

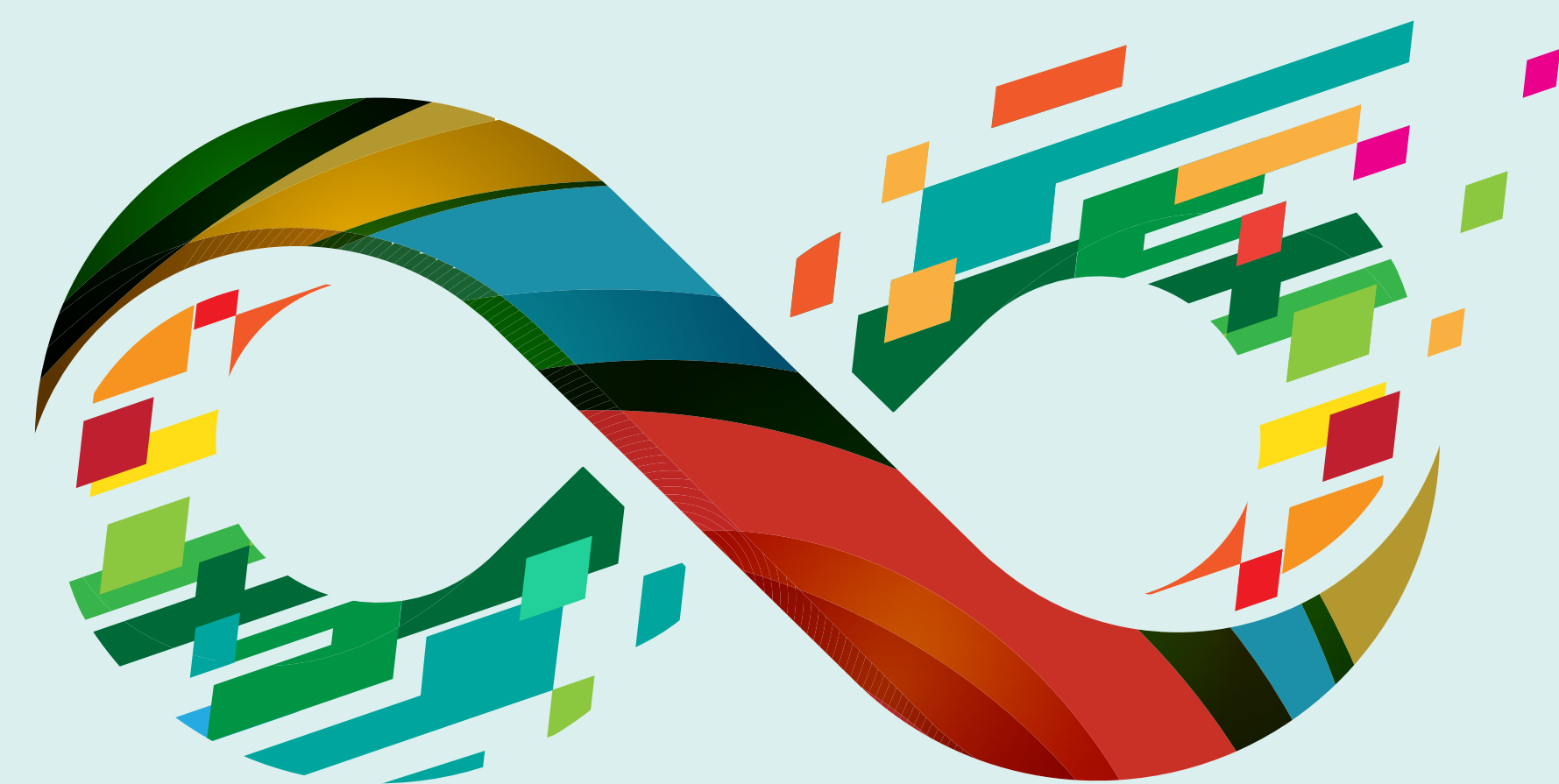
匯創永續計劃  
**Social Innovations for  
Sustainable Communities**

# 「香港展望2030-2050永續發展願景及 社區對社會企業的認識」全港性調查撮要

## Territorial-wide Survey Release - Sustainability Visions for Hong Kong 2030-2050 and the Community Awareness on Social Entrepreneurship (Highlights)



匯創坊  
**SOCIAL ENTREPRENEURSHIP AND CIVIC ACTION LAB**  
公民社會與治理研究中心  
CENTRE FOR CIVIL SOCIETY AND GOVERNANCE



**Social Innovations for  
Sustainable Communities**  
滙創永續計劃

- **第一部分：永續發展構想**  
Part 1 : Sustainability Envisioning
- **第二部分：香港「社會企業」**  
Part 2 : Social Entrepreneurship in Hong Kong

備註：

Notes:

