

COUNTRY AND MARINE PARKS BOARD
Country Parks Public Education Programme
“Take Your Litter Home” (Phase II)

1. Purpose

1.1 This paper briefs members on the progress of the Country Parks Public Education Programme “Take Your Litter Home” (the Programme), and the activities planned for Phase II of the Programme.

2. Background

2.1 To encourage the public to nurture a good habit of taking their own litter back from country parks after hiking and develop a sense of environmental consciousness, the Agriculture, Fisheries and Conservation Department (AFCD), in collaboration with 17 local green groups and hiking groups, launched the Programme in September 2015. Phase I of the Programme, targeting the general public, covered all country parks in Hong Kong and laid down action plans for various aspects including facility management as well as publicity and education.

3. Phase I of the Programme

3.1 In Phase I of the Programme (September 2015 to July 2016), AFCD removed litter containers and recycle bins from five trial sites (i.e. Tai Po Kau Nature Reserve, Ma On Shan Country Trail, Tai Lam Chung Country Trail, Dragon’s Back on Hong Kong Island and Lantau Trail Section 3 on Lantau). The Department also organised a variety of related publicity and education activities, including the Waste Reduction Day, public lectures, photo exhibitions, the Country Park Day Camp and promotion activities by Nature Ambassadors, etc., and monitored the hygiene conditions and collected relevant data at the five trial sites. According to AFCD’s observations and the data collected, as well as the reports filed by volunteers and supporting organisations, the general cleanliness and hygiene at all trial sites have been well maintained, and there had been a decrease in the amount of litter collected at the trails (Annex). The results suggested that hikers and visitors were becoming accustomed to the removal of litter containers and recycle bins from the trails.

3.2 With the encouraging results of Phase I, AFCD intends to roll out Phase II of the Programme at the onset of hiking season in 2016, and further reduce the number of litter containers and recycle bins along the trails in country parks.

4. Activities planned for Phase II

4.1 To further promote the message of “Take Your Litter Home”, AFCD plans to roll out, together with 21 supporting organisations, Phase II of the Programme from September 2016 through a three-pronged approach comprising facility management, publicity and education.

4.2 Currently, there are some 500 litter containers and recycle bins located along the trails in country parks and special areas. To further encourage the public to bring their litter back after visiting country parks, AFCD plans to further reduce the number of litter containers and recycle bins along trails by about 50% by end 2016. They will include litter containers and recycle bins located along all family walks and nature trails, as well as some of those along country trails, long hiking trails and other trails. The table below shows the breakdown of the litter containers and recycle bins to be removed:

Trails by different categories	No. of litter container and recycle bins at the trails	No. of litter containers and recycle bins to be removed (percentage)
(1) Family walk	32	32 (100%)
(2) Nature trail	39	39 (100%)
(3) Country trail	44	185 (42%)
(4) Long hiking trail	116	
(5) Others	282	
Total	513	256 (50%)

4.3 In addition to removal of litter containers and recycle bins along the trails, AFCD will put up more promotional banners at suitable locations, and closely monitor the situation at the various sites. We will also strengthen our efforts in keeping the country parks clean, and step up publicity, patrol and enforcement as and when necessary.

4.4 Family day trip and hiking in countryside have become popular in recent years. Family walks and nature trails, with shorter distance and lower level of

difficulty, are suitable for families and short distance hikers. Through focusing the effort of Phase II on these trails, we hope to convey the “Take Your Litter Home” message to students, teenagers and junior hikers, and promote hiking safety at the same time. It is also hoped that visitors will get used to the situation of no litter containers, thus facilitating implementation of further waste reduction measures in subsequent phases of the Programme.

