

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

Purpose

This paper seeks Members’ views on inviting the 4th round of funding applications under the Public Education Programme of the “Policy Framework for the Management of Municipal Solid Waste (2005-2014)”, to support and complement the implementation of the environmental levy scheme on plastic shopping bags.

Environmental Levy Scheme on Plastic Shopping Bags

2. As stated in the 2008-09 Policy Address, the Administration is planning to launch the environmental levy scheme on plastic shopping bags this year. The objective of the environmental levy scheme is to reduce the indiscriminate use of plastic shopping bags through a direct economic disincentive. The first phase of the scheme would cover chain or large supermarkets, convenience stores and personal health and beauty stores, where a levy of 50 cents would be imposed on each plastic shopping bag distributed to the customers.

3. The Administration considers that public education, particularly at the district-level, could be enhanced so that the public are better aware of the environmental levy scheme and are geared up to adopt the green habit of “Bringing Your Own Bags (BYOB)”. As the Environment and Conservation Fund Committee has allocated \$10 million to support a Public Education Programme of the “Policy Framework for the Management of Municipal Solid Waste (2005-2014)”, the Administration considers that the 4th round of funding applications¹ should be invited from non-profit making organizations, particularly those at the district level, to organize public education campaigns to support and complement the implementation of the environmental levy scheme.

Public Education Campaigns

4. While the Administration encourages funding applicants to come up with

¹ Three rounds of funding applications have been approved in March 2007, January 2008 and December 2008. The progress of the 10 approved projects is summarized at [Annex](#).

creative ideas to reach out to the public, the following activities are suggested for funding applicants to consider as possible elements in their public education campaigns:

- (a) exhibitions or road shows with information panels on
 - (i) the abuse of plastic shopping bags;
 - (ii) the information on the environmental levy scheme;
 - (iii) the green practice of “BYOB”; and
 - (iv) tips for the reduction, reuse and recovery of plastic shopping bags
- (b) production and distribution of reusable shopping bags for people in need; and
- (c) carnivals, competitions or games in conjunction with (a) and (b).

Invitations and Vetting Procedure

5. To encourage the submission of funding applications from non-profit making organizations at the district level, we would write to District Officers and invite funding applications through their local networks. We would also attend the monthly meeting of the Chairmen and Vice-Chairmen of District Councils to solicit support to our public education campaigns.

6. To tie in with the meeting schedule of the ECF Committee, which is the approval authority of funding applications under the Public Education Programme, we propose to circulate the funding applications received for consideration by the Subcommittee, instead of holding another Subcommittee meeting in March.

Advice Sought

7. Members are invited to comment on the proposal above.

Environmental Protection Department
January 2009

Progress Update of Approved Projects
(as at January 2009)

	Approved Projects	Activities Completed	Activities Planned
1	Green Festival Organization: <u>Green Sense</u> Duration: <u>Oct 2007- June 2009</u> Approved amount: <u>\$496,925</u>	<ul style="list-style-type: none">• Christmas<ul style="list-style-type: none">- Surveys: HK People's Attitude on Christmas Gifts & Press Conference (Dec 2007)- "Green X'mas School" Campaign I (Dec 2007)- "Say No to Packaging" Ceremony cum Press Conference (Jan 2008)• Chinese New Year<ul style="list-style-type: none">- Substitution of gift-wrapping by a "courtesy sticker" in collaboration with major retailers and chained stores (Jan 2008, programme changed at Green Sense's own cost)• Valentine's Day<ul style="list-style-type: none">- Survey on over-packaging of bouquet & Press Conference (Jan 2008)	<ul style="list-style-type: none">• Chinese New Year<ul style="list-style-type: none">- Continue to launch campaign with major retailers and chained stores to promote the substitution of gift-wrapping by a "courtesy sticker" (Jan 2009)• Valentine's Day<ul style="list-style-type: none">- "Lesser the Wrapping, More on Loving" programme (Jan 2009)• Children's Day<ul style="list-style-type: none">- Engage major toy chained stores to organize a reuse programme for toys- Toys collected will be donated to disadvantaged groups and the needy families or charity groups. (Mar 2009)

