

# 教育層面

## Programme Services

目標與策略：明白到加強香港和亞洲區互動的重要性，我們的策略性目標是進一步增加在華南推行的教育項目，同時鼓勵香港與東亞地區進行交流項目。

- 本地：繼續使用本會的中心進行「在環境中學習」和「為環境學習」項目。在支援地區活動上，透過不同主題及與「教育者培訓」項目的受眾合作發展示範活動。本會將加強屬下各教育中心進行的教育項目的聯繫，透過學生的成績體系<sup>1</sup>提供漸進式／主題式教育系統，務求能收更大成效和達至可持續學習之效果。
- 東亞地區：透過發展教育策略、提供培訓工作坊和顧問指導項目，加強華南地區教育工作者、保護區職員和管理層的保育技巧和能力，此外亦為本地和東亞地區的教育工作者提供交流機會。

Objectives and Strategies: Recognising the importance of fostering greater interaction between Hong Kong and the Region, our strategic objectives are to further increase our education activities in South China as well as fostering exchange programmes between Hong Kong and the East Asia regions:

- Local: Continue to use our centres to conduct Learning In and For the Environment as well as supporting district-level activities through thematic approaches and partnering with multipliers to develop model activities. There will be greater linkages between the education programme offered at all our education centres providing a progress/thematic learning system to students throughout their education grade system<sup>1</sup> resulting in greater impact and sustained learning.
- Regional – East Asia: Build skills and capacity of the education sector, reserve officials and management authorities in South China through the development of education strategies, the provision of training workshops and mentoring programmes. In addition, to provide opportunities for exchange and sharing between the local education sector and their counterparts from the region.

<sup>1</sup> 成績體系 - 從小學到中學的正規學校教育成績

<sup>1</sup> Grade system – the formal school education attainment from primary through to secondary



# 項目發展

## Programme Development

目標與策略：發展可持續發展教育項目時，我們的策略目標是發掘最有效的方法推行教育項目，務求達致最佳的效果。這包括：

- 分配資源時，需切合實際需要，並與學校課程互相配合，以及包括評估學生的學習成效及態度
- 善用網頁資源
- 評估及提昇學習成效
- 加強使用資訊科技，包括網上學習和多媒體，以及採用如藝術、戲劇、音樂和烹飪等創新的項目模式
- 活動應與日常生活有關
- 透過互動、親身體驗、問題為本的學習模式以培養學生的高階思維能力及推廣主動學習

Objective and Strategies: When developing our ESD programmes, the strategic objective is to continue to explore the most effective methods of programme delivery/implementation so as to maximize impacts. This includes:

- resources should be realistic, linked to the school curriculum, include assessment of student learning outcomes and attitudes.
- using websites.
- assessment of and for learning.
- deploying a greater use of IT technology such as on-line learning, multimedia and innovative methods such as art, drama, music and cookery.
- activities should be relevant to daily life.
- interactive, hands-on, problem-based to nurture high-order thinking ability and promote active self-learning.



# 合作夥伴

## Programme Partnerships

目標與策略：我們將繼續積極工作，並與本地和海外的友好夥伴，如教師、學術界人士及非政府保育組織合作，確保所製作出來的資源均有價值和可普及應用。我們的策略性目標是與來自不同背景的人士結成夥伴，擴大合作範圍，目標對象包括：

