教育和宣傳Education and Promotion

參與是成功減廢的關鍵,但只具備收集設施並不足夠。市民需明白為何要把廢物循環再用或再造,以及如何參與。

環保署一直舉辦不同形式的活動鼓勵更多市民實行廢物分類,透過廣泛的教育和宣傳活動把廢物源頭分類的信息帶到每一個屋苑和市民,確保每個人都明白到廢物分類的重要性。我們於2007和2008年在教育和宣傳方面的重點工作簡述如下。

Participation is the key to success in waste reduction and collection facilities alone do not guarantee success. People also need to understand why they should re-use or recycle waste, and how they can go about doing this.

The EPD has organized a wide range of activities to encourage more people to practise waste separation. We have been running a wide-reaching education and promotional campaign to spread the message of source separation of waste to individual housing estates and the general community. This on-going effort is necessary to reinforce our message and ensure everyone understands the importance of separating their waste. The highlights of our efforts in 2007 and 2008 are described below.



家居廢物源頭分類獎勵計劃/比賽

Commendation Scheme /

Competition on Source Separation of Domestic Waste

家居廢物源頭分類獎勵計劃/比賽旨在鼓勵參與的屋苑和住宅樓宇增加家居廢物的回收量,並減少廢物棄置量。我們每年均舉辦『家居廢物源頭分類研討會暨頒獎典禮』,以表揚該年度於減少和回收廢物中有卓越表現的屋苑和樓宇。

The Commendation Scheme / Competition on Source Separation of Domestic Waste encourages participating housing estates and residential buildings to increase the quantity of recyclables they recover and reduce the amount of waste requiring disposal. A Forum on Source Separation of Waste cum Award Presentation Ceremony is held annually to commend those estates and buildings that achieve an outstanding performance in waste reduction and recovery that year.





) (

家居廢物源頭分類研討會暨頒獎典禮2007

Forum on Source Separation of Waste cum Award Presentation Ceremony 2007



環境局常任秘書長/環境保護署署長王倩儀(右五)和其他主禮嘉賓把可回收物料放入合適的廢物分類回收桶,並一起承諾攜手宣揚廢物源頭分類。
The Permanent Secretary

for the Environment/Director of Environmental Protection, Ms Anissa Wong (fifth right) and other officiating guests make a pledge to collaborate in promoting source separation of waste by placing recyclables into the appropriate waste separation bins.

2006/07年度 得獎的屋苑在減 少和回收廢物工 作上表現卓越而 獲得表揚。

The winning housing estates



in the Competition 2006/07 are commended for their outstanding performance in reducing and recovering waste.

家居廢物源頭分類研討會暨頒獎典禮2008

Forum on Source Separation of Waste cum Award Presentation Ceremony 2008

er.

111

Pro

ay 2008



環境保護署代表報告家居廢物源頭分類 計劃的進展和成效。

An Environmental Protection Department representative reports on the progress and achievements of the Programme on Source Separation of Domestic Waste.

香港物業管理公司協會代表分享 在屋苑推行廢物分類的經驗。

A representative from the Hong Kong Association of Property Management Companies shares experiences on separating waste in housing estates.

參與計劃的工商業樓 宇獲頒發證書,以表 揚其對廢物源頭分類 的支持。

Certificates are presented to participating commercial and industrial buildings to show appreciation for their support in separating waste.



廢物源頭分類・至叻家庭大比拼 2008

Source Separation of Waste - SSW Model Family Competition 2008



至叻家庭大比拼旨在提高廢物源頭 分類的意識,以及鼓勵每個家庭參 與廢物分類。環保署於2008年10 月至12月期間與《香港經濟日報 Take Me Home》合辦是項活動,主 辦機構邀請參加比賽的家庭物語 分類的經驗和心得。我們首先不個 到的約1,400份申請中選出於事 到的約1,400份申請中選出於事 範家庭,再由評判到訪他們家中 觀察他們如何在家中進行廢物源 分類,然後才決定最終的得勝者。

The Model Family Competition aims to promote awareness and encourage individual households to separate their waste. It was organized in

collaboration with Take Me Home of the Hong Kong Economic Times and ran from October to December 2008. Families were asked to share photos and write about their methods and experiences in separating waste at source. About 1,400 entries were received and a shortlist of six model families were visited by judges before deciding on the final winners.



2009年1月舉行的頒獎典禮表 揚參與推廣該項活動的家庭、 屋苑、學校及物業管理公司。

An awards presentation ceremony held in January 2009 commends the participating families, as well as housing estates, schools and property management companies that promoted the event.

我們與模範家庭會面,以選 出比賽的得勝家庭。

Home interviews were conducted with model families to select the winners of the competition.





得勝者分享他們在家中實行 廢物源頭分類和減少廢物的 經驗。

The winners shared their experiences in implementing source separation of waste and waste reduction at home.

全港性推廣廢物源頭分類

Territory-wide promotion of source separation of waste

透過電視播放有關的政府宣傳短片。 Announcements of Public Interest are shown on television.



張貼廣告於……

Advertisements are carried...



巴士的車身、 on buses,



輕便鐵路車站、 in light railway stations,



港鐵站、 in MTR stations,



和報紙。 and in newspapers.

