

## **FOR INFORMATION**

### **ACQWS Paper No. 1/2009**

#### **Water Conservation Campaign for Primary Schools Students**

##### **1. Introduction**

The Water Supplies Department (WSD) plans to launch a “Water Conservation Campaign for Primary Schools Students”. This proposal recommends rolling out the campaign via a competition at school, which encourages water saving behaviour at home. Apart from providing various tools to facilitate the programme, WSD will schedule a road show at each participating school to promote water conservation. It is planned to carry out the campaign in 2 phases, commencing from January 2009.

##### **2. Name for the Campaign**

In English – “Water Conservation Starts from Home”

In Chinese – 「節約用水，從家開始」

##### **3. Objectives**

- ◆ To stress the importance of water conservation to students
- ◆ To help students develop water-saving habits from childhood
- ◆ To influence households’ water usage habits through students’ participation of the contest

##### **4. Target**

- ◆ 1<sup>st</sup> tier: Primary 4 students, whose school syllabus covers “water supply in Hong Kong”
- ◆ 2<sup>nd</sup> tier: Their families
- ◆ Key influencer: Primary schools

##### **5. No. of Schools**

- ◆ A pilot programme for about 20 primary schools in phase 1
- ◆ To cover all primary schools (about 680) in Hong Kong in phase 2

##### **6. Campaign Framework in Two Phases**

###### *Phase 1 (January 2009 – July 2009)*

Objectives:

- To enhance the schools’ awareness and promote participation

- To gauge the response from schools and impact of the campaign

This is a pilot phase in which around 80 primary schools will be invited, targeting about 20 schools to join the competition. These schools will be selected from those which have shown interest in WSD's works or joined WSD's activities in 2008, such as paying visits on WSD's open days, visiting water treatment works and borrowing "Little Water Drop" exhibition panels".

The assessment criterion of the competition is to compare the water consumptions of two consecutive cycles. The competition could be one held among students in the same grade, or an inter-class competition. A briefing session will be held once the schools have confirmed their participation. Road shows will be scheduled for all participating schools during the competition to reinforce the message on water conservation.

#### Phase 2 (September 2009 onwards)

Objective:

- To promote the campaign to all primary schools in Hong Kong
- To sustain the momentum of the campaign

Based on the feedback and evaluation in Phase 1, a kit on Water Conservation Campaign will be developed. The kit will be sent to all primary schools in Hong Kong, so that they can make use of the kit as one of their teaching tools and run the competition to suit their own schedules. Road shows to schools could be arranged on request.

### **7. Action Plan for Phase 1**

<b>Action (Step-by-step)</b>	<b>Tools provided by WSD</b>	<b>Timeline</b>
I. Invitation letters will be sent to the 80 target primary schools.	◆ Invitation letters	Sent in the week of 19 Jan 2009
II. Schools to confirm their participation.	◆ Reply Slip	Week of 16 Feb 2009
III. WSD holds a briefing session for participating schools.	◆ Posters	Held on 27 Feb 2009
IV. WSD schedules a roadshow at each participating school before or during the competition to: ◆ promote participation in the contest;	◆ Powerpoint presentation ◆ Panels	March to July 2009

<ul style="list-style-type: none"> <li>◆ strengthen the idea of water saving;</li> <li>◆ enhance their knowledge in water conservation.</li> </ul>	◆ Saving tips	
<b>Action (Step-by-step)</b>	<b>Tools provided by WSD</b>	<b>Timeline</b>
V. For the competition, students are asked to provide the latest water consumption figures of their families.		
<p>VI. Schools compile data from students and submit the following records (excel format) to WSD:</p> <ul style="list-style-type: none"> <li>◆ water consumption per capita;</li> <li>◆ water consumption per family;</li> <li>◆ total consumption per class.</li> </ul> <p>Schools could base on the “water consumption per capita” to recognise those students whose families use least amount water in the class in their last cycle of water bills. They will be given a special sticker and a certificate. They are also encouraged to share their water saving tips with others.</p>	<ul style="list-style-type: none"> <li>◆ Record sheets: one in excel format for easy calculation; one in pdf format with graphics for posting on board</li> <li>◆ Sticker</li> <li>◆ Certificate</li> </ul>	Mid March 2009
VII. Students are reminded to use less water in daily life by following those water saving tips provided by classmates and WSD. They are encouraged to urge their family members to follow as well.		
VIII Students report their families’ water consumption in the next cycle (spread through 4 months).	(same record sheet in pdf format with graphics posted on board)	
<p>IX. After 4 months (around June/ July), schools compare the two sets of water consumption:</p> <ul style="list-style-type: none"> <li>◆ in terms of amount; and</li> <li>◆ in terms of percentage.</li> </ul> <p>Schools show students the difference on the same record sheet in pdf format with graphics posted on board.</p>		June/ July 2009
X. Schools recognise the student who saved water	◆ Water	

most in each class by giving them a badge – Water Conservation Ambassador.	Conservation Ambassador badge	
XI. Schools submit the final record sheets (excel format) to WSD.		July 2009

## 8. Tentative Plan for Phase 2

Action	Proposed Timeline
I. Start preparing the Kit on Water Conservation	June 2009
II. Analyse survey and consumption statistics collected from participating schools of phase 1	Late July 2009
III. Finalize content of the Kit and proceed with production	September 2009
IV. Disseminate letters to schools advising roadshows may be arranged on request	September 2009
V. Send Kits to all primary schools in Hong Kong	October 2009
VI. Conduct roadshows	October 2009 onwards

## 9. Tentative items to be included in the Kit for Phase 2

- ◆ Invitation letter advising schools that roadshows may be arranged on request
- ◆ Guidelines to run the competition
- ◆ Poster on “Water Conservation Starts from Home” x 2 pcs
- ◆ Formatted record sheet for calculation (in excel format)
- ◆ PowerPoint presentation on Water Conservation
- ◆ Game (same as the one on WSD website)
- ◆ Stickers x 100 pcs
- ◆ Certificates sample
- ◆ Water Conservation Ambassador badges sample
- ◆ Requisition form for posters/ stickers/ certificates/ badges

## 10. Publicity

- ◆ Invitation letters to be sent to primary schools
- ◆ Posters for participating schools
- ◆ Website
- ◆ Road shows at participating schools

## **11. Souvenir suggestions**

- ◆ Timer (time your shower time)
- ◆ Mug/ Water bottle (water-themed)
- ◆ Calculator (every drop counts)