



Social Innovations for
Sustainable Communities
匯創永續計劃



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香港展望2030-2050永續發展願景 及社區對社會企業的認識

Sustainability Visions for Hong Kong 2030 - 2050 and the Community Awareness on Social Entrepreneurship

全港性調查撮要

Survey Findings - Highlights



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備註：
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- 2 如作學術或教學用途，請標明出處如下：
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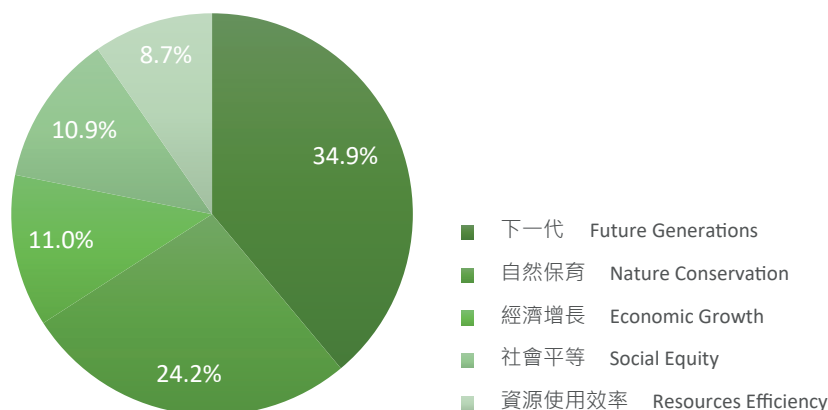
第一部分：永續發展構想

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?

(排列最重要的三項 Rank Most Important 3)

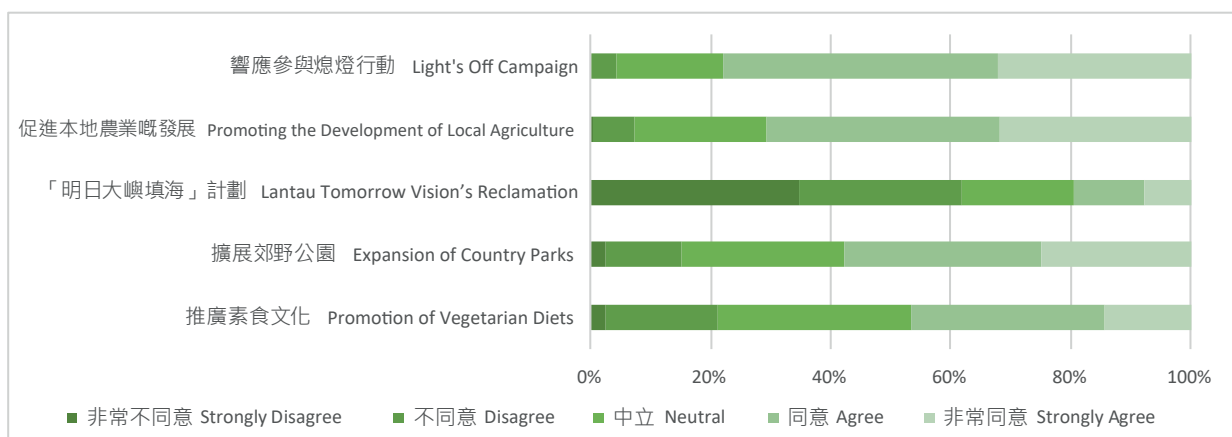


當提及永續發展，最多受訪者選擇最重要的排名是「下一代」(34.9%)、其次是「自然保育」(24.2%)及「經濟增長」(11.0%)。

When the respondents were asked about sustainable development, “Future Generation” (34.9%) are considered the most important ranking, followed by “Nature Conservation” (24.2%) and “Economic Growth” (11.0%).

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?