- 藝術家
- 企業界人士
- 工程師
- 政府部門

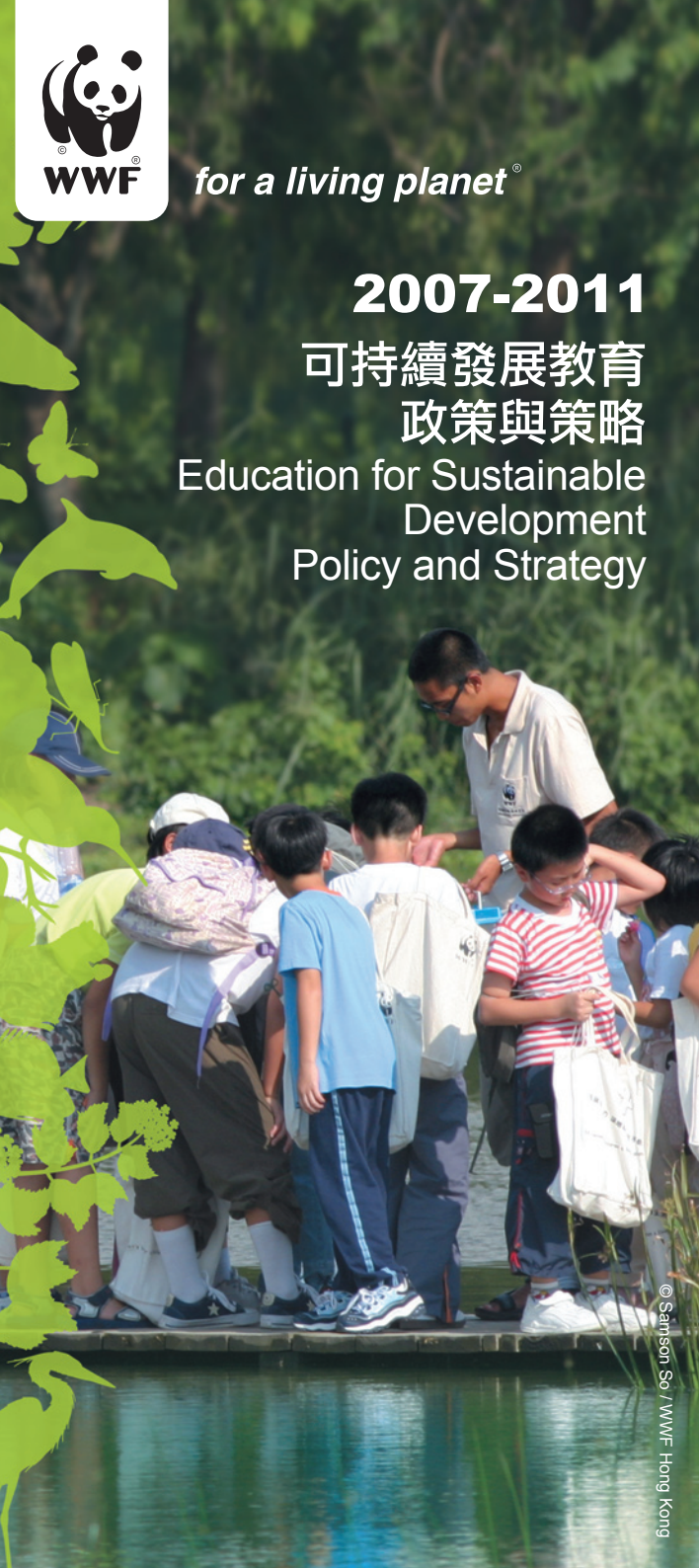
Objective and Strategies: Although we will maximize effort and output and ensure resources produced are of practical value through partnership with local and overseas traditional partners (e.g. teachers, academics and conservation NGOs), our strategic objective is to reach a wider range of individuals by forming partnerships with partners from more diverse backgrounds, such as:

- Artists
- Corporate sector
- Engineers
- Government departments

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# 2007-2011

## 可持續發展教育

### 政策與策略

#### Education for Sustainable Development Policy and Strategy



# 引言 Introduction

本文件旨在闡釋世界自然基金會香港分會的教育發展政策與推行策略，以便制訂未來五年(2007年至2011年)的綜合教育項目和工作計劃。

The aim of this document is to identify the next five years' directions and guiding principles of WWF Hong Kong, which will facilitate the formulation of a co-ordinated education programme and action plan over the next five-year period 2007 to 2011.

## 世界自然基金會的使命 WWF's Mission

本會的使命是透過以下途徑，遏止自然環境的惡化，同時建立大自然與人類和諧共存的未來：

- 保護全球生物多樣性
- 確保以可持續方式使用可再生資源，以及
- 推廣減少污染和浪費的行為

Our Mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature by:

- Conserving the world's biodiversity
- Ensuring that the use of renewable natural resources is sustainable; and
- Promoting the reduction of pollution and wasteful consumption

## 可持續發展教育政策 Education for Sustainable Development Policy

### 使命 Mission

透過趣味活動、親身參與和體驗，增加參與者的保育熱誠。

**Promoting stronger commitment from the community for conservation through fun, engagement and real life experience.**

為達成使命，本會將把教育重點由「環境教育」伸展至「可持續發展教育」，以推動「終生學習」和促進「全人發展」。本會的可持續發展教育政策，致力透過教育項目內的活動，提高參加者的保育意識及熱誠。

To achieve this mission, WWF Hong Kong will shift its focus from environmental education to education for sustainable development (ESD) to induce life-long learning and facilitate whole-person development. WWF Hong Kong's ESD Policy will play a significant role in ensuring that "People have a stronger commitment for conservation" through the activities of its education programme.