4.5 To enhance public awareness of the importance of waste reduction and environmental protection, AFCDD, in collaboration with the supporting organisations, will organise a series of publicity and education activities for the public and students. Activities suitable for families and targeting different age groups will be organised to promote the “Take Your Litter Home” message. The publicity and education activities will include:

- (a) Issuing press release in August 2016, announcing the outcome of Phase I activities and the activities planned for Phase II;
- (b) Producing TV and radio Announcement of Public Interest for broadcasting from September 2016;
- (c) Organising the Country Parks Green Walk with the supporting organisations in September 2016 to kick off Phase II of the Programme;
- (d) Launching the Nature Ambassador Award Scheme in September 2016 to call for concerted efforts on waste reduction and to help promote the “Take Your Litter Home” message;
- (e) Organising exhibitions at shopping malls and country parks between November 2016 and March 2017 to promote waste reduction and the “Take Your Litter Home” message;
- (f) Holding public lectures in November and December 2016 on nature conservation related topics with a view to encouraging the public to nurture the good habit of appreciating nature and living in harmony with nature;
- (g) Organising the “Green Walk cum Family Fun Day” in Shing Mun

Country Park in December 2016 to promote the messages of protection of country parks, nature appreciation and hiking safety, as well as to promulgate the messages of waste reduction and “Take Your Litter Home”;

- (h) Arranging the Volunteer Patrol Team and supporting organisations’ patrol teams to patrol the hiking trails, collect litter and promulgate the message of waste reduction;
- (i) Deploying volunteers to promote the “Bring Your Own Water Bottle” Reward Scheme and disseminate the message of “Take Your Litter Home” at the major entrances of trails in country parks, as well as to distribute souvenirs with the “Take Your Litter Home” slogan; and
- (j) Organising waste reduction game booths at country park visitor centres.

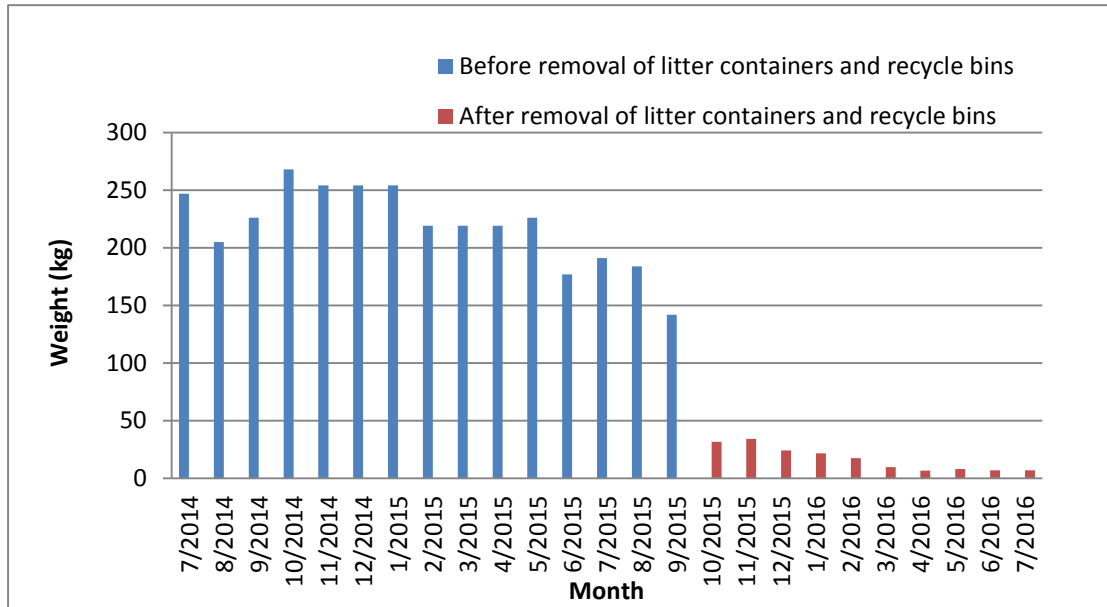
4.6 AFCD will continue to closely monitor the hygiene conditions at the trail sections where litter containers and recycle bins have been removed and collect information for evaluating the effectiveness of the Programme. The Department will also continue with the multi-pronged approach to promote the message of “Take Your Litter Home” and at the same time keep the country parks clean. The number of litter containers and recycle bins at picnic sites and other recreational facilities at country parks will be reviewed and adjusted according to the need and latest situation.