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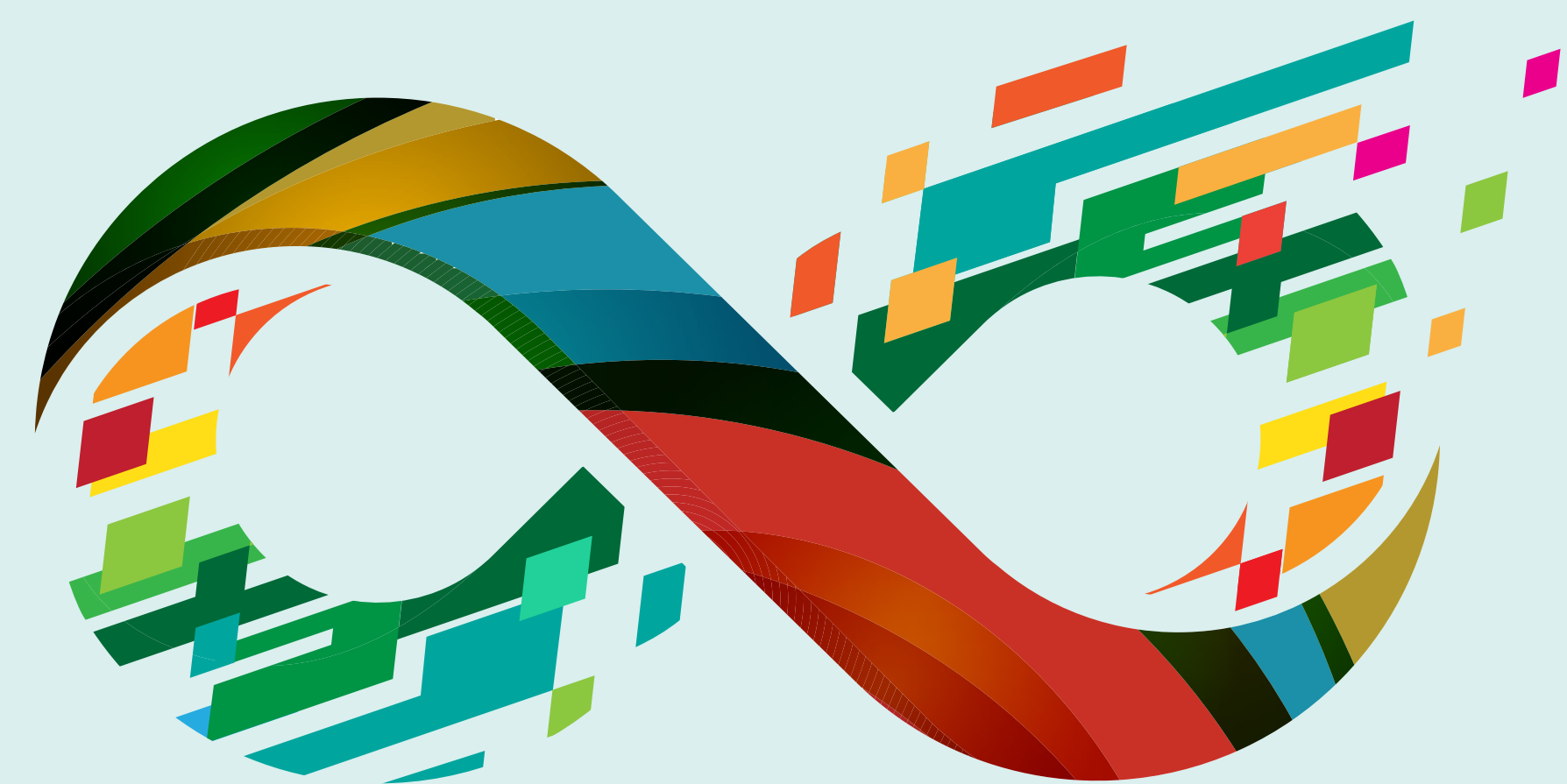
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- 2 如作學術或教學用途，請標明出處如下：  
香港大學公民社會與治理研究中心。（2019）。「滙創永續」計劃之《香港展望2030-2050永續發展願景及社區對社會企業的認識 - 全港性調查撮要》。

For academic or education purposes, please cite below:

The Centre for Civil Society and Governance, The University of Hong Kong, (2019), “Sustainability Visions for Hong Kong 2030 - 2050 and the Community Awareness on Social Entrepreneurship - Survey Findings Highlights” in “Social Innovations for Sustainable Communities” Programme.





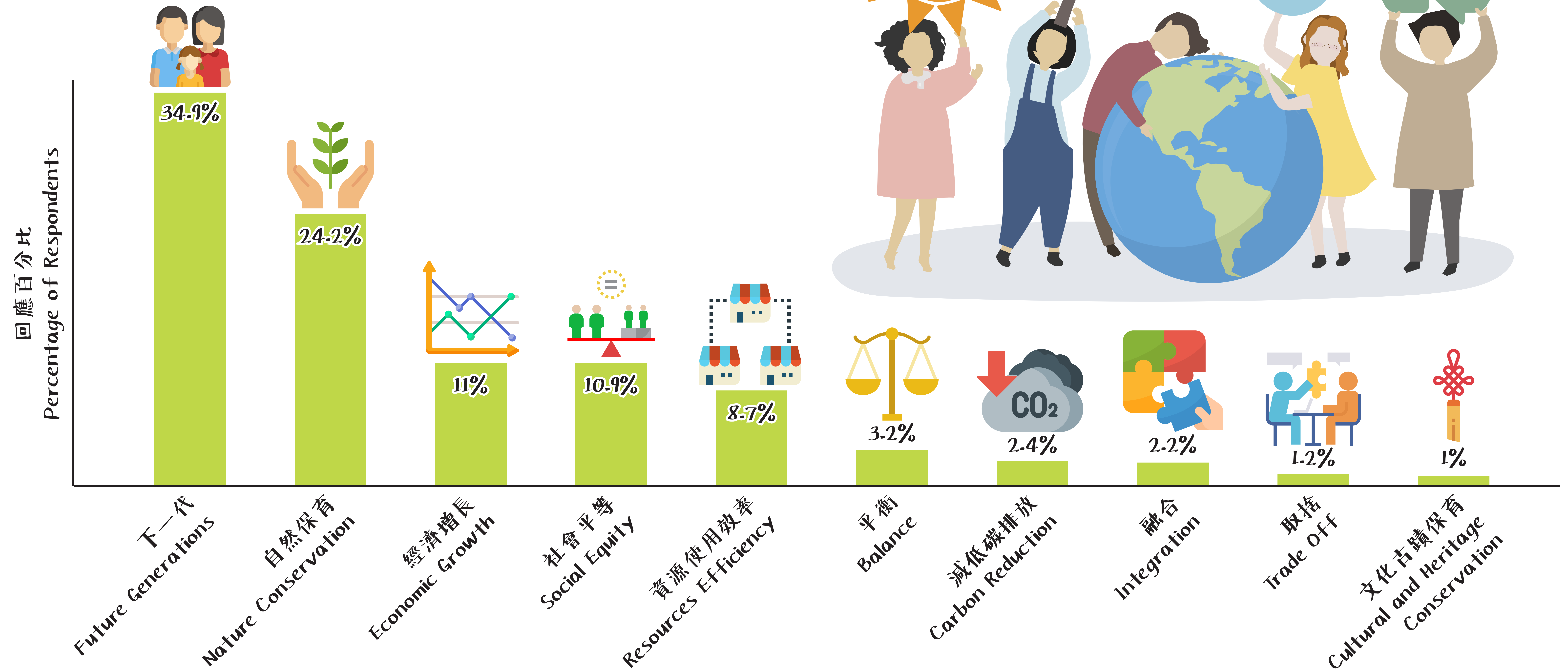
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# 第一部分：永續發展構想

