

**Community Involvement Committee on Greening
(Notes of the 13th Meeting)**

Date and Time: 27 May 2022 (Friday) at 3:00 pm

Venue: Conference Room 3, G/F., Central Government Offices, Tamar

Present

Mr LAU Chun Kit, Ricky, JP

Chairperson (Permanent Secretary for
Development (Works), Development Bureau)

Non-official Members

Dr Johnnie CHAN Chi-kau, SBS, JP

Ms CHAN Man-kuen, MH

Ms Amy CHAN May-ho

Dr Samuel CHENG Kin-tak

Miss Linda CHOY Siu-min

Dr Jeffrey HUNG Oi-shing

Dr Caroline LAW Man-yee

Mr LO Cheuk-man

Dr Angie NG Ying-sim

Miss POON Wing-yi

Mr Matthew SIN Kar-wah

Ms Idy WONG Lai-yin

Official Members

Posts

Ms Angela LEE, JP

Deputy Secretary (Works) 1, Development
Bureau

Dr Jackie YIP

Assistant Director (Country & Marine Parks), as
representative of Agriculture, Fisheries and
Conservation Department

Ms Helen TSANG

Senior Landscape Architect/ Headquarters 2, as
representative of Civil Engineering and
Development Department

Ms Rachel LAM

Senior Curriculum Development Officer
(Moral, Civic and National Education) 1, as
representative of Education Bureau

Ms Catherine HO

Senior Executive Officer (Community
Relations) 1, as representative of Environmental
Protection Department

Mr Michael WONG	Chief Executive Officer (Admin) 3, as representative of Home Affairs Department
Ms Christine AU	Senior Landscape Architect/Tree Management and Horticulture, as representative of Housing Department
Ms Tina TAI	Chief Leisure Manager (Green Campaign), as representative of Leisure and Cultural Services Department
Ms Vina WONG	Secretary (Head of Greening, Landscape and Tree Management Section (Ag.) / Head of Greening and Landscape Office, Development Bureau)

Absent with Apologies

Mr CHEUNG Yung-pong, MH
Mr CHENG Ka-ho, MH, JP
Hon CHEUNG Kwok-kwan, JP
Ms Una LAU Yuk-min
Mr Christopher LAW Kin-chung, JP

In Attendance

Development Bureau

Mr Ryan LIN	Head of Greening, Landscape and Tree Management Section (Ag.) / Head of Tree Management Office
Mr David YUEN	Assistant Secretary (Greening and Landscape) 2 (for Paper No. 1/2022)
Mr Jason WONG	Assistant Secretary (Greening and Landscape) 3 (Note-Taker) (for Papers No. 1/2022, 3/2022 & 4/2022)

Opening remarks

1. The Chairperson welcomed Members to the 13th meeting of the Community Involvement Committee on Greening (CICG).

Item 1 : Confirmation of the minutes of the last meeting

2. The draft minutes of the 12th meeting held on 30 June 2021 were confirmed without amendment.

**Item 2 : Update of 「人樹共融」 Promotion Campaign
(CICG Paper No. 1/2022)**

3. Members were briefed with the aid of PowerPoint on the latest development of three initiatives under the 「人樹共融」 Promotion Campaign:
 - (i) Urban Forestry Publications – The first pamphlet on “Urban Forestry” was released in late April 2021 in both online and hardcopy versions. Besides, three advertorials with videos on urban forestry strategies were released on 15 September 2021, 2 December 2021 and 13 May 2022. The Chairperson thanked a Member who had participated in the filming work. The second pamphlet was targeted to be released in Q3 2022 with the theme “Greener Places, Healthier Plants”.
 - (ii) Urban Forestry Roving Exhibition (城市林務巡迴展覽) – The exhibition was held from July to September 2021 in (a) MOSTown, (b) Kai Tin Shopping Centre, and (c) Yoho Mall I separately. After that, the exhibition has toured around different public libraries until August 2022.
 - (iii) Landscape Corner (園境閣) – In response to CICG Members’ suggestion in the promotion of local green spaces to cultivate public appreciation on our green assets, the “Landscape Corner” with photo albums of various parks and feature locations was prepared and soft launched on the Greening Website on 31 March 2022, complemented with videos showing the enjoyment of green resources by all walks of life. Taking on board Members’ advice raised in previous CICG meetings, Tourism Board had been informed that the 60 green

spaces would be rolled-out in batches to keep the Landscape Corner updated with new information. Complementary publicity plan, including travel magazine feature article, KOL's social media and virtual guided tours to the sites, had also been planned.