5. Advice sought

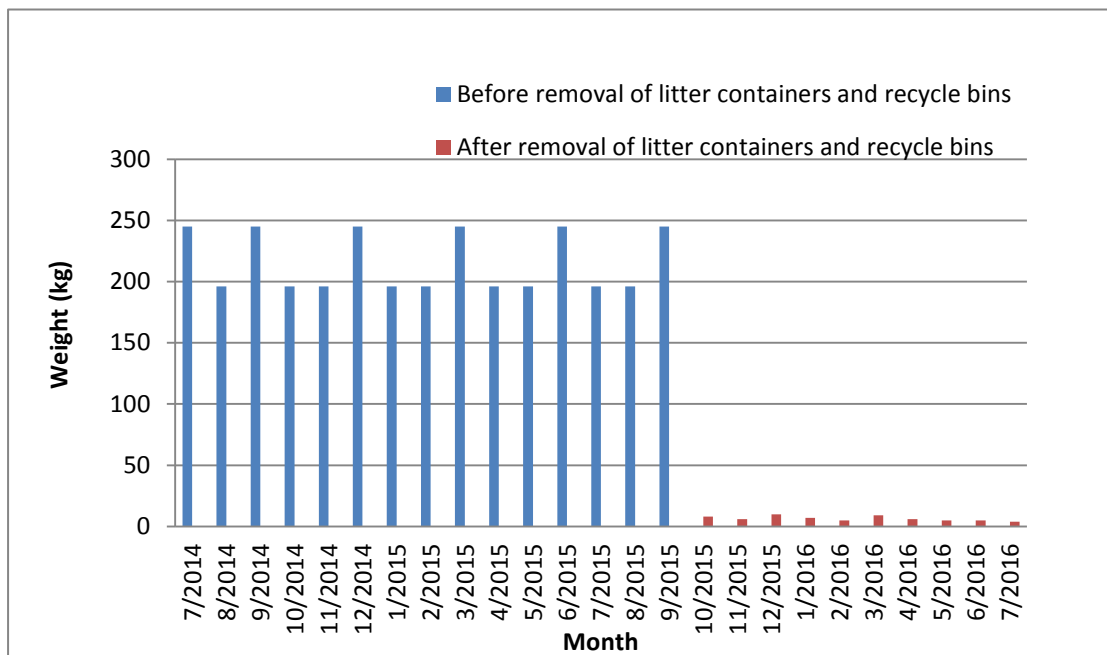
5.1 Members are invited to note the progress of the Programme and comment on the activities planned for Phase II of the Programme.

Country and Marine Parks Authority
Agriculture, Fisheries and Conservation Department
August 2016

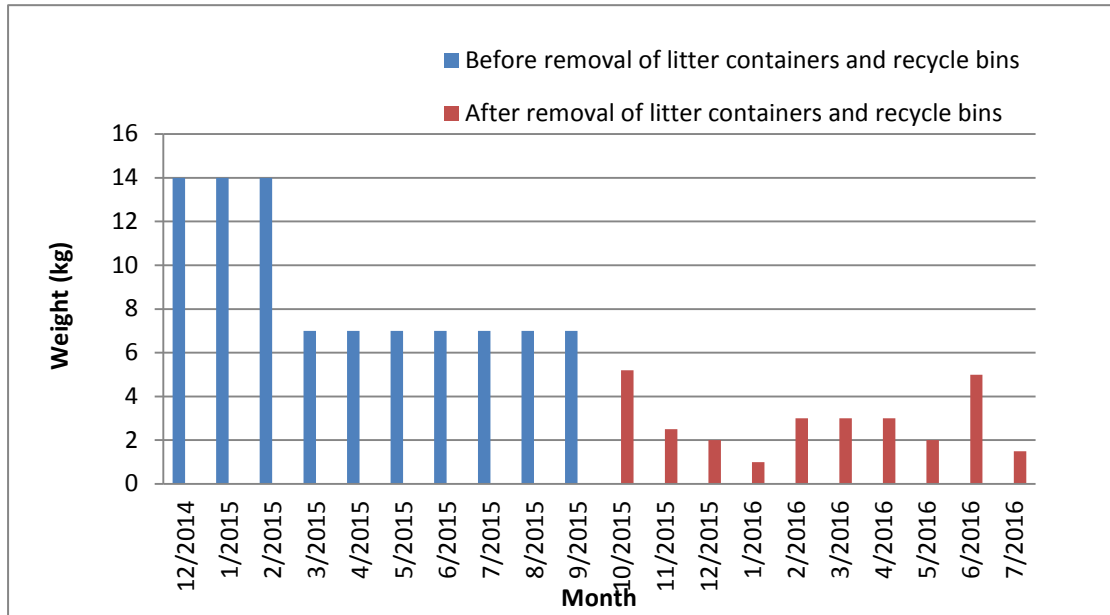
Tai Po Kau Nature Reserve - Amount of litter collected along the trail over the same period in the previous year reduced by 93%