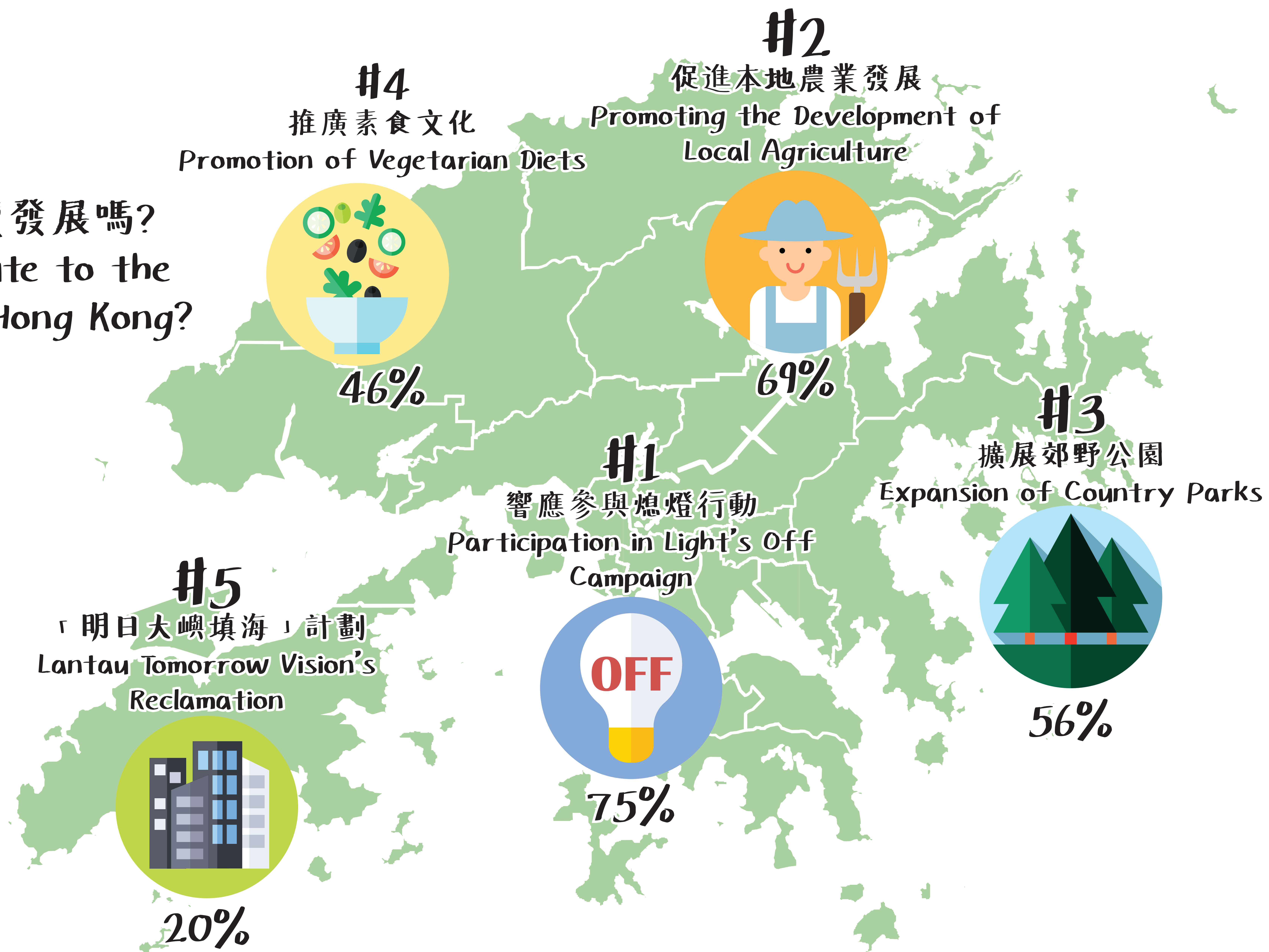
## Part 1 : Sustainability Envisioning

# 1. 當提到「永續發展」時，您會想到甚麼呢？ What comes to your mind when we mention "sustainable development" or "sustainability"?



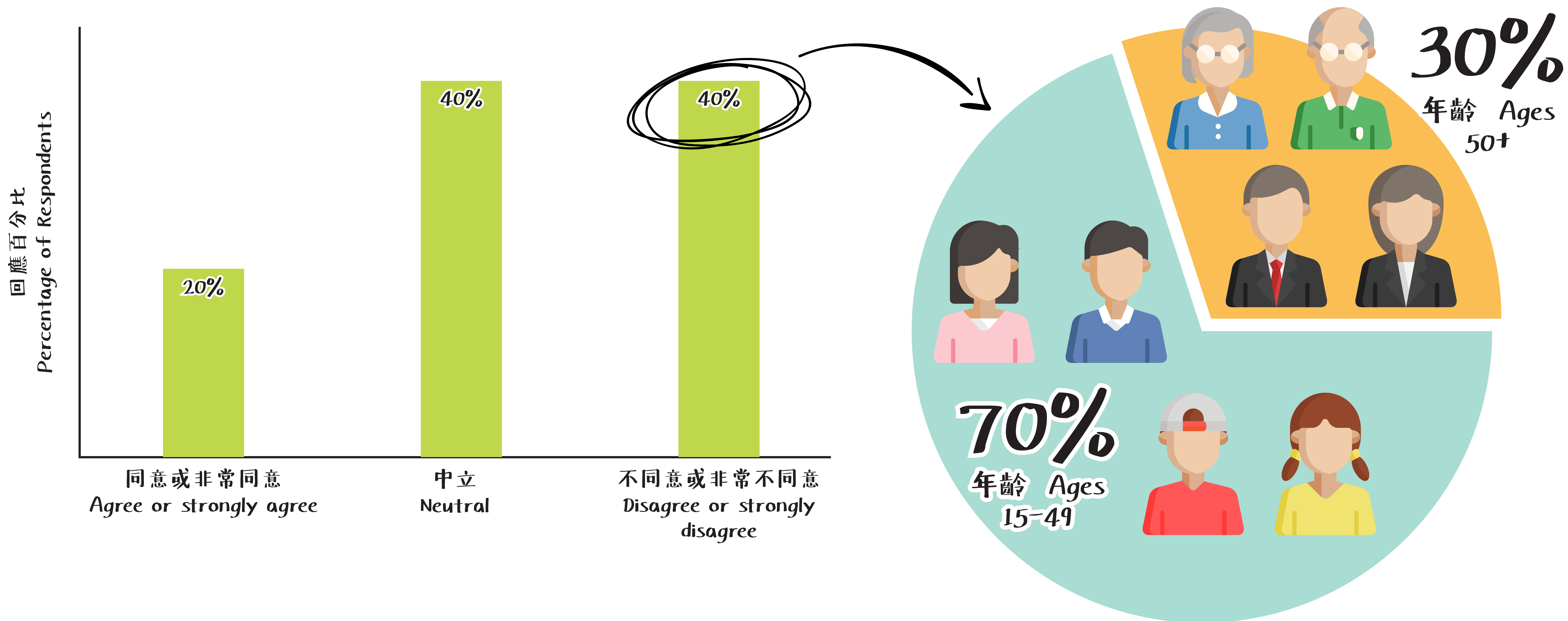


## 2. 以下措施有助於香港的永續發展嗎？ Do these initiatives contribute to the sustainable development of Hong Kong?





### 3. 與其他城市比較，您認為香港在永續發展方面做得比較好？ Do you think Hong Kong is more sustainable when compared to other cities?

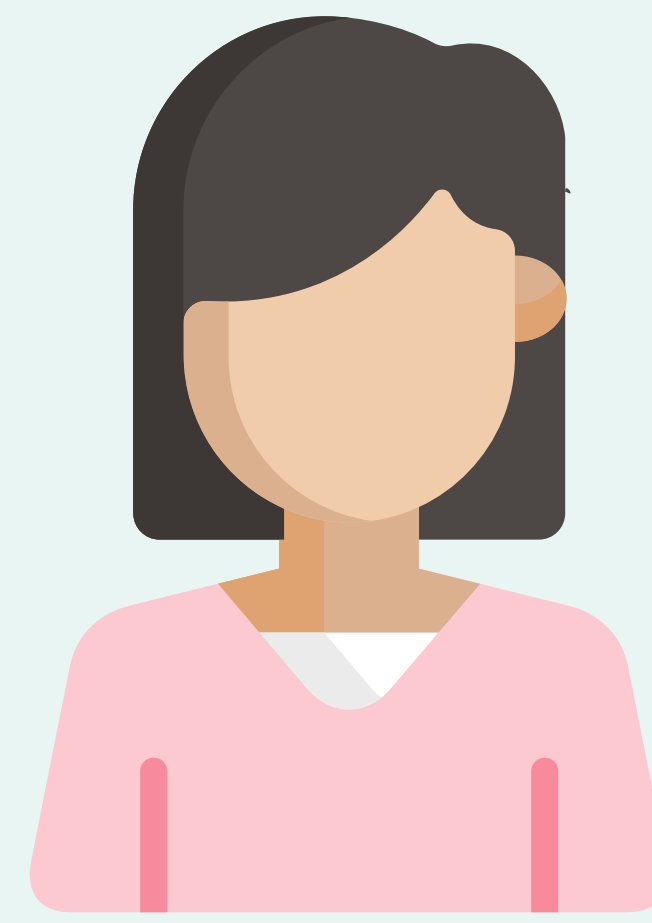




# 4. 您認為實現香港永續發展最重要的持份者是？ Which do you believe are the most important stakeholder groups in achieving sustainability in Hong Kong?



年齡 Ages  
15-49



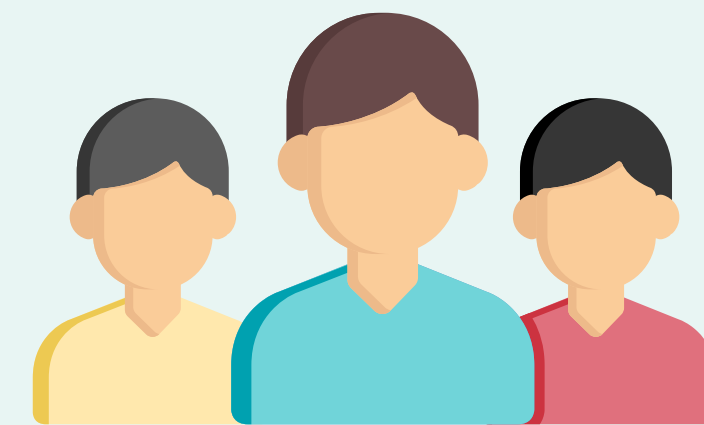
政府/監管機構  
Government/  
Regulator

88%



普羅大眾  
General public

63.5%



企業(例如上市公司)  
Corporates  
(e.g. listed companies)