- (iv) Design Competition on Pre-Wet Season “Bus Banner • Tram Body Advertisement” (巴士橫額 • 電車車身廣告設計比賽) was successfully completed in the end of 2020. The Gold and Silver award designs were publicised on buses and trams in March 2021 and March 2022 respectively, to promote the importance of tree risk assessment across the territory.
- (v) Education & Careers Expo 2022 – GLTMS would participate in the Expo 2022 from 21 to 24 July 2022, organised by the Hong Kong Trade Development Council. Latest information of the development of our urban forestry industry would be presented in the booth to attract new blood to the arboriculture, horticulture and landscape architecture industries.

4. The Chairperson expressed that public engagement and publicity were indispensable in successful urban forestry management. He looked forward to formulating more promotion initiatives in collaboration with Members.

5. Regarding the urban forestry publications, a Member suggested distributing the Urban Forestry pamphlets in venues with urban forestry related activities/exhibitions, such as Oil Street Art Space and other non-government organisation (NGO) centres.

GLTMS

[Post-meeting notes: The first pamphlet was distributed at Oil Street Art Space and Jao Tsung-I Academy in early June and early July 2022 respectively.]

6. Regarding the Urban Forestry Roving Exhibitions, a Member suggested extending the exhibition to secondary schools and arranging interactive games with the assistance from teachers. The Chairperson agreed that urban forestry education should begin at youth to attract more young blood to join the industry. Head of Greening, Landscape and Tree Management Section (Ag.) / Head of Greening and Landscape Office (H/GLTMS (Ag.) / H/GLO) supplemented that with a view to joining hands with schools on urban forestry education, GLTMS was

GLTMS

working with the Education Bureau (EDB) on the release of electronic version of the exhibition. On the other hand, panel displays could be arranged for individual schools if the latter so preferred. She also supplemented that the Tree Management Office had all along been organising school talks to promote urban forestry knowledge to students.

[Post-meeting notes: GLTMS had approached the Member for feasibility of displaying panels in school.]

7. A Member appreciated that in recent years, many government departments had prepared electronic version of exhibition in conjunction with the panel displays. He agreed that sharing these materials with EDB would be an effective means to disseminate the information among students. He further suggested that EDB might consider incorporating urban forestry topics in the syllabus of Liberal Studies¹. Senior Curriculum Development Officer (Moral, Civic and National Education) 1 responded that education for sustainable development had all along been incorporated in different subjects, key learning areas and curricula of values education in primary and secondary schools. Besides, EDB had issued circulars to schools regularly on the updated learning and teaching resources.
8. A Member enquired for the reason of the wide range of number of visitors in different public libraries. H/GLTMS (Ag.) / H/GLO responded that the number of visitors was subject to the size and visitor flow of public libraries. GLTMS would endeavour to arrange more exhibitions in different public libraries to reach out to different community groups.
9. Regarding the complementary publicity plan for Landscape Corner, a Member suggested inviting Key Opinion Leaders (KOLs) to promote and expand the target audience spectrum to family and retired people. Another Member echoed the view and pointed out that travel restrictions under the COVID-19 pandemic had induced the public to enjoy the beauty of local green spaces. GLTMS should seize the opportunity and launch the publicity campaign at the right timing, such as during the blossoming period to attract public attention. Another Member opined that apart from inviting KOLs and issuing advertorials, GLTMS might collaborate with the Tourism Board to organise local tours to the green spaces

GLTMS

¹ “Citizenship and Social Development” has replaced senior secondary Liberal Studies starting from Secondary Four in the 2021/22 school year.

promoted in the Landscape Corner. A Member reflected that the Landscape Corner might not be well-known yet and GLTMS could leverage social media to increase its popularity. He further suggested he could assist to share the promotion videos within his network, including professional bodies and boards, so as to reach wider target audience promptly.

