環境及自然保育基金
Environment and Conservation Fund

Guide to Application

Publicity and Education Projects

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Publicity and Education Projects
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1. INTRODUCTION

The Environment and Conservation Fund (ECF) was set up by the Government of the Hong Kong Special Administrative Region to provide funding support for educational, research and other projects and activities in relation to environmental protection and nature conservation matters. The objectives are to promote individual behavioural and lifestyle changes to achieve sustainable development, and develop or introduce innovative technologies and practices to improve the environment and conserve resources. There are three funding schemes established under the ECF, namely, the Publicity and Education (P&E) Projects Funding Scheme, the Practice and Action Projects Funding Scheme as well as the Research and Development Projects Funding Scheme.

1.1 Purpose of this Guide

This Guide aims to provide specific guidance on the application of **P&E Projects** Funding Scheme and completion of the relevant application form, and illustrate the requirements and responsibilities of recipient organisations of the grant. Upon approval of the grant by the ECF Committee[1], the applicant organisation will sign an agreement with the Government undertaking to fulfil the conditions of approval specified in the approval letter as well as the other conditions of grant in the implementation of the proposed project.

1.2 Nature of P&E Projects

1.2.1 The nature of P&E Projects are **promotional or educational programmes or activities** mainly to enhance awareness and knowledge among children and the public regarding environmental protection issues; and/or projects that mobilise individuals to take direct and positive action to improve and conserve the environment and induce individual behavioural change towards a green and low carbon lifestyle.

1.2.2 All P&E Projects should bring positive impact on the environment with measurable and tangible outcome against the objectives set for the projects. Applicant organisations should identify effective and innovative means, where possible, to achieve the project objectives and minimise the environmental impacts during project implementation, including waste generation, materials and energy consumption.

1.3 Project Themes of P&E Projects

1.3.1 Project themes to be considered for funding allocation annually will be announced by the ECF Committee Secretariat during the invitation for funding applications as the project themes are formulated, reviewed and adjusted annually in accordance with government policies. Each project theme has its own total annual funding allocation. In 2026/27, the various project themes and their corresponding remaining funding allocations are tabulated as follows: -

[1] A statutory body comprising mainly non-officials, which was set up in 1994 under the Environment and Conservation Fund Ordinance (Cap. 450) to advise the Government on the use of the ECF.

Project Themes	Remaining Funding Allocation for 2026/27 (HK$)
Waste Reduction at Source and Waste Recycling Projects	10,700,000
Biodiversity Projects	17,000,000
Clean Shorelines Projects^	4,900,000
Clean Air Projects	100,000
Carbon Neutrality / Low Carbon Living Projects	7,200,000
Other Theme Projects	4,700,000

^ *For "Clean Shorelines Projects" that mainly involve behavioural practices of cleaning up shorelines, please apply for the Practice and Action Projects instead.*

1.3.2 The applicant organisation can choose only one project theme for each application. The applicant organisation and/or collaborating organisations should possess relevant professional knowledge/skills of the theme.

1.3.3 Other Theme Projects applications should meet the general nature of P&E Projects listed in Section 1.2 above and cover one or more of the following six areas: water quality, noise, greening, energy and nature conservation, or others (to be specified).

1.3.4 Funds may be granted for full or partial support of projects. Applicant organisations should take into account the amount of funding caps and funding allocations available for different scales and themes of projects when preparing budget proposals for their projects.

1.3.5 Each P&E Project should normally last for not more than two years, unless with justifications accepted by or as required by the ECF Committee for specific reason(s). For projects from first-time applicant organisations, the project period should normally not be more than one year.

1.4 Administration Work

Administration work in relation to the funding arrangements of P&E Projects is undertaken by the P&E Projects Vetting Subcommittee (the Vetting Subcommittee) Secretariat (the Secretariat) under the ECF Committee.

1.5 Assistance on Application

For each round of new application, the Secretariat will organise briefing session(s) for organisations to understand the application requirements. For any enquiries regarding the application, organisations may also contact the Secretariat (Tel.: 2835 1234).

2. SAFEGUARDING NATIONAL SECURITY

2.1 By submitting an application for a ECF project, it means the applicant organisation has understood and agreed to comply with the following clauses: -

(a) the Government reserves the right to disqualify the application on the grounds that it has engaged, is engaging, or is reasonably believed to have engaged or be engaging in acts or activities that are likely to cause or constitute the occurrence of offences endangering national security or otherwise the exclusion of the organisation from future applications is necessary in the interest of national security, or is necessary to protect the public interest of Hong Kong, public morals, public order or public safety.

(b) even after the application is approved, the Government may immediately withdraw or cancel the relevant approval upon the occurrence of any of the following events: -

(i) the organisation has engaged or is engaging in acts or activities that are likely to constitute or cause the occurrence of offences endangering national security or which would otherwise be contrary to the interest of national security;
(ii) the continued engagement of the organisation or the continued implementation of the ECF project is contrary to the interest of national security; or
(iii) the Government reasonably believes that any of the events mentioned above is about to occur.

2.2 The Head or Deputy Head of the applicant organisation is required to complete **Section A** of the application form for an agreement relating to safeguarding national security for each application, confirming that the applicant organisation has read, understood, and agreed with the relevant clauses.

3. GUIDE TO APPLICATION

3.1 Who may apply?

3.1.1 Local non-profit-making organisations (e.g. community bodies, green groups and education institutions) are eligible to apply for P&E Projects. The relevant education institutions include higher education institutions and schools (such as kindergartens, primary schools and secondary schools).

3.1.2 Applicant organisations should provide document(s) to support their eligibility as a local non-profit-making organisation and submit the document(s) together with the application form. The requirements for supporting documents for different types of local non-profit-making organisations are as follows: -

(a) Local tax-exempt charities

Local tax-exempt charities refer to organisations which are exempted from tax under section 88 of the Inland Revenue Ordinance (Cap. 112). The applicant organisation must provide: -

(i) a copy of the letter issued by the Inland Revenue Department on tax-exemption under section 88 of the Inland Revenue Ordinance (Cap. 112);

(ii) a copy of the applicant organisation's registration document; and

(iii) a copy of the applicant organisation's Articles of Association;

(b) Local registered and non-profit-making organisations

The applicant organisation must provide: -

(i) a copy of the certificate of incorporation issued by the Companies Registry pursuant to the Companies Ordinance (Cap. 622) or the former Companies Ordinance (Cap. 32); or a copy of the certificate of registration pursuant to the Societies Ordinance (Cap. 151); and

(ii) a copy of the applicant organisation's Articles of Association (which must include clauses prohibiting the distribution of the organisation's profits or properties amongst its members upon dissolution; and its objects and powers shall prohibit the distribution of its incomes and properties amongst its members).

(c) Local non-profit-making education institutions (applicable to schools only)

Applicant organisation must provide the School Number issued by the Education Bureau.

