

Community Involvement Committee on Greening
(Notes of the 11th Meeting)

Date and Time : 20 January 2021 (Wednesday) at 2:30 pm

Venue : Room 1821, 18/F West Wing, Central Government Offices, Tamar
(with video conferencing)

Present

Ir. LAM Sai-hung, JP

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

Non-official Members*

Dr. Johnnie CHAN Chi-kau, BBS, JP

Ms. CHAN Man-kuen, MH

Ms. Amy CHAN May-ho

Mr. CHENG Ka-ho, MH, JP

Mr. CHEUNG Kwok-kwan, JP

Mr. CHEUNG Yung-pong, MH

Dr. Jeffrey HUNG Oi-shing

Ms. Una LAU Yuk-min

Mrs. Miranda LEUNG CHAN Che-
ming

Dr. Angie NG Ying-sim

Miss POON Wing-yi

Mr. Christopher LAW Kin-chung, JP

Mr. YIU Vor

Mr. Matthew SIN Kar-wah

Ms. Ann SO Lai-chun, MH, JP

Official Members

Posts

Ms. Angela LEE, JP

Deputy Secretary (Works) 1, Development
Bureau

Dr. Samuel LAM

Senior Country Parks Officer (Technical
Services), as representative of Agriculture,
Fisheries and Conservation Department *

Mr. Terence LAM

Assistant Director (Technical), as representative
of Civil Engineering and Development
Department *

Ms. Louisa LO	Curriculum Development Officer(MCNE) 11, as representative of Education Bureau *
Ms. Catherine HO	Senior Executive Officer (Community Relations) 1, as representative of Environmental Protection Department *
Mr. Benedict 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 *
Mr. WONG Ying-ming	Chief Leisure Manager(Green Campaign), as representative of Leisure and Cultural Services Department *
Mr. Robin LEE	Secretary (Head of Greening, Landscape and Tree Management Section, Development Bureau)

* attendance via video conferencing

Absent with Apology

Dr. Samuel CHENG Kin-tak

Mr. LO Cheuk-man

In Attendance

Development Bureau

Ms. Vina WONG	Head of Greening and Landscape Office
Ms. Florence KO	Head of Tree Management Office
Ms. Mime TAN	Assistant Secretary (Greening and Landscape) 2 (for Papers No. 1/2021 & 2/2021)
Mr. Jason WONG	Assistant Secretary (Greening and Landscape) 3 (Note-Taker) (for Papers No. 2/2021 & 3/2021)
Ms. Josephine YANG	Assistant Secretary (Tree Management) 2 (for Paper No. 1/2021)
Mr. Manson PANG	Senior Geo Engineer (Special Duties) (for Papers No. 1/2021 & 4/2021)
Ms. Janice YUEN	Executive Manager (Greening, Landscape and Tree Management) (for Papers No. 2/2021)

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1. The Chairperson welcomed Members to the 11th meeting of the Community Involvement Committee on Greening

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("CICG"), including Ms. Angela LEE (Deputy Secretary (Works) 1) and Mr. Robin LEE (Head of Greening, Landscape and Tree Management Section ("H/GLTMS")) who joined the meeting for the first time as the Member and Secretary respectively.

Item 1 : Confirmation of the minutes of the last meeting

2. The draft minutes of the 10th meeting circulated to Members were confirmed without amendment.

Item 2 : Matters arising from the last round of paper circulation

3. The Committee noted that Members' comments had been duly incorporated in the two papers (CICG Papers No. 1/2020 and 2/2020) circulated since the last meeting with no further action outstanding.

Item 3 : Update of Urban Forestry Support Fund (CICG Paper No. 1/2021)

4. Members were given an update with a PowerPoint presentation on the key developments of the four initiatives under the Urban Forestry Support Fund ("the Fund") :
 - (a) Study Sponsorship Scheme ("the Scheme") - Various publicity efforts were made to promote the Scheme since its roll-out in July 2020, including issuing press releases, launching a thematic webpage, placing advertorials in newspapers, posting interviews on the Secretary for Development's blog, distributing leaflets and posting displays in relevant educational and training institutes, etc. By end of December 2020, 171 and three applications had been received for study sponsorship and scholarship respectively; and it was expected that there would be around 300 applications by end of the 2020/2021 cohort;
 - (b) Trainee Programme ("the Programme") – A range of promotional work was organised since the launch of the Programme in August 2020, in print and social media. The Construction Industry Council ("CIC") administering the Programme had received a total of 12 applications

