

匯創永續計劃
Social Innovations for
Sustainable Communities

培訓講堂

LEARNING PROGRAMME



主辦機構 Organizer



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

支持機構 Supporting Organization



HSBC
滙豐

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1. ABOUT THE SISC PROGRAMME

The three-year programme (2019-2021) initiated by Social Entrepreneurship and Civic Action Lab of the Centre of Civil Society and Governance aims to build social entrepreneurship for the promotion and attainment of sustainability, by empowering the crowdsourcing of ideas and actions from a corps of intergenerational “sustainability catalyzers”.

Various impacts and changes relating to sustainability and ageing challenges in Hong Kong, ranging from the individual behaviours, to cultural and value changes, and systemic enhancement, are some of the expected outcomes of the programme. The programme is supported by the Hongkong and Shanghai Banking Corporation Limited (HSBC).





To foster social entrepreneurship in achieving sustainability



NURTURE SUSTAINABILITY CATALYZERS

To nurture a corps of “sustainability catalyzers” in different sustainability domains who are committed to the cause of sustainability, equipped with knowledge of sustainability issues, conversant with social enterprises and commoning, and eager and capable of putting innovative ideas into practice. Our targets are the youth professionals and the young old, who are prepared to team up with one another to incubate, facilitate, and scale up social innovation endeavors.

ESTABLISH INCUBATION PLATFORM

To establish an incubation platform in which social entrepreneurs can have easy access to information and knowledge of the best practices of social entrepreneurship, document systematically their experiences into cases which can be shared with other like-minded fellow members, coordinate or develop collaborations between the commoning efforts.

ENRICH THE ECOSYSTEM FOR SOCIAL ENTREPRENEURSHIP

To enrich and expand beyond the frontier of the ecosystem for social entrepreneurship in Hong Kong with a view to preparing the community to cope with sustainability challenges facing Hong Kong 2030-2050. Enhanced toolkit for social entrepreneurship and a new breed of sustainability catalyzers would be made available upon commoning for social innovation.

Stage 1 incurs a territory-wide envisioning exercise with leaders of the public, corporate, nonprofit and social sectors of Hong Kong. In the envisioning exercise, each of the leaders would be prompted to generate a list of sustainability visions for Hong Kong 2030 – 2050.



ENVISIONING

INCUBATION

Stage 2 focuses on incubating a corps of sustainability catalyzers as the drivers for social innovation to address the sustainability needs identified in Stage 1. The incubation component comprises a variety of learning activities which focus on co-learning and engagement with other sustainability innovators. Activities including experiential learning of sustainability issues, design thinking workshops, co-creation seminars, and hackathons.

To equip the sustainability catalyzers with the ability, we will solicit support from relevant actors from different domains, to offer professional advice and assistance for sustainability catalyzers with excellent potentials.

Systemic support will be put in place to sustain the continual development of social entrepreneurial tools, incubation of sustainability catalyzers, and development of the commons and other social enterprises. Promising sustainability catalyzers will be provided with seed grant to kick-start or scale up the innovations.



IMPORTANT DATES

SEPT 2020

Start-ups & Scale-ups



JULY 2020

Coaching and Mentoring



JUNE 2020

Design Thinking



NOV 2019 - MAR 2020

Learning Programme



2. LEARNING PROGRAMME



A nurturing process to identify, inspire, and train a corps of "sustainability catalyzers" as social entrepreneurs in different sustainability domains



Key Approach

- To help navigate and acquire solid knowledge for turning and scaling innovative solutions in social entrepreneurship
- To enhance skills of social entrepreneurs in building up start-up and scaling up impacts of social innovation
- To provide quick observations/solutions for sustainability challenges

Ranging from one-hour classroom learning to half-day visit, the Learning Programme will be conducted in the format of lectures, experiential learning and site visits, depending on the topics covered.

Active participants (**a minimum of 60% attendance**) who have completed the learning modules will be assessed and, if deemed having made satisfactory progress, invited to attend the Design Thinking Workshops as a continued incubation experience.



