

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

“Say No to Newspaper Bags” by Greeners Action

Purpose

This paper presents an application from Greeners Action, namely “Say No to Newspaper Bags” (**Annex**), for funding under the Public Education Programme of the “Policy Framework for the Management of Municipal Solid Waste (2005-2014)”. Members will be invited to advise whether the Subcommittee should endorse the funding application for further consideration by the Environment and Conservation Fund Committee (ECFC).

Background

2. As agreed by the Subcommittee at its meeting on 4 February 2009, the Public Education Programme was opened for the fourth round of funding applications on 5 February 2009. The theme for this round is to support public education campaigns that complement the implementation of the environmental levy scheme on plastic shopping bags. So far, six applications have so far been approved by the ECFC, with the endorsement of this Subcommittee.

The Funding Application

3. The funding application from Greeners Action involves a budget of HK\$496,280. It aims to promote the reduction of newspaper plastic bags. The major activities under the proposal include:

- (a) organising “Everyday No Newspaper Bag Campaign” with newspaper vendors at eight districts;
- (b) collection of newspaper bags from newspaper buyers for reuse and recycling;

- (c) roving vehicle to promote the reduction of newspaper bags;
- (d) a study in collaboration with the media on the cause of abusive usage of newspaper bags;
- (e) a photography competition under the theme of “Say No to Newspaper Bags;
- (f) a discussion forum; and
- (g) a survey on the attitude and awareness of the public after implementation of the proposal’s activities.

Preliminary Assessment

5. Although the environmental levy scheme does not cover newspaper vendors, the proposal could promote BYOB which is consistent with the objective of the levy scheme and is thus in line with the current theme of the Public Education Programme. In addition, the proposal could reach out to the general public and bring about positive impacts in the longer run. The applicant also has a positive track record in executing activities of similar nature and scale. Accordingly, it is considered that the proposal could be supported.

Advice sought

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

**Waste Management Subcommittee Secretariat
August 2009**