49%



私人基金及慈善家  
Private foundations  
and philanthropists

16.5%



專業團體及協會  
Professional bodies  
and associations

10.5%

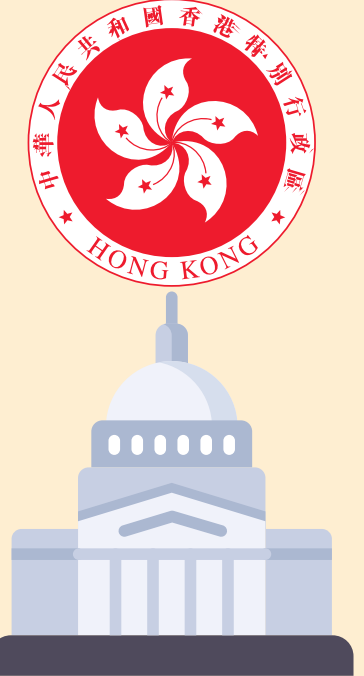


年齡 Ages  
50+



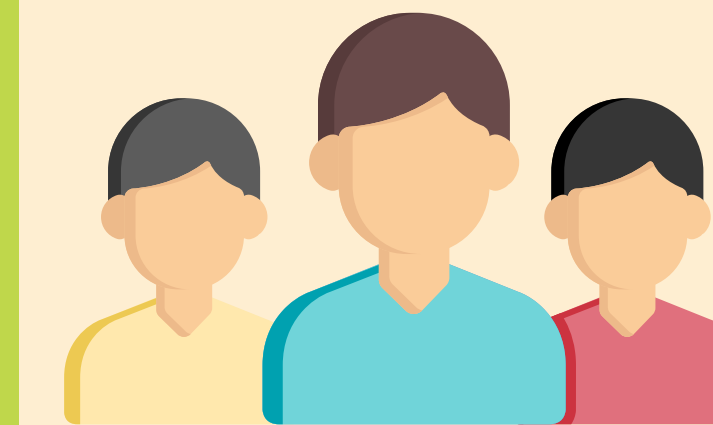
政府/監管機構  
Government/  
Regulator

79%



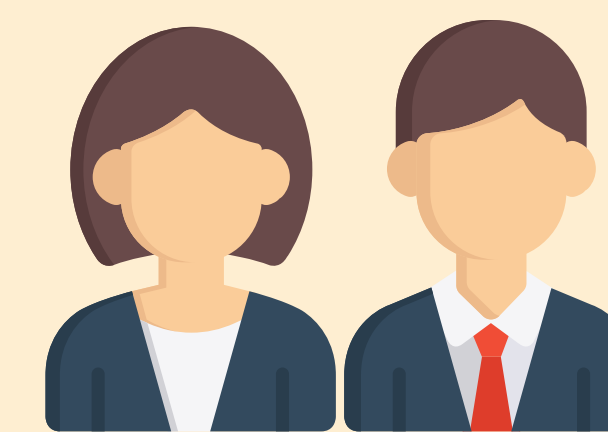
普羅大眾  
General public

37.5%



企業(例如上市公司)  
Corporates  
(e.g. listed companies)