Six major topics will be covered in the Learning Programme, including:



*Learning Programme
Registration*



*Learning Programme
Evaluation*



Programme Schedule

Period: November 2019 - June 2020

Language: English Supplemented with Cantonese

Session	Date & Time	Topic	Speaker
1	November 30, 2019 (Sat) 2:00-4:00pm	Capitals for Sustainability <ul style="list-style-type: none"> Debates and dilemmas of sustainable development New and emerging collaborations for sustainability innovations 	Dr Winnie Law Centre for Civil Society and Governance, The University of Hong Kong
2	December 7, 2019 (Sat) 2:00-4:00pm	Social Entrepreneurship & Sustainability <ul style="list-style-type: none"> Core concepts in social entrepreneurship Case studies on sustainability Beyond passion: how to turn ideas into action 	Mr Mark Cheng Ashoka
3	January 7, 2020 (Tues) 6:30-8:30pm	Business Model Design and Innovation <ul style="list-style-type: none"> Business model and value proposition Entrepreneurial innovation 	Professor Simon Lam Faculty of Business and Economics, The University of Hong Kong
4	January 18, 2020 (Sat) 2:00-4:00pm	Social Impact Assessment Different stages of impact measurement <ul style="list-style-type: none"> Social return on investment Social Impact Assessment tools Socially responsible investing (SRI) 	Dr Sammy Fung Faculty of Business and Economics, The University of Hong Kong
5	May 12, 2020 (Thurs) 6:30 – 8:30PM	Entrepreneurial Leadership and Creative Problem Solving <ul style="list-style-type: none"> Effective and visionary leadership Creative problem solving for businesses 	Professor Hui Chun Faculty of Business and Economics, The University of Hong Kong
6	May 16, 2020 (Sat) 2:00 – 4:00PM	Learning from the Peers (1) - Our Alternatives <ul style="list-style-type: none"> Social innovation for community economies: how civic actions create 'other worlds' 	Dr Chow Sung Ming Department of Applied Social Sciences, The Hong Kong Polytechnic University
7	To Be Rescheduled	Entrepreneurial Opportunity and Management <ul style="list-style-type: none"> Opportunity identification Startup management 	Professor Simon Lam Faculty of Business and Economics, The University of Hong Kong
8	May 27, 2020 (Weds) 6:30 – 8:30PM	Co-creating the Impact and Collaboration <ul style="list-style-type: none"> Single mind but double efforts: team up for entrepreneurial success Expanding your network 	Professor Hui Chun Faculty of Business and Economics, The University of Hong Kong
9	May 30, 2020 (Sat) 2:00 – 4:00PM	Learning from the Peers (2) – Achieving Win-Win <ul style="list-style-type: none"> Collaboration for fighting food hunger and optimising food waste 	Ms Gigi Tung Food Angel



Session	Date & Time	Topic	Speaker
10	June 2, 2020 (Tues) 6:30 – 8:30PM	Commoning for a Sustainable Future <ul style="list-style-type: none"> Commoning as a transformative social paradigm A commoning approach to social entrepreneurship 	Professor Wai-Fung Lam Centre for Civil Society and Governance, The University of Hong Kong
11	June 10, 2020 (Weds) 6:30 – 8:30PM	Green Corporate Strategy <ul style="list-style-type: none"> Corporate social responsibility Green finance and investment Updates of sustainability reporting and standards 	Dr Sammy Fung Faculty of Business and Economics, The University of Hong Kong
12	June 13, 2020 (Sat) 2:00 – 4:00PM	Learning from the Peers (3) – Creating Shared Value in Business or An Impact in the Society? <ul style="list-style-type: none"> What makes you to be a passionate and thoughtful social entrepreneur? My journey to the Kommon Goods 	Mr Alvin Li The Kommon Goods
13	June 17, 2020 (Weds) 6:30 – 8:30PM	Basic Accounting <ul style="list-style-type: none"> Objective of financial reporting Primary financial statements A mini practice case review 	Dr Sammy Fung Faculty of Business and Economics, The University of Hong Kong
14	June 19, 2020 (Fri) 6:30 – 8:30PM	Branding for Changemakers <ul style="list-style-type: none"> Branding impacts or branding for an impact The power of social media 	Ms Debby Shing Social Alliance Communications Consultancy
15	June 22, 2020 (Mon) 6:30 – 8:30PM	When a Solicitor Meets Social Innovation <ul style="list-style-type: none"> Why bother intellectual property rights management? Incentivising creativity and innovation of Hong Kong by using Creative Commons licenses 	Ms Alice Lee Creative Commons HK
16	June 24, 2020 (Weds) 6:30 – 8:30PM	Pitching to Investors <ul style="list-style-type: none"> How to tell your social impact story How to make a great investment pitch How to find and negotiate with investors 	Mr Mark Cheng Ashoka
17	June 26, 2020 (Fri) 6:30 – 8:30PM	Learning from the Peers (4) – Crowdsourcing the Community Actions and Resources <ul style="list-style-type: none"> Social innovators as big dreamers? What drives for the changes? 	Ms Catherine Lu Collaction
18	June 29, 2020 (Mon) 6:30 – 8:30PM	Raising Finance to Grow Your Social Enterprise <ul style="list-style-type: none"> What is social finance? How can you raise funds for your idea? Creating a financial model for your venture How to create a business and growth plan 	Mr Mark Cheng Ashoka

