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for information

Environmental Campaign Committee **Report on Activities Organized in 1996**

INTRODUCTION

The purpose of this paper is to brief Members of the Environmental Campaign Committee (ECC)'s activities in 1996.

BACKGROUND

2. The Environmental Campaign Committee (ECC) was formed in 1990. Its members are appointed by the Governor of Hong Kong. Representatives of relevant government departments also sit on this Committee. The membership list of ECC is at Annex A. The ECC's objective is to promote public awareness of environmental protection issues and at the same time to encourage and mobilize people from all walks of life to contribute towards a better environment. The ECC's terms of reference are set out at Annex B.

ACTIVITIES IN 1996

(I) CORE PROGRAMME ACTIVITIES

3. In 1996 ECC received funding support from the Environment Conservation Fund (ECF) and corporate sponsors to carry out the following core programme activities.

(A) World Environment Day

4. The United Nations has designated 5 June as World Environment Day (WED). Since 1990, ECC has organized various activities to celebrate WED.

5. The theme for WED 96 was "Environment and Health" and the slogan was "Healthy Environment, Healthy People". ECC organized the following programmes to celebrate WED '96.

(i) Opening Ceremony

6. The Opening Ceremony of WED '96 was held on 1 June 1996 at Chater Garden, Central and produced by RTHK Radio Two. A number of interesting games and programmes were organized after the ceremony. Environmental Protection Ambassadors Aaron Kwok and Amy Chan, together with TV artists, DJs and Student Environmental Protection Ambassadors (SEPAs) participated in the programme to help disseminate green messages. Nine games stalls were also set up the venue by nine community groups while exhibition materials on the "Environment and Health" provided by the Central Health Education Unit of the Department of Health were displayed.

(ii) Celebration Ceremony

7. The Celebration Ceremony was held on 5 June 1996 at the World Trade Centre Club in Causeway Bay and officiated by Mr Bowen Leung, JP, Secretary for Planning, Environment and Lands. 20 School Honours Awards and 10 Outstanding Teacher Awards were presented under the Schools Environmental Award Scheme. In the 1995-96 school year, 220 schools participated in the Scheme. 62 schools competed for the School Honours Award and 51 teachers for the Outstanding Teacher Award. At the same ceremony 10 awards were presented to schools under the School Waste Paper Recycling Scheme, which was joined by 293 schools. The winners were from 70 schools taking part in the competition. Seven Hong Kong students, who were awarded the 5th prize in the Fifth Contest of Painting by Children jointly organized by the United Nations Environment Programme and the Foundation for Global Peace and Environment in Japan, also received their prizes. 50 entries in the Contest were from Hong Kong. Another ceremony was held on 31 July 1996 for presenting Outstanding Student Environmental Protection Ambassador Awards to their winners.

(iii) Activities Organized by Green Groups

8. ECC invited the four major Green Groups in Hong Kong to organize activities during the month of WED '96. A wide varieties of environmental projects were carried out by the green groups. Friends of the Earth set up exhibitions with the theme of WED '96 at Convention Centre and Hau Tak Estate in Tseung Kwan O. Green Power organized a seminar at the Open Learning Institute to discuss the topic "Environment and Health". The World Wide Fund for Nature Hong Kong put up an open exhibition and carnival station at the Sha Tin Plaza. The expense for the mentioned programmes were sponsored by ECC.

(B) Environmental Protection Festival

9. The Environmental Protection Festival (EPF) is an annual territory-wide environmental awareness building programme first initiated by the Environmental Campaign Committee (ECC) in 1990.

10. The theme for EPF '96 was on "Environment and Health", and the slogan was "Healthy Environment, Happy People". A series of programmes were organized during the Festival from 23 November to 7 December 1996 to disseminate the theme of EPF '96.

