

Project 1319 – LOHAS Cheung Chau

Project Number	1319
Project Title	LOHAS Cheung Chau 登『綠』長洲
Applicant Organisation	Tai Po Environmental Association Limited
Assisting Organisations	(i) Cheung Chau Rural Committee (confirmed) (ii) Cheung Chau Island Women's Association Limited (confirmed) (iii) Kadoorie Farm and Botanic Garden (confirmed) (iv) Campsites in Cheung Chau, including the Salvation Army Bradbury Camp, Jockey Club Cheung Chau Don Bosco Youth Centre, Caritas Ming Fai Camp, Caritas Ka Fai Camp, and Caritas Oi Fai Camp (To be confirmed)
Project Summary	<p>To set up an educational centre in Cheung Chau and organize educational activities for the residents and visitors (individuals and organisations) to take part. The project will focus on four basic areas of living (i.e. 衣食住行) and explore them in the aspects of environmental protection, ecology, geology and culture. The project aims at transforming Cheung Chau into a LOHAS (Lifestyles of Health and Sustainability) island.</p> <p>The educational centre will be divided into 5 parts for conducting the following activities, i.e.</p> <p>(i) 資源回收通識站 – Source separation of waste in Cheung Chau will be promoted. Schedules will be set for collecting plastic waste from the participating housing estates and villages. Residents can also bring along glass and electric appliances to the centre in return for gifts such as daily commodities (such as rice, oil and soap) and supermarket coupons.</p> <p>(ii) 「衣食住行」樂活加油站 – Exhibitions, seminars and workshops will be held to introduce the concept of LOHAS to the participants so as to encourage them to lead an environmentally friendly and healthy life.</p> <p>(iii) 生態地理教室 – Guided tours will be held to introduce the ecological and geographical characteristics of Cheung Chau. Training will be provided to the residents to equip them with the knowledge to act as tour guides.</p> <p>(iv) 樂活長洲 – Concept of energy saving and carbon reduction will be promoted to the participants. Seminars</p>

	<p>and workshops will be held. Professionals will also be hired to conduct carbon audit with 10 non-profit making or charity organizations in Cheung Chau for demonstration purpose.</p> <p>(v) 長洲環保傳統生活區 – Exhibition and seminars will be held to introduce traditional living habits and culture of Cheung Chau to the participants as an illustration of LOHAS lifestyle in tradition rural setting.</p> <p>To engage the local people of Cheung Chau, local groups such as the rural committee and women association will assist in implementing the project. Residents (including young people, women, fishermen and elderly) will be trained and become tour guides / speakers / tutors of various activities of the project.</p> <p>The project would leverage the unique community characteristic of Cheung Chau and devise activities that can blend into the life of the locals and be an attraction to people outside (e.g. fishing, craftsman workshops with green initiatives, outreach environmental education programmes to be conducted in the camps etc.). Such outreach activities aim to better build up local capacity in the longer run. While Cheung Chau has a relatively small population, there are a much greater number of people from the outside such as tourists and campsite users. Emphasis is put on inducing behavioural change of the people living on Cheung Chau Island, tourists and campers using the popular camping facilities there, etc. with the aim to developing Cheung Chau as a green and sustainable community.</p> <p>Pamphlets, worksheets, books, videos, website, banners and posters will be produced / published for education / publicity purpose.</p> <p>To assess the project effectiveness, questionnaires will be conducted with the participants. The performance indicators include the quantity of recyclables, number of participants, number of participating schools / organizations, number of Cheung Chau residents trained as tour guides, number of volunteers recruited and trained, number of activities held with the campsites in Cheung Chau, the amount of carbon dioxide emission reduced, etc.</p>
Project Duration	37 months

Proposed Budget	The total recommended budget is \$9,992,520 (vs applied amount \$9,992,520) comprising the following items:	
	Applied Amount	Recommended Amount
	\$4,906,760	\$4,906,760
<p>Manpower (includes-</p> <ul style="list-style-type: none"> - 1 full-time Centre Supervisor (\$21,160/ month x 36 months); - 4 full-time Project Officers (\$15,750/ months x 36 months x 4 persons); - 3 full-time Project Assistants (\$10,500/ month x 36 months x 3 persons); - 1 Part-time Senior Project Manager (\$1,260/day x 200 man- days); - Part-time Staff (\$36.75/ hour x 12,000 man-hours); - Employee compensation insurance 		
<p>Publicity (involves expenses such as mass media publicity, e.g. radio/ TV commercials, newspaper publicity; banners at piers, pamphlets and worksheets, posters, videos and animations, etc.)</p>	\$551,000	\$551,000
<p>Setup and Operation of the Educational Centre (involves expenses such as rental, rates and property tax, centre design and</p>	\$2,468,960	\$2,468,960

	renovation, exhibits, furniture and office equipment, centre maintenance, and insurance.)		
	Opening and Closing Ceremonies	\$80,000	\$80,000
	Publication / Website (includes : publication of books to record the history of Cheung Chau and the traditional environmentally friendly living habits (2 versions); design and hosting of website.	\$270,000	\$270,000
	Educational Activities (involve expenses such as gifts to participants in exchange for recyclables, giving out of energy-saving devices, speaker/ tutor /tour guides fee, fee for conducting carbon audit, booths set-up, purchase of plastic compactor, etc.).	\$819,800	\$819,800
	Others (includes : travel and meal allowance for volunteers; transportation fee, insurance for third party liabilities, and audit fee, etc.)	\$392,000	\$392,000
	Administrative and Overhead costs (including utility cost of the centre)	\$504,000	\$504,000

Assessments/Remarks	<p>Members of the EE&CA Projects Vetting Sub-committee discussed the proposal at 114th Meeting (Meeting 1) on 9 December 2011 and 114th Meeting (Meeting 2) on 15 December 2011. Members considered that the proposal was worthy of support and recommended to the ECF Committee for formal approval.</p> <p>Members had the following comments on the proposal :</p> <ul style="list-style-type: none">(i) The project was comprehensive with positive impact to the district;(ii) The applicant should engage shop owners / operators in Cheung Chau where possible to further enhance community involvement;(iii) The applicant should submit to the Vetting Sub-committee relevant details at each key milestone, such as the confirmation of the location of the educational centre, design of the centre, detailed planning of the activities, etc., and proceed with the milestones after getting the endorsement of the Vetting Sub-committee. The applicant should also attend the meetings to present the progress of the project to the Vetting Sub-committee upon request;(iv) A task force should be set up by the applicant for monitoring the progress of the project. <p>Members are invited to advise whether the application for ECF should be approved and if approved, the exact amount of fund to be granted.</p>
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Secretariat, Environment and Conservation Fund Committee
January 2012