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(involving 26 arborist trainees and three tree climber trainees), of which 11 were approved;

(c) International Urban Forestry Conferences - The Development Bureau (“DEVB”) hosted the first International Urban Forestry Conference in Hong Kong on 16 and 17 January 2020, and planned to organise the next conference in 2022; and

(d) Other Promotion Activities - Two episodes on a TV programme series were produced for release in March 2021 to promote the benefits of urban forests, importance of proper tree care, need for special attention to potential tree risks during and immediately after inclement weather, etc.

5. The Chairperson supplemented that while the Government would plan for the next International Urban Forestry Conference to take place in Q1 2022, the actual arrangement would be subject to the COVID-19 pandemic situation, and invited Members’ contribution of ideas for the conference.

6. A Member commended the DEVB Greening, Landscape and Tree Management Section (“GLTMS”) for their achievements with the Fund despite the difficult situation during the COVID-19 pandemic. She also declared her capacity as a member of the Advisory Panel on Publicity under the Construction Industry Council (“CIC”).

7. A Member congratulated the satisfactory response to the Scheme, and enquired if any quota had been set for it in light of the market prospects for the arboriculture industry. Assistant Secretary (Tree Management) 2 clarified that no quota had been set with a view to encouraging more youngsters to join the arboriculture industry. She elaborated that the study sponsorship accounted for 50% to 70% of the payable tuition fee of each recognised programme, with a ceiling of \$20,000 for arboriculture and tree management programme and \$6,000 for tree work programme, while the scholarship was the full tuition fee of each recognised programme, with a ceiling of \$50,000 for each academic year.

8. Comparing the responses to the Scheme with that to the Programme, a Member asked if media interviews similar to

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those conducted for the Scheme had been arranged for the Programme as well. She saw merits in boosting the promotion of the arboriculture and horticulture industry, which was not as severely affected by the COVID-19 pandemic as the others, as a means to encouraging better response to the Programme.

9. Noting the lukewarm response to the Programme was not due to any quota constraint but might reflect the industry's actual demand, H/GLTMS concurred with the above Member's advice and would (i) discuss with CIC on opportunities for more targeted promotion of the Programme (including media interviews) to the younger generation; and (ii) maintain close communication with employers in the arboriculture and horticulture industry, with a view to providing more training positions for youngsters.
10. A Member welcomed the encouraging response to the Scheme as a boost of manpower to the industry, and suggested ideas to facilitate beneficiaries under the Scheme to join the industry.
11. Another Member was pleased with the positive response to the Scheme and considered it a testimony of the Government's determination to promote greening. He suggested organising post-programme activities (such as alumni) to reinforce the momentum of the Scheme.
12. On the suggestion by a Member of setting benchmarks for reviewing the Scheme's effectiveness, the Chairperson reassured that the Fund would be subject to periodic review to identify room for improvement. H/GLTMS added that the experience gained during the initial stage of the Scheme would form the basis for subsequent evaluation.
13. On the enquiry from a Member on the Scheme's interface with other job creation schemes, Head of Tree Management Office explained that the Scheme was meant to serve a career development function for youngsters in the arboriculture industry, and it was thus difficult to compare with other job creation schemes, which had different objectives.
14. In view of the Fund's objective to provide trainees with a structured career path, the Chairperson suggested the GLTMS to consider further support measures towards nurturing trainees under government works contracts.

15. H/GLTMS thanked Members for their suggestions towards enhancing the initiatives under the Fund and undertook to consider possible follow-up actions.

