

Proposal

For

Transforming HKFYG into a Green Youth Organization

“YoUth leading to a greener future”

Submitted to
Environmental and Conservation Fund

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香港青年協會
the hongkong federation of youth groups

HKF  G
GREEN

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Executive Summary

The Hong Kong Federation of Youth Groups (the HKFYG) is committed to promoting environmental consciousness and conservation in different strata of the community. The HKFYG mission is to establish a role model of an environmentally friendly NGO for staff, members, youth and partners. We will work tirelessly to prove that being environmental responsible is good for the HKFYG's development, and will raise young people's awareness. We believe that environmental conservation; sustainable development and the long-term development of a green NGO are closely related.

To transform HKFYG into a GREEN youth organization, we solicit funding and support from Environmental and Conservation Fund (ECF) to implement 39 green projects. The funding sought from the ECF is estimated at **HK\$14,202,590**, of which **HK\$13,002,590** is the estimated sum for minor works and community green projects and **HK\$1,200,000** is the cost of commissioning an environmental consultant.

Upon successful approved of funding, a "Plan for Transformation into a Green Youth Organization" (The Plan) will be launched in three phases over three years. Though regular monitoring and evaluation of progress, we will continuously improve performance. Young people will see and understand the HKFYG's good and join its progress. Cultivating a green generation in Hong Kong and laving youth lead us into a greener future is our ultimate goal.

1. Introduction

The Hong Kong Federation of Youth Groups, with the mission of “**Caring for Youth • Caring for the Community**”, provides opportunities and facilities for the social, educational, cultural and physical development of young people. Currently, over 60 service units, including 22 Youth SPOTs, 4 camps, 4 schools, 1 Youth Wellness Centre, 1 organic farm, 1 headquarters and 7 office units, organize more than 20,000 activities annually. Attendance at all the HKFYG’s programmes now stands at 5 million a year. The HKFYG devotes considerable resources and energy to 12 core services, all designed to meet young people’s fast-changing needs.

By the end of March 2012, there were 367,000 “u21 youthnet” members. 156,840 young people were registered volunteers and provided 750,000 hours of volunteer services. Total attendance at the HKFYG’s 22 Youth SPOTs was 2,594,700 and held over 3,500 Summer Youth Programmes.

The HKFYG is committed to serving youth in Hong Kong and cultivating a green generation. The HKFYG has also made a commitment to pursue a **GREEN** approach in providing social, volunteer, employment, e-services, research, educational, leisure and cultural services, to raise the environmental awareness among the young and to engage young people in environmental conservation programmes. To manage green initiatives better, the HKFYG promulgates an “Environmental Policy” to identify the strategies of transforming HKFYG into Green Youth Organization (see **Appendix A**).

2. Our Vision

The HKFYG, as a leading youth services organization, is committed to transforming into a green youth organization. The HKFYG has drawn up a spectrum of green initiatives in every facet of our services and operation; striving to raise youth’s environmental awareness.

“**Greeneration**” is a pivotal concept of the HKFYG’s long-term environmental vision: to cultivate our youth to be the Green Youth Generation. We believe the greening of Hong Kong depends on youth’s environmental awareness. Youth education on environmental consciousness is the foundation of greening Hong Kong. Our objectives are identified and are shown in the “Green Route” below:

- **To become a green youth organization**, to reduce the carbon emissions, and to improve energy efficiency in our operations;
- **To implant green “DNA” into our core services**, to deliver youth services and education programmes in environmental friendly manner;
- **To train the trainers**, to enhance front-line staff’s environmental awareness and understanding, and enable them to transfer this awareness to youth and the community;
- **To cultivate and educate a generation of green youth**, to provide a learning environment for them and raise awareness;

