

**Public Education Programme of the  
“Policy Framework for the  
Management of Municipal Solid Waste (2005-2014)”**

**Purpose**

To complement the forthcoming implementation of the environmental levy scheme, the Hong Kong Retail Management Association has recently submitted a funding application, namely “Every Day No Plastic Bag – BYOB Campaign” (**Annex**), under the Public Education Programme of the “Policy Framework for the Management of Municipal Solid Waste (2005-2014)”. The paper seeks Members’ views on the funding application.

**Background**

2. As agreed by the Subcommittee at the meeting held on 4 February 2009, the theme for the 4<sup>th</sup> round of funding applications is to organize public education campaigns to support and complement the forthcoming implementation of the environmental levy scheme on plastic shopping bags. Five funding applicants<sup>1</sup> have so far been approved by the Environment and Conservation Fund Committee (ECFC), with the endorsement of this Subcommittee.

**Preliminary Assessment**

3. The objective of the proposal is to spread the message of “Bring Your Own Bags (BYOB)” and raise the public awareness of the environmental levy scheme on plastic shopping bags. The proposal involves:

- (a) Press conferences and press release to promulgate the “Every Day No Plastic Bag” campaign and rally the retail trade support on plastic bag reduction;
- (b) Three pieces of advertorials on three major newspapers to spread

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<sup>1</sup> Plastic Bags – Regenerating by Reuse and Recycle (PEP025) by Green Sense; 種族共融 回饋社區 共推環保 (PEP026) by Shun Tak Fraternal Association Yung Yau College; Operation Abandon Plastic Bags (PEP027) by St. Francis of Assisi’s College; 「日日環保袋」街頭展覽暨派發環保袋行動 (PEP028) by Long Ping Estate Resident Service Centre; Plastic Shopping bag Levy, You should know (PEP029) by Greeners Action

- the message of “Bring Your Own Bag”; and
- (c) Publicity materials and face-to-face advice to the public at participating retail outlets.

4. The proposal is in line with the objective and the theme of the Public Education Programme. It demonstrates the support of the retail trade to the green practice of “Bring Your Own Bags” and allows direct participation of over two thousands retail outlets and their customers. The proposal will complement the forthcoming implementation of the environmental levy scheme. Members may wish to note that a substantial part of the budget would involve the production of publicity materials, such as wobblers and badges for participating retail outlets, as well as advertorials on major newspapers, in excess of the normal ceiling limit of 20% on publicity as set out in the “Guide to Application”. It is considered that these channels could most effectively reach out to the public in the current timeframe. Given the apparent merits of the proposal, as well as the direct involvement of the trade, it is considered that the proposal could be supported.

### **Advice Sought**

5. Members are invited to advise whether this funding application should be recommended to ECFC for consideration.

**Waste Management Subcommittee Secretariat  
May 2009**