		<ul style="list-style-type: none"> - Other Valentine events re-scheduled to 2009. • Children's Day <ul style="list-style-type: none"> - Rescheduled to 2009 • Christmas <ul style="list-style-type: none"> - "Rebirth of Christmas Gifts" (Dec 2008) - "Green X'mas School" Campaign II (Dec 2008) - "Say No to Packaging" Ceremony cum Press Conference (Jan 2009) 	
2	<p>Establishment of the Hong Kong Green Purchasing Charter (HKGPC) with an Accompanying Awareness Raising Programme</p> <p>Organization: <u>Green Council</u> Duration: <u>Oct 2007 to Aug 2009</u> Approved amount: <u>\$463,770</u></p>	<ul style="list-style-type: none"> • HKGPC Launching Ceremony (Oct 2007) • 1st, 2nd & 3rd Green Purchasing Experience Sharing Seminars (Dec 2007, Apr 2008 & Jun 2008) • Preparation for the green purchasing best practices guidebook started (Jul 2008) 	<ul style="list-style-type: none"> • Produce green purchasing best practices guidebook (cont'd) • Green Purchasing Training Courses (2009)

3	<p>Be Green, Use Bags Properly</p> <p>Organization: <u>Greeners Action</u> Duration: <u>Sept 2007 to Aug 2008</u> Approved amount: <u>\$499,996</u></p>	<ul style="list-style-type: none"> • Kick-off Ceremony (Sept 2007) • Publicity Van (Nov 2007; Jan, Mar, Apr, Jul 2008) • Road Show (Nov, Dec 2007; Jun 2008) • “Alternatives to Plastic Bags in Wet Markets” campaign (Nov 2007 to Feb2008) • Plastic Bag Survey (Wet Markets) and Conference (Jan, Feb 2008) • “Use Fewer Bakery Plastic Bags, You Can Do It” Campaign (Feb, Mar, Jul 2008) • “Plastic Bag Reduction” Survey and Conference (Mar, Apr 2008) • Newspaper Bag Survey and Conference (June 2008) • “Tomato and Potato in One Bag” campaign (Dec 2007; Mar, Aug 2008) • “No Newspaper Bag Day” in selected district(s) (Jun, Jul 2008) • Plastic Bag Survey and Conference (Jun 2008) 	<ul style="list-style-type: none"> • All activities completed
4	<p>Green Rural Waste Reduction Scheme</p> <p>Organization: <u>Tai Po Environmental</u></p>	<ul style="list-style-type: none"> • 11 Rural Committees and 23 villages recruited. • 10,000 leaflets, 5 banners and 2,500 wall charts produced. • Local launching in villages (Aug – 	<ul style="list-style-type: none"> • Recruit rural committees to join the programme (cont’d) • Promote PRS on WEEE by banners and display panels etc to the villages and to recruit local environmental

	<u>Association</u> Duration: <u>Apr 2008 – Apr 2009</u> Approved amount: <u>\$489,190</u>	Dec 2008) • 79 computer equipment (Apr – Dec 2008) was collected for recycling	leaders for assistance in the recycling programme (con't). • Collect WEEE for reuse or recycling (cont'd) • Seek comments from villagers on the necessity and feasibility of providing continuous regular collections to the rural areas in future for EPD's considerations (con't). • Press release and press conference
5	Amazing Journey of Waste Organization: <u>Tai Po Environmental Association</u> Duration: <u>Apr 2008 – Apr 2009</u> Approved amount: <u>\$500,000</u>	• Road shows in Tuen Mun Town Plaza (Aug 2008) & Olympian City (Nov 2008) • Seminars of Solid Waste Pollution for Scout (Jul 2008), at Tai Po Public Library (Oct 2008) & Computer recycling point (Dec 2008) • 18 booths at public area, NGOs and schools (Sep 2008 - Jan 2009) • 10,000 leaflets, 3000 posters & 3000 VCDs produced for schools, organizations and libraries for educational and promotional uses (Sep 2008 – Jan 2009) • 14 clip animations created for environmental education	• 2 more road shows (Feb 2009 and May 2009) • 21 outreaching booths at different venues, including public areas, NGO, residential areas, and schools (Jan 2009 and May 2009) • Closing ceremony with road show (May 2009) • Books will be provided to schools, organizations and libraries for educational and promotional uses (Jan 2009 and May 2009)
6	Computer Printers, Scanners and	• Distributed 5000 leaflets, 500 posters	• District collection of PSA jointly