37%



專業團體及協會  
Professional bodies  
and associations

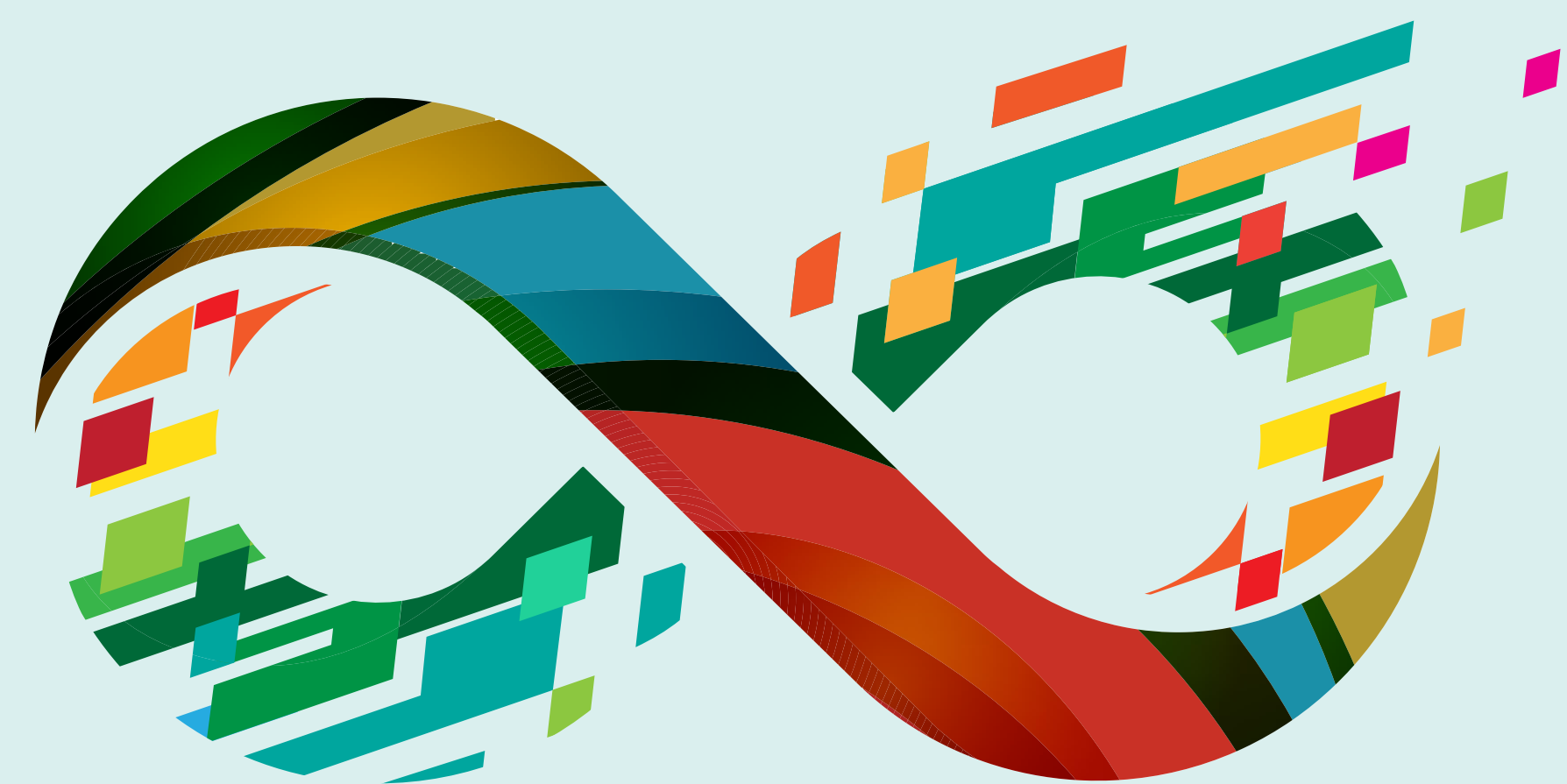
31.5%



私人基金及慈善家  
Private foundations  
and philanthropists

25%





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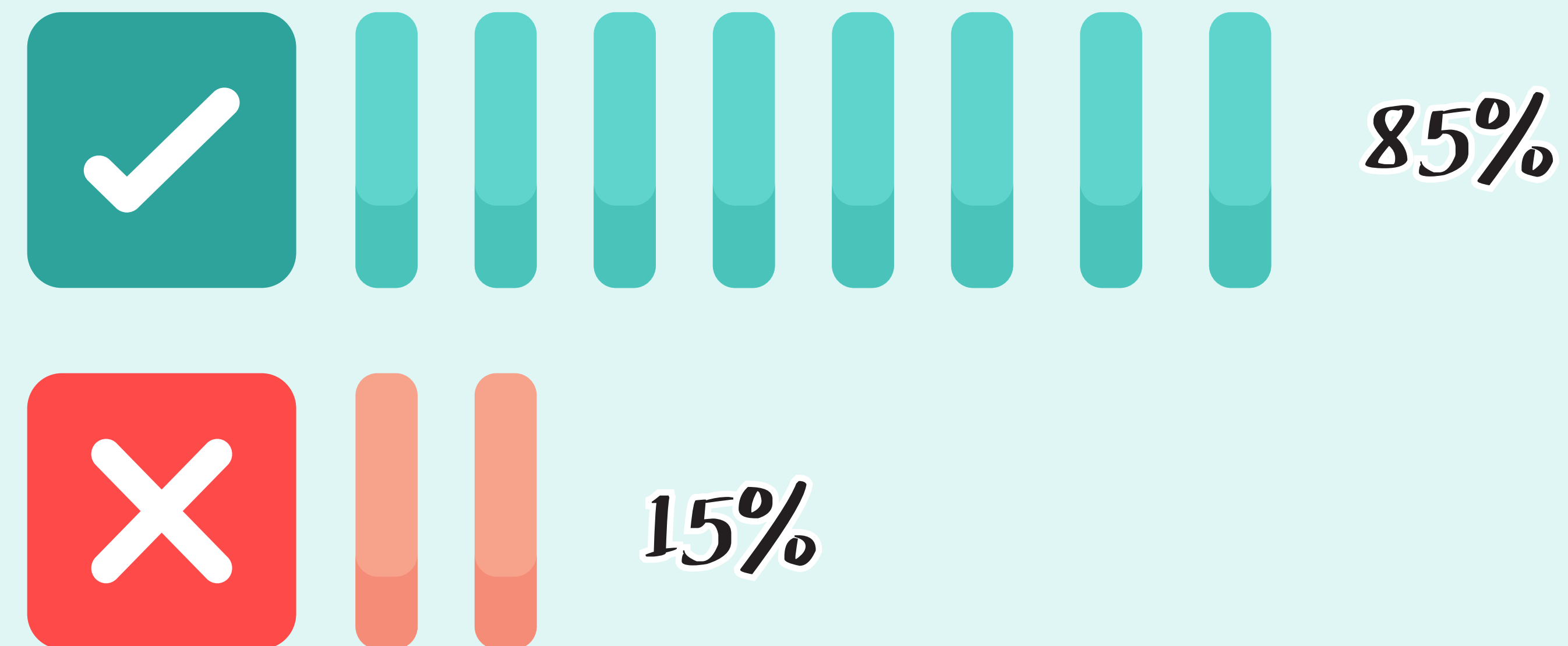
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## 第二部分：香港「社會企業」