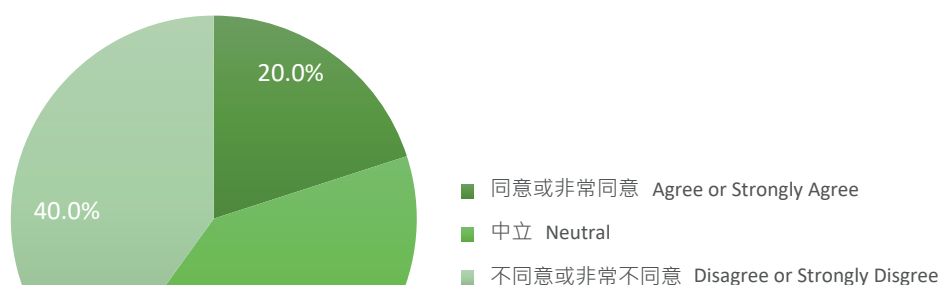


當問及有關於個人習慣、能源措施、大型基建項目等選項時，大部份受訪者認為響應參與熄燈一小時 (75.0%)、推動本地農業發展 (69.0%) 及擴展郊野公園 (56.0%) 有助於推動香港的永續發展，這可能是因為這些活動 / 措施相較貼近市民的日常生活。

Given the options of individual behaviours, energy-saving policies, large-scale infrastructure projects, and etc, most of the respondents regarded “Participation in Light's Off Campaign” (75.0%) as the most effective measure in driving the sustainable development, followed by “Promoting the Development of Local Agriculture” (69.0%) and “Expansion of Country Parks” (56.0%). The most popular options chosen are closely related to people's daily lives.

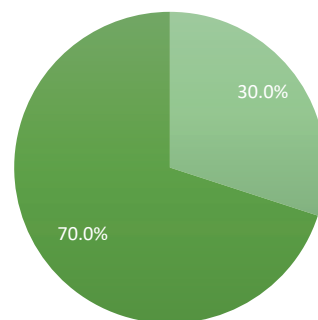
3/ 與其他城市比較，您認為香港在永續發展方面做得比較好？

Do you think Hong Kong is more sustainable when compared to other cities?



「不同意香港在永續發展方面的表現相較其他城市做得較好」的受訪者
Respondents who disagreed that Hong Kong is more sustainable when compared to other cities

■ 年輕人 (Younger Generation (Aged 15-49))
■ 年長人士 (Older Generation (Aged 50+))



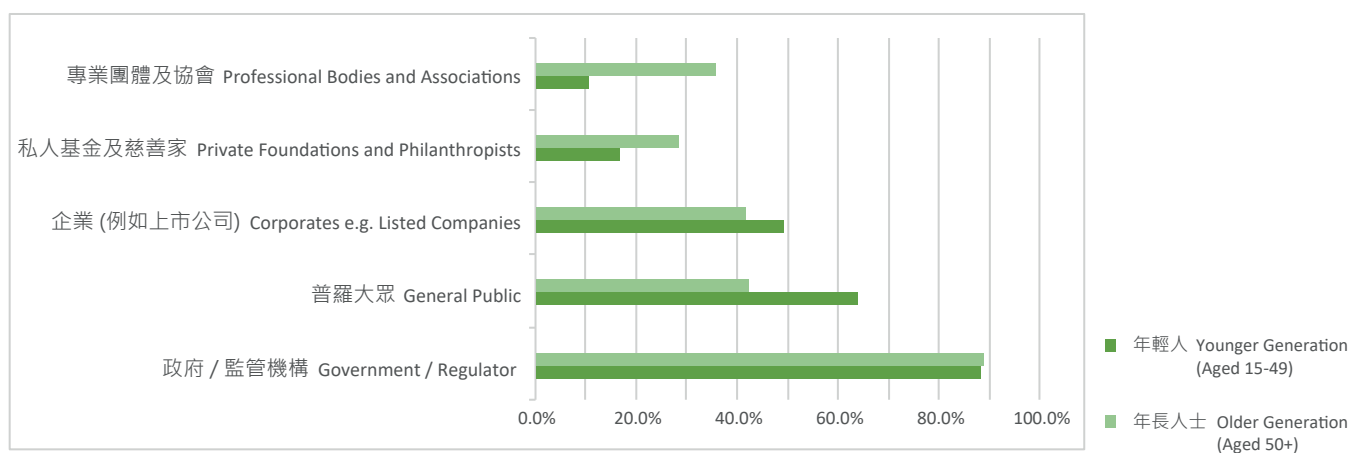
有四成受訪者不同意香港在永續發展方面相較其他城市做得較好，而在這四成受訪者中，有七成為五十歲以下，這反映了不同世代對永續發展的不同期望。

The survey results showed that approximately 40% of the respondents opposed that Hong Kong is more sustainable when compared to other cities. Among them, over 70% were those aged 15-49 years old, revealing different opinions towards and perceptions of sustainable development.

