



HSBC Rural Sustainability The Fifth Round of the Co-creation of the Community: Reinventing Rural Capital Scheme Application Guide

Background

The Centre for Civil Society and Governance (The Centre) at The University of Hong Kong has launched the **fifth round of the “Co-creation of the Community” (3Cs) Scheme** under the “HSBC Rural Sustainability” programme. The 3Cs Scheme seeks to involve specialists of different expertise to serve as **community curators** to help identify and utilise both the tangible and intangible rural capital of villages for the revitalisation of sustainable rural communities. Rural capital refers to the natural environment, traditional village culture, as well as community networks in the rural context. Co-creation activities may include, but are not limited to, workshops, education and training programmes, counselling and meditation, as well as installations and interactive exhibitions.

Aims

The aims of the 3Cs are to enhance the vibrancy of rural villages and to incubate local creativity and innovation for rural sustainability through the reinvention of rural capital.

Objectives

- To attract people of different interests to enjoy the village environment and culture;
- To provide opportunities for rural-urban interaction; and
- To foster collaborations among various stakeholders of local communities and Hong Kong society.

Theme: Wellness

The theme of this round of rural reinvention projects is “Wellness”. There is growing evidence that contact with nature has multiple positive effects on human health, such as improving cognitive performance, stabilising emotion, increasing a sense of wellbeing, and facilitating spiritual growth. Nature is an inherent component of rural areas. Appropriate utilization of rural natural resources can also achieve therapeutic effects, which are beneficial to the holistic wellness of city dwellers.

Other than the theme of “Wellness”, this round of invitation also welcomes past and current “Co-creation of the Community” participants to submit proposals for scaling up their project impacts for the pursuit of rural sustainability in Hong Kong.



Proposals and Deliverables

Co-creation project proposals with a focus on wellness are now invited. The target beneficiaries may include caretakers and individuals/groups with special needs. Successful proposals will be implemented in the rural villages in Hong Kong; the project proponents will serve as community curators to plan, implement, and promote events and workshops to achieve the therapeutic effects for participants. For proposals which involve any provision of counselling, meditation or conservation-related activities, a plan to engage qualified professionals and/or practitioners in related fields should be included in the proposal.

All proposals are expected to include an interactive process to engage local community, visitors, members of the wider communities, and the Programme team.

Successful proposals must complete all the activities by September 30, 2021. They will also be invited to participate in the Village Festival to be held in 2021 Q4; relevant expenses will be separately supported by the Village Festival.

Our support

The Programme may provide additional supports in addition to funding, which include:

- Venue identification
- Community networks
- Promotion and publicity
- Professional advice in rural sustainability
- Impact evaluation

The Centre team will work closely with proponents of successful proposals in the implementation, monitoring and evaluation of the projects. The proponents are expected to liaise and interact with the Centre team on a regular basis, and may be required to submit progress reports.

Eligibility

Practitioners, specialists, as well as organizations of relevant fields are welcome to apply.

Vetting criteria

All the proposals will be reviewed by a vetting panel based on the following criteria:

- Meeting the objectives of the 3Cs
- Creativity and novelty
- Benefits to local community
- Practicability and overall planning quality
- Competence and commitment of the project team
- Long term viability and sustainability
- Contributions to the Programme – “HSBC Rural Sustainability”



The vetting panel will include members from the following:

- The University of Hong Kong
- Hing Chun Yeuk
- The art and cultural sector
- The creative industry
- Other related professional sectors

Project proponents might be invited to make presentations on their proposals to the vetting panel.

Application procedures

Project proponents should submit a proposal of no more than 10 pages with the following information:

1. Project name
2. Executive summary (1 page)
3. Profile of the project proponent(s) / organisation
4. Project objective(s)
5. Project details, rationales and deliverables (including a list of Key Performance Indicators, such as the type and number of community members to be engaged)
6. Manpower arrangements
7. Project timeline and work plan
8. Project sustainability
9. Benefits to local community
10. Contribution to the Programme – “HSBC Rural Sustainability”
11. Budget and support needed (budget breakdown is required)

The vetting exercise is tentatively scheduled for August 2021. The proposal submission deadline is **July 16, 2021**.

Intellectual property rights

Project proponents are required to share the intellectual property rights of their proposed projects with the Centre if their proposals are selected by the vetting panel and accepted by the Centre.

Enquiries

Please contact Mr. Ryan Leung (by email: yyan85@hku.hk or by phone: 3917-4905), or Miss Anna Yau (by email: annawyau@hku.hk or by phone: 3917-5540) for any enquiries.

Declaration

The Centre reserves the right to change the details, guidelines and rules stipulated herein from time to time without prior notice to applicants. The Centre reserves the sole right to reject or disqualify any applications.