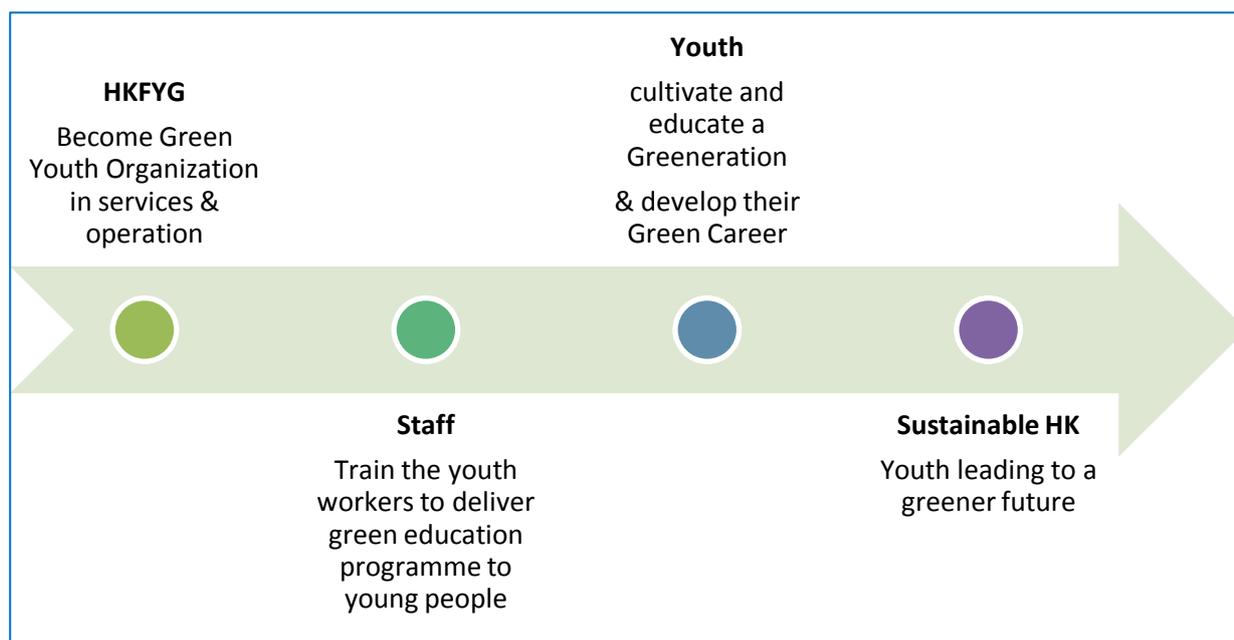


Fig. 1 Green route for “Youth leading to a Greener Hong Kong”

3. Strategic Framework

The HKFYG has formulated a strategic environmental framework to put green initiatives into practice effectively. The first step consists of seven stages of actions:

- I. Green Governance;
- II. Baseline Study & Auditing Mechanism;
- III. Green Services and Operation;
- IV. Green Premises Development;
- V. Green Publicity & Partnership;
- VI. Train Staff to be Green;
- VII. Green Environmental Education;

Stage I Green Governance

- Establish an Environmental Policy has been established (see **Appendix A – only Chinese version is provided**) for governing the management, operation and services of the HKFYG in environmental aspect;
- Set up an **Environmental Protection Steering Committee** that has the overall responsibility of integrating environmental considerations into our decision making process and long-term planning. The Committee will be chaired by the HKFYG’s deputy executive director and comprises a Council Member, external environmental professionals, staff of the HKFYG, youth members and member of ECF Committee to be observer. The terms of reference of the Committee are as follows:
 - ✧ To ensure systematic implementation of the Environmental Policy by setting up targets;
 - ✧ To manage and supervise the green development of the HKFYG by regular planning, implementation, monitoring and improvement;
 - ✧ To discuss, approve and review proposed environmental initiatives;
 - ✧ To create a green culture and atmosphere in the HKFYG and to raise awareness of going green among youth.
- Standardize Public Feedback, Scrutiny & Disclosure Mechanism on any environmentally related enquiry or complaint. Feedback will be handled as promptly and helpfully as possible and if necessary, public may be approached to clarify their requests and the procedures will be kept as simple as possible. Details can be referred to the Environmental Policy.