3.2 How to apply?

3.2.1 The start and closing dates for receiving applications for each round of invitation will be announced by the Secretariat on the ECF website (https://www.ecf.gov.hk) and the Smart ECF system (https://smart.ecf.gov.hk). The methods and requirements for submitting application forms are as follows: -

(a) **The Secretariat will only accept online applications submitted through Smart ECF.** Applicant organisations must pre-register for an account at the Smart ECF (for details regarding Smart ECF account registration, please refer to Section 3.8 below), and submit an application by filling in the electronic application form before 6:00 pm on the application closing date.

(i) To avoid potential internet congestion near the deadline which may affect the application submission, earlier submission is recommended. Applicant organisations should download a soft copy of the application for record after submission.

(ii) The applicant organisation must fulfil the registration requirements of a Smart ECF account before it can register an account. The ECF Secretariat will verify the applicant organisation's account registration application and will send the result notification to the registered email upon completion. Applicant organisations can log in to Smart ECF to fill in and submit the electronic application form afterwards. As the account verification process takes time, applicant organisations should reserve sufficient time for account registration.

(b) No other means of submission will be accepted.

(c) The "person-in-charge" in the application form must be the Head or Deputy Head of the applicant organisation.

3.2.2 If necessary, the applicant organisation should provide original copy of the supporting documents for verification and provide additional information, upon request by the Secretariat.

3.2.3 Late or incomplete application forms, and application forms not submitted in accordance with the format or requirements prescribed above will not be processed.

3.3 **How long will the approval process normally take?**

The application and approval processes will normally be completed within 6 months after the closing of the application deadline, which consist of the following key steps: -

(a) Upon successful submission of the application form, the applicant organisation will receive an acknowledgment of receipt. The Secretariat is not obliged to contact the applicant organisation for missing documents or incomplete information.

(b) The application will be vetted by the Vetting Subcommittee and be recommended to the ECF Committee. The applicant organisation may be requested to provide further information and/or give a presentation, if necessary.

(c) The ECF Committee will approve/reject applications and decide the amount of grants. The ECF Committee may adjust the budget proposed by the applicant organisation and/or set ceilings for individual expenditure items, and prescribe approval conditions when approving the amount of grants for the projects.

(d) The Secretariat will notify applicant organisations of the decisions of ECF Committee in respect of project approval and the conditions of grant which shall be final.

3.4 **Is there a limit to the number of projects I may undertake?**

Under normal circumstances, an applicant organisation with two ongoing projects under the same funding scheme in the same period will not be approved to launch new project(s) in that period.

3.5 **Can I withdraw my application after submission?**

Yes, applications can be withdrawn by the applicant organisation directly in the Smart ECF before receiving the notification of vetting result.

3.6 **Can I re-submit my application for the next round of application?**

Yes, the applicant organisation may revise and improve their proposal submitted in previous unsuccessful application, and re-submit the application form during subsequent rounds of applications. In the re-submission, the applicant organisation must clearly indicate the major differences between the re-submitted and not approved projects in the application form for consideration. All applications, including re-submitted applications and new applications, received in any round of applications will be considered on an equal footing.

3.7 **How will the approved grant be disbursed?**

Recipient organisations should refer to the relevant conditions of grant for details of disbursement upon approval of the grant, which would normally consist of the following payments: -

(a) First payment: The recipient organisation will receive the first payment which is the approved percentage (usually not more than 25%) of the total grant upon submitting the Project Work Plan and the signed Funding Agreement, Confirmation on National Security and Auditor Undertaking Letter (if applicable), as well as obtaining Secretariat's agreement to the Project Work Plan.

(b) Interim payment(s): Upon submission of a progress report demonstrating satisfactory performance, and that not less than 80% of the previous payment(s) has been spent such that a further disbursement is required for continuing the project as scheduled, the recipient organisation may be eligible for a further disbursement. Normally, the reporting period of a progress report should cover 6 months.

(c) Final payment: The last 10% of the grant will normally be released after satisfactory completion of the project; and upon endorsement by the Vetting Subcommittee the completion report, statement of accounts and auditor's report (if applicable) submitted by the recipient organisation in accordance with the requirements.

3.8 **How to register for an account on Smart ECF?**

3.8.1 Smart ECF is a one-stop electronic system that supports eligible users in applications and management of the ECF projects. It is managed by the ECF Committee Secretariat. Organisations can duly complete and submit an account registration form through Smart ECF (including uploading all necessary supporting documents) to register for a Smart ECF account. Persons who are eligible to register accounts on Smart ECF must be: -

(a) Person-in-charge of the applicant/recipient organisation (i.e. Head or Deputy Head of the organisation);

(b) Principal investigator of universities/the Technological and Higher Education Institute of Hong Kong (THEi); or

(c) Project leader of an approved ECF project.

3.8.2 Approval of Smart ECF account registration may vary depending on individual circumstances.

3.8.3 After the ECF Committee Secretariat receives the account registration application and collects and verifies all required documents, successful registrants will receive the Smart ECF account activation email in around 10 working days.

3.8.4 For any enquiries about Smart ECF, please make reference to the user manual and frequently asked questions (FAQ) on the "Help Centre" on Smart ECF first, or call the hotline at 2835 1234 during office hours or send an email to ecf@eeb.gov.hk.

4 GUIDE TO PREPARE PROJECT PROPOSAL

4.1 General

The following factors should be considered when preparing a project proposal for the funding application: -

(a) The proposed project must contribute to improving the overall environment of Hong Kong, raising the environmental awareness of the citizen, and/or mobilising them to take actions to improve the environment.

(b) The benefits of the proposed project must accrue to the local community, and not be limited to individuals, a single private organisation or a consortium of private companies.

(c) The proposed project must be non-profit-making in nature.

(d) The project proposal should take into consideration the following factors: -

(i) the benefits that it will bring to Hong Kong's environment, ecology, flora and fauna, etc., or the extent to which it will enhance the environmental awareness of the local citizen;

(ii) whether there is a genuine need to implement the project;

(iii) whether the proposed programmes can bring about positive impact in the longer run and have innovative elements;

(iv) whether it echoes the prevailing Government's policies and programmes in environmental protection;

(v) the knowledge, technical capability and resources possessed by the applicant organisations, including their community network, as well as their Environmental, Social and Governance (ESG) performance;

(vi) the track record (whenever applicable) and capability of the applicant organisations, including past experience in project implementation, ability in reaching the project deliverables and performance indicators, compliance with the conditions of grant and past documentation submission records under ECF project(s) (including preparing decent regular progress reports, auditor's statements). Past unsatisfactory project performance and delay in report(s) submission will affect the applicant organisation's future chance of getting grant from the ECF. The past record of an applicant organisation's punctuality in report(s) and/or related document(s) submission will be taken into account when considering new application(s) from the organisation. The new application(s) will in general not be considered by the Vetting Subcommittee if the applicant organisation has project(s) under the same funding scheme and the required report(s) and/or document(s) are overdue;

(vii) whether the project duration is reasonable and the schedule of implementation of the project is well-planned and practicable;

(viii) whether the proposed budget is prudent, realistic and cost-effective, and each expenditure item is well justified;

(ix) whether the proposed activities will generate large amount of waste;

(x) whether it has received other sources of funding support;

(xi) whether it should more appropriately be funded by other sources;

(xii) whether there is or will likely be duplication of the activities already been or currently being organised by other organisations or government departments for the same target groups;

(xiii) if recurrent expenditure is incurred, whether the project has potential to become self-sufficient after implementation for a period of time; and

(xiv) if it is an application for extension of an ongoing or a completed project, whether the project shows enhancements/improvements in different aspects, such as adding new elements or contents, improving performance, and/or optimizing the original project, etc. and diminishing reliance on ECF grant gradually without compromising the project performance. In general, the same project will not be approved for extension more than twice.