### 政策 Policy

為確保我們的「可持續發展教育」政策達致理想的效果，建議於制定和推行「可持續發展教育」活動時：

- **注重富趣味的學習過程**，活動內容融合教育、環保和／或保育活動與娛樂元素
- 鼓勵大眾**以實際行動關注可持續發展事宜**
- 讓大眾置身大自然，在愛惜環境的守則下，**親身體驗**野外的自然生態
- 協助學生的個人成長，培養他們的**毅力、互相尊重、責任感、國民身份認同和勇於承擔的態度**
- 鼓勵大眾**親身參與及協助推廣環境教育和保育工作**
- 加入有助**培養自發、主動與持續學習**的元素，務求令參與者的態度出現正面轉變

To ensure the success of our ESD policy, it is recommended that when planning and running ESD programs we:

- Emphasize **“Fun in Learning”** with a balanced mix of education, environmental protection and/or conservation activities and recreation.
- Facilitate opportunities for individuals to acquire the knowledge, understanding and skills to **engage effectively with sustainable development issues.**
- Optimize opportunities to include **real life experiences** through close encounters with live animals and plants but at the same time without disrupting the ecosystem and its carrying capacity.
- Help students develop core values contributing to **personal growth, including perseverance, respect for others, responsibility, national identity and commitment.**
- Facilitate opportunities for people to either **contribute through their own actions** and/or to **assist in promoting environmental education and conservation.**
- Incorporate elements to **promote self, active and sustained-learning** so as to achieve positive change in behaviour.

#### 此外：

- 我們的教育項目和活動均達至最高水平，並根據國際標準推行
- 所有活動均注重安全和專業守則，並確保以參加者的安全為最優先考慮
- 透過定期檢討和職員培訓，力求教育項目盡善盡美
- 所有教育項目均清楚說明其主導目的和學習目標，在不同程度上支持環境保護工作，並與本會的自然保育策略、使命和目標互相配合
- 並致力達致教育改革和課程改革訂明的主要目標

#### In addition:

- Our education programmes and adventures are implemented in accordance with the highest quality and international standards.
- We emphasize safety and professionalism in all our tours and education activities, and that participants' safety is never compromised.
- We maintain quality by the continuous improvement of our education programmes and by providing continuous training to staff and personnel involved in delivering education programmes.
- We ensure that all education programmes are designed with a set of specific aims and learning objectives with graded levels of commitment in supporting conservation and environmental protection. They should be in line with the WWF Conservation Strategy, Mission and Goal.
- We pledge that all our education programmes will achieve the key objectives of the HKSAR Education Reform and Curriculum Reform.

## 可持續發展教育策略 ESD STRATEGY

### 項目對象 - 學生、教師、公眾、制服團體與商界機構

目標與策略 - 除維持現有的**學生、在職教師和中心為本的公眾項目**，我們的策略目標是擴闊受眾的層面，透過策略性渠道和活動，讓更多人接觸和學習保育訊息：

- 將教育者培訓項目進一步推廣至校長、制服團體領袖、職前教師、綠色團體和其他專業教育工作者，增加接觸本會信息和培訓的受眾數目
- 進一步發展在中心外舉行的公眾保育項目
- 發展企業員工參與及培訓項目，協助商界實踐企業環保責任，以及支援企業員工參與環境教育項目

### Programme Targets – students, teachers, the general public, uniform groups and business sector.

Objective and Strategies: Although we will maintain our **student, in-service teacher and centre-based public programmes**, our strategic objective is to widen the range of recipients so that more individuals can be exposed to the conservation message and participate in learning through strategic channels and activities by:

- further developing our “multipliers” programmes to include principals, uniform group-leaders, pre-service teachers, Green Groups and other professional educators so as to maximize the number of recipients who eventually receive the message/training propagated by WWF.
- further developing non-centre-based public conservation programme-lead activities and/or campaigns.
- developing corporate staff engagement and training programmes to support business's environmental social governance objectives and their staff environmental education activities.