

**Proposed Budget of Environmental Campaign Committee (ECC)**  
**Programmes for Financial Year 2013/2014**

**Purpose**

This paper aims to invite the Environment and Conservation Fund (ECF) Committee to recommend to the Trustee to allocate **\$24.41 million** from the ECF to the Environmental Campaign Committee (ECC) for implementation of the environmental programmes in the financial year 2013/2014.

**General Directions and Objectives**

2. The ECC has adopted the following general directions in pursuing its programmes:

- (a) launch activities in support of the environmental policy priorities of the Government;
- (b) 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. Over the years, the ECC has been engaging the three major groups of stakeholders in organizing environmental events and programmes namely the *school sector, the business sector and the general public*. In 2013/2014, it is proposed that the

ECC will continue to strive for wider and deeper strategic public engagement with these three major stakeholder groups with a view to mobilizing cross-sectoral collaboration and enhancing commitment to promoting environmental protection and driving for behavioural changes.

### **Programme Plan**

4. The following major ECC Programmes are proposed for the ECC work plan in the financial year 2013/2014. A table at below shows the cross-sectoral synergy of different programmes whilst details of the programmes are provided in the ensuing paragraphs.

<b>Major ECC Programmes proposed for 2013/2014</b>	<b>Main target stakeholder groups</b>
Programmes in support of policy priority	All the three major stakeholder groups
Implementation of new structure and mechanism of Hong Kong Green School Award	School sector
Student Environmental Protection Ambassador Scheme (SEPAS)	School sector Business sector
Other ongoing school programmes such as ECC MTR Environmental Awards for Schools	School sector Business sector
Hong Kong Awards for Environmental Excellence	All the three major stakeholder groups
World Environment Day 2013	All the three major stakeholder groups
Follow-up to Combating Climate Change Campaign - Learning circle on climate change for secondary school teachers - Baseline survey on public environmental consciousness	School sector General public

## **Major ECC Programmes in Financial Year 2013/2014**

### ***Environmental Programmes for Schools and Students***

#### **(A) Implementation of New Structure and Mechanism of Hong Kong Green School Award (HKGSA)**

5. To gauge stakeholders' expectations on the environmental education programmes delivered by the ECC and review the effectiveness of the existing core programmes, the ECC commissioned The Hong Kong Institute of Education (HKIEd) to conduct a consultancy study in 2010. The consultancy study has been completed and it recommended, inter alia, to shift the emphasis of HKGSA from an annual competition to an accreditation scheme. It is proposed that the modified Green School Accreditation Scheme would base on a school completing a Core Module, with additional accreditations for completing each section of the HKGSA self assessment manual (SAM). Schools are allowed to participate in the HKGSA, but do not necessarily undertake work on all sections of SAM simultaneously. This will help reduce the workload of schools. Schools having achieved the highest accreditation level need to be re-accredited every two years. The Education Working Group has thoroughly considered the study findings and accepted the recommendations.

6. As a follow-up to the consultancy study, the ECC has commissioned HKIEd through a tendering exercise to carry out a study on the implementation of the new structure and accreditation mechanism of HKGSA including the development of the Core Module, guidebooks on the accreditation and re-accreditation mechanism, etc. The new system is expected to be launched in 2013/2014 academic year.

#### **(B) SEPAS Training Programmes with New Elements**

7. The SEPAS basic 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 previous two years, the SEPAS 2013/14 will be registered in Education Bureau's "Other Learning Experiences Databank" under the New Secondary School Curriculum. 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.

8. Commenced in 2012/2013 academic year, the following new elements have been incorporated into the training programmes in response to the demand for experiential and action-based training activities. It is recommended to continue these new training programmes:

- *Training programmes on Hong Kong Global Geopark of China:* riding on the inclusion of the Hong Kong Global Geopark of China into the Global Geopark network, training workshops, field visits and voluntary docent services will be organised for SEPAs to encourage them to help conserve the geopark and develop their sense of responsibility towards the environment;
- *Train-the-trainers programmes in Lung Fu Shan Environmental Education Centre:* to equip SEPAs and supervising teachers with in-depth knowledge in ecology, urban tree management and green living. Upon completion of training, SEPAs will share the skills and knowledge with their schoolmates;
- *Collaboration programmes with Zero Carbon Building (ZCB):* to provide SEPAs with in-depth knowledge on green building design and technologies. Upon completion of training, SEPAs will assist in conducting guided tours for ZCB and help spread the ZCB messages to the community.

