

Public Education Plan for the Policy Framework

PURPOSE

This paper summarizes the views expressed at the Brainstorming Session on “Public Education Plan for the Policy Framework” held on 19 June, and presents a work programme on public education to aid the implementation of the key initiatives in the “Policy Framework for the Management of Municipal Solid Waste (2005-2014)” (“Policy Framework”).

BACKGROUND

2. In December 2005, the Administration published the “Policy Framework” to set out a comprehensive strategy to tackle the imminent waste problem in the next 10 years. The ACE Waste Management Subcommittee considered that a public education plan was important to generate broad-based support for the key initiatives in the “Policy Framework”. A Brainstorming Session was therefore held on 19 June with green groups and relevant stakeholders to develop a public education plan.

BRAINSTORMING SESSION

3. The attendance list of the Brainstorming Session is at **Annex I**. The following views were expressed at the Session:

General Approach

- The crux of the waste problem was our consumption-led lifestyle. While we should continue to promote 3R's, it was also important to re-think the culture of “consumerism”. In particular, over-consumption and wastage should be discouraged.
- It was important to turn awareness into actions. Public education should start at a practical level where the public could actually take part and make a difference.
- Other than general households, public education should also target specific groups, including students, teachers, parents, reporters, religious groups, legislators, district councilors and government officials.
- Public education should focus not only on “how”, but also “why”. People would better appreciate the problems and the solutions should they

know the rational behind.

- Environmental Resource Centers should be utilized as focal points for community-based environmental education.

Waste Reduction

- More resources should be earmarked for the hardware of the source separation of domestic waste programme, as well as the related public education to encourage broad-based participation.
- Best-practice models for source separation of domestic waste should be established for others to follow and learn from.
- Incentives and penalties should be used to encourage people to participate in waste reduction programmes.

Waste Recycling

- The public, including the commercial sector, were not familiar with the concept of producer responsibility. More open discussions on the subject should be encouraged, while the Hong Kong Productivity Council and the Business Environment Council could help educate the commercial sector.
- It was important to have market outlets for recovered and recycled products. Towards this end, the procurement of green products should be promoted.
- More credits and recognitions should be given to private enterprises that conducted recycling on a voluntary basis. Successful cases and best-practice models should be documented and disseminated for other enterprises to learn from.
- Private enterprises reacted best to the demands of their customers and the Government, while cost saving could also be an incentive for changes.

Waste Treatment and Disposal

- More groundwork should be laid for the construction of the Integrate Waste Management Facilities. In particular, there should be more open discussions on the pros and cons of such facilities.

Resources for Public Education

- A dialogue between ECC members and ACE members was suggested to discuss the resources allocated to community education activities.

WORK PROGRAMME ON PUBLIC EDUCATION FOR THE POLICY FRAMEWORK

4. A “Work Programme on Public Education for the Policy Framework” is compiled below, based on the suggestions at the Brainstorming Session and the written submissions (**Annexes II, III, IV, V & VI**) received by the Secretariat thereafter.

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. 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, and 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,	To promote an environmentally responsible lifestyle.	Green groups

disposable utensils and lunchboxes at schools, and over-consumption at festive seasons.		
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 on locally produced recycled products.	To facilitate the development of our recycling industry.	EPD and green groups

Advice Sought

5. Members are invited to note the views expressed at the Brainstorming Session and comment on the proposed Work Programme on Public Education for the Policy Framework.

**Waste Management Subcommittee Secretariat
June 2006**