Speakers

(Alphabetizing by last name)



Mr Mark CHENG

Ashoka

Mark is a member of the Leadership Group at Ashoka, based in Hong Kong. Mark started with Ashoka in 2007 as a Senior Advisor on Social Finance, based in London. He became UK Director in 2011, and European Director in 2014. Mark led the European Diamond from 2014-19, before moving to Hong Kong where he has launched the Hong Kong Chapter for Ashoka. Prior to joining Ashoka, Mark founded Chelwood Capital, a global social investment advisory firm, which he continues to actively manage. Mark is recognized as a pioneer in impact investment, and over the past decade has helped raise over \$250mn for social causes in areas including micro-finance, clean energy, healthcare, education and conservation. He is a Director of Emerge Education, a leading incubator for ed/tech start-ups, and a founding member of the ClearlySo Angels network, the UK's first angel investment network for impact investors.



Dr CHOW Sung Ming

**Department of Applied Social Sciences
The Hong Kong Polytechnic University**

Dr. Chow is an instructor at The Hong Kong Polytechnic University, teaching at globalisation and the changing middle class, sociology of health and global new urbanism. Dr. Chow's research interests are globalisation and social development, community economy, social enterprise and fair trade, generation and class analysis, health care reform, as well as land and planning policies.

Apart from academic work, Dr. Chow is also a board member of Hong Kong Institute of Social Impact Analysis, board member of Hong Kong Fair Trade Power, board member of Glocal Care, exco member of Land Justice League and column contribution in Hong Kong Economic Journal.



Dr Sammy FUNG

**Faculty of Business and Economics
The University of Hong Kong**

Dr. Sammy Fung joined the Faculty of Business and Economics as a principal lecturer in June of 2008. Dr. Fung well-integrate his accounting expertise and knowledge in his teaching, research and practical business exposure. As an academic, Dr. Fung's research interests are corporate governance, social responsibility and business ethics issues of the corporations, NGOs and social enterprises in Asia.

Prior to joining the University of Hong Kong, Dr. Fung has served as an accounting training manager, financial management consultant and auditor for big-four audit firms for more than 10 years. Furthermore, Dr. Fung participates actively in different professional and social services organizations. He is serving as a committee member and treasurer in various Hong Kong and China education organizations and professional bodies. He is also currently working for various consultancy projects for NGOs and Social enterprises in Hong Kong.



Professor HUI Chun

**Faculty of Business and Economics
The University of Hong Kong**

Professor Chun Hui is a Professor in the area of Management at the University of Hong Kong. He is an established researcher and has published widely in first class academic journals.

He has also served on two panels (social science and public policy) of the Research Grant Council that administers government grants for research projects in Hong Kong and is currently a member of the Research Grant Council of the HKSAR. His recent consulting experiences include, among others, designing a performance management system for a government department, devising a leadership assessment protocol that include a range of exercises for a governmental department, administering attitude opinion surveys to some major organizations, conducting a strategic analysis and plan for a non-profit religious organization, and setting up a quality system for ISO9000 certification. His research interests include conflicts management, change management, performance appraisal, employee performance, selection, leadership, comparative management and Chinese management.



Professor Simon LAM

**Faculty of Business and Economics
The University of Hong Kong**

Professor Simon Lam is currently Ian Davies Professor in Ethics and Head of Management and Strategy Area at the Faculty of Business and Economics of The University of Hong Kong. He is also the Director of the Centre for Asian Entrepreneurship and Business Values (CASEBV). He has published academic papers and books on the topics of entrepreneurship, corporate strategy and organization development. Professor Lam has extensive experience in entrepreneurship, corporate management, strategic development of organizations and corporate finance.

Professor Lam's primary research interests are in the areas of leadership and entrepreneurship. His research formulates and tests models that describe the motivational processes through which ethical leadership promotes behavioural change. His work aims to develop comprehensive research models that help explain the often-complex interplay between national culture, effective leadership and workplace performance across different organisational settings.



