



# 香港社會企業挑戰賽 2010 Hong Kong Social Enterprise Challenge

*Making Enterprise Social*

## Project Mission Strategy & Highlights



# Our Mission

- To **motivate** more **teenagers** to **learn, work, and create** social enterprises;
- To **develop** more in-depth **learning resources** for social entrepreneurship, such as ***social impact assessment***, ideas of ***collaboration*** and ***innovation*** for social good;
- To **induce business enterprises** adopting social entrepreneurial operation model and becoming more **socially conscious**;
- To **bring together** public, private and community partners to **create new solutions** to Hong Kong's most pressing social needs.

## Learning Activities

### Principles / Witness Visits / Experts

- Training Workshops (2 levels)  
Mindset Training: Ideas for Social Innovation  
Skills Training: Creating Social Business
- Talks (3 times)  
Talk 1: Technology and Design  
Talk 2: Social Intelligence Forum  
Talk 3: Innovating Social Business
- Community Visits (5 sessions)  
Understanding Social Reality on themes:
  - poverty
  - environmental
  - housing
  - cultural conservation
  - ethnic minority & social inclusion
- Mixers & Mentors (3 times)
  - Finding team mates
  - Meeting mentors & entrepreneurs
  - Meeting advisors and investors

## Our Approach

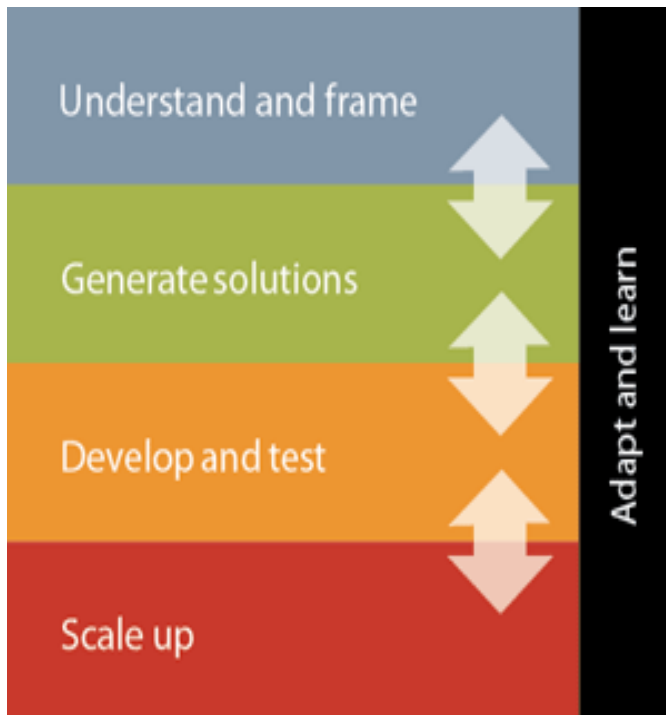
## Practicing & Actions

### Competition Internship

- Business Summary  
Expecting about 1,000 students for 320 teams
- Semi-Final  
24 teams are selected by 6 panels of judges
- Grand Final  
6 teams will compete for the 2 champion awards
- Internship Awards  
Each member of the two Champion teams will be awarded \$48,000 as internship money to support the implementation of their social ventures

## What's New

- Adopting the theme of **Social Innovation**
- Inclusion of **design** and **performing arts** schools
- Learning through **on-site visits**
- Extension of **internship** scheme
- Introduction of “**Social Impact Assessment**” to judging criteria
- Inclusion of **diversified talents** as **mentors and volunteers**: CUEMBA alumni, AIESEC alumni



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# How Social Innovation Works

## Four Distinct Stages

### 1. Understanding and framing

This is the way of “stopping before you start”, we focus on the need or opportunity as it is experienced by those it affects. Questions such as “What are the root causes underlying presenting needs”, and “what outcomes do people themselves want to achieve” are usually asked.

### 2. Generating solutions

The potential of fresh and divergent thinking underpins the social innovation movement. Dozens of techniques to generate fresh ideas are being actively used and tested, with a particular emphasis on working closely with users, front-line staff and other stakeholders.

### 3. Developing and testing

Allowing for small-scale, rapid prototyping and experimentation, this part of the social innovation process requires a clear focus on desired social outcomes.

### 4. Scaling up

This phase focuses on creating the networks, structures and support to facilitate the diffusion and dissemination of a successful innovation to a point where it can effect significant social change.

# SIA and Alumni

## Social Impact Assessment

- Developed by Global Social Venture Competition (GSVC)
- Empowered participants to re-think how ideas can address social issues
- 3 components in DEFINE, QUANTIFY and MONETIZE
- Social values generated are monetized by Social Return on Investment (SROI) tool

## CUHK Alumni Participation

- Collaboration with CU Alumni Census of Entrepreneurs (CUACE)
- Leverage expertise and resources with existing entrepreneurs
- Nurture HKSEC participants with good potentials to further develop their ideas into profitable social enterprises



# Future Development

## 1. School of Social Entrepreneurs (SSE)

- Referencing on the UK's model of School of Social Entrepreneurs (SSE), HKSEC may also take an initiative to act as partner to establish a similar school platform to provide training and opportunities to enable people to learn and use their creative and entrepreneurial abilities more fully for social benefit. The SSE can also supports individuals to set up new charities, social enterprises and social businesses across the city.

More details: <http://www.sse.org.uk>

## 2. Global Social Enterprise Foundation

- There are several international social enterprise education, foundation and initiatives from USA and Europe, such as SIX, Euclid Network, Social Enterprise Alliance are potential partners for collaboration on exchange of ideas and methods.

More details: <http://www.socialinnovationexchange.org>  
<http://www.euclidnetwork.eu>, <http://www.se-alliance.org>

# Summary of Activities

## Promotion, Education & Training

- Over 15 introductory sessions
- 5 Community Visits
- 3 Social Entrepreneur Talk
- 3 Social Innovation Mixers
- 2 Training Workshops

## Official Events

- Inauguration Ceremony (25 Sep 2010)
- Semi & Grand Final Presentation (22 Jan 2011)
- Grand Final Presentation (19 Feb 2011)
- Gala Dinner & Awards Ceremony (19 Feb 2011)



## HKSEC 2010 Tentative Schedule

	2010								2011					
Event	May	June	July	August	September	October	November	Decemeber	January	February	March	April	May	June
<b><u>Publicity &amp; Promotions</u></b>														
Think Big Act Big - Global Youth Social Entrepreneurs Camp				7, 8 Sat, Sun										
Productions of 2010 Theme Design (Graphics and Materials)														
Roadshow					15 - 30	1 - 8								
Inauguration					25 Sat									
Social Entrepreneur Talk	12 Wed			28 Sat		9 Sat		11 Sat						
<b><u>Training</u></b>														
Training Workshop						23 Sat	20 Sat	4 Sat						
Social Enterprise Summit							19, 20 Fri, Sat							
<b><u>Informal Gathering</u></b>														
Mixer							3 Wed	18 Sat						
Finalist Gathering + Intern Briefing											5 Sat			
<b><u>Enrolment, Submission &amp; Result Announcement</u></b>														
Enrolment Deadline						18 Mon								
Business Summary Submission							15 Mon							
Result Announcement for Semi Finalists							25 Fri							
Business Plan Submission									4 Tue					
<b><u>Presentations</u></b>														
Rehearsal Presentation									8 Sat					
Semi Final Presentation									22 Sat					
Grand Final Presentation										19 Sat				

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### Organizer

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