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?

(最多可選擇三個 Choose up to 3)



不論是年輕 (88.0%) 或是年長一代 (79.0%) 皆認為政府 / 監管機構是推動香港永續發展的重要持份者。年長一代對於其他持份者的期望較均等，而年輕一代則認為公眾力量 (63.5%) 亦相當重要，僅此於政府。

A significantly high percentage of respondents agreed the government/regulator was the most influential stakeholder in achieving sustainable development in Hong Kong which accounted for 88% in younger generation and 79% in older generation. For respondents aged 50 above, their expectations towards other stakeholders were similar. For respondents aged 15-50, they pointed that the general public (63.5%) was also one of the key stakeholders.

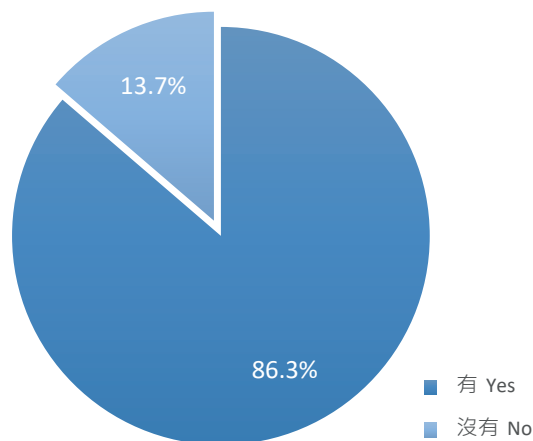


第二部分：香港「社會企業」

PART 2: SOCIAL ENTREPRENEURSHIP IN HONG KONG

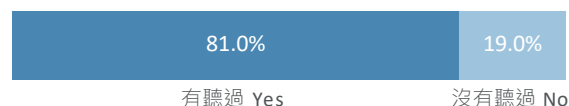
5/ 您有聽過「社企」這個名稱嗎？

Have you heard of Social Enterprises before?



6/ 您有聽過「世界自然基金會」這個機構嗎？

Have you heard of the organisation "World Wide Fund for Nature" ?



7/ 「世界自然基金會」是「社企」嗎？

Is the WWF a social Enterprise?

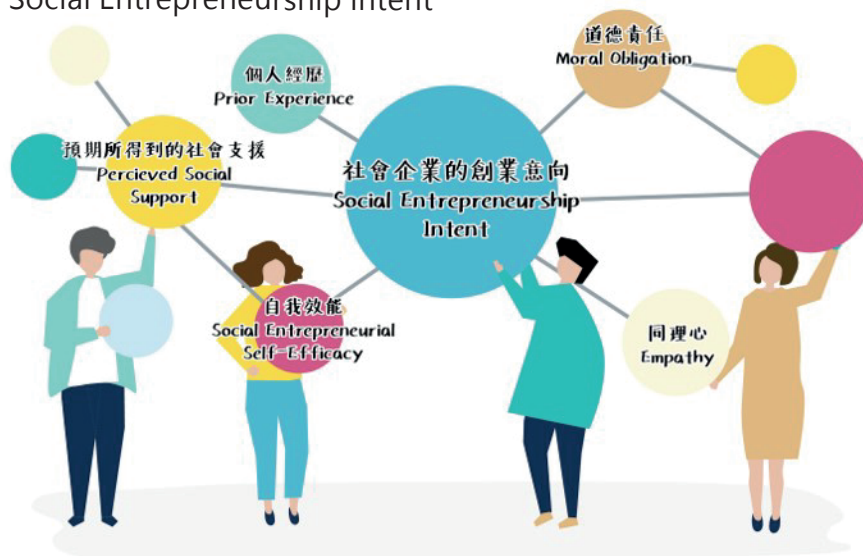


有多於八成的受訪者表示，他們有聽過「社企」(86.3%)，但當我們舉出不同真實例子以測試受訪者的認知程度時，有三成受訪者認為世界自然基金會是「社企」，更有四成受訪者表示不知道，這表示了社會對於社企的理解仍有誤解。

