7,808,000 is required in the current financial year for the ECC to implement the Campaign. Such amount of supplementary grant will be set as a ceiling for the activities concerned, and reimbursement will be made in accordance with actual expenditures.

Advice Sought

24. Members are invited to consider and recommend to the Trustee to approve a supplementary grant of \$7,808,000 from the ECF for the Campaign.

*ECFC Secretariat
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