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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.

家居廢物源頭分類比賽
Competition on Source Separation of Domestic Waste
請積極參與廢物源頭分類
Please separate waste at source

廢紙 Waste Paper 金屬 Metals 塑膠 Plastics 其他物品 Other Recyclables

比賽日期
Competition Period : 每年的4月1日至翌年的3月31日
Annually from 1 April to 31 March next year

參與包括 (以屋苑/樓宇作單位):
Awards include (housing estate/building as a unit):

基本獎項
Basic Awards : 鑽石獎、金獎、銀獎、銅獎及優異獎
(根據制訂的每月每戶平均回收的數量便可獲取獎項)
Diamond Award, Gold Award, Silver Award, Bronze Award and Certificate of Merit
(Awards will be given if certain levels of total recyclables quantity per household per month are reached)

特別獎項
Special Awards : 飛躍進步大獎、最低廢物棄置量大獎、宣傳推廣大獎及合作夥伴大獎
Award for Enhancement, Award for Lowest Waste Disposal Quantity, Award for Promotion and Award for Co-operative Partnership

因你的參與，家居廢物回收量得以增加，而所需棄置的廢物亦得以減少。
Your participation helps to increase domestic waste recovery and reduce the quantity of waste requiring disposal.

香港環保局
EPD Hotline: 28383111



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



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透過照片和文字分享在家中實行廢物源頭分類的經驗和心得。我們首先在收到的約1,400份申請中選出六個模範家庭，再由評判到訪他們家中，觀察他們如何在家中進行廢物源頭分類，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.



香港民主民生協進會社會服務中心進行一個為期兩年的試驗計劃，在深水埗舊區推廣家居廢物源頭分類計劃，成功招募35座單幢樓宇參加計劃。

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.



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.





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.

「廢物回收急轉彎」

如你能在**10秒**內讀出以下其中一段或全部兩段宣傳口號，便可獲得精美紀念品一份。數量有限，送完即止。

- 樓層分類已東東
分開廢物更輕鬆
每層設置回收桶
方便大家回收用
新三色，你要識，廢紙、廢膠、金屬都合適
分類好，回收高，大人、細路做得到

- 新三色，你要識，廢紙、廢膠、金屬都合適
樓層有，地下有，回收設施充足好就手
你做到，我做到，齊心合力回收好易做
分類好，回收高，保護地球資源齊叫好

分類計劃知多少

(請選擇最適合的答案，並在方格內加上「✓」)

- 屋苑有沒有參加「家居廢物源頭分類計劃」?
有 沒有 不知道
- 你有否在家把廢物分類，然後放置於三色回收桶內?
有 沒有
- 三色回收桶放置於屋苑內甚麼地方?
平台 停車場內 住客會所外
- 以下哪一種廢紙可以回收?
報紙 紙包飲品 受污染紙張
- 以下哪一種物件不可以回收?
舊衣服和玩具 舊電器和電器 化學物料容器



參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.





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.



環保署在多個參與計劃的屋苑向居民進行問卷調查，評估他們對家居廢物源頭分類計劃的認知度和參與情況。

The EPD surveys residents at several participating housing estates to evaluate their awareness and participation in the SSW Programme.

