

Public Education Plan for the Policy Framework

Projects	Objectives	Delivery Agents
General Activities		
1. Visits to landfills, refuse transfer stations and other waste management facilities.	To let the public, especially members of District Council and students, better appreciate our waste problem.	EPD and green groups
2. Seminars/courses on waste management for school teachers and reporters.	To educate teachers and reporters such that they can better spread the messages on waste management.	EPD and green groups
3. Promotion through the media, including television, radio and internet.	To reach out to the public and spread the messages on waste management through different media platforms.	EPD
Waste Reduction and Recycling		
4. Establishment of and visits to “model” cases of source separation of domestic waste programme.	To let the public, especially members of owners’ corporations, better understand the operation and the benefits of the programme.	Green groups
5. “Recognition” schemes for implementing “green” measures and conducting recycling activities on a voluntary basis.	To give credits to the relevant parties, which can include housing estates, retailers and private enterprises, so as to encourage others to learn from successful examples.	Green groups
6. Campaigns on waste reduction, with focuses on plastic shopping bags, excessive packaging, food wastage at restaurants, disposable utensils and lunchboxes at schools, and over-consumption at festive seasons.	To promote an environmentally responsible lifestyle.	Green groups
7. Seminars and experience-sharing workshops on producer responsibility schemes.	To educate the public and the commercial sector on producer responsibility schemes.	EPD and green groups
8. Promotion of locally produced recycled products.	To facilitate the development of our recycling industry.	EPD and green groups