Stage II Baseline Study & Auditing Mechanism

- Conduct baseline study on various performance indicators identified in the beginning of 3-years plan;
- Conduct energy–cum-carbon audit to find out the amount of greenhouse gas released to the atmosphere from the operation of our units and to take appropriate action to reduce such emissions, in line with the government policy;
- Evaluate the carbon emission, outcome of our measures and quantify the environmental benefits of our green projects;
- Conduct internal audit to benchmark the energy efficiency and environmental performance indicators of various services units annually.

Stage III Green Services and Operation

- Publish eco-handbook and Green Procurement Guidelines to staff;
- Encourage staff to follow green office tips to reduce waste and improve energy efficiency standards at workstations;
- Consider the environmental performance of products and services during procurement and

selection of suppliers;

- Record the use of paper and extent of recycling and monitor paper saving.

Stage IV Green Premises Development

- Address the environmental concerns in design, construction and building operation with reference to the Hong Kong Building Environmental Assessment Method (BEAM) labeling scheme;
- Review the existing energy efficiency status and feasibility of hardware upgrade at all services units, camps and schools to provide demonstration opportunities so as to enhance the stakeholders' (including staff and youth) awareness in energy saving and in turn foster positive behavioral change on their daily life:
 - ✓ Lighting retrofit: provision of T5 tube, LED Spotlights, motion sensor controls, zoning control, etc;
 - ✓ Energy efficient measures: grade 1 energy efficiency label coolers, solar film for windows facing west & east; heat shield coating for roof tops;
 - ✓ Renewable Energy: Solar Heat Water, Solar Rain-water collection and spraying System, Solar-cum-wind streetlight, etc.
- Provision of waste management facilities: waste sorting facilities, food waste composters in camps and organic farm, etc.
- Participate in Hong Kong Energy Efficiency Registration Scheme for Buildings (HKEERSB) and Building Energy Codes (BEC);
- Develop green camps with a wide array of green activities and facilities to provide a green experience for campers, for example, a green cooking course, ecological tours, mangrove trails, aqua-challenge and eco-curriculum packages;
- Indoor Air Quality (IAQ) assessment for locations with high occupancy and utility rate, including The HKFYG Headquarters Building, Shek Pai Wan Multimedia Centre, 2 kindergartens near major roads and without openable window and Shau Kei Wan Youth SPOT using Central AC system.

Stage V Green Publicity & Partnership

- Organize regular focus groups and questionnaire surveys for staff and youth would be performed to gauge perception of stakeholders of the HKFYG as a green youth organization;
- Publish an Annual Environmental Report to evaluate the overall environmental performance of the HKFYG;
- Promote environmental consciousness with a series of promotion, publications, campaigns and educational programmes, such as its website, fortnightly e-newsletter and both its magazines;
- Participate in the Hong Kong Award for Environmental Excellence (HKAEE) CarbonLESS

- Certification Scheme to gain public recognition as a green youth organization; and
- Cooperate with district partners and other green groups to co-organize environmental education programmes;
 - Build up a comprehensive website with different webpages to initiate a series of go green education programmes;
 - Bridge up different stakeholders, including youth, schools, corporate partners and government departments, to form a network dedicated to driving accountability in pursuit of a “Go Green” synergy

Stage VI Train Staff to be Green

- Equip staff with fundamental understanding of environmental education;
- Raise awareness of environmental responsibilities and commitment among staff;
- Enhance staff consciousness and understanding of carbon audit;
- Launch a Train-the-Trainers programme: equip 200 front-line staff with basic environmental knowledge and skills to organize educational activities; staff will be invited to join workshops, focus groups, training days and site visits;
- Evaluate staffs’ environmental understanding after the training programmes.