More than 80% of the respondents had heard of the term "Social Enterprise" (86.3%). However, when several organisations were listed to examine respondents' recognition, approximately one-third regarded World Wild Fund for Nature as a "Social Enterprise" while about 40% of the respondents indicated they did not know. This finding shows that the public is not clear about the concept of "Social Enterprise".

8/ 社會企業意向的因素

Factors of Social Entrepreneurship Intent

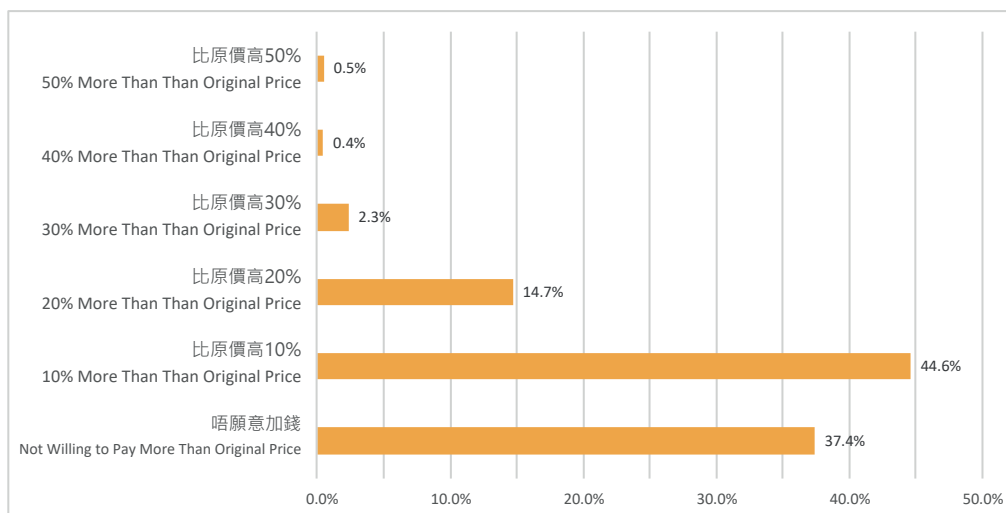


當問及有關於社會企業意向因素的問題時，結果發現「個人經歷」、「自我效能」和「預期所得到的社會支援」的社會資本較強，這些都有助香港孕育更多社會企業。

When the respondents were asked about the factors of social entrepreneurial intentions, the results implied that the social capital of "Prior Experience", "Social Entrepreneurial Self-Efficacy" and "Perceived Social Support" are relatively strong. These capitals would help nurture and promote social entrepreneurship in Hong Kong.

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 sustainable ingredients, but they cost more to produce. How much are you willing to pay for the same lunch box that you enjoy?