Part 2 : Social Entrepreneurship in Hong Kong



5. 您有聽過「社企」這個名稱嗎?  
Have you heard of the term "Social Enterprise" before?



6. 您有聽過「世界自然基金會」這個機構嗎?  
Have you heard of the WWF?



80% 有聽過!  
Said YES!

7. 「世界自然基金會」是「社企」嗎?  
Is the WWF a Social Enterprise?

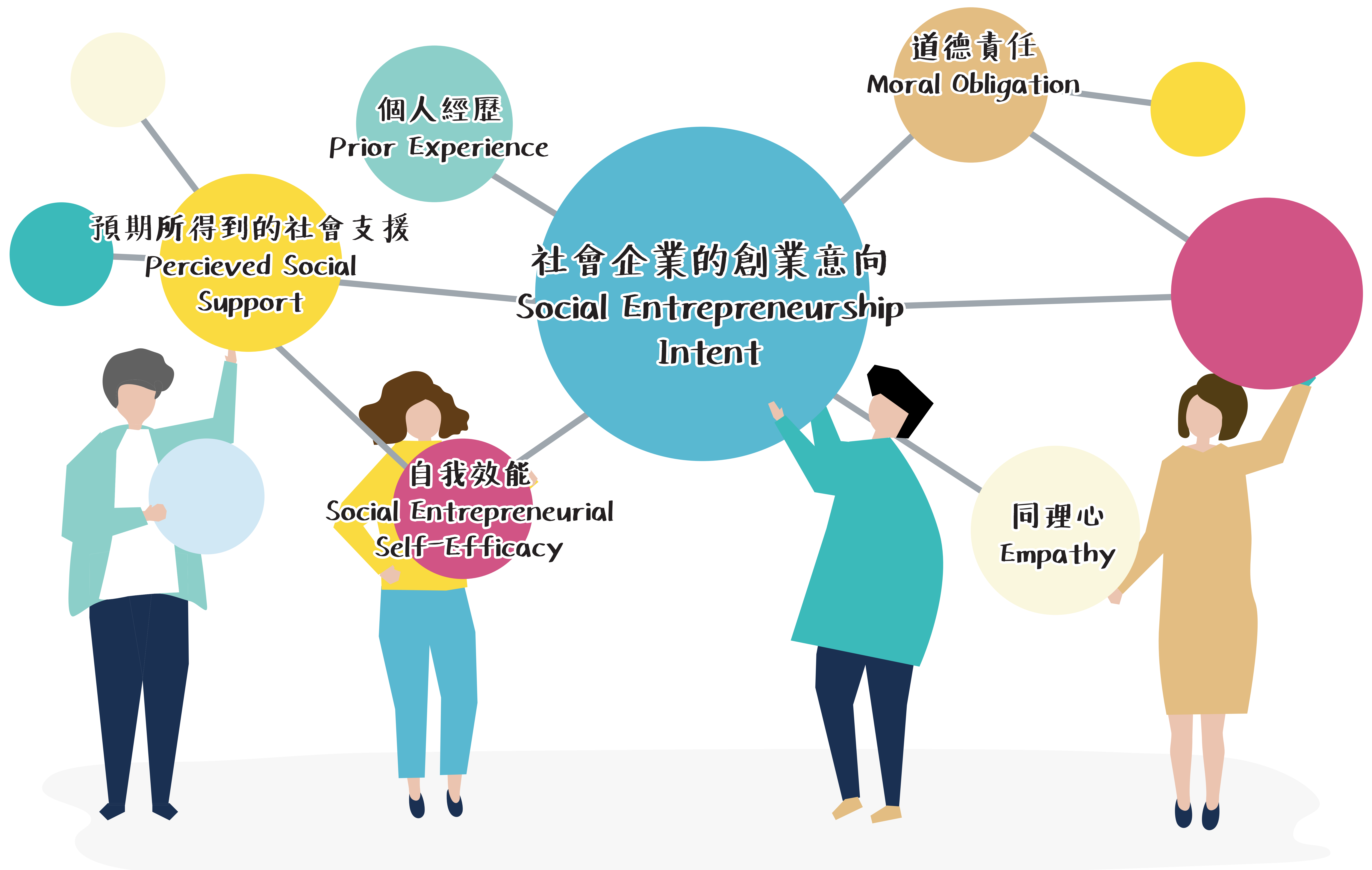


40% 不確定!  
Not Sure!

