

海岸清潔運動

目的

本文件旨在介紹海岸清潔運動，希望區議會支持，協助推廣海岸清潔運動的主要信息。

背景

2. 以保持海岸清潔作為整體目標，一個由環境局統籌的海岸清潔跨部門工作小組（工作小組）於 2012 年 11 月成立，以加強跨部門合作。工作小組由環境局常任秘書長擔任主席，成員包括下列部門的首長級代表 -

- 漁農自然護理署
- 土木工程拓展署
- 渠務署
- 環境保護署
- 食物環境衛生署
- 地政總署
- 康樂及文化事務署
- 海事處

3. 工作小組的主要工作包括研究海上垃圾的來源、檢視現有處理海上垃圾的措施及研究並制訂行動計劃，以防止及減少海上垃圾。工作小組亦會與關心海岸清潔的團體合辦清潔活動，宣揚保持海岸清潔對環境的益處。

海岸清潔運動詳情

4. 海岸清潔運動是工作小組一項主要的活動，亦是「家是香港」運動中「清新香港」主題的其中一個亮點項目。海岸清潔運動於 2013 年 5 月底正式展開，目的是提高市民保持海岸清潔的意識，以及聯合各政府部門和社區團體在海岸範圍進行清潔行動。

5. 海岸清潔運動旨在向公眾人士傳達兩個重要信息：第一，在海上和沿岸地區活動時，盡量使用可重用的物品，不要使用即棄的物品；第二，在活動時製造的垃圾，應把它們帶走及進行分類回收。兩個信息均旨在透過減少在沿岸地區製造及棄置的垃圾，在源頭減少海上垃圾的數量。

6. 為向公眾宣揚海岸清潔運動的兩個重要信息，我們已在 2013 年 5 月 25 日推出一個有關海岸清潔的專題網站 (http://www.epd.gov.hk/epd/clean_shorelines)、電視宣傳短片及電台宣傳聲帶。其中專題網站提供一個電子平台作資訊分享，內容包括政府部門與社區團體舉辦的聯合清潔活動；工作小組將會舉辦的宣傳活動；支援社區團體舉辦清潔活動的主要政府部門的聯絡方法；籌辦清潔活動的指引及社區團體的分享。

7. 多個政府部門及社區團體已籌辦多項支持海岸清潔運動的活動，包括康樂及文化事務署與環保促進會舉辦的聯合海灘清潔活動；及海事處每月到魚類批發市場、遊艇俱樂部、海事工程施工區及海產養殖區，以宣揚保持香港水域清潔信息為目的的探訪和視察。我們會陸續推出更多活動，推廣海岸清潔運動主要信息。

社區參與和支持

8. 在社區中推廣海岸清潔運動的信息對提高市民保持海岸清潔的意識尤其重要。區議會一直在地區擔任重要角色，透過舉辦很多有意義的地區活動，作為社區和政府之間橋樑及凝聚社區的力量。因此我們希望獲區議會支持，協助在地區推廣海岸清潔運動的信息，例如在區內的海岸範圍舉辦清潔活動，讓社區積極參與，一同保護美麗的海岸環境。工作小組會提供協調支援，歡迎議員與我們聯絡。

9. 議員如對政府保持海岸清潔方面的工作有任何意見，亦歡迎向我們提出；我們並樂意於日後就海上垃圾研究的結果向議員再作介紹。

10. 請議員備悉此份資料文件的內容。並附上有關的宣傳海報以供參考，及歡迎代為張貼，以作推廣。如有任何問題或意見，歡迎與環境保護署高級政務主任(水質政策科)潘慧欣女士(電話：3509 8644)聯絡。

環境保護署
2013年6月

Clean Shorelines Campaign

Purpose

This paper seeks to introduce the “Clean Shorelines Campaign” (the Campaign). We appeal for the support of District Councils (DCs) in promoting the key messages of the Campaign.