(i) Opening Ceremony cum Environmental Concert

11. A grand Opening Ceremony of EPF '96 was held on 23 November 1996 at the Hong Kong Coliseum and officiated by Mr Bowen Leung, JP, Secretary for Planning, Environment and Lands. It was followed by an Environmental Concert which featured performances by Environmental Protection Ambassadors and other artists as well as on-stage games and quizzes on environmental issues. To publicize the environmental messages, ECC printed a number of environmental tips on the back of admission tickets. Representatives from four major Green Groups (Conservancy Association, Friends of the Earth, Green Power and World Wide Fund for Nature Hong Kong) also participated and made appearance on the stage during the concert to share with the public their expertise in environmental protection. A total of 7,000 audience, including 1,600 Student Environmental Protection Ambassadors (SEPAs), Green Managers from about 60 government departments, attended the Opening Ceremony. The whole event was later broadcast by Metro Hit Radio and TVB Jade on 30 November 1996 and 20 December 1996 respectively. It is estimated that about 0.9 million viewers watched the TV broadcast.

(ii) Carnival on "Environment and Health"

12. A Carnival on "Environment and Health" was held on 30 November 1996 at Hong Kong Victoria Park. A total of 30 games stalls were set up at the Carnival by 26 community groups to promote the theme. There were also exhibitions provided by four major Green Groups (the Conservancy Association, Friends of the Earth, Green Power and World Wide Fund for Nature Hong Kong). Participants received environmental message through playing games and visiting the exhibitions.

(iii) District Environmental Activities

13. During EPF '96, 17 voluntary agencies and community groups organized environmental activities all over the territory echoing the theme of "Environment and Health". The programme of district activities is Annex C. The activities took different formats and attracted a lot of participants. They gave an impact to the residents at the district level.

(iv) Clean-up the Typhoon Shelters

14. To promote clean typhoon shelters, ECC conducted the "Clean-up the Typhoon Shelters" at Causeway Bay and Aberdeen Typhoon Shelters during EPF '96 on 7 December 1996. Around 100 volunteers from Caritas Community Centre - Aberdeen, Hong Kong & Kowloon Floating Fishermen Welfare Promotion Association, The Hong Kong Federation of Youth Groups - Ping Shek Youth Centre, Royal Hong Kong Yacht Club and The Excelsior Hong Kong participated in the event and picked up floating refuse from the typhoon shelters. Three Miss Hong Kong 1996 winners, Miss Lee San-san, Miss Chilie Poon and Miss Fiona Yuen, were invited to join the clean-up. Volunteers and reporters also visited the first floating sewage treatment plant in Hong Kong treating restaurant waste water. The treatment plant represents the private sectors' effort to contribute to environmental protection.

15. A Closing Ceremony, officiated by Mr Robert J.S. Law, J.P., Director of Environmental Protection, took place after the clean-up. He summed up the achievements of EPF '96 during the two-week period.

(C) ECC Activities Report

16. To summarize activities organized by ECC from 1994 to 1996, ECC published its second activities report in late 1996. The first one was published in 1993. A total of 3,500 copies of the second report were printed and distributed to primary and secondary schools. Enough copies were sent to public libraries of UC and RC so that citizens could conveniently refer to them. The activities report contained seven chapters, featuring the Governor's Message, Chairman's Forward, ECC Milestones: 1990-1996, Increasing Environmental Awareness, Turning Awareness into Action, Working with Community Groups and Green Groups and Into the 21st Century.

(D) Announcement in the Public Interest (API)

17. Together with the EPF '96, ECC produced an Announcement in the Public Interest (API) for television and radio in both English and Chinese versions. The API features ECC Environmental Protection Ambassador Miss Cass Phang. The core message in the API was to encourage people to adopt a simple life style, proper use of resources and to appreciate nature. The API is being broadcast on TV and radio.

(E) Monthly Bulletin

18. The ECC's voice, *ECCO*, is a bilingual bulletin, published once a month and distributed for free through *Ta Kung Pao* and the *Young Post* in the *South China Morning Post*. A further 25,000 copies are printed and distributed to the public through district offices, housing estate offices, community centres and schools in Hong Kong and to the National Environmental Protection Bureau in China.