4.2 **How applications are assessed?**

Based upon the criteria set out in sections 4.1 (d) (i) to (xiv) above, the Secretariat adopts the following marking scheme to evaluate the merits of the applications and prioritise the applications according to their marks attained for consideration by the Vetting Subcommittee: -

Assessment Criteria	**Scoring Weight** (Percentage of Total)#		
	Amount of Grant Applied		
	$500,000 or below	Over $500,000 - $2,000,000 or below	Over $2,000,000
Quality of the proposed project	60%	55%	50%
Effectiveness of the proposed project	25%	25%	25%
Capability and track record of the applicant organisation*	15%	20%	25%

If the proposed project fails to attain half or more of the relevant scoring weight in any of the assessment criteria (for example, a project applying for a grant of $2,500,000 fails to get 25% of the total score in "Quality of the proposed project"), then the application will not be approved for funding.

* Including capability and track record of the applicant organisation itself and/or the project team

5 GUIDE FOR COMPLETING THE APPLICATION FORM

5.1 General

5.1.1 Applicant organisation should make reference to this Guide before preparing the project proposal and the proposed budget required in the application form.

5.1.2 Application forms not submitted in accordance with the format and requirements as prescribed in section 3.2 above will not be processed.

5.1.3 The applicant organisation should read carefully the contents of the application form and fill in only the sections applicable to its proposed project. Where the information sought is not applicable or not available, please fill in "N.A." in the appropriate section.

5.1.4 Should ensure that all information provided in the application form is in the fullest manner. The Secretariat is not obligated to contact the applicant organisation for missing information or seeking clarification, and would proceed with the vetting on the basis of the information submitted by the applicant organisation.

5.1.5 Applicant organisation is welcome to contact the Secretariat if there are enquiries on the information or documents required in the application form before submission.

5.2 Sections of the application form

5.2.1 *Personal Information Collection Statement*

5.2.1.1 The person-in-charge of the applicant organisation should read and understand the Statement.

5.2.1.2 The person-in-charge should be the Head or Deputy Head of the applicant organisation.

5.2.2 *Section A – Agreement*

Applicant organisation is required to complete an agreement relating to safeguarding national security by completing **Section A** of the application form for each application, confirming that the applicant organisation has read, understood, and agreed with the relevant clauses.

5.2.3 *Section B – Basic Information*

5.2.3.1 The basic information of the applicant organisation is required to be provided in this section. Applicant organisation is the organising organisation of the proposed project. The definition of organising organisation is as follows: -

5.2.3.1.1 Means the initiator, leader and party bearing ultimate responsibility for a project. It owns the major intellectual property rights (such as brands and content) of the project, serves as the external representative during the project period, and takes the full

accountability for the overall planning, implementation, quality and outcomes of the project.

5.2.3.1.2 Its key characteristics are leadership, ownership and ultimate responsibility.

5.2.3.1.3 If the proposed project will be jointly organised by different organisations, an organisation meeting the above meaning of organising organisation should be selected as the applicant organisation.

5.2.3.2 *Particulars of Applicant Organisation*

Provide the name in English and Chinese and the nature of the applicant organisation, which must be a local non-profit-making organisation, a local higher education institution, a local school, or other eligible organisation.

5.2.3.3 *Particulars of Person-in-charge*

5.2.3.3.1 Provide the name in Chinese and English, position, mailing address and contact information of the person-in-charge.

5.2.3.3.2 The person-in-charge should be the Head or Deputy Head of the applicant organisation.

5.2.3.4 *Particulars of Project Leader*

Provide the name and position in Chinese and English, as well as contact information of the project leader.

5.2.3.5 *Background of Applicant Organisation*

5.2.3.5.1 *Year of Establishment and Status of the applicant organisation in receiving government subvention*

The applicant organisation should provide the year of establishment of the organisation, and declare whether it receives any government subvention. If so, the applicant organisation should provide the name of the government department concerned. If the project is granted funding support from the ECF eventually, the administrative and overhead costs of the project will not be approved.

5.2.3.5.2 *Brief descriptions on the ESG practices of the Applicant Organisation*

Provide brief descriptions on the ESG practices of the applicant organisation, for example, arrangements to reduce negative environmental impact, strengthen social responsibility and ensure strong corporate governance.

5.2.3.5.3 *Experience and record of the applicant organisation in relation to ongoing/completed project(s) <u>other than</u> those funded by the ECF in the past three years (if any)*

Provide the organisation's experience in conducting projects other than those funded by the ECF, including the funder/funding scheme, project title, grant amount, project period and project description.

5.2.3.5.4 *Applicant organisation's website, social media platforms or its platform user name, and the actual number of followers or subscribers of its social media platforms*

Provide the applicant organisation's website, social media platforms or its platform user name, and the actual number of followers or subscribers of its social media platforms.

5.2.4 *Section C – Project Proposal*

5.2.4.1 This section serves as a summary of the application. Once approval is granted to an application, the information given by the applicant organisation in this section may be uploaded onto the ECF website for public access if the ECF Committee deems necessary. If the applicant organisation does not want any of the information in this section to be released, please provide justifications to the Secretariat together with the application.

5.2.4.2 *Project Title*

5.2.4.2.1 State the title of the proposed project in both English and Chinese.

5.2.4.2.2 The applicant organisation should ensure that the project name can reflect the nature of Publicity and Education Projects.

5.2.4.2.3 The ECF Committee reserves the right to request an applicant/recipient organisation to change the project title of its ECF-funded project as deemed necessary to avoid duplication of the names of projects organised by other organisations and cause confusion to the public in the source of project funding.

5.2.4.3 *Project Theme*

5.2.4.3.1 Indicate the project theme. Choose only one theme for each proposed project.

5.2.4.3.2 For "Other Theme" Projects, one or more areas can be chosen.

5.2.4.3.3 For "Clean Shorelines" Projects that mainly involve behavioural practices of cleaning up shorelines, please apply for the Practice and Action Projects under the ECF instead.