Stage VII Go Green on Environmental Education

- Develop diverse, interactive and long-term education curriculum for youth, students and campers to arouse their green sense; the focus of our environmental education will stress youth involvement, encourage and facilitate young people to spread the message of environmental awareness to their family, friends and the community.
- With the theme of **Annual Youth Green Day (YGD)**, signature events and go green education projects are listed below:
 - ✓ Youth Multi-media X Upcycling Green Living Competition & Exhibition
 - ✓ Bring Your Own Tableware (BYOT) Day
(To be the signature event of Youth Green Day 2013)
 - ✓ Hong Kong Youth Green Leaders Award 2013
 - ✓ The Green Channel
(To be the signature event of Youth Green Day 2014)
 - ✓ Green Edu 21Programme
 - ✓ The Green Day Run (5K/10K & HIKE)
(To be the signature event of Youth Green Day 2015)
 - ✓ Green Neighbourhood Programme

4. Performance Indicators and Expected Outcome

By setting the quantifiable key performance indicators (KPI) for the Plan, quantitative statistics will be collected and will provide critical information for environmental analysis. Some tentative KPI and expected outcome are identified as below:

- Increase in waste recycling and reduction in waste generation by 10% in 3 years plan;
- Reduction in electricity consumption by 10% in 3 years plan;
- Reduction in water consumption by 10% in 3 years plan;
- Reduction in paper consumption by 10% in 3 years plan;
- 5% carbon reduction in 3 years plan;
- More than 10,000 youth participate in the HKFYG's green education programmes in 3 years plan; and
- Participate in the HKAEE CarbonLess certificate, or equivalent award;
- Go-Green Synergy – Engage at least 50% of schools, over hundred corporate partners and government departments to join hand in green education programme.

5. Budget Estimations

Project Sum

THE HKFYG seeks funding of **HK\$13,002,590** from ECF, of which **HK\$5,283,990** is the cost for energy improvement & minor work, **HK\$7,718,600** is the cost for organizing environmental education programmes and community projects. The detailed budget breakdowns are summarized in **Appendix B**.

Professional Support

The Plan involves complex projects and expert advice is pivotal to its success. On top of the estimated project sum stated above, The HKFYG wishes to seek another funding support of **HK\$1,200,000** from ECF for commissioning an environmental consultant to provide overall technical and professional services for the 3-year period. The scope of work will include but not be limited to the following:

- Prepare preliminary study of sustainability development and set up an Employer's Action Plan;
- Carry out necessary environmental/energy-cum-carbon audits to provide a "BASELINE STUDY" and quantitative basis for the HKFYG, and thus identify environmental objectives & targets;
- Set up criteria, targets and methodology for the evaluation of environmental effectiveness/benefits;

- Provide guidance in the implementation of the proposed green initiatives such as a schedule for green initiatives, tender documents where appropriate, progress of green projects, evaluation and benchmarking of results of green projects, project management and liaison with the sub- contractors;
- Assist the HKFYG to organize green education, publicity and communication programmes;
- Liaise regularly with the HKFYG by attending meetings, submitting regular progress reports and conducting an “END-RESULT STUDY” to conclude the performance of the plan to transform HKFYG into a Green NGO.

6. Three-Year Action Agenda and Timeline

For best resource management, we propose that about 39 green projects shall be implemented in 3 phases, each of 12 months duration.

Phase	Actions Agenda
I	<ul style="list-style-type: none"> ✧ Baseline Study – carbon audit for all service units; ✧ Energy efficiency facilities upgrade at camps and services units – Youth SPOT; ✧ NGO Collection Point –20 Youth SPOTs; ✧ Renewable energy facilities at dedicated units; ✧ Indoor Air Quality Assessment; ✧ HKFYG Go Green NGO Kick-off Ceremony & Multi-media X Upcycling Competition Exhibition; ✧ BYOT Day (Bring your own tableware).
II	<ul style="list-style-type: none"> ✧ Energy efficiency facilities upgrade at schools; ✧ Hong Kong Youth Green Leaders Award ✧ The Green Channel; ✧ Green Edu 21 Programme.
III	<ul style="list-style-type: none"> ✧ The Green Channel; ✧ Green Edu 21 Programme; ✧ The Green Day Run ✧ Join the HKAEE CarbonLess certificate Accreditation; ✧ End result audit and report – carbon audit for the HKFYG; ✧ Green Neighbourhood Programme & HKFYG Go Green NGO Closing Ceremony.