**Item 4 : 「人樹共融」 Promotion Campaign
(CICG Paper No. 2/2021)**

16. Members were briefed with a Powerpoint presentation on the latest development of three initiatives under the 「人樹共融」 Promotion Campaign:
- (a) Urban Forestry Publications & Roving Exhibits – With the aim of raising awareness of the concepts and strategies on urban forestry and the importance of urban greenery, DEVB would produce and disseminate thematic pamphlets in April 2021 and stage roving exhibitions in Q3 2021 (subject to the COVID-19 pandemic);
 - (b) Revamp of Greening Website: New Landscape Corner – The new Landscape Corner in the Greening Website, aimed to cultivate public appreciation of landscape design in selected local public parks and green spaces, was scheduled for completion in January 2022; and
 - (c) “Check Your Trees Minimise Risk” Bus Banner • Tram Body Advertising Design Competition – The design competition was open for application from 16 November to 23 December 2020, with advertisements placed on print and online media and invitation letters sent to schools. The judging panel met on 13 January 2021 to evaluate the 548 entries received, and would notify the winners by end January 2021. The virtual award presentation ceremony would be held tentatively in February 2021; and the gold award-winning designs would be printed and displayed on trams and buses in March and April 2021. *[Post-meeting note: Winners were notified by e-mail and the competition results were posted on the website in late January 2021. The gold award-winning designs were displayed on buses and trams in March and April 2021. The virtual award presentation ceremony was broadcasted on the GLTMS website in late April 2021.]*

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17. The Chairperson reiterated that best endeavours would be made to launch the promotion campaigns as planned, in spite of the COVID-19 pandemic. He thanked the CICG Members for serving as the judging panel of the “Check Your Trees Minimise Risk” Bus Banner • Tram Body Advertising Design Competition.
18. Regarding the suggestion from a Member to take a more proactive approach in promoting the messages to schools and through collaborating with tour guides in addition to distribution of physical and digital copies of the pamphlet, H/GLTMS mentioned that there had been regular communication between GLTMS and schools before the COVID-19 pandemic, such as seminars on knowledge of urban forestry and tree management. He agreed that more proactive promotion could be done online and outreach by collaboration with local tour guides where feasible to publicise the Government’s achievements on greening. Another Member concurred and shared the promotional practice of a local theme park (e.g. collaborating with the Tourism Board) during the COVID-19 pandemic.
19. On the suggestions from a Member to print the pamphlets on Forest Stewardship Council (“FSC”) certified paper and from another Member to minimise the carbon footprint in printing the pamphlet, thereby enhancing the Government’s image on greening, H/GLTMS advised the printing of the pamphlets would comply with the policies and guidelines set by the Government Logistics Department, and be at a quantity commensurate with its respective needs. *[Post-meeting note: It was confirmed that the pamphlets were printed on lightweight FSC certified woodfree paper with an environmentally friendly ink.]*
20. Regarding the new Landscape Corner on the Greening Website, a Member suggested that the new Landscape Corner could be a good platform to promote many well managed yet lesser-known undiscovered open spaces. Another Member suggested to arrange media reports to promote the Landscape Corner. A Member suggested the public could be invited to nominate good open space to be covered, thereby enhancing public involvement and buy-in for the initiative.

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21. In respect of the “Check Your Trees Minimise Risk” Bus Banner • Tram Body Advertising Design Competition, a Member lauded that the campaign was very successful and should be further developed into a comprehensive public relation plan for the target audience, particularly for the property management companies, including media events to call attention to get prepared for the wet season, and compilation of a what-to-do-list if problematic trees were identified. Another Member was thrilled by the overwhelming and knowledgeable responses to the competition and suggested more competitions could be arranged to arouse the interest of the public about urban greening.
22. A Member opined that wider usage of social media would help to connect with the youngsters and she provided examples of publicity activities using social media platforms. Another Member concurred with the wider usage of social media, such as inviting key opinion leaders on social media platforms to promote greening works.
23. H/GLTMS thanked Members’ suggestions in GLTMS’s further development of the promotion action plan. He added that (1) video clips would be published on the blog of Secretary for Development for promotion; (2) the Radio Television Hong Kong had filmed documentaries for antiquities and monuments, which could be a reference for promoting government greening works; (3) GLTMS would send letters and organise seminars for property owners, owners’ incorporations and property management companies on tree management issues for promotion; and (4) GLTMS would continue to work closely with the Official Members and other departments to take forward the said initiatives .

Item 5 : Public education and community involvement activities organised by the Government in 2020 (CICG Paper No. 3/2021)

24. Members noted that in 2020, government departments had organised about 2 587 community involvement activities with around 690 000 participants, including the inaugural International Urban Forestry Conference in January 2020. Due to COVID-19 pandemic, departments had taken appropriate control measures and inevitably cancelled or

postponed some face-to-face activities. Nevertheless, departments had taken a proactive approach to turn physical events into virtual ones aiming to reach a larger population and the feedback was positive.