(C) Ongoing School Programmes

9. No resources are sought for the budget of the financial year 2013/2014 for the following ongoing programmes for schools and students:

- *ECC MTR Environmental Awards for Schools 2013:* with the sponsorship from MTR Corporation Limited, the ECC, EPD and Education Bureau have been jointly organizing the annual Award Scheme since 1997. The objectives of the Award Scheme are to nurture a sense of care and responsibility for the environment among primary and secondary students, and to stimulate their creativity through environmental protection activities. This programme has been demonstrating the cross-sectoral synergy in the past 14 years.
- *Teaching Kit on Sustainable Development (Environment):* to equip teachers with necessary skills and knowledge for teaching environmental-related

modules under the subject Liberal Studies of the New Senior Secondary Curriculum, the ECC has launched Phase I of the Teaching Kit namely “Hong Kong : A Sustainable Future” in the form of an interactive internet platform. The Teaching Kit will comprise resource materials with in-depth information about environmental issues, and be supported with information about current environmental issues with discussion questions and other activities. The project is underway and it is estimated that the whole Teaching Kit will be launched before the 2013/2014 academic year.

- *SEPAS Alumni Group*: preparation for the setting up of the SEPAS Alumni Group is underway. The Alumni Group will facilitate and enable SEPAS alumni to develop and maintain an effective communication infrastructure among members and to promote environmental development opportunities through different kinds of activities. The Alumni Group will contribute to SEPAS Scheme to sustain its excellence and support its activities. Members of the Group will also be encouraged to contribute to the society as well-trained young leaders in the environmental protection field.

#### ***2014 Hong Kong Awards for Environmental Excellence (HKAEE)***

10. The HKAEE was launched in February 2008 to encourage businesses and organisations to adopt green management, and present them with an opportunity to benchmark their commitment towards environmental protection. Under the 2012 HKAEE, a total of 804 eligible entries were received in the Sectoral Awards Scheme and the Green Innovations Awards Scheme, whereas the Environmental Labels Scheme and the Carbon"Less" Certificates Scheme have engaged over 1,800 and 370 active participants respectively.

11. The costs for the 2013 HKAEE was already budgeted for in ECC’s 2012-2013 budget. The budget for the 2014 HKAEE is based on the 2013 HKAEE framework incorporating projected growth in entries. The actual expenditure will depend on the actual number of entries in each of the Schemes under the HKAEE.

#### ***Sharing Sessions with Environmental Education and Community Action (EE&CA) Projects Organisations***

12. The EE&CA Projects Vetting Subcommittee has been delegated the 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. Over

the years, more than 1,675 schools, NGOs, green groups and other non-profit making organisations have bid successfully in getting funding support to organise EE&CA projects.

13. The Subcommittee organises annual sharing sessions to promote the funding scheme to target applicants. The sharing sessions have so far been well-received and helped raise the profile of ECF. It is proposed to continue the sharing sessions to strengthen the communication with community organisations and schools. For the coming year, opportunities will also be explored to conduct capacity building workshops for applicant organisations to cover specific topics such as project evaluation and monitoring, ethical practices and integrity management, etc.

#### ***Ongoing Programmes to follow-up Combating Climate Change Campaign*** <sup>[Note]</sup>

14. No resources are sought for the budget of the financial year 2013/2014 for the following ongoing programmes relating to the Combating Climate Change Campaign:

- *Learning Circle on Climate Change for Secondary School Teachers:* To enable the secondary school teachers who have joined the Climate Change Teacher Professional Development Programme (CCTPDP) to disseminate their experience in sustaining the climate change programmes in schools, in particular, the integration of climate changes topics in delivering the New Senior Secondary Curriculum in Liberal Studies, a learning circle will be established to generate multiplier effect by engaging more schools and teachers who have not participated in CCTPDP and this will help to propagate the programme. Opportunities will be explored to organize professional development seminars for Liberal Studies teachers.
- *Baseline Survey on Public Environmental Consciousness:* HKIEd has been engaged to conduct a baseline survey to gauge the public environmental knowledge, values and attitudes, as well as to understand the underlying factors shaping these values and attitudes. The survey will contribute to an evidence-based framework for ECC to formulate future public education and promotion programmes. The survey is currently underway and is expected

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Note: 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. Major programmes under the Campaign included the C40 Hong Kong Workshop and Get-it-Green Youth Summit in collaboration with the Civic Exchange, Climate Change Teacher Professional Development Programme (CCTPDP) in collaboration with the World Wide Fund (Hong Kong) and HSBC, public seminars and school talks cum roving exhibitions on climate change alarm in collaboration with the Polar Museum Foundation, the Science Museum and the Hong Kong Observatory.

to complete in April 2013.