	<p>Accessories (PSA) Collection, Reuse and Recycle Campaign 2008</p> <p>Organization: <u>Caritas Jockey Club Integrated Service for Young People -Wong Tai Sin, Youth and Community Service, Social Work Division, Caritas Hong Kong</u></p> <p>Duration: <u>Mar 2008 to Feb 2009</u></p> <p>Approved amount: <u>\$499,800</u></p>	<p>and 2 banners, inkjet printing advertisement on two side of a truck for promotion of the programme published (Mar – May 2008)</p> <ul style="list-style-type: none"> • Distributed leaflets to 1044 primary and secondary schools and uploaded leaflet and poster to Caritas’s website for promotion (Sept 2008) • Provided training to 4 young people to refurbish and recycle the PSA (Mar 2008 – Jan 2009) • Collected 6,173 printers and 829 scanners (Mar 2008 – 10 Jan 2009) • Donated 93 refurbished printers to deprived people (Aug 2008 -10 Jan 2009) • Organized education tours for 126 students from primary school, secondary school and university (Sept – Nov 2008) • Launched a collection day at Telford Garden in Kowloon Bay (13 Jul 2008) 	<p>with the district boards (Sept 2008 – Feb 2009)</p> <ul style="list-style-type: none"> • Organize District collection of PSA jointly with the district boards (Jan – Feb 2009) • Organize Educational tours for youth organization (Jan – Feb 2009) • Collect printers, scanners and accessories (PSA) and donate refurbished PSA. (Jan - Feb 2009)
7	<p>Save Food Project</p> <p>Organization: <u>Greeners Action</u></p> <p>Duration: <u>Nov 2008 to Oct 2009</u></p>	<ul style="list-style-type: none"> • “Save Food Day” for Primary School (Dec 2008) • “Save Food Day” Campaign Kick-off Ceremony (Jan 2009) 	<ul style="list-style-type: none"> • Territory-wide “Save Food Day” (Jan 2008 – Oct 2008) (Cont’d) • “Save Food Day” for HK Institute of Vocational Education (Mar 2009 – May 2009)

	Approved amount: <u>\$448,990</u>		<ul style="list-style-type: none"> • “Save Food Student Election” Training Programme (Mar 2009 – May 2009) • “Save Food Day” Survey (Aug 2009) • Press Conference of “Save Food Day” Survey (Oct 2009)
8	Hong Kong Plastic Bag 3R Campaign Organization: <u>Greeners Action</u> Duration: <u>Jan 2009 to Dec 2009</u> Approved amount: <u>\$487,318</u>		<ul style="list-style-type: none"> • Kick-off Ceremony (Feb 2009) • Territory-wide plastic bag recovery programme, in cooperation with the Link Reit and the Hong Kong Plastic Bag Manufacturers’ Association (Feb 2009 – Oct 2009) • Roving exhibition on plastic bag reduction, reuse and recovery at major housing estates (Mar 2009 – July 2009) • Territory-wide competition on the reuse of plastic shopping bags (Aug 2009 – Oct 2009) • Prize presentation ceremony (Nov 2009) • Visit to plastic bag recycling factory (Dec 2009)
9	Advanced Recycling Community Organization: <u>Tai Po Environmental</u>		<ul style="list-style-type: none"> • Opening Ceremony (March 2009) • Competition on the design of Reverse Vending Machines (RVM) outlook (Feb 2009 – Mar 2009)

	<u>Association</u> Duration: <u>Feb 2009 – Feb 2010</u> Approved amount: <u>\$498,340</u>		<ul style="list-style-type: none"> • Launching of RVMs at participating schools and organisations for collection of beverage containers (Apr 2009 – Jan 2010) • Waste reduction seminars, outreaching booths and road shows (Mar 2009 – Jan 2010) • Experience sharing session and visit for school principals and teachers of non-participating schools (Apr 2009 – Jan 2010) • Closing Ceremony (Jan/Feb 2010)
10	Weekly No Plastic Bag Day at Pharmacies Organization: <u>Greeners Action</u> Duration: <u>Jan 2009 to Dec 2009</u> Approved amount: <u>\$335,490</u>		<ul style="list-style-type: none"> • Kick-off Ceremony (Feb 2009) • Territory-wide weekly “No Plastic Bag Day” campaign, in cooperation with the Hong Kong General Chamber of Pharmacy (Mar 2009 – Sept 2009) • Monthly rebate day to act as an added incentive for plastic bag reduction (Mar 2009 – Sept 2009)
Total approved budget : <u>\$4,719,819</u>			