30% 是「社企」!  
Said YES!



8. 社會企業意向的因素  
Factors of Social Entrepreneurship Intent





9.

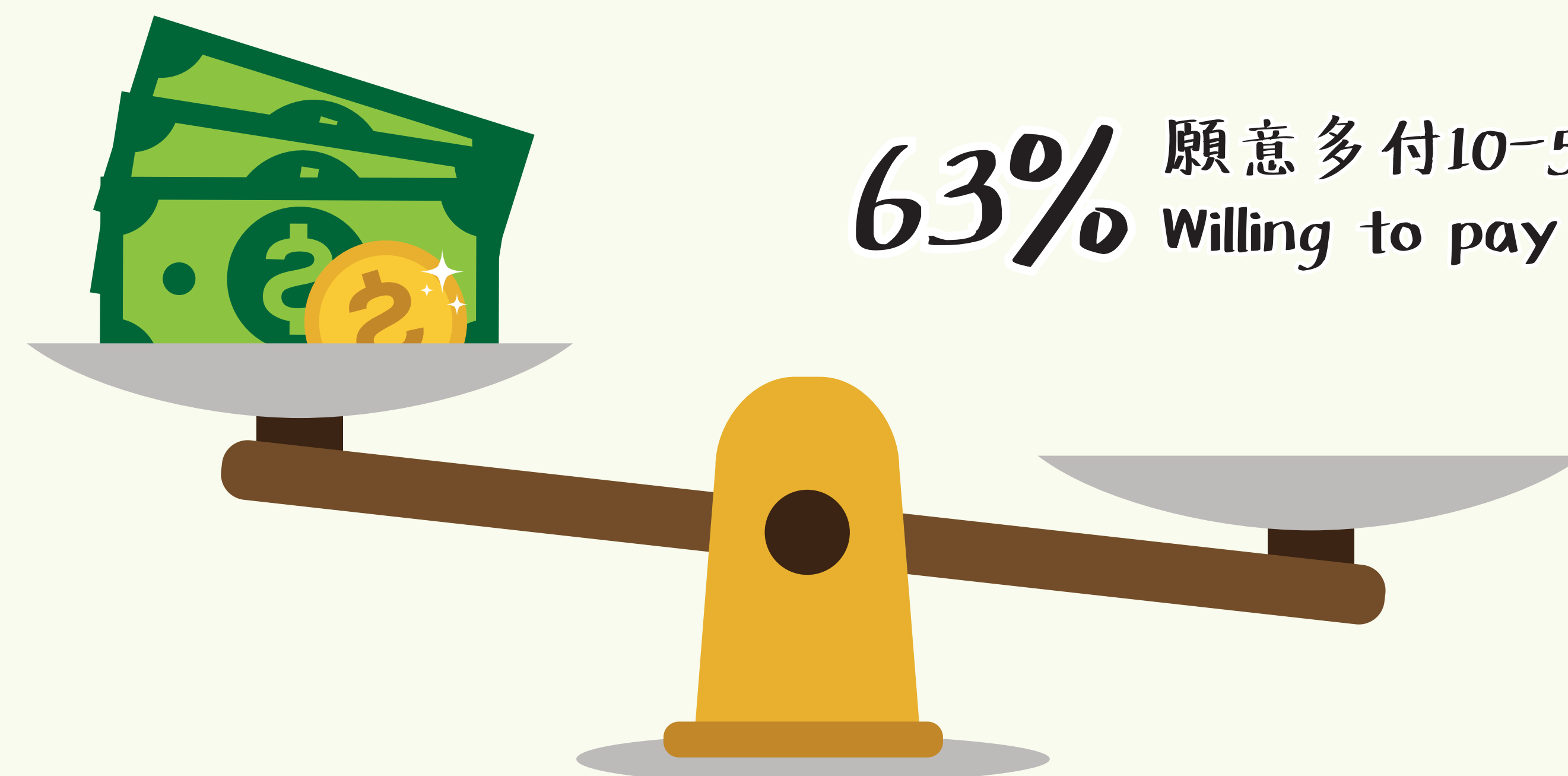
有間餐廳售賣一個飯盒價值\$50，如果這間餐廳轉用永續食材，成本會上升。

您願意額外付出多少錢來買這個飯盒呢？

A restaurant near you is selling a lunch box you enjoy for \$50 each. The restaurant wants to switch to using sustainable ingredients, but they cost more to produce. How much are you willing to pay for the same lunch box that you enjoy?



37% 不願意加錢  
Not willing to pay more



63% 願意多付10-50%  
Willing to pay 10-50% more

10.