5.2.4.4 *Project Application Nature*

Indicate the project application nature stating whether it is an application of newly proposed project or a re-submitted application of the most recent not supported proposed project. For the latter case, the application number of the most recent not supported proposed project should be provided for reference.

5.2.4.5 *Project Period*

5.2.4.5.1 Specify the project commencement and completion dates.

5.2.4.5.2 Each P&E Project should normally last for not more than two years. For projects from first-time applicant organisations, the project period should normally not be more than one year.

5.2.4.6 *Project Brief*

Give a brief account on the major type or mode of activities; major target groups; and major publicity and education contents on environmental protection to be promoted by the project in no more than 100, 50 and 200 words respectively. The system will automatically generate the project brief based on the information provided by the applicant organisation. If either of the two language versions cannot be provided, please fill in "N.A.".

5.2.4.7 *Details of Collaborating Organisation(s) of the Project (if any)*

5.2.4.7.1 Give details of collaborating organisations (i.e. co-organising/ sponsoring/ donating/ supporting/ beneficiary organisation/individual) of the project. The definition of different types of collaborating organisations is as follows: -

(a) Co-organising organisations

(i) They are partners that are deeply involved in the planning, organising or implementation of a project, taking on equal or partial important

duties. Their involvement in the project is not merely nominal, as they provide substantive resources (such as manpower, professional expertise, channels, etc.), and take forward the project and share ultimate responsibility with the organising organisation.

(ii) Key characteristics: deep involvement, shared responsibility and substantive contribution.

(b) Sponsoring organisations

(i) They are organisations that mainly provide financial or important material support for a project in exchange for brand exposure, marketing opportunities or other commercial returns. Sponsorship usually involves clear business partnerships and return expectations, and is often a promotional strategy for enhancing brand image. Sponsoring organisations, or sponsors, contribute money or efforts to acquire exposure or indirect commercial interests.

(ii) Key characteristics: provision of financial/important material support for returns (commercial or non-commercial).

(c) Donating organisations

(i) They are organisations that primarily provide financial or material assistance or donations to support other individuals or institutions in achieving social objectives. Their motivation tends to be public-interest, academic or charitable in nature. The donating organisation may not seek direct economic or market returns, but acts out of social responsibility, industrial development or similar purposes.

(ii) Key characteristics: provision of financial or material assistance to achieve public-interest, charitable or academic objectives.

(d) Supporting organisations

(i) They are organisations that provide some form of auxiliary resources for a project, with a level of involvement and responsibility significantly lower than that of co-organising organisations. Their support may take various forms, such as providing venues, publicity channels, partial technical input or volunteers. They do not

undertake the core organisational work of the project.

(ii) Key characteristics: auxiliary involvement, resource support and lighter responsibility.

(e) Beneficiary organisations

(i) They are entities that directly receive benefits or service items from a project. They are typically the beneficiaries of public-interest activities, recipients of charitable projects or target groups of industry initiatives. They are not the organisers of the project, but rather its "clients" or "targets".

(ii) Key characteristics: recipients of benefits or service items, non-organising parties.

5.2.4.7.2 Written consent(s) in **Appendix II** must be completed and returned by the collaborating organisation(s) if its/their involvement in the proposed project is/are confirmed.

5.2.4.7.3 Sponsoring or donating organisation/individual must fill in "Other Sources of Sponsorship or Donation of the Project" in Q4 of **Section D** of the application form at the same time.

5.2.4.7.4 Please note that all confirmed collaborating organisations are required to sign a Confirmation on National Security separately after project approval.

5.2.4.8 *Details of Implementation Plan of the Project*

State clearly contents of the proposed project, including how the project implementation can help achieve the objectives of the project. In general, no funding will be granted to activities which start before approval is given to the project.

5.2.4.8.1 *Summary of promotional and educational activities*

List out the mode (if applicable), content, details, target group(s) and planned total number of direct/ indirect participants of all activities of the proposed project. Depending on the nature and mode of the activities, applicant ogranisations should provide the planned total number of direct/ indirect participants, or both. If the mode of the activities (e.g. educational video / e-journal / other publications) involves uploading relevant educational resources to the applicant organisation's social media platforms, please put down the actual number of followers / subscribers of those platforms under the "Planned Total No. of Indirect Participants"

field. The definition of direct and indirect participants is as follows: -

(a) Direct participants

Persons who are recruited or invited by the recipient organisation to participate in the project activities. They can directly participate in the project activities or have a larger extent of direct involvement. The project activities can convey environmental protection messages directly to the participants and the number of participants could be measured relatively easily.

(b) Indirect participants

Persons who are not recruited or invited by the recipient organisation to participate in the project activities. It may include unintended participants of the project activities (e.g. visitors to exhibitions and browsers of project website). The effect of environmental protection messages conveyance and the actual level of involvement of the participants in the project activities cannot be assessed easily. As the number of participants are mainly based on estimation, it is relatively hard to anticipate. The planned total number of indirect participants should not include onlookers or those who participate in project activities through word of mouth.

5.2.4.8.2 *Method(s) of recruiting participants and the selection criteria*

State the method(s) of recruiting participants and the selection criteria of the project activities.

5.2.4.8.3 *Source(s) of professional knowledge or expertise*

Specify the source(s) of professional knowledge or expertise (e.g. on areas like marine conservation / biodiversity / carbon neutrality / green building / early childhood education / special education / engagement of and communication with ethnic minorities / diving) required to implement the proposed project. One or more sources can be chosen.

5.2.4.8.4 *Details of speaker/tutor of seminar(s)/workshop(s) (if any)*

List out the qualification, duties, invitation status and number of sessions involved of all speaker(s)/tutor(s) in each activity, and should provide the curriculum vitae(s) of the invited speaker(s)/tutor(s).

5.2.4.8.5 *Promotion plan*

Project promotion plan, especially the promotion plan for project achievements, is one of the main considerations in vetting projects.

(a) It is recommended to adopt electronic means for project promotion to avoid production of leaflets and other printing materials. If printing is necessary, recycled paper must be used in all printing materials and eco-friendly printing is preferable.

(b) When filling in the project promotion plan, it is necessary to specify the promotion plan for both project activities and project achievements.

(c) Promotion Plan for Project Activities: -

(i) To promote the activities of the project to the public and/or the target group(s) through various activities or means, allowing the public to learn of the project and to participate in it (e.g. providing activities information and/or recruiting participants).

(ii) List out the type, content and purpose, target group(s), planned reach, distribution channel and the quantity of publicity/educational materials (if any) of the promotion plan for project activities.

(d) Promotion Plan for Project Achievements: -

(i) To promote to the public and/or the target group(s) the project achievements of the entire project and/or some of its activities after completion through various activities or means (such as text, photographs, films, short videos, reels, stories) in order to increase the awareness of the public on the achievements as well as the implementation organisation(s) of the project, and to enhance their knowledge on the ECF.