[Post-meeting notes: The promotion videos had been circulated to Members on 20 June 2022 for sharing among their connections, displayed in Education & Careers Expo in mid July 2022 and would be uploaded to social media in due course.]

10. The Chairperson thanked Members for suggestions and encouraged Members to help sharing the Landscape Corner among their connections. He concurred with the suggestions that the publicity materials should dovetail with the appropriate seasonal themes. GLTMS

[Post-meeting notes: GLTMS had taken note of Members' suggestion and refined the publicity plan, and scheduled to launch the campaign in September 2022.]

11. Regarding the Education & Careers Expo 2022, a Member suggested arranging landscape architect and arboriculture studies students from tertiary institutes to share their learning experience at the GLTMS booth. Another member further suggested inviting industry professionals to present the information concerning career prospects and goals which would help attract more people to join the industry. Another Member recognised the importance of life planning in secondary schools and introducing lesser-known professions to students was essential so as to widen their exposure. GLTMS

[Post-meeting notes: (i) GLTMS had arranged tertiary institutes students and engaged industry professionals to share their experience at the Expo. (ii) The Expo was successfully completed with about 4000 visitors to the GLTMS booth.]

12. A Member reflected the manpower shortage problem encountered by the arboriculture industry and advocated to work with the education sector to promote the career prospects of the industry to students since young age. Another Member expressed that the manpower demand in the arboriculture industry was huge and job opportunities were available for graduates of different education level. To attract more young

talents to join the industry, he suggested joining hands with the education and private sectors to host job tasting programme if possible.

13. The Chairperson agreed that teenagers might be interested in pursuing in careers on arboriculture and sustainable development but there were insufficient channels to receive the information. GLTMS would continue to maintain connection with schools so as to enhance the opportunities to disseminate information.

**Item 3 : Community Involvement on Greening by Leisure and Cultural Services Department
(CICG Paper No. 2/2022)**

14. Members were briefed with the aid of PowerPoint on Leisure and Cultural Services Department (LCSD)'s achievement on organising community involvement activities in recent years.

15. A Member was pleased about LCSD community involvement activities and suggested increasing the number of community garden as it was a popular programme. Another Member reflected that the current size and number of community garden were insufficient to meet the public demand, and suggested LCSD to explore the feasibility of making us of unallocated government land and partnering with NGOs to run the programmes. Another Member suggested that modelling on the arrangement to open some government buildings' carpark for public use after office hours, part of their school campuses could be leased to LCSD for running community gardens. Chief Leisure Manager (Green Campaign) (CLM(GC)) responded that LCSD had all along been striving to identify more appropriate venues to run the community garden programme to meet the public demand. In 2021/22, four new community gardens were commissioned for public use.

16. The Chairperson concurred that there was a strong public demand and agreed to consider possible ways to increase the number of community gardens, and encouraged LCSD to implement more community gardens. However, remote sites would not be suitable for community gardens and feasibility studies should be conducted.

LCSD

17. In respect of the Greening School Subsidy Scheme, a Member reflected that the current subsidy ceiling were inadequate. He

hoped LCSD would review the subsidy ceiling, or adjust the amount of subsidy according to school size. CLM(GC) regarded that the scheme was well received by schools, attracting about 900 schools each year to participate. She elaborated that the scheme was an on-going programme and schools were encouraged to apply for subsidies every year to implement the greening school projects, including (i) tree planting project, (ii) garden plot project or horticultural maintenance, and (iii) greening activity.

