

Landscape Mapping

- 368 SE initiatives in Hong Kong 2011-12 (HKCSS – HSBC SE Business Centre)
- Relatively few SEs are health-focused

護理及醫療 CARE AND MEDICAL	
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Source: Social Enterprise Directory 2012
<http://socialenterprise.org.hk/en/sedirectory>

What is 'health'?

- “Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity” (WHO definition of health)
- Core health services: chronic conditions, the diagnosis and treatment of illnesses, disabilities, rehabilitation and recovery, etc.

SEs for Health: Sectors & Services

- HIV/AIDS – education and community work
- Deaf – education and social inclusion
- Mentally ill – education, social inclusion and rehabilitation
- Disabled – education, social inclusion
- Elderly – healthcare

Structure & Funding Mechanisms

SEs in Hong Kong (funding mechanism)

- Government subsidies (e.g. seed capital)
- Donations
- Revenue generated from the business
- Infrastructure and financial support of 'mother' organization

The proportions of these components vary

Challenges facing health-focused SEs?

- Long-term investment
- Technical expertise
- Hardware
- High operational overheads
- Regulatory requirements

What constitutes a successful SE?

- Successful social business locate themselves in an ecology of needs, fitting into the system
- Consider what comes before and after
- Totality of service/comprehensive service

Performance Metrics

- SEs have developed different metrics to evaluate social business (a number working with management consulting firms, e.g. McKinsey)
- For example: number of disabled / disadvantaged employees; job satisfaction of employees; number of training placements; relevance of training to open market; public education / community integration; image building of the organization

Translating SE Models

- Hong Kong – has drawn on the experience of Taiwan (a welfare model), where the emphasis is on training and employment
- Core elements: employment and rehabilitation, alleviation of poverty, environmentally-related
- UK – Community Interest Company (CIC) since 2005

Focus areas

- Elderly and the Mentally ill
- Successful SE initiatives in HK in these areas
- Growing need in services (changing demographics, etc.)
- HKU expertise

Short-term Outcomes

- Workshop:
Forthcoming: 31 