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OUR REF:
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9 April 2021

Ms Wendy JAN
Clerk
Public Accounts Committee
Legislative Council
Legislative Council Complex,
1 Legislative Council Road
Central, Hong Kong

Dear Ms JAN,

Public Accounts Committee

Consideration of Chapter 2 of the Director of Audit's Report No. 75

Government's efforts in tackling shoreline refuse

I refer to your letter dated 30 March 2021 under ref: CB4/PAC/R75 concerning the above subject and the information requested therein is provided below:

Part 6: Other related issues

1. Response to Question (a):

The Environmental Protection Department ("EPD") has been promoting the message of keeping the shorelines clean to the public through the "Clean Shorelines" thematic website, social media pages and on-site publicity and educational activities organised in collaboration with other departments. Owing to the implementation of various anti-epidemic and social distancing measures during the COVID-19 pandemic since last year, we have made some adjustments to the promotion and education work in the 2020-2021 financial year. For

reflecting a more complete picture, details of the related work conducted in the past 3 financial years and the expenditures involved are listed below.

Table 1: The relevant promotional and educational work carried out in the 2018-2019 financial year

Description	Expenditure (HK\$)
Management of the thematic website	66,000
Management of the Facebook Page (from July to October) (see Note)	Not Applicable
Management of the Facebook Page (since October)	216,000
Shorelines Cleanup Day (from April to August) (see Note)	Not Applicable
Shorelines Cleanup Day (since December)	170,000
Co-ordinated with the Marine Department, the Food and Environmental Hygiene Department and the Leisure and Cultural Services Department to remind vessel operators and users of the waterfront promenade to keep the Aberdeen Typhoon Shelter clean through conducting patrols and distributing leaflets (see Note)	Not Applicable
Co-organised a training course on clean shorelines with the Scout Association of Hong Kong (see Note)	Not Applicable
Total	452,000

Table 2: The relevant promotional and educational work carried out in the 2019-2020 financial year

Description	Expenditure (HK\$)
Management of the thematic website	162,000
Management of the Facebook Page	456,000
Management of the Instagram Page (since December)	69,000
Management of the YouTube Channel (since January) (see Note)	Not Applicable
Shorelines Cleanup Day	210,000
“World Environment Day x World Ocean Day 2019” Shorelines Cleanup Activities	180,000
Organised “Clean Shorelines Heros” Award Presentation Ceremony to recognise volunteers’ contributions in keeping shorelines clean (see Note)	Not Applicable

Description	Expenditure (HK\$)
Published a booklet on “Avoiding the Release of Expanded Polystyrene (“EPS”) into the Marine Environment” jointly with the Agriculture, Fisheries and Conservation Department (“AFCD”) to provide practice notes for the fishery trade and distributed the booklets at wholesale fish markets and the marine fish culture licence office to raise awareness among fishermen, marine fish wholesalers and mariculturists on protecting the ocean and preventing EPS from entering the sea causing environmental impacts (see Note)	Not Applicable
Supported and participated in the “International Coastal Cleanup Hong Kong 2019” Kick-off Ceremony (see Note)	Not Applicable
Total	1,077,000

Table 3: The relevant promotional and educational work carried out in the 2020-2021 financial year

Description	Expenditure (HK\$)
Management of the thematic website	146,000
Management of the Facebook Page	685,000
Management of the Instagram Page	231,000
Management of the YouTube Channel (see Note)	Not Applicable
Co-ordinated with AFCD to distribute the booklet at wholesale fish markets to remind fishermen and marine fish wholesalers to stay alert in the typhoon seasons and take precautionary measures to prevent EPS for fishery use from entering the sea (see Note)	Not Applicable
Co-ordinated with AFCD to conduct patrols and organise publicity and educational activities at a fish culture zone at Lantau Island to remind mariculturists to arrange proper disposal of fish feed bags and other waste from the fish rafts (see Note)	Not Applicable
Supported and participated in the “International Coastal Cleanup Hong Kong 2020” Online Kick-off Ceremony (see Note)	Not Applicable
Total	1,062,000

Note: Work was conducted by in-house staff, incurring no additional expenditure.

2. Response to Question (b):

Apart from coordinating the shoreline clean-up work of various departments, EPD has been paying continuous efforts in enhancing public awareness of keeping our shorelines clean through promotion, education and encouraging public participation. The relevant initiatives include organising different on-site activities (e.g. Shorelines Cleanup Day) and managing the Clean Shorelines Liaison Platform (“the Platform”). EPD has kept in contact with over 600 green groups, community organisations, enthusiastic individuals/groups, schools, companies and other units through the Platform, which serves the functions of communication, interaction, promotion, providing support and receiving feedback. The Platform comprises a thematic website, social media pages, a designated hotline and an e-mail box.

The thematic website introduces the government’s strategies and measures on marine refuse management, study results, statistics, cleanliness gradings of priority sites, etc., and provides information required for organising coastal cleanup activities, including relevant hygiene and safety guidelines, support available from government departments, introduction of suitable locations for organising clean-up activities, weather and tidal information to be noted, etc. EPD also provides on the thematic website regular updates on upcoming events, photos, post-event sharing, etc. about coastal cleanup activities provided by the public.

EPD fully utilises the interactive functions of social media pages to make new public appeals and solicits feedback from time to time. For instance, we have been promoting the message of “Leave No Trace” recently, and we are producing promotional video clips on different topics about clean shorelines from multiple perspectives for posting on the social media pages.

In addition, through the designated hotline and e-mail, EPD directly answers enquiries from the public or community groups, responds to their comments or suggestions on shoreline cleanliness, and assists them in planning and organising coastal cleanup activities by offering appropriate support, including provision of

cleansing materials and tools, liaising with relevant departments for the arrangement of refuse collection and disposal services, etc.

3. Response to Question (c):

Regarding the maintenance of the two social media pages, the main duties of the contractor include the design and management of the social media pages, development of the social media plan/strategy, shooting and production of promotional video clips, interacting with the public, etc. The contract sum was HK\$1,190,000 for a period of 15 months.

Yours sincerely,



(C K CHEN)

for Director of Environmental Protection

Encl.

c.c.

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