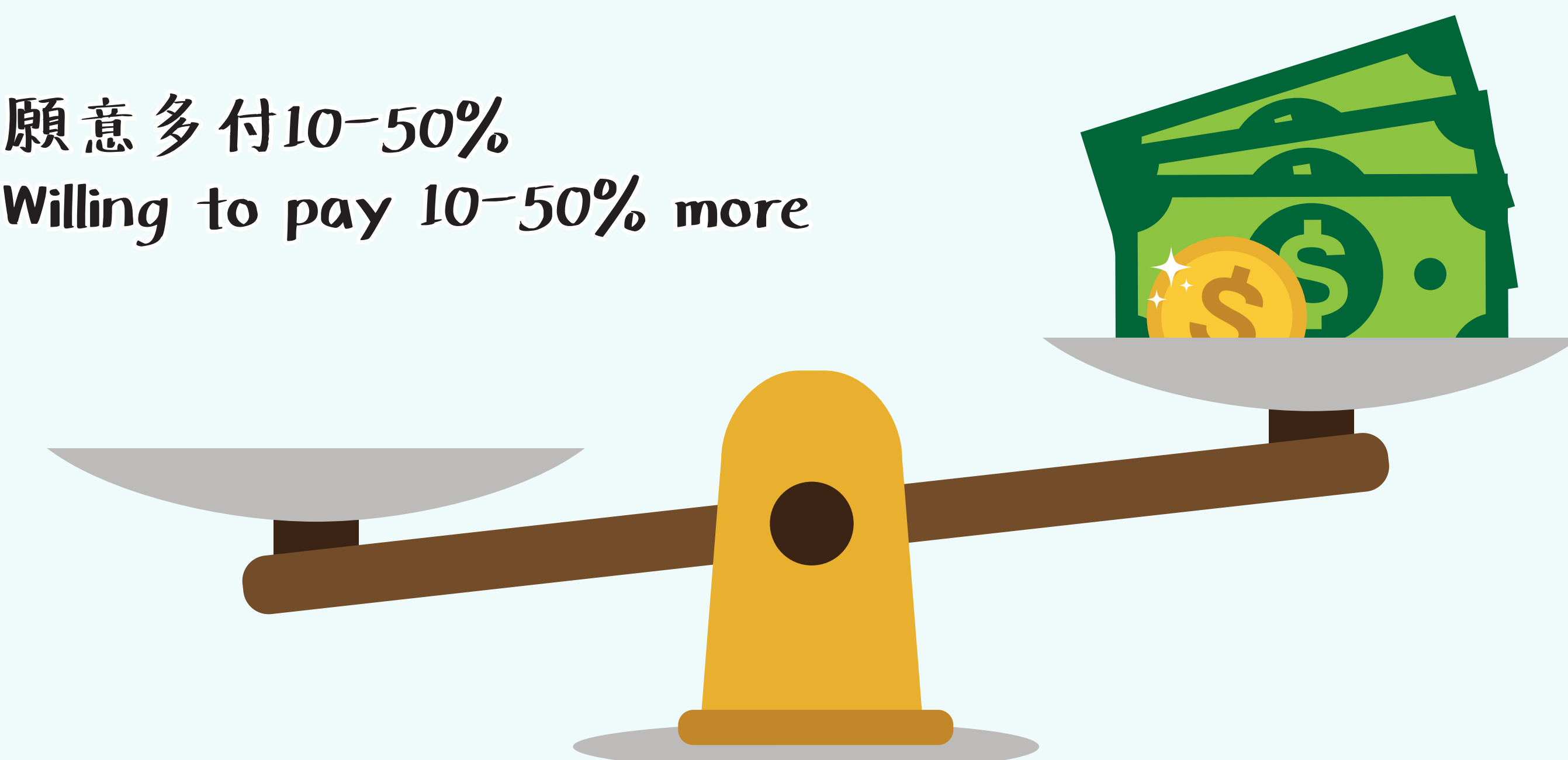
有間餐廳售賣一個飯盒價值\$50，如果這間餐廳想轉為「社企」，聘請傷健人士，成本會上升。

您願意額外付出多少錢來買這個飯盒呢？

A restaurant near you is selling a lunch box you enjoy for \$50 each. The restaurant wants to switch to a social enterprise hiring people with disabilities, but the operation cost will increase. How much are you willing to pay for the same lunch box that you enjoy?



32% 不願意加錢  
Not willing to pay more



68% 願意多付10-50%  
Willing to pay 10-50% more

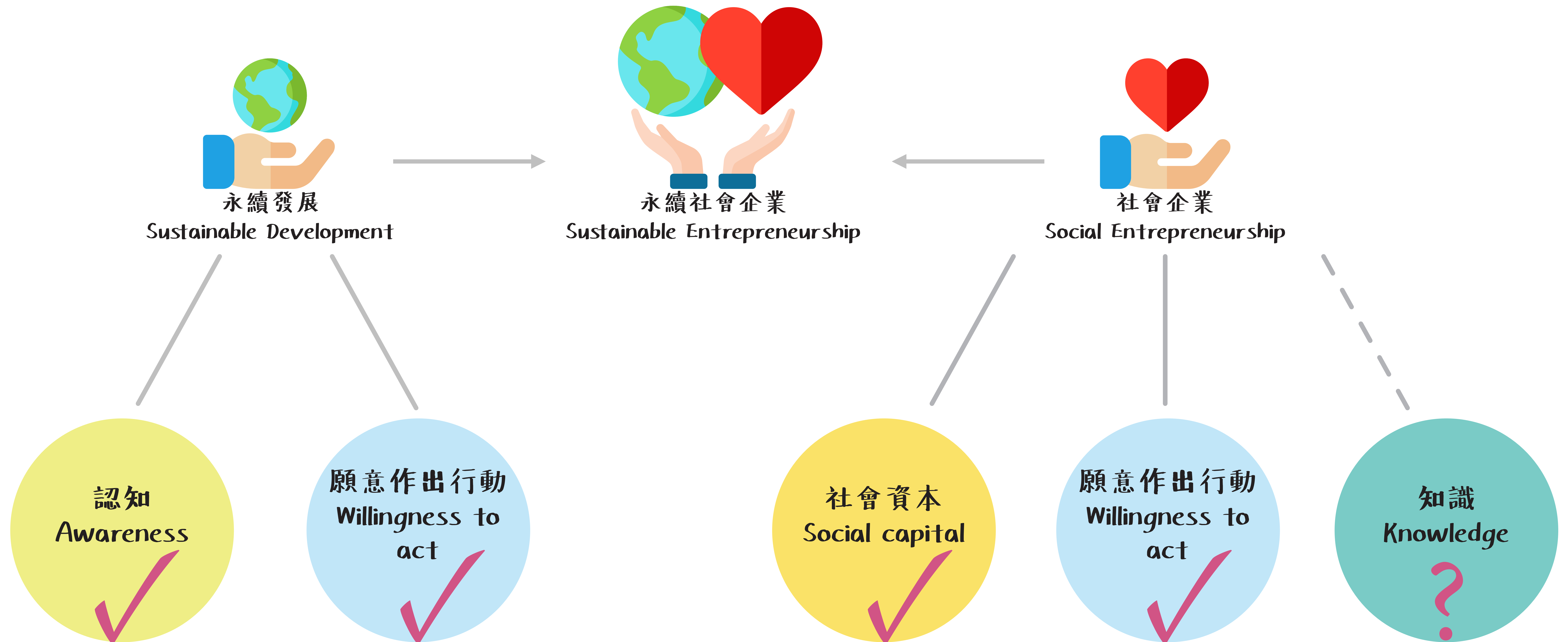


11.



永續發展與社會企業

Sustainable Development and Social Entrepreneurship





# 12. 2050年香港最需要的是? What does Hong Kong need the most in 2050?