25. The Chairperson thanked departments' effort in organising and arranging publicity education and community activities in 2020 under the COVID-19 pandemic; and encouraged departments to continue to engage the public with a view to raising their awareness of greening and proper tree care.

**Item 6 : Tree Labels with Quick Response Codes
(CICG Paper No. 4/2021)**

26. Members were briefed on the proposed installation of Tree Labels with Quick Response (“QR”) Codes, initially by early 2022, on around 200 000 roadside trees managed by the Leisure and Cultural Services Department and the Housing Department and 800 trees under the tree register. Purpose is for the ease of tree identification and making available information of different tree species. Members were also briefed about the corresponding publicity arrangements, such as promotion on the Secretary for Development's blog.
27. Members generally welcomed the initiative. On the enquiry from a Member about the extent of coverage of the initiative, H/GLTMS advised that the scope of the programme would cover major roadside trees that are suitable for tree labels with QR Codes. She also asked for the details of the publicity activities, concerning the cooperation with non-government organisations and events that would allow voluntary participation by the public.
28. H/GLTMS clarified that the publicity activities would follow the prevailing approach of community involvement in planting works after the completion of major works projects, and added that the liaison with relevant district councils had commenced with positive responses.
29. On the concern from a Member about possible tree strangulation by the ties of the tree labels, H/GLTMS explained that the tree labels would be affixed with elastic bands that could cater for the growth of trees; and relevant

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maintenance departments would conduct regular inspection of the condition of the tree labels and replace when necessary. *[Post-meeting note: A Member suggested the tree form could be added in the tree information of the QR codes. GLTMS confirmed that the feature of tree form was already included as part of the tree information of the QR codes.]*

30. A Member supported the installation for enhancing public knowledge of trees in the neighbourhood and recommended to organise orientation events as publicity activities. He also suggested engaging designers to design the layout of tree labels to minimise visual impact to the environment.
31. H/GLTMS explained that the current design of the QR codes had optimised the size and colour contrast such that the information shown could be readily detected by mobile devices. He further added that, around 10 000 tree labels would be installed in the first phase of the initiative for gauging the public receptiveness.
32. A Member supported the programme considering it to be beneficial for visitors to foster a healthy image of Hong Kong. He noted that some interesting information about different tree species (such as *Bauhinia x blakeana*) would be uploaded for public viewing, and enquired if the type of information to be provided for different tree species would be the same and suggested providing information for rare and special trees as well. Senior Geo Engineer (Special Duties) responded that interesting information would be prepared for the most common 100 tree species, covering about 95% of the 200 000 roadside trees under the initiative. The Member further asked if there were any channels to provide the information of tree species directly to schools for teaching purpose.
33. The Chairperson thanked Member for the idea to use the information for teaching and further liaison with the Education Bureau would be conducted to facilitate teachers for using the concerned information. The Chairperson also thanked all Members' suggestions which would be beneficial to the implementation of the initiative.

Item 7 : Any Other Business

34. A Member enquired about the details, programme and publicity plan of the Hong Kong Flower Show 2021 (“HKFS 2021”) which was an important annual event of the horticulture industry.
35. Chief Leisure Manager(Green Campaign) from the Leisure and Cultural Services Department (“LCSD”) responded that the overall theme of the HKFS 2021 was "City of Flowers, City of Love" and the theme flower was the rhododendron. Due to the latest developments of the COVID-19 pandemic, the LCSD would set up exquisite garden plots at designated venues across 18 districts to present the HKFS 2021 with an innovative approach for public enjoyment. While the LCSD was still preparing the event, no details were available at the moment. The LCSD would upload more details on the HKFS thematic website in February 2021 once ready.
36. The Chairperson remarked that the current term of appointment of the CICG would expire at the end of February 2021, and thanked Members for their contribution and valuable advice given in the past two years. The Chairperson advised that details of the next meeting for the next term would be announced in due course.
37. There being no other business, the meeting was ended at 4:50 pm.

**Greening, Landscape and Tree Management Section
Development Bureau
May 2021**