Professor Wai-Fung LAM

**Centre for Civil Society and Governance
The University of Hong Kong**

Professor Wai-Fung Lam is Director of the Centre for Civil Society and Governance, Director of the Doctor of Public Administration Programme, Director of the Master Public Administration Programme and Director of the HKU-HKJC Excellence and Capacity-Building for Entrepreneurship and Leadership for the Third Sector (ExCEL3) Project at the University of Hong Kong. He finished his undergraduate study at the Chinese University of Hong Kong, and received a Ph.D. in Public Policy from Indiana University, Bloomington.

Professor Lam is an expert in common-pool resource management, institutional policy analysis, public governance, and civil society. His research has focused on the design of efficient institutional arrangements for the governance and management of public resources, a core issue in public administration and sustainable development. Professor Lam has served on the editorial committees of Public Administration Review, International Review of Administrative Sciences, Journal of Comparative Policy Analysis, Nonprofit and Voluntary Sector Quarterly, and Asian Politics and Policy, and is co-editor of The Asia-Pacific Journal of Public Administration.



Dr Winnie LAW

**Centre for Civil Society and Governance
The University of Hong Kong**

Dr. Law teaches undergraduate and postgraduate courses on sustainable development, community planning and environmental management. She also works with a team of researchers and conducts policy research, action research and knowledge exchange projects on rural revitalization, social innovation, community engagement and corporate sustainability.

Dr. Law has been a director of the Conservancy Association since 2005 and she sits on a number of HKSAR Government's advisory committees including Advisory Council for the Environment and Environment and Conservation Fund Committee.

At the regional level, Dr. Law was commissioned by the EU and UNDP as a planning and social monitoring expert for their city planning and environmental management programmes in Vietnam. Dr. Law was also one of the invited speakers for the first TedxTongChongSt's series on Hacking the Future and delivered a talk on Future of Sustainability.



Ms Alice LEE

Creative Commons HK

Alice Lee specializes in property law, both real property/land and intellectual property. Her academic interests also extend to legal bilingualism and legal education. She has taught undergraduate and postgraduate students at the University of Hong Kong. She is also giving lectures to visiting students from Japanese and Korean universities every year. She has received two University-level teaching awards from the University of Hong Kong as well as a student-led Teaching Feedback Award, and has been practising and promoting the core values of the UK Higher Education Academy ("HEA") since she received the honour HEA Senior Fellow in 2017.

She has been co-Legal Lead of Creative Commons HK since its launch in 2008, and has served on consultative committees and statutory bodies including the Advisory Committee on the Review of the Patent System, the Management Committee of the Consumer Legal Action Fund, the Town Planning Appeal Board, the Telecommunications (Competition Provisions) Appeal Board, the Municipal Services Appeal Board, and the HKSAR Passports Appeal Board.



Ms Catherine LU

Collaction

Catherine is a business analyst in Collaction, where she focuses on developing and executing business strategies. She joined Collaction in 2016, as inspired by one of the entrepreneurship courses undertaken during her time in HKU.



Mr Alvin LI

The Kommon Goods

Alvin is a social entrepreneur and thought leader in social innovation. Alvin first began his giving journey in medical school, but later decided to serve the community at a larger scale through technology and global business. He holds a Masters in Management and Masters in Social Innovation, both at the University of Cambridge. After completing the Executive Programme for Impact Investing at the University of Oxford, Alvin founded a Ghana microfinance project, and was the Director of Finance at a UK-based charity. He has experience as Analyst at UBS Bank, and is currently President of the Social Impact Leaders group at a global investment bank, running workshops and site visits for young philanthropists, impact investors and social entrepreneurs across APAC.

Alvin is currently Co-Founder and CEO at The Kommon Goods and Founder of Superkids. He has been named Global Shaper by the World Economic Forum, and has been invited as a thought leader to be a keynote speaker and panellist at numerous events, and to share his views on social innovation publicly on live TV, radio shows and news articles.



Ms Debby SHING

**Social Alliance Communications
Consultancy Co. Limited**

Debby Shing founded Social Alliance Communications Consultancy in 2011. She specializes in social enterprises and nonprofits integrated marketing strategy, consumer marketing and engagement activities, fundraising events strategy, CSR communications, media relations, event management and digital marketing.