(ii) List out the promotional means, content, total number of time/quantity, venue(s)/distribution channel(s) (if applicable), target group(s) and the expected number of participants, as well as the expected results of the promotion plan of project achievements.

(e) Upon completion of a project activity, participants should be arranged to make an undertaking on converting those learnt from the activity into a

personal living habit, put it into a long term practice and practise it in the daily life. The modes of undertaking include signing an undertaking/a charter on sustainable practicing on individual/group basis; or making a verbal undertaking with video recording, which should be submitted to the Secretariat for record.

5.2.4.9 *Innovative Element(s) of the Proposed Project and Difference(s) Compared to Similar Projects*

State the innovative elements of the project and its difference(s) from projects of similar type in clear and specific terms, for example, implementation method, location, target participants, theme and types of activity.

5.2.4.10 *Project Deliverables and Performance Indicators*

Project outputs and outcomes are one of the main considerations in vetting projects.

5.2.4.10.1 *Output* indicators *for monitoring and evaluation*

List out the key indicators, target beneficiaries, number of target beneficiaries and means of data collection for monitoring and evaluating the project outputs. Examples of the output indicators are: -

(a) the number of participating schools, students, housewives, etc.;

(b) the number of volunteers recruited and/or trained; and

(c) the number of participating local community organisations.

5.2.4.10.2 *Outcome indicators for monitoring and evaluation*

List out the indicators for monitoring and evaluating the changes expected to be found among the beneficiaries after participating in the project, target beneficiaries, number of target beneficiaries and the tools for data collection. The indicators must be specific, measurable and achievable. Example of the outcome indicators are: -

(a) awareness of key information about the relevant topic and environmental protection knowledge by the participants;

(b) interest, concern, orientation or perception towards the relevant topic of the participants; and

(c) behavioural change of the participants.

5.2.4.10.3 *The monitoring and evaluation mechanism is as follows: -*

(a) "Project Evaluation" should be conducted by the organisation upon project completion. Therefore, it is necessary to state clearly the output and outcome indicators of the project and the means of data collection.

(b) Besides, it is necessary for the organisation to identify one activity of the project, illustrate the design of a set of pre-activity and post-activity questionnaires in the application form, invite the activity's participants to fill in the questionnaires before and after the activity respectively, and collect completed questionnaires from not less than 20% of the total number of participants or from 50 participants (whichever is the less) for "Activity Evaluation". A summary of activity evaluation should be submitted together with the completion report of the project. Samples of the questionnaires are available at the ECF website (https://www.ecf.gov.hk). Applicant organisations may refer to the ECF website for the "Sample Forms for Project Evaluation – Survey on Participants".

(c) For proposed projects with applied grant of $500,000 or above, project-specific questionnaires are mandatory and should submit information on the project specific measurement tool(s) and sample(s) of the questionnaire(s) or evaluation tool(s) together with the application form.

(d) Failure in meeting any output and outcomes indicators may affect subsequent applications. The Vetting Subcommittee may request the recipient organisation to meet the output and outcomes indicators of the project within a specific time at its own cost.

5.2.4.11 *Project Sustainability*

Describe the plan to maintain sustainable development of the project and sustain its impacts after project completion in no more than 200 words.

5.2.4.12 *Supplementary Information of the Applicant Organisation*

Provide supplementary information relevant to the project. For example, introducing background information of the applicant organisation to support its application and demonstrate its capability in organising the project.

5.2.4.13 *Project Team*

List out the type and number of staff; and their duties to be involved in the proposed project, etc., including full-time staff, part-time staff and volunteers. If it is planned to employ existing manpower of the applicant organisation in the project, their names and curriculum vitaes should be provided for approval. Should also provide the project team's organisation chart. Type of project staff may include: -

(a) Project Staff to be Funded

Provide the position, headcount, qualification required, duties, amount of time to be contributed to the project and recruitment method of the staff concerned;

(b) Volunteer

Provide the name of activities, duration of activities, number of volunteers, duties, recruitment method and selection criteria of the volunteer concerned; and

(c) Others

Provide the position, headcount and duties of other project staff not to be funded.

5.2.4.14 *Major* Difference *in Comparison with the Most Recent Not Supported Proposed Project (applicable to resubmitted application of the most recent not supported proposed project only)*

Describe the differences between the proposed project in the new application and the most recent not supported proposed project.

5.2.5 *Section D – Proposed Budget*

5.2.5.1 *Budget of the Project*

5.2.5.1.1 Should provide a detailed budget for the proposed project. Each income and expenditure item should be reasonable and realistic, and with detailed breakdowns. All expenditure items incurred before the

commencement and/or after the completion dates of the project will not be supported and should not be included.

5.2.5.1.2 Any increase in cost arising from inflation or unforeseen requirements will be of the responsibility of the recipient organisations. Requests of budget variation for additional funding after project approval will normally not be considered.

5.2.5.2 All applications are considered on their individual merits. Should study carefully the following funding criteria and the existing levels of funding support for expenses as set out in Reference Level of Grants for Expenses at **Appendix I** when preparing the budget. Expenditure items that are generally not supported and may be considered are also listed at **Appendix I**. Income to be derived from the proposed project (e.g. charging participants partially for hire of boat/admission fee/package activity fees or other incomes) should be indicated in Q3 of **Section D** "Estimated Revenue Generated from the Project".

5.2.5.3 Project expenditures can be categorised into the following types: -

(a) Staffing: -

(i) The applicant organisation is expected to have the human resources and expertise to supervise and undertake the proposed project. Hence, hiring cost of additional supervisory staff, administrative staff, professional advisor(s), or provision of training course(s) for staff of the applicant organisation will not be supported. Expenditure brought about by the deployment of the existing staff of the applicant organisation for duties related to the proposed project must be clearly shown in the budget and will be considered for funding support.

(ii) The applicant organisation must arrange sufficient and suitable staff to be on duty on the spot of project activities to protect the safety of participants.

(iii) Salary of staff employed directly for the project will be considered for funding supported. Normally, the expenditure ceiling is capped at **25%** of the total approved grant or the total actual expenditure of the project, whichever is the less. If applicant organisations anticipate that there will be substantial difficulties in project implementation due to the above staff cost percentage ceiling and require a higher percentage, please provide sufficient justification in the application form.

(iv) The ECF encourages applicant organisations to streamline manpower and make effective use of technology in implementing funded projects, with a

view to enhancing overall operational and implementation effectiveness. Applicant organisations may also consider adopting innovative and more flexible methods of hiring project staff. For instance, they could consider hiring part-time staff based on the number of working days or hours per month dedicated to the project. This approach helps to reduce the resources spent on project staff and focus the resources on the project implementation. After project completion, the applicant organisations should deploy their own staff to complete the administration work of the project (such as preparation of completion report and finalisation of statement of account); and may consider deploying their own staff to enhance project sustainability.

(v) The requirements of statutory minimum wage, Mandatory Provident Fund (MPF), employees' compensation insurance, and other employment legislations must be complied with. Funding for MPF and staff insurance for the proposed project will be supported.

(b) Travel and Transportation: -

(i) Travelling expenses on public transport for project staff and volunteers, and hire of transport services will be considered for funding support.

(ii) Non-local travelling expenses will normally not be considered for funding support. Non-local participants participating in a local activity are normally expected to pay for their own travelling expenses.

(c) Organising Promotion and Educational Activities: -

(i) Use of e-publications is encouraged to minimise waste generation through printed materials.

(ii) Website design and maintenance cost will be considered for funding support. Consideration should be given to the use of own existing website, social media page, etc. to achieve publicity results instead of creating a website for the proposed project.

(iii) Expenses on educational materials will be considered for funding support on the condition that they are essential.

(iv) Expenses on rental of venue and facilities owned by the applicant organisation will normally not be considered for funding support.

(v) Cash reward to individual(s) to promote participation in the project activities will not be supported.

(vi) Expenses for production of practical and promotional guides (with themes like green lifestyle, energy efficiency, eco-tours and nature conservation) will be considered for funding support. However, the details of the publication arrangements and relevant budget should be provided in the application form for assessment.

(vii) Expenses for hire of transport for conducting project activities, travel allowances and meal allowances for volunteers will be considered for funding support.

(viii) The expenditure ceiling for venue setup (such as venue rental and public address system for seminars/ workshops) is capped at 30% of the total approved grant or the total actual expenditure of the project, whichever is the less.

(ix) Apart from the project title, the ECF logo should be clearly marked on all publications related to the project and project activities as appropriate to acknowledge the funding source.

(x) Should avoid purchasing and using disposable plastic cutlery and food containers, including polyfoam containers. If the use of disposable tableware or food containers is unavoidable, more environmentally friendly substitutes made of non-plastic materials such as paper or plant-fibre should be used instead of plastic products to reduce environmental pollution caused by plastics; and health hazard caused by microplastics.

(d) Promotion of Project Activities: -

(i) To promote the activities of the project to the public and/or the target group(s) through various activities or means, allowing the public to learn of the project and to participate in it (e.g. providing activities details and/or recruiting participants).

(ii) Use of electronic means for promotion is encouraged to minimise waste generation through printing promotional materials.

(iii) The expenditure ceiling for publicity (such as design and production of publicity items; and use of publicity channels, such as social media) is capped at 20% of the total approved grant or the total actual expenditure of the project, whichever is the less.

(iv) The expenditure ceiling for venue setup (such as venue rental and public address system) is capped at 30% of the total approved grant or the total actual expenditure of the project, whichever is the less.

(v) Apart from the project title, the ECF logo should be clearly marked on all publications related to the project and project activities as appropriate to acknowledge the funding source.

(e) Promotion of Project Achievements: -

(i) To promote to the public and/or the target group(s) the project achievements of the entire project and/or some of its activities after completion through various activities or means.

(ii) Use of electronic means for promotion is encouraged to minimise waste generation through printing promotional materials.

(iii) The expenditure ceiling for publicity (such as design and production of publicity items; and use of publicity channels, such as social media) is capped at 20% of the total approved grant or the total actual expenditure of the project, whichever is the less.

(iv) The expenditure ceiling for venue setup (such as venue rental and public address system) is capped at 30% of the total approved grant or the total actual expenditure of the project, whichever is the less.

(v) May consider arranging by themselves or engaging event planning and/or marketing companies to promote the project achievements. Reasonable expenses on such promotion plans will be considered for funding support.

(vi) Apart from the project title, the ECF logo should be clearly marked on all publications related to the project and project activities as appropriate to acknowledge the funding source.

(f) Insurance: -

(i) Must effect and keep in force appropriate and valid insurance policies for the project activities throughout the project period(s), including but not limited to employees' compensation insurance, third party insurance, public liability insurance, group personal accident insurance, etc.

(ii) The applicant organisation must ensure that the protection coverage of the insurance policy to be purchased is commensurate with the risk level of the

project activities having regard to the nature of the activities (e.g. outdoor activities or laboratory experiments) and type of the participants (e.g. elderly, young children, students with special education needs or disabled persons).

(iii) Under no circumstances shall the ECF or Vetting Subcommittee or Secretariat be held liable for any loss or damages or liabilities arising from the granted project.

(g) Administrative Expenses: -

(i) Only applicable to applicant organisations (including green groups) without government subventions. The applicant organisation should declare in the application form whether it is receiving any government subventions

(ii) For project premises with rental subsidies from the ECF, signboards containing the ECF logo and project title and specifying that the projects are "Funded by Environment and Conservation Fund" have to be installed at a conspicuous location of the front entrance of the premises, irrespective of whether the premises will be open to the public/participants for use or carrying out project activities (such as workshops). The signboards should be reasonably conspicuous in size. If the project premises have more than one entrance, the same signboard should be installed at all entrances taking into account the physical environment. Under no circumstances shall the signboards for project premises with rental subsidies be smaller than A3 size.

(iii) Administrative and overhead costs incurred from the project will be considered for funding support, subject to a funding cap of 10% of the total approved grant or the total actual expenditure of the project, whichever is the less.

(iv) Breakdown of expenditure with justifications should be provided.

(h) General Expenses

The ceiling for general expenses is capped at 10% of the total approved grant or the total actual expenditure of the project, whichever is the less.

(i) Others: -

(i) All other expenses will be considered for funding support.

(ii) Expenses for unspecified miscellaneous and contingency item(s) will not supported.

(iii) Expenses for renting or purchasing material(s) already in the stock kept by the applicant organisation will not supported.

5.2.5.4 Justification(s) for procurement of capital items (if applicable): -

(a) Should state clearly what capital items will need to be procured for use in the project, and provide supplementary information to explain the use and necessity.

(b) The procurement of these capital items will be considered for funding support, and the total expenses on these capital items shall normally not exceed 30% of the total approved grant.

5.2.5.5 Estimated revenue generated from the project (if applicable): -

(a) Estimated revenue items include charging participants partially for hire of boat/admission fee/package activity fees; or other incomes that may be generated from the project concerned.

(b) Estimated revenue expected to be gained from the project shall be taken into account when formulating the amount of grant applied for.

5.2.5.6 Other Sources of Sponsorship or Donation of the project: -

(a) Clearly list out the availability of other sources of sponsorship or donation, both confirmed and being applied, for the proposed project or its activities.

(b) If yes, state clearly details of sponsorship(s) or donation(s) that is/are confirmed or to be confirmed. If the sponsorship(s) or donation(s) has/have been confirmed, please provide the relevant written consent(s) (i.e. **Appendix II)** of the related organisation(s) (except government departments). Please note that all confirmed sponsoring or donating organisations/ individuals are required to sign a Confirmation on National Security after project approval.

(c) Prior approval shall be obtained from the Vetting Subcommittee for any changes to the sponsorship(s) or donation(s) during project implementation, for example when the recipient organisation intends to seek other sponsorship(s) or donation(s) to support other project-related expenses not funded by the ECF or to top up items that are partly or jointly funded by the ECF. The Vetting Subcommittee will consider whether the sponsorship(s) or donation(s) will constitute any conflict of interest or cause any potential liabilities or damages to the image of the ECF,

etc. before making a decision to approve, reject or approve the proposed changes with conditions e.g. on how the ECF funding support should be adjusted. It will then be up to the recipient organisations to agree with their sponsor(s) or donor(s) on details of the sponsorships or donations in accordance with the decisions of the Vetting Subcommittee.

5.2.6 *Section E – Declaration*

The applicant organisation should complete a declaration to certify the information provided in the application form is true and correct, and compliance to relevant terms.

5.2.7 *Section F – Checklist of Documents Required*

5.2.7.1 The applicant organisation should upload the required documents in this section. In general, each file size must not exceed 20 MB, and the acceptable file formats are: jpg, jpeg, png, doc, docx, pdf, ppt, pptx, xls, xlsx. Smart ECF does not support all compressed file formats (e.g., zip and rar files).

5.2.7.2 If the applicant organisation fails to submit the required documents together with the application form, the application may not be processed.

5.2.8 *Section G – Confirmation*

The applicant organisation should ensure that the information provided in the application form is true and correct, and the organisation agrees to comply with relevant terms and conditions before making a submission.

Appendix I

Publicity and Education Projects
Reference Level of Grants for Expenditure Items

Items	Reference Level of Grants (HK$)
Staffing	
1. Project Staff	• The ceiling is normally capped at 25% of the total approved grant or the total actual expenditure, whichever is the less. • Full-time Project Officer, tertiary education with 3-5 years' working experience whose major responsibilities are formulating project plans, co-ordinating project activities and supervising other staff (if necessary): $30,800 per month (including Mandatory Provident Fund (MPF) contributions). • Full-time Project Assistant, tertiary education with no or less than 3 years' working experience whose major responsibility is handling routine project matters: $18,100 per month (including MPF contributions). • Student helpers or other labourers: Maximum $62 per hour (not MPF inclusive). *(Note: The monthly salaries are for reference only. Actual grant will be considered based on the job requirements and qualifications of the project staff concerned.)*
2. Hire of Speakers/Instructors	• Maximum grant: $275 per hour per speaker/instructor. • Maximum grant: $500 per hour per speaker/instructor who is recognised in the relevant field (the speaker/instructor should provide certificate issued by relevant authority to support his/her qualification). • Maximum grant: $900 per hour per speaker/instructor who holds professional qualification in the relevant field (the speaker/instructor should hold teaching position in a higher education institution or a doctorate degree in the relevant field and provide certificate issued by relevant authority to support his/her qualification). • Fee to be remunerated on a half-hourly basis. • The grant may be adjusted upwards on the merit of each case. • Honorarium for speaker/instructor who is staff employed for the project will normally not be supported.

Items	Reference Level of Grants (HK$)
Travel and Transportation	
3. Transportation - including hire of van for transportation of materials, hire of coach and hire of boat	• Maximum $300 per journey for hire of van. • Maximum $2,000 per coach for each round trip. • For hire of boat, 40% of the charge should be paid by the participants. • The amount of grant is based on the actual expenditure with the proof of receipt. • Quotations must be provided for hire of coach and boat.
4. Travel Allowance - including for staff and volunteers (for staff, only allowed for travelling from workplace to workplace, both under the project)	• Maximum grant: $45 per person per activity (excluding daily duty travelling of project staff). • The grant may be adjusted on the merit of each case.
Organising Promotional and Educational Activities	
5. Opening/Closing Ceremony - including venue rental payment, public address system, etc.	• Maximum grant: $20,000 per activity. • To avoid generation of waste, single use set up/decoration, backdrop, etc. should be avoided and souvenirs are not supported. • The recipient organisation is free to manoeuvre the grant among the various approved "opening/closing ceremony" items.
6. Venue Setup - including venue rental and public address system for seminars and workshops, etc.	• For the total expenditure for venue setup (including costs for organising promotional and educational activities, promotion of activities, and promotion of project achievements), the ceiling is capped at 30% of the total approved grant or the total actual expenditure of the project, whichever is the less. • Request of grant to cover charges for use of in-house equipment/facilities of the applicant organisation will normally not be supported. If such support is necessary due to special reasons, prior agreement of the Vetting Subcommittee must be obtained and the expenses for such rental charges is capped at 20% of the current market price.
7. Booths - including rental payments, decoration and prizes for game booths.	• Maximum grant: $650 per booth. • To avoid generation of waste, distribution of gifts or souvenirs should be minimised and grant for such items is to be considered case by case.
8. Production of Exhibition Panels - including rental of rack and accessories as well as design and production of two-sided panels if required.	• Maximum grant: $2,100 per panel. • The ceiling is capped at $21,000 per project.

Items	Reference Level of Grants (HK$)
9. Competition Materials	• Maximum grant: $1,500 for each sub-category of competition. • Trophies, cash or cashable items must not be given as prizes. • Environmentally friendly tokens, instead of ordinary trophies or prizes, are preferable.
10. Admission Fee	• Participants are required to pay 40% of the admission fee.
11. Package Activities	• Participants are required to pay 40% of the charge for package activity fees.
12. Meal Allowance - for volunteers only	• Maximum grant: $60 per volunteer for activities lasting for 3 to 5 hours (excluding preparation/travelling time). • Maximum grant: $85 per volunteer for activities lasting for more than 5 hours (excluding preparation/ travelling time).
13. Diving Gear Rental	• Maximum grant: $150 per person. • Normally include: two scuba oxygen tanks, face mask, snorkel, wet suit, buoyancy compensator device, diving regulator, fins, weight belt, and diving computer.
Promotion of Activities	
14. Promotional expenses - including design and production of publicity items and use of publicity channels, such as social media, etc.	• The ceiling is capped at 20% of the total approved grant or the total actual expenditure of the project, whichever is the less. • Recycled paper must be used in all printed materials and eco-friendly printing is preferable. • To avoid generation of waste, production of leaflets and banners should be minimised and grant for such items is to be considered case by case. • The recipient organisation is free to manoeuvre the grant among the various approved "publicity" items.
15. Venue Setup - including venue rental and public address system, etc.	• For the total expenditure for venue setup (including costs for organising promotional and educational activities, promotion of activities, and promotion of project achievements), the ceiling is capped at 30% of the total approved grant or the total actual expenditure of the project, whichever is the less. • Request of grant to cover charges for use of in-house equipment/facilities of the applicant organisation will normally not be supported. If such support is necessary due to special reasons, prior agreement of the Vetting Subcommittee must be obtained and the expenses for such rental charges is capped at 20% of the current market price.