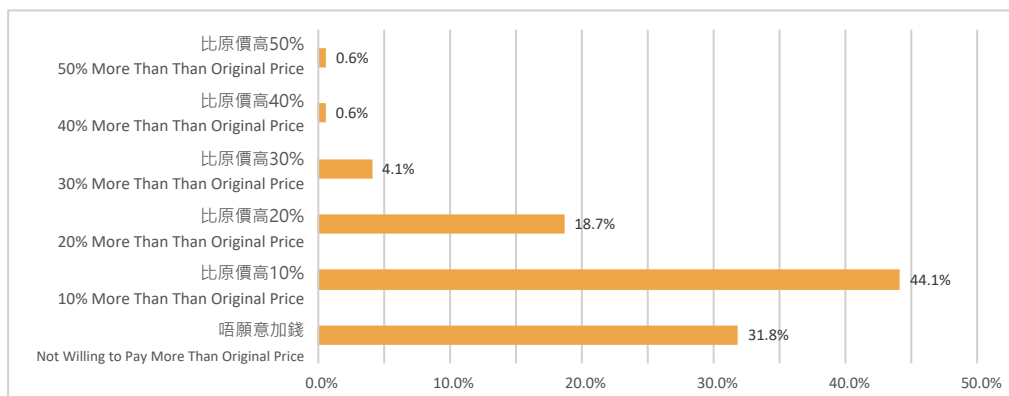


63.0% 願意多付10-50%
Willing to pay 10-50% more than original price

37.0% 不願意加錢
Not willing to pay more than original price

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?



68.0% 願意多付10-50%
Willing to pay 10-50% more than original price

32.0% 不願意加錢
Not willing to pay more than original price

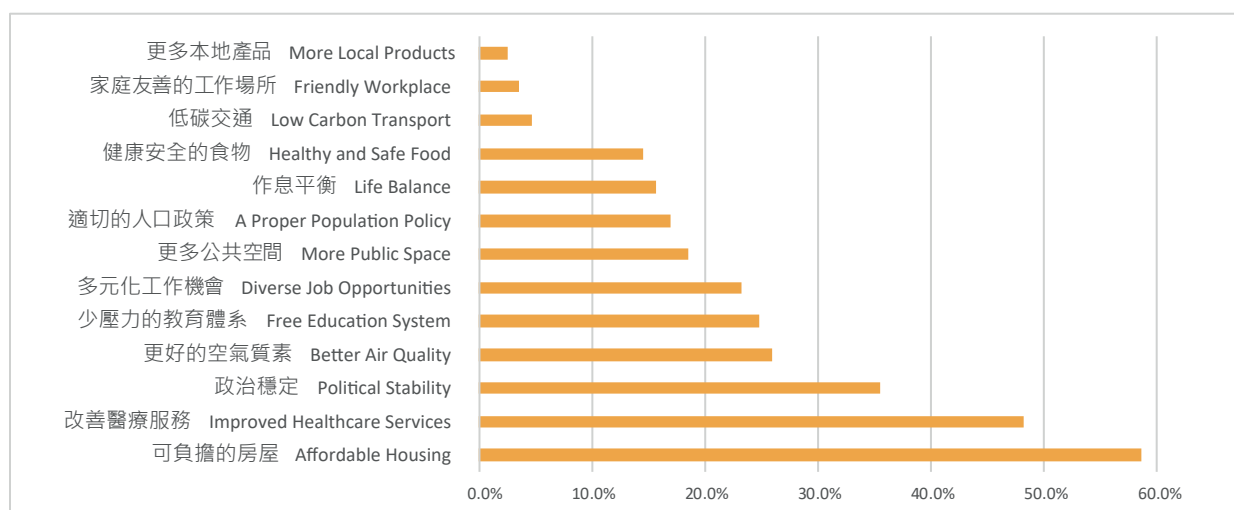
就永續發展或社企的支持而言，皆有超過六成的受訪者表示願意付出額外的金錢，以換取這些產品及服務。由此可見，市民對於這些產品及服務反應正面，並願意以行動配合。

In the support of sustainable development or social enterprises, there was more than 60% of the respondents who were willing to pay extra for these products and services, revealing the public's willingness to act towards these products and services.

11/ 2050年香港最需要的是？

Could you please imagine what does Hong Kong need the most in 2050?

(最多可選擇三個 Choose up to 3)



雖然大部分受訪者選擇了「可負擔的房屋」(59.0%)，但當中亦有受訪者選擇「改善醫療服務」(48.0%)、「更好的空氣質素」(26.0%)及「更多的公共空間」(18.0%)，這些都是組成永續社會不可或缺的重要元素。

Over half of respondents chose "Affordable Housing" (59.0%) as the most important needs in 2050, while "Improved Healthcare Services" (48%), "Better Air Quality" (26.0%) and "More Open Space" (18.0%) were also chosen. They are all essential elements in creating a sustainable society.

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