Under her leadership and management, Social Alliance has rich client portfolios such as The Chinese University of Hong Kong, Danone Nutricia, Dialogue in the Dark Hong Kong, Environment Protection Department of the HKSAR, Fair Trade Hong Kong Foundation, Hong Kong Council of Social Services, The Hong Kong Society for Rehabilitation, Green Monday, Hong Kong Blind Union, Lee Kum Kee Family Foundation, Orbis Hong Kong, Social Enterprise Summit, The Climate Group, Tung Wah Group of Hospitals, and WWF-HK.



Ms Gigi TUNG

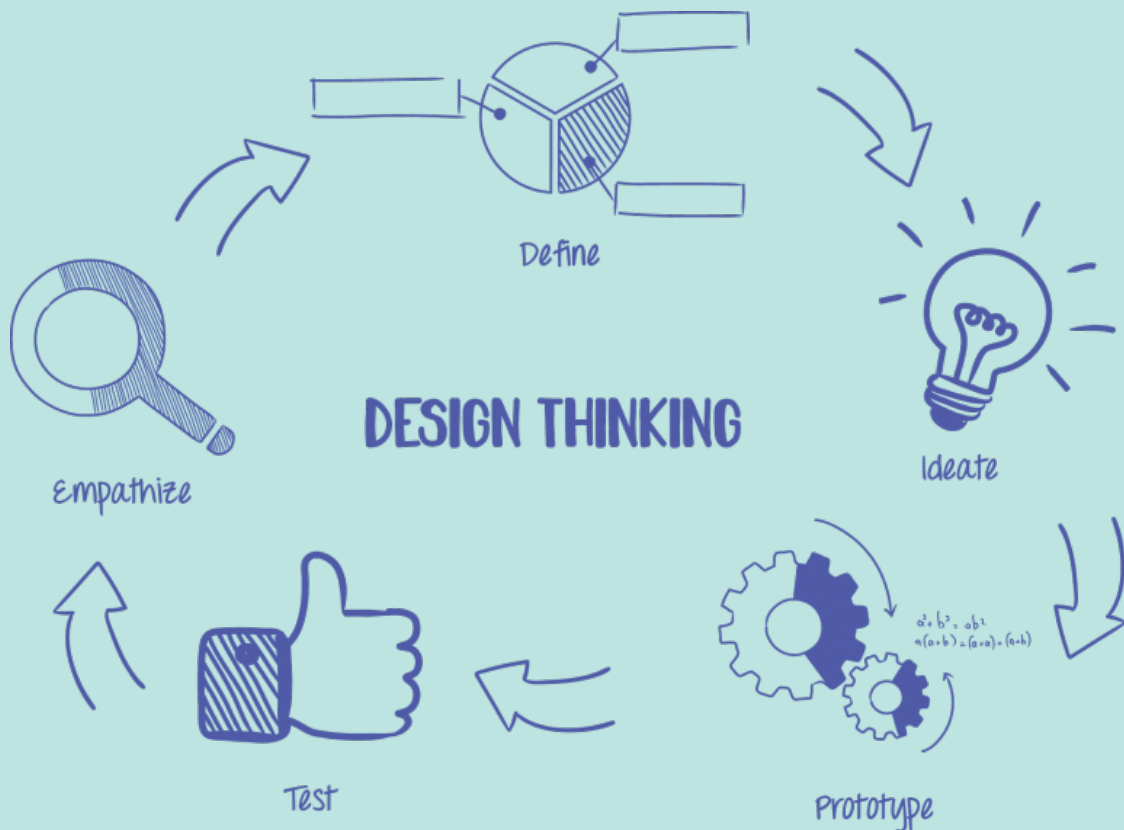
Food Angel

Ms Gigi Tung Oi-lai is the founder of Bo Charity Foundation Limited, with the Food Angel Programme as its seminal project.

Founded in 2010, the Bo Charity Foundation started as a registered charitable organisation and in 2011, it started its first food rescue and food assistance initiative Food Angel with the aim of "Waste Not, Hunger Not". The Food Angel Programme has been in effort to rescue edible surplus food from the local food industry, and recycle the rescued food items into nutritionally balanced hot meal boxes for people in need of food assistance across the communities under a strict set of food safety protocols. The programme distributes more than 6,000 meals every day, and helps rescue over 1,020 tons of food from going to the landfills every year. Meal boxes are distributed every day to NGOs and Community Centres, as well as the elderly poor, low income families, unemployed, and disabled people all over Hong Kong.

3. DESIGN THINKING

Design Thinking is a methodology for creating problem solving, where it could be used as a framework for real-world projects or bring it to your daily practice. There are five components of design thinking process according to d. school at Stanford University (2018) - empathize, define, ideate, prototype and test.