19. Each issue of *ECCO* contains a feature article on topical environmental series, an environmental activities column showing activities organized by Green Groups and community groups, a SEPAs' column containing articles written by SEPAs and short articles on interesting environmental news and ECC projects. The environmental activities column is also published on the Homepage of the EPD, and the public can gain access to the information in this column through the Internet.

**(F) School Environmental Award Scheme
cum student Environmental Protection Ambassador Scheme**

20. The Schools Environmental Award Scheme (SEAS) cum the Student Environmental Protection Ambassador Scheme (SEPAS) are jointly organized by ECC and the Education Department. Mrs Anson Chan, CBE, JP, Chief Secretary, is the patron of the scheme. It is open to all primary and secondary schools, with funding provided by the ECF. During the school year 1995-96 the number of schools and students participating in the schemes are 220 and 1,659 respectively.

21. The objectives of SEAS and SEPAS are to

- educate students about green issues
- develop in students a sense of responsibility towards the environment
- encourage students to take positive and sustainable action in improving the environment.

22. In 1996 ECC implemented a number of projects under the SEAS and SEPAS schemes.

(i) Japan/Hong Kong Student Exchange Study Tour

23. The Japan/Hong Kong Student Exchange Study Tour was funded by commercial sponsors (Aeon Group 1% Club, Jusco Stores (HK) Co Ltd and Aeon Credit Service (Asia) Co Ltd).

24. In February 1996, 24 Student Environmental Protection Ambassadors (SEPAs) were selected to go on a two-week study tour to Japan. Before departure, they attended lectures on environmental knowledge organized by ECC and a course on Japanese culture and language provided by Jusco stores (HK) Co Ltd. In Japan they were given the opportunity to meet government officials and leaders of major business corporations, and to observe the environmental protection measures these organizations had adopted. On their return to Hong Kong, the SEPAs presented their findings and recommendations at an ECC meeting, on WED 96 and during television interviews.

(ii) Formation of SEPAs Liaison Group

25. A SEPAs Liaison Group (SLG) was formed by members of the study tour to Japan to further promote inter-school environmental protection activities and networking. The SLG has been meeting regularly and assisting in activities organized by ECC.

(iii) Training Seminars for SEPAs

26. During March and April 1996 a series of training sessions were held for 240 SEPAs and 54 teachers from primary schools and secondary schools. The topics covered during these training sessions were : *Principles and Concepts of Environmental Protection, Environmental Education in Hong Kong, Green Consumerism in Practice, Green Movements - A Global Perspective and Practical Guides on the Organizing of Environmental Activities in Schools*. The Conservancy Association and the Education Department were invited to deliver talks on environmental protection.

(iv) Award Presentation Ceremonies

27. As mentioned earlier in this report, a presentation ceremony was held on WED 96 at the World Trade Centre Club to present the School Honours Awards and the Outstanding Teacher Awards. Another ceremony was held at the EPD Seminar Room at the Revenue Tower on 31 July 1996 for 20 Outstanding SEPAs to receive their awards.

(v) Briefing on the SEPAS Scheme for Teachers

28. A briefing session was held at the Boys' and Girls' Club Association on 8 June 1996 for teachers from schools interested in joining the SEAS and SEPAS Schemes. EWG, ED and EPD gave talks on the Schemes to about 130 teachers.

(vi) Malaysian and Singapore Study Tour

29. In August 1996 eight Outstanding SEPAs and eight Outstanding Teachers went on a study tour to Malaysia and Singapore. Before the study tour, members visited a landfill site and a sewage treatment plant to better their knowledge of waste treatment facilities in Hong Kong. During the trip, they paid visits to the various facilities including Department of Environment in Malaysia, the Forest Research Institute of Malaysia, and the Senoko Incineration Plant in Singapore. The cost of the study tour was funded solely by a sponsorship from Jusco Stores (Hong Kong) Co. Ltd.

(vii) Outward Bound Training

30. A further 10 SEPAs received training in environmental protection and leadership development at the Hong Kong Outward Bound School.

(viii) Nomination of SEPAs for the 1996-97 School Year

31. When the new school year commenced in September 1996, 2,511 students from 239 schools were nominated to become SEPAs.

