

# Successes and Failures of Social Entrepreneurs

## *A sharing from a SEr*

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**Senior Citizens Home Safety Assn.**

Schwab Foundation Outstanding Social Entrepreneurship Award, Asia, 2009

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Vice-chairman, General Chamber of Social Enterprises

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# How I Step in?

**AT schools, I believe that the aged to be cared in priority as they are easily satisfied even if you can remember their name**

- **Chose Gerontology as elective at Degree**
- **However, when graduated, find no elderly work**
- **One day, when.....**



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# *Caring story starts with a tragedy in Hong Kong...*

*150+ living alone old people  
died at home  
in a sudden cold spell  
14 years ago ...*

*Our Vision :  
Living alone without fear,  
Caring for the elderly in here.*

2012年8月8日星期三

Impact F

耆安居協會

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# Called my attention and decided to be the first staff of SCHSA

## Started from Zero:

- == no prior experience
- == no model to copy
- == no money
- == no....

## But, with

Strong belief that its needed, it will work

Believe can benefit the elders as they deserve  
care and love, respect



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# Total Care Service



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# **A Glance of Achievements in 16 years SCHSA operation**

- **Served 160,000 users**
- **Active users as of May 31, 2012 – 80,000**
- **Total calls for HELP received: 5.8 Million**
- **Total users sent to A & E for immediate treatment: 300,000**
- **Total turnaround on 2011: HK\$100 Million**



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# **A Glance of Achievements in 16 years SCHSA operation**

- **Total fund raised in 16 years: more than HK\$ 105Million**
- **Total Active volunteers recruited:1,400**
- **Stakeholders / org. engaged: more than 100**
- **Staff employee benefits to corporate: 1 Million**
- **Total awards received locally and internationally: more than 15**



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# Local & International Awards

## 「隨身平安鐘」揚威 獲環球卓越成就獎

本港再有創新科技服務揚威海外，透過GSM網絡向長者提供廿四小時求助服務的「一線通隨身寶服務」，上周三在阿姆斯特丹舉行的「世界資訊科技大會」中，榮獲環球資訊及通訊科技卓越成就獎，是該項服務推出以來，第三次獲得獎項嘉許。

本報記者



劉吳惠蘭（灰衣者）昨參觀長者安居服務，了解平安鐘運作。

長者安居服務協會於一年前和本地電訊公司合作，透過GSM網絡及特別設計的單按鍵卡片形的定位儀器，讓使用服務的長者，只需隨身攜帶儀器，便可隨時經電話向服務中心職員求助，包括問路、或與家人緊急聯絡等。這項服務，不但方便長者，更有助社會對付挑戰，創建更共融、以知識為本的社會。

商務及經濟發展局局長劉吳惠蘭昨向該協會得獎，並到訪協會的廿四小時呼援及關懷中心，讚揚該服務為長者提供適切的社會服務，為港爭光。劉吳惠蘭表示，該服務為長者提供多種服務，包括問路、或與家人緊急聯絡等。這項服務，不但方便長者，更有助社會對付挑戰，創建更共融、以知識為本的社會。

## Global award at press of a button

Mobile operator CSL and the Senior Citizen Home Safety Association picked up the top prize at an international event which rewards those who work to make life easier for the elderly – a market usually last on the list in the infotech sector.

Their joint project, Hong Kong Mobile Link Service, a 24-hour support and care helpline, took the Digital Opportunity Award at the biennial World Information Technology and

Services Alliance global awards in Amsterdam. The service's users can seek assistance by simply pressing a cell phone button to contact the association's call center.

"It helps tackle the challenges disadvantaged groups face in using information and communications technology, thus creating a more inclusive, knowledge-based society," media taipan and association co-founder Albert Cheng Jing-han said.



CSL企業市場總裁梁淑儀（左一）展示獲獎的「隨身寶」

## 「隨身寶」囊括資料科四大獎項

香港移動通訊有限公司（CSL）和長者安居服務協會攜手為長者而設的新新戶外支援



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# My niche / edge

- **Passion**
- **Commitment**
- **Strong belief on the impact created for the elderly**
- **Open to advice, willing to seek help**
- **Media Darling – make the best use of media for promotion**



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# My niche / edge

- **Social animal – willing to take part**
- **Join different platforms to learn, to have support, to widen the perspective**
- **Willing to use personal asset to support the operation...**
- **Work closely and harmoniously with Board and Committees**



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# My niche / edge

- Adopting learning org. to welcome all stakeholders & good idea
- Partnering with all interesting / supporting partners
- Willing to try
- 150% involved, even use own pocket money to help the org.



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# **My weaknesses as a social entrepreneur**

- **NO / zero business operation experience**
- **Less sensitive on budget and finance**
- **In-experience in managing customer expectation**
- **Lacking marketing sensitivity**
- **Unready to face with the complex commercial world**



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# **My weaknesses as a social entrepreneur**

- **Not knowing the way to show impact created by this SE operation**
- **Shortage of multi-knowledge, skills and even not knowing where to find**
- **Sometimes feel strong loneliness when facing difficulties**
- **Facing difficulties in motivating colleagues to share the same burden / mission at the midst of financial crisis**



# Higher Education Inst. can contribute

- Research on SE Impact created
- Transformed learning from college to SEs
- Nurturing the to-be social entrepreneurs with full support
- Empowering the capacity of the students, in particularly building the network skills to consolidate the required support



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# **Higher Education Inst. can contribute**

- **Providing a platform between the academia with the SEs for us to seek help and advice**
- **Academic staff involving in SEs operation by sitting at board, advisory committees as well as serving as volunteers**
- **Re-arrange the academic requirement to allow space for students to involve..**



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# My Dream

- Every one a change maker
- Every work is a changing process benefiting the most needy
- Every concern and focus on the social cause deserving respect
- Parents do not stop the crazy dream of the children in SEs



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# My Personal Remind

## Always asking myself:

- What change I am going to make ?

### My mission and vision

- If I failed, who would be the most losers?

### My focus and targets, as well as my priority

- At the eve of the last day of my operation, how I want other people to talk about me!

### My quality and impact created

- (ref: Peter Drucker: 5 essential questions I have to ask .....)



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# Future Contact

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- Welcome contact and chat...



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Thank You



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