Building empathy is the foundation of human-centred design solution. By putting yourself into the beneficiaries' shoes, you would learn their values and utilise your insights to design innovative solutions.





**Minimum
60%
Attendance**
of Learning Programme



Design Thinking Workshops



Two For Start-ups



One For Scale-ups



Pitching and Vetting



For Winning Teams



Seed Grants

HKD 150,000/team
for Start-ups

HKD 200,000/team
for Scale-ups



Local/Overseas Study Trip



Continuous Coaching
and Mentoring

4. ABOUT US



CENTRE FOR CIVIL SOCIETY AND GOVERNANCE

THE UNIVERSITY OF HONG KONG

Established in December 2002, the Centre for Civil Society and Governance ("the Centre") was the first research centre in Hong Kong dedicated to enhancing our knowledge of civil society—its nature, constituents, dynamics, roles (in particular its contribution toward governance)—and to contributing to the attainment of a sustainable society through forging community-based, innovative solutions to inform policy deliberation and collective action.

The specific objectives of the Centre are:

- To study the characteristics and functions of civil society;
- To facilitate collaboration and collective actions to address the United Nations Sustainable Development Goals at the local, regional and international levels;
- To gain a good understanding of various types of civil society organizations, especially those which can foster a sustainable society;
- To develop practical measures that can strengthen civil society and enhance its impact as an agent for attaining a sustainable society; and
- To foster dialogues and partnerships between the university, government, corporates, and the social sector.



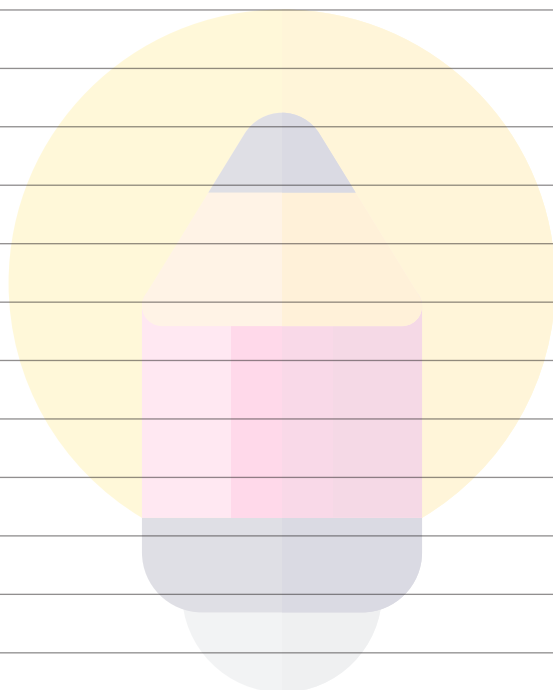
SOCIAL ENTREPRENEURSHIP AND CIVIC ACTION LAB

CENTRE FOR CIVIL SOCIETY AND GOVERNANCE

It strives to understand and foster community based collective action as a vehicle for building and utilizing human ingenuity and building social capital. In particular, we seek to nurture social entrepreneurship with a focus on blending social and economic values through fostering various social ventures and commoning endeavors.



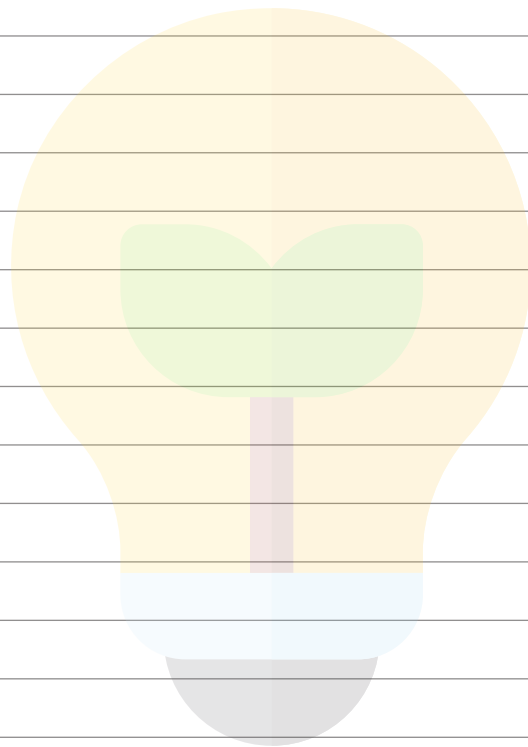
INSPIRATIONS



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