(ix) Participation in EPF '96

32. During EPF '96 1,600 SEPAs from 150 schools participated in the Opening Ceremony cum Environmental Concert at the Hong Kong Coliseum. They helped spread the environmental message by performing some gimmicks.

(x) Training Camps for SEPAs

33. In December 1996, three training camps were organized for SEPAs. These included an overnight camp at the PLK Pak Tam Chung Holiday Camp, one day camp at the British Forces Barracks at High Island and one day camp at the Kadoorie Farm & Botanic Garden. The EPD, the Conservancy Association, Green Power, the World Wide Fund for Nature Hong Kong and the SEPAs Liaison Groups provided training in environmental protection through games. Three camps were highly popular among SEPAs and three more camps were to be held in early 1997.

(II) NON CORE PROGRAMME ACTIVITIES

34. In addition to organizing the core projects described above, ECC also carries out non-core projects funded entirely by sponsorships.

School Waste Paper Recycling Scheme

35. The School Waste Paper Recycling Scheme (SWPRS) was launched in December 1994. As of end of December 1996, the number of participating schools stood at 310, an increase of 17 since June 1996 when the award presentation ceremony was held on WED '96. It is an on-going project that encourages school children to recycle waste paper and to conserve resources. Each participating school has been provided with a tree-shaped collection box. A competition was carried out in the 1995-96 school year, and the ten schools which had collected the largest quantities of waste paper were each presented a trophy on WED '96. A similar competition will be held in 1997.

ENVIRONMENTAL EDUCATION AND COMMUNITY ACTION PROJECTS FUNDING SCHEME

36. The Environment and Conservation Fund (ECF) was set up in 1994 to support projects that raise environmental and conservation awareness. At the same time, the Woo Wheelock Green Fund was established by the Wheelock and Company Ltd to provide a private sector contribution to environmental protection and education.

37. The ECC's Environmental Education and Community Action Projects Vetting Committee (EECAPVC) under the ECC was tasked to evaluate applications to the ECF for environmental action project grants of \$120,000 or less and to assess their education value and possible effectiveness. The Vetting Committee met at the frequency of about once every two months to consider applications for grants. By the end of December 1996, \$3,873,851.80 has been approved in support of 121 environmental education and community action projects through the EECAPVC by environmental groups, schools, community bodies and other non-profit-making organizations. These 121 projects are listed in Annex D.

BRIEF PLAN FOR 1997

38. In 1997 ECC will continue with its major programmes, namely, World Environment Day, Environmental Protection Festival, Schools Environmental Award Scheme cum Student Environmental Protection Ambassador Scheme, School Waste Paper Recycling Scheme and the Environmental Education and Community Action Projects Funding Scheme. Some of the activities are under active planning and their highlights are shown in the following paragraphs.

39. An exhibition under the SEAS cum SEPAS scheme will be held during 2 to 4 April 1997 at the Lok Fu Shopping Centre. On display will be the works of the schools which won the School Honours Awards in the 1995-96 school year. Three winning schools will also conduct presentations on this occasion and students will be invited to attend.

40. On 5 June 1997, the WED 97, a seminar will be held at the Lecture Hall of the Hong Kong Science Museum. The purpose is to train school teachers and representatives of the private sectors on environmental protection. Representatives from the Green Groups and EPD have been invited to deliver the seminar. Immediately following the seminar will be a ceremony where awards will be presented to winners of the School Honours Award and the Outstanding Teacher Award under the SEAS and SEPAS Scheme. About two months before WED 97 a series of radio/TV programmes will commence, featuring quizzes on environmental knowledge and will involve public participation from various Districts. The final episode of the programme will be on 1 June 1997.

41. A second environmental resources centre (ERC) will begin operation in Tsuen Wan in early 1997. The renovation cost of the Tsuen Wan ERC is funded by the Environment and Conservation Fund (ECF) and the Woo Wheelock Green Fund. The recurrent cost will come from the ECF. The facility will be managed by a Green Group to be appointed by ECC.

CONCLUSION

42. Members are requested to note the contents of this paper.

Environmental Protection Department
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