18. A Member was pleased to know that LCSD arranged Conservation Courses for Girl Guides, and suggested LCSD extending the courses to other uniform groups. The Chairperson concurred and encouraged LCSD to consider this suggestion. LCSD

19. A Member complimented that LCSD's Best Landscape Award for Private Property Development was widely recognised by the property management companies, and appreciated LCSD's initiative for organising this award scheme with different categories of premises (including schools and NGOs). He reiterated that landscape and greenery played important roles towards a quality and sustainable built environment, and sufficient site coverage of greenery was important in building projects. The Chairperson supplemented that under the prevailing new town planning strategies, only 30% of land would be used for buildings, while others would be reserved for transport, greening and other functions. For urban districts, Greening Master Plan was in place to maximise greening opportunities.

20. A Member suggested that since various departments had their own promotional channel, it would therefore be worthwhile to provide a common platform as one-stop shop, so that the public can access to the information conveniently. The Chairperson suggested the GLTMS to develop a plan for taking forward the idea. GLTMS

[Post-meeting notes: GLTMS was planning to prepare a common platform on greening works/activities to facilitate the public's use.]

21. A Member opined LCSD could put more resources on promoting horticulture, which was interesting and down-to-earth, and could provide relief to people in times of COVID-19 pandemic. Also, assigning interesting theme to each

horticultural event (e.g. special event for the elderly) and sharing event photos through social media with hashtags could strongly amplify the publicity effects. CLM(GC) concurred with the Member and advised that LCSD was planning to enhance the live streaming programmes and online videos on horticulture and its promotion on the social media platform “LCSD Plusss (康文+++)”.

22. A Member was pleased that LCSD had implemented many activities for students, and suggested LCSD organising more activities for family. Both the Chairperson and CLM(GC) supported the suggestion.
23. The Chairperson thanked LCSD for accomplishing many greening works and community involvement activities in recent years. He encouraged LCSD to keep up the good work, such as the organisation of ‘Best Landscape Award for Private Property Development’ and the live streaming programme ‘Diagnosis of Plants (園藝診症室)’, and encouraged LCSD to organise more popular activities, such as the ‘Community Garden Programme’.

**Item 4 : Update of Hong Kong 2022 International Urban Forestry Conference [香港 2022 國際城市林務研討會]
(CICG Paper No. 3/2022)**

24. Members were briefed with the aid of PowerPoint on the conclusion of the Hong Kong International Urban Forestry Conference 2022 (IUFC 2022), which was held in webinar mode on 2 and 3 March 2022. Due to the outbreak of 5th wave of COVID-19 pandemic in Hong Kong, the technical sessions, originally scheduled on 4 March 2022, would be postponed to Q2 – Q3 2022.

[Post-meeting notes: GLTMS organised two types of technical sessions for community (i.e. forest bathing classes and tree care tours) on 17 June 2022 in Kowloon Park.]

25. Being one of the most important urban forestry events in town, The Chairperson congratulated the successful completion of IUFC 2022.
26. A member recognised the dedicated efforts of the GLTMS in organising the IUFC 2022 successfully, and enquired whether the guest speakers’ presentation materials could still be viewed online. Assistant Secretary (Greening and Landscape)3

replied that speakers' presentation slides were uploaded to the IUFC 2022 website for public download and viewing.
(<https://www.greening.gov.hk/hk2022iufc/index.html>)

**Item 5 : Public Education and Community Involvement
Activities organised by the Government in 2021
(CICG Paper No. 4/2022)**

27. Members were briefed that departments had organised 2,551 community involvement activities with around 644,000 participants in 2021, despite cancellation or postponement of in-person activities were inevitable due to COVID-19 pandemic. With the ease of social distancing measures gradually, it was believed that more in-person activities could be organised in conjunction with online events.
28. The Chairperson concluded that departments would endeavour to organise more community greening activities with cohesive efforts.

Item 6 : Any Other Business

29. There being no other business, the meeting was adjourned at 5:05pm.

**Greening, Landscape and Tree Management Section
Development Bureau
December 2022**