Focusing on the environmental and energy-efficient facilities upgrade in **Phase I** is only the first step in transition towards a green NGO. **Phase II** will focus on development of renewable energy facilities, trial run of waste recovery projects and environmental education programmes. **Phase III** will fully implement all waste recovery and community education projects. The Plan will also be concluded by a comprehensive carbon audit and report.

The HKFYG will form the project management team by its premises development unit, education unit, camps unit, environmental officer and external environmental consultant. The team will streamline the projects planning, tendering, contracting, implementing and monitoring process to achieve better-cost effectiveness.

The above action agenda is only tentative and subject to change in order not to interrupt the daily operation of the HKFYG's services units. The Plan is expected to be launched at January 2013 after the approval of ECF, and to be accomplished at December 2015. The detailed timeline is summarized in **Appendix C**.

7. Benefits to the Community

The HKFYG is now focusing on reaching out to young people through their raising concern of environment matter. Funding from ECF will not only transform HKFYG into a green NGO but can also bring benefits to Hong Kong Young people. The following table shows the wide coverage of stakeholders may be benefited by our services.

Number of staff and service recipients (2011-2012)			
No. of Staff (Services)	/	No. of service recipients(Membership)	367,000
		No. of service recipients attendance (Youth S.P.O.T)	2,594,700
		No. of service recipients attendance (Youth Employment)	53,990
		No. of service recipients attendance (Creativity Education)	456,200
		No. of Volunteer	156,840
		No. of Campers	97,950
		No. of website visitors	5,019,200
No. of Staff (Schools)	/	No. of students	1,367
Total Number of Staff	Around 1,200	Total Number of potential receivers of green initiatives	8,745,880

Their active participation and involvement in various green initiatives are vital to the sustainable development of the HKFYG and the cultivation of "Greeneration" in Hong Kong. Going beyond offering the unidirectional programme and information, our distinct features offer young people an interactive platform to develop their green initiatives and achieve their green vision.

Go Green Synergy

Drawing on a broad network of stakeholders from across the corporate, government departments, NGOs and schools, articulate a credible sustainability vision, demonstrate synergy toward the Go Green mission. The following table shows the wide coverage of stakeholders may be benefited by our Go Green Synergy. (Full list can be referred to the *HKFYG Partnership Report 2010-2011*).

Number of Partners and Supporters (2010-2011)	
Major Corporate Partners	32
Other Corporate Partners including Media and Business Industry	Over 500
Government and Related Organisations	51
Universities and Educational Organisations	15
Non-governmental Organisations	41
Funds and Foundation	31
Chambers and Associations	24
Mainland and Overseas Organisations	26
Broad Network of Partners and Supporters	Over 720

Engaging Stakeholders provides direct access to leading-edge insights and exchange platform from our partners and supporters, and an exclusive network of youth and partners also working to address sustainability challenges and Go Green Synergy.