### ***World Environment Day 2013***

15. The United Nations General Assembly established 5 June as 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 organises a series of environmental activities to celebrate the WED around 5 June each year. Riding on the success of last year's programmes, it is proposed to conduct public engagement activities in support of policy priorities in housing estates for the coming year. To widen participation of WED activities, use of social media and digital platforms will be explored. SEPAs will also be actively engaged in organising the WED programmes.

### ***Programmes in Support of Policy Priority***

16. In the past years, the ECC has organised programmes in support of policy priorities. For example, in 2012/2013, a community participation programme in collaboration with DCs on the theme of GO GREEN on Waste Management has been implemented with various environmental programmes launched in districts as well as a summit to be held on 2 February 2013 for DCs to share their experience. To widen public engagement, the ECC will continue to explore and organize programmes in support of policy priorities

17. Since 2010, ECC's public seminar and exhibition series, in collaboration with the Polar Museum Foundation, the Science Museum and the Hong Kong Observatory were well-received with high patronage. Post-event evaluations have also demonstrated that the knowledge and awareness of participants have been greatly enhanced. In light of the overwhelming response, we propose to launch a new series of public seminars and talks in 2013/2014. Topics like waste management, green living, etc. will be further explored.

### **Budget for ECC Programmes for the Financial Year 2013/2014**

18. A total budget of **\$16.72 million** is proposed for the ECC programmes for 2013/2014 which are summarised in the table below with the breakdowns at the corresponding Annexes:

<i>Programmes</i>	<i>Amount (\$)</i>	<i>Annex</i>
Community Engagement Programme in support of policy priority	1,000,000	A
World Environment Day 2013	500,000	B
12 <sup>th</sup> Hong Kong Green School Award	750,000	C
Student Environmental Protection Ambassador Scheme 2013/2014	1,080,000	D
2014 Hong Kong Awards for Environmental Excellence	12,390,000	E
Public Seminars, Exhibitions and Talks	600,000	F
General Support	400,000	G
<b>Total</b>	<b>16,720,000</b>	

### **Budget for Manpower for the Financial Year 2013/2014**

19. In the financial year 2012/2013, the ECC has reserved a budget of \$7,318,080 for employing 2 Administrative Assistants (AA), 12 Project Officers (PO), and 18 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 2013/2014, it is proposed to maintain the same manpower level to cope with the workload. The said staff will assist in implementing the large-scale public engagement programmes in support of policy priority, the HKAEE 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 48 meetings to process about 1,511 applications, out of which 1,052 projects at a total grant of \$347 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.

20. The staff cost of each AA/PO will be calculated at \$24,480 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 2013/2014. The staff cost of each PC will be calculated at \$16,540 per month to cover the salary, MPF contributions, and job-related allowances. The same number of PC, i.e. 18 will be required in the financial year of 2013/2014. The total budget for staff costs in the financial year 2013/2014 is \$7,685,280. Details are as follows:

<i>Posts</i>	<i>Staff Costs (\$)</i>
AA : \$24,480 x 12 months x 2 AAs	\$587,520
PO : \$24,480 x 12 months x 12 POs	\$3,525,120
PC : \$16,540 x 12 months x 18 PCs	\$3,572,640
<b>Total</b>	<b>7,685,280</b>

### **Total Budget**

21. The total budget for the financial year **2013/2014** is therefore **\$24,405,280**. Assuming that the sum of the newly approved EE&CA projects in 2013/2014 will be similar to that in 2012/2013, i.e. around \$52.2 million, and regardless of the ongoing EE&CA projects which are still under monitoring, the total amount of the new projects/programmes to be handled by the ECC in 2013/2014 as stated in paragraphs 5 to 18 above will be about \$76.6 million, and the staff costs will account for about 10%.

### **Advice Sought**

22. Members are invited to recommend to the Trustee to approve a grant of \$24.41 million from the ECF to the ECC.

*ECC Secretariat*  
*January 2013*