地區性的推廣

Promotion at district level

在各區舉行巡迴推廣活動,把廢物源頭分類的信息帶給區內居 民,地點包括屯門屯門市廣場、

"Road shows" to bring the source separation of waste message into the community are held at Tuen Mun Town Plaza, Tuen Mun,

九龍城九龍城廣場、 Kowloon City Plaza, Kowloon City,



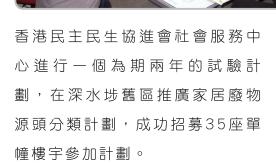
深水埗西九龍中心、 Dragon Centre, Sham Shui Po,

和銅鑼灣維多利亞公園。 and Victoria Park, Causeway Bay.



九龍社團聯會黃大仙地區 委員會在黃大仙的屋苑舉 辦宣傳活動。

The Kowloon Federation of Associations Wong Tai Sin District Committee organizes a promotional activity at a Wong Tai Sin housing estate.



The Hong Kong Association for Democracy and People's Livelihood

Social Service Centre implements a two-year trial to promote the SSW Programme in Sham Shui Po's older areas. 35 single-block buildings in the district have been recruited to the SSW Programme.



中西區半山業主聯會成功招募區 內超過60座單幢樓宇參加家居廢 物源頭分類計劃。

The Central & Western Mid-Levels Owners Association has recruited over 60 single-block buildings in the district to join the SSW programme.



環境局局長邱騰華在九龍公園主禮,鼓勵油尖旺區居民參與廢物分類回收。

Local residents in Yau Tsim Mong district are encouraged to participate in waste recovery at a ceremony officiated by Mr Edward Yau, the Secretary for the Environment, held in Kowloon Park.

43 ter distributed by the destruction that the distributed by the distributed by the destruction by the distributed by the di

個別屋苑/住宅樓宇的推廣

Promotion at individual housing estates / residential buildings



環境局局長邱騰華到訪屋苑,以示 支持其廢物分類回收工作。

Mr Edward Yau, the Secretary for the Environment, visits a housing estate to show his support for their waste separation and recovery efforts.



屯門兆麟苑的推廣日設有攤位遊 戲及吉祥物表演等活動。

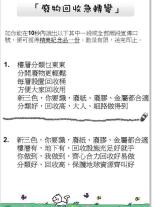
A promotion day at Siu Lun Court, Tuen Mun, with games booths and a mascot performance.



中心 医物源原原分類 同果日 图 200年 EURIN EURING 图 200年 EURIN EURING

在將軍澳中心舉行的推廣日,內容包括有 關廢物源頭分類的繞口令和問答遊戲。

A promotion day at Park Central, Tseung Kwan O, features tongue twisters and quizzes on source separation of waste.







参加家居廢物源頭分類計劃的屋苑 須在當眼地方張貼告示,通知居民 應如何及在何處放置可回收物料。

Housing estates participating in the SSW Programme are required to post

notices in prominent locations to inform residents where and how to dispose of recyclable materials.





居民獲派發小冊子,解釋哪些種類的廢物可回收再造;小冊子亦放在管理處 供索閱和張貼於垃圾房外。

Leaflets that explain what types of waste can be recycled are distributed to residents, placed in management offices for pick-up, and posted outside refuse rooms.





七彩繽紛的橫額和海報吸引居民注意,鼓勵他們把廢物分類。

Colourful banners and posters are used to catch the attention of residents and encourage them to separate their waste.



在屋苑舉辦巡迴展覽,把減 少和回收廢物的信息灌輸給 居民。

A roving exhibition at a housing estate informs residents about waste reduction and recycling.



設於電梯大堂的環保角可用作提供減廢貼士和報告屋苑廢物回收工作進展的地方。

Green corner in lift lobbies can be used to provide tips on waste reduction and keep track of an estate's waste recovery performance.

我們會為參加計劃的屋苑居民舉辦廢物源頭分類講座。

Talks on source separation of waste are organized for residents of participating housing estates.





以物易物活動提供誘因鼓勵居 民把廢物分類以便循環再造。 Barter programmes encourage residents to separate waste for recycling through incentives.

其他活動

Other activities



我們每年均舉辦歲晚回收 大行動,向忙於年晚大掃 除的居民宣傳減少廢物、 將廢物循環再用和再造的 信息。

Lunar Year-end Recycling Campaigns are organized each year to promote waste reduction, reuse and recycling as people clean out their homes for the Lunar New Year holiday.

學校廢物源頭分類試驗計劃在每一樓 層擺放廢物分類回收桶。

A pilot scheme on source separation and recycling in schools has placed waste separation bins on each floor.

 $\frac{4\pi 4 e^{2} e^{$





環境局局長邱騰華 先生(右三)向公 眾介紹新設計的廢 物分類回收桶。 Mr Edward Yau, the Secretary for the Environment (third right), introduces the newly designed waste separation bins to the public.



環保署在「國際環保博覽2008」 宣傳家居廢物源頭分類計劃。 The EPD promotes the SSW Programme at the Eco Expo Asia – International Trade Fair on Environmental Protection 2008. 環保署在2008年10月舉行的泛珠三角區域環境保護合作技術研討會中向內地政府官員介紹家居廢物源頭分類計劃。

The SSW Programme is introduced to Mainland China government officials at the Pan-Pearl River Delta Regional Environmental Protection Cooperation Technical Workshop in October 2008.