Background

2. With an overall objective to keep our shorelines clean, an Inter-departmental Working Group on Clean Shorelines (the Working Group) coordinated by the Environment Bureau has been set up since November 2012 to strengthen inter-departmental co-operation. The Working Group is chaired by the Permanent Secretary for the Environment and its members include representatives at directorate level from the following Government departments -

- Agriculture, Fisheries and Conservation Department;
- Civil Engineering and Development Department;
- Drainage Services Department;
- Environmental Protection Department;
- Food and Environmental Hygiene Department;
- Lands Department;
- Leisure and Cultural Services Department; and
- Marine Department

3. The main tasks of the Working Group include identifying the sources of marine refuse, reviewing existing measures and formulating strategic policies to prevent and reduce marine refuse. The Working Group will also organise joint cleanup operations with groups that are concerned with the cleanliness of our shorelines to promote the environmental benefits of keeping our shorelines clean.

Details of the Campaign

4. The Campaign is a major initiative launched by the Working Group and one of the signature events under the “Fresh Hong Kong” theme of the “Hong Kong: Our Home” Campaign. Launched in May 2013, the Campaign aims to raise public awareness on keeping the shorelines clean and to unite the efforts of various Government departments and community groups to conduct cleanup operations in the coastal areas.

5. The Campaign seeks to convey two key messages to the public. First, do not use disposable items - use reusable items as far as possible for activities in coastal areas or at sea; and second, take away the rubbish produced and recycle. Both messages aim to reduce the amount of marine refuse at source by reducing the amount produced and disposed at the coastal areas.

6. To promote the two key messages of the Campaign to the general public, a thematic website on clean shorelines (http://www.epd.gov.hk/epd/clean_shorelines), TV and radio announcements have been launched on 25 May 2013. The thematic website serves as an e-platform to share information on joint clean-up operations by government departments and community groups, publicity activities to be organised by the Working Group, useful contacts of key departments for support to community groups in clean-up operations, useful guidance on conducting clean-up operations and sharing by community groups.

7. In support of the Campaign, various Government departments and community groups already lined up a number of activities such as joint beach clean-up operations by Leisure and Cultural Services Department and Green Council and monthly visits and inspections by Marine Department to Wholesale Fish Markets, yacht clubs, marine works sites and mariculture zones to promote the message of keeping Hong Kong waters clean. We will continue to organise more activities to promote the key messages of the Campaign.

Community Participation and Support

8.3.3. Promoting the Campaign messages in the community is important for raising public awareness on keeping the shorelines clean. Through organising many meaningful district events, DCs have been playing an important role in the districts, acting as a bridge between the community and the Government and fostering cohesion in the community. We therefore look forward to the support from DCs in promoting the Campaign messages within the districts, such as organising clean-up activities at the coastal areas in the district, such that the community could take an active part in protecting our beautiful coastal environment. The Working Group will provide coordination support and members are welcome to contact us.

9. Members are also welcome to provide comments on the work of the Government in keeping the shorelines clean. We will be happy to brief Members on the results of our marine refuse study in the future.

10. Members are invited to note the content of this paper. A copy of the Campaign poster is enclosed for reference and we welcome DCs putting up the poster to help promote the Campaign. Please contact Ms Yen PUN, Senior Administrative Officer (Water Policy Division) of Environmental Protection Department at 3509 8644 for any questions or comments.

Environmental Protection Department
June 2013

清潔環境保育海岸

Keep our shorelines clean Conserve our environment

自備可重用物品
Bring your
own reusable items



在海岸範圍不要使用即棄物品，帶走自己的垃圾及進行分類回收，齊來保護美麗的海岸環境！

Do not use disposable items in coastal areas. Take your own rubbish away and recycle.
Let's work together to protect our beautiful shorelines!

海岸清潔跨部門工作小組

Inter-departmental Working Group on Clean Shorelines

www.ea.gov.hk/epd/clean_shorelines



環境保護署
Environmental Protection Department

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