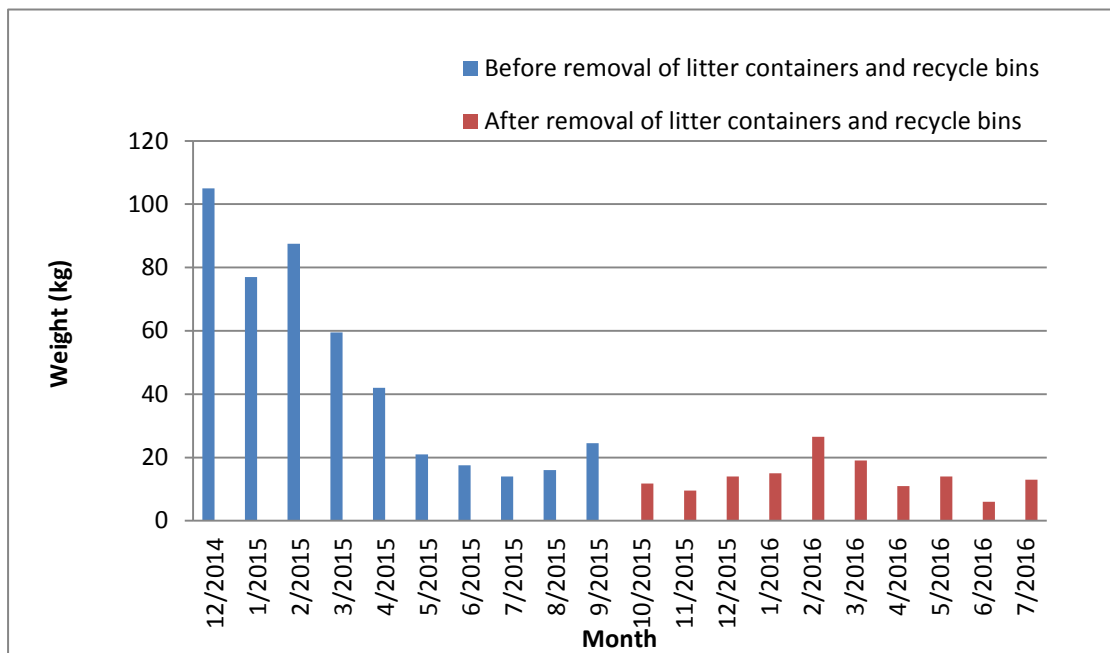
Ma On Shan Country Trail - Amount of litter collected along the trail over the same period in the previous year reduced by 97%



Tai Lam Chung Country Trail - Amount of litter collected along the trail over the same period in the previous year reduced by 73%



Dragon's Back on Hong Kong Island - Amount of litter collected along the trail over the same period in the previous year reduced by 72%



Lantau Trail Section 3 on Lantau - Amount of litter collected along the trail over the same period in the previous year reduced by 83%