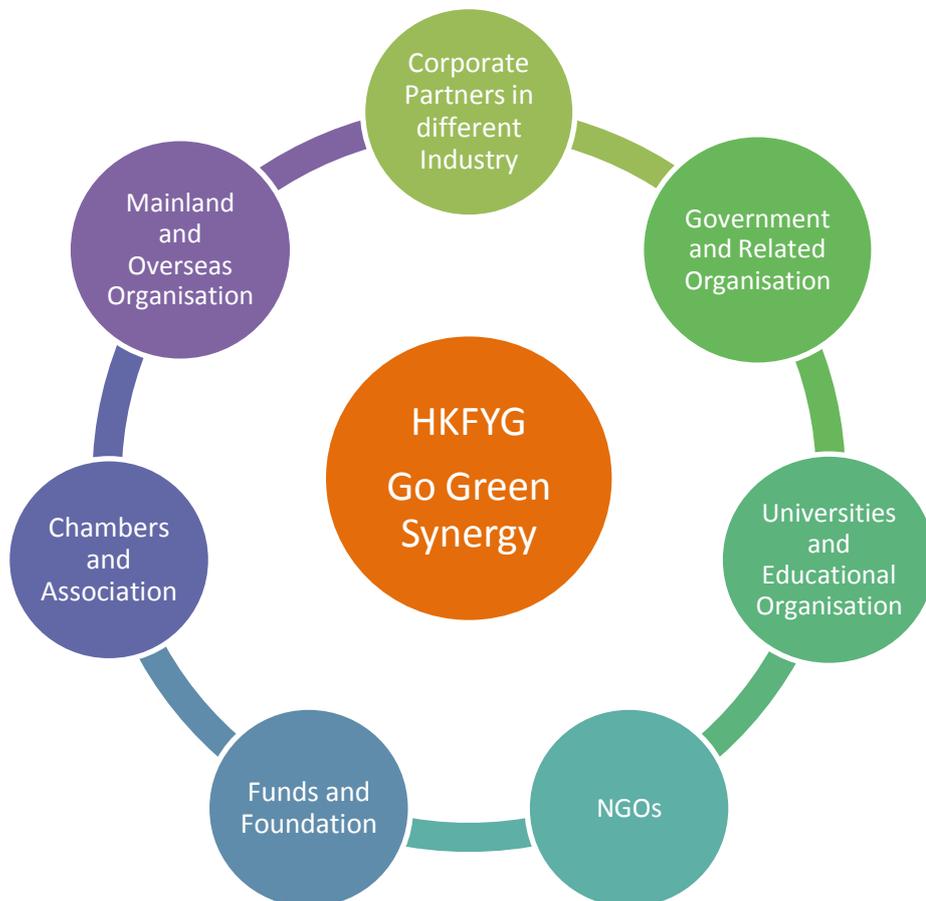


Fig. 2 Go Green Synergy for the HKFYG

8. The HKFYG's Commitment

The HKFYG Council definitely supports the plan of “Transforming HKFYG into a Green Youth Organization”, it is anticipated that the considerable amount of effort, manpower and resources will be devoted. Task Force is forming to manage and monitor the green development of the HKFYG by regular planning, implementation, monitoring and improvement.

The HKFYG has employed an Environmental Officer to ensure the effective implementation of The Plan. Working closely with the environmental consultant, the environmental officer will coordinate the green project, identify green initiatives, monitor and review progress of green programmes and more importantly, plan for the sustainable development of The Plan beyond the initial 3-year period.

Additionally, we have established an Environmental Policy and Eco-handbook to develop and guide environmental management system at the HKFYG. Internal audit and staff training programmes will be implemented regularly.

The HKFYG endeavours to promote environmental consciousness with a series of promotion, publications, campaigns and educational programmes, such as its website, fortnightly e-newsletter and both its magazines. The HKFYG's services units and facilities organize more than 10,000 activities annually and provide service to over 5 million a year, thus providing an effective platform to deliver green spirit to youth through the proposed green projects.

9. The Way Forward

In keeping with our vision of transforming HKFYG into a green youth organization, the HKFYG considers funding from ECF essential to take the Plan. Forward the HKFYG will devote sustained efforts to contribute to the green development of Hong Kong and provide quality education services to “Greeneration” in Hong Kong.

10. Conclusions

The HKFYG's mission does not end with the completion of the three-year plan. The HKFYG will work tirelessly to prove that environmental responsibility coexists with development, and will promote green sense as one of its highest priorities. Cultivating a green generation in Hong Kong and encouraging youth to lead us to a greener future is our ultimate goal.