Items	Reference Level of Grants (HK$)
Promotion of Project Achievements	
16. Promotional expenses - including design and production of publicity items and use of publicity channels, such as social media, etc.	• The ceiling is capped at 20% of the total approved grant or the total actual expenditure of the project, whichever is the less. • Recycled paper must be used in all printed materials and eco-friendly printing is preferable. • To avoid generation of waste, production of leaflets and banners should be minimised and grant for such items is to be considered case by case. • The recipient organisation is free to manoeuvre the grant among the various approved "publicity" items.
17. Venue Setup - including venue rental and public address system, etc.	• For the total expenditure for venue setup (including costs for organising promotional and educational activities, promotion of activities, and promotion of project achievements), the ceiling is capped at 30% of the total approved grant or the total actual expenditure of the project, whichever is the less. • Request of grant to cover charges for use of in-house equipment/facilities of the applicant organisation will normally not be supported. If such support is necessary due to special reasons, prior agreement of the Vetting Subcommittee must be obtained and the expenses for such rental charges is capped at 20% of the current market price.
Insurance	
18. Insurance for Third Party Liabilities	• Funding support will be based on the basic requirements. • Quotations must be provided.
19. Other insurance	• May be considered on a case-by-case basis.
Administrative Expenses	
20. Administrative and Overhead Costs - only applicable to applicant organisations without government subventions	• The ceiling is capped at 10% of the total approved grant or the total actual expenditure of the project, whichever is the less. • Detailed breakdown on items must be provided.
21. Audit Fee	• Maximum grant: $20,000 per audit report. • The Audit Undertaking Form signed by a certified public accountant (practising) must be provided.
General Expenses	
22. General Expenses - including stationery, printing, photocopying and postage, etc.	• The ceiling is capped at 10% of the total approved grant or the total actual expenditure of the project, whichever is the less. • Detailed breakdown on items must be provided.

Please note that unless there are special justifications, e.g. the project is expected to yield substantial and meritorious output, applied grant exceeding the reference level will normally not be approved. The reference level of grants may be adjusted by the Vetting Subcommittee as and when necessary.

Expenditure items that are generally NOT supported

1. Contingency fee.

2. Capital items such as computer, tablet, camera, furniture.

3. Souvenirs for officiating guests, guests, judges and participants and activity prizes to participants, except certificate of attendance and/or achievement.

4. Production of non-essential printed matter.

5. Refreshment for ceremonies.

6. Non-local travel/local travel for non-local participants (non-local participants are normally expected to pay for their own travelling and living expenses for taking part in a local activity).

7. Payments to individuals as a reward for their participation in the project. Subsidy for volunteer(s) involvement in organising the project may be considered on a case-by-case basis.

8. Honoraria for speakers/instructor who are staff employed for the project.

9. Energy-saving facilities and procurement of prefabricated systems such as aquaponics systems.

10. Remunerations/rewards for directors/members/employees of the recipient organisation in return of any work/services/tasks rendered for the project unless otherwise agreed by the Vetting Subcommittee. Any remunerations/rewards paid to directors/members/ employees of the recipient organisation without obtaining the Vetting Subcommittee's prior approval, as appropriate, will not be supported.

11. Costs for printing/photocopying of questionnaires for project evaluation and activity assessment which should be done by e-means.

Expenditure items that may be considered

1. Hire of temporary/casual workers on a one-off basis.

2. Printing work including essential publicity materials.

3. Under exceptional circumstances, payment of reasonable fees to hire experienced and professional speakers/instructors.

4. Procurement of services such as production of design and artwork.

5. Premium for public liability insurance.

Application Number: P&E_____
(To be completed by the Secretariat)

To: Secretariat, Publicity and Education Projects Vetting Subcommittee
5/F., Southorn Centre
130 Hennessy Road
Wan Chai, Hong Kong

Dear Sir/Madam,

Environment and Conservation Fund
Publicity and Education Projects

Written consent

I / our organisation / our company* hereby confirm to act as a co-organising[1] / sponsoring[2] / donating[3] / supporting[4] / beneficiary[5] organisation* of the proposed project (Project title) Environment and Conservation Fund Publicity and Education Programme on _____ _____ of the applicant organisation (Name of Organisation) _____ in the Publicity and Education Projects Funding Scheme under the Environment and Conservation Fund.

*(To be completed by **sponsoring[2] / donating[3] organisation** only)*

I / our organisation / our company* will sponsor / donate* HK$ _____ to the applicant organisation for the purpose of _____ _____ in the above-mentioned project.

Signature of Individual/Authorised Person*	:	_____
Name of Individual/Authorised Person*	:	_____
Position in Organisation/Company	:	_____
Telephone No.	:	_____
Name and Official Chop of Organisation/Company	:	_____
Date	:	_____

* Please delete as appropriate.

[1] Co-organising organisations refer to partners that are deeply involved in the planning, organising or implementation of a project, taking on equal or partial important duties. Their involvement in the project is not merely nominal, as they provide substantive resources (such as manpower, professional expertise, channels, etc.), and take forward the project and share ultimate responsibility with the applicant organisation. Key characteristics: deep involvement, shared responsibility, substantive contribution.

[2] Sponsoring organisations refer to organisations that mainly provide financial or important material support for a project in exchange for brand exposure, marketing opportunities or other commercial returns. Sponsorship usually involves clear business partnerships and return expectations, and is often a promotional strategy for enhancing brand image. Sponsoring organisations, or sponsors, contribute money or efforts to acquire exposure or indirect commercial interests. Key characteristics: provision of financial/important material support for returns (commercial or non-commercial).

[3] Donating organisations refer to organisations that primarily provide financial or material assistance or donations to support other individuals or institutions in achieving social objectives. Their motivation tends to be public-interest, academic or charitable in nature. The donating organisation may not seek direct economic or market returns, but acts out of social responsibility, industrial development or similar purposes. Key characteristics: provision of financial or material assistance to achieve public-interest, charitable or academic objectives.

[4] Supporting organisations refer to organisations that provide some form of auxiliary resources for a project, with a level of involvement and responsibility significantly lower than that of co-organising organisations. Their support may take various forms, such as providing venues, publicity channels, partial technical input or volunteers. They do not undertake the core organisational work of the project. Key characteristics: auxiliary involvement, resource support, lighter responsibility.

[5] Beneficiary organisations refer to entities that directly receive benefits or service items from a project. They are typically the beneficiaries of public-interest activities, recipients of charitable projects or target groups of industry initiatives. They are not the organisers of the project, but rather its "clients" or "targets". Key characteristics: recipients of benefits or service items, non-organising parties.