

PUBLIC CONSULTATION EXERCISE

During the public consultation exercise, it is proposed that briefing sessions be organised for the following groups:

- (a) The first briefing will be to the LegCo EA Panel.
- (b) A centralised briefing for District Board members.
- (c) Separate briefings for the Urban Council and Regional Council.
- (d) Centralised briefings for representatives of the various green groups and trade and industry associations.
- (e) Separate briefings for selected Advisory Boards and Committees e.g. ITDC and the Small and Medium Enterprises Committee.

2. The following public relations and publicity activities will be carried out before and during the consultation period. The objectives are to highlight the main points of the Waste Reduction Plan for public information and to invite public comments, particularly from those interest groups who have an active role to play in the overall waste reduction strategy.

- (a) A series of press activities will be mounted before the start of the exercise including holding a press conference to announce the consultation (after announcement at the LegCo EA Panel); issuing press releases and arranging radio/TV interviews.

- (b) During the consultation period, the printed media will be invited to publish feature articles on the Waste Reduction Plan. Radio/TV stations will be encouraged to run news and public affairs programmes on the subject. Where appropriate, press interviews and public speaking engagements by senior officials will be arranged.
- (c) Lines-to-take, background notes and question and answer briefs will be prepared for media deployment.
- (d) A publicity package will be prepared which will include the production and distribution of the information leaflets through various channels; the production, distribution and putting up of posters and the preparation of a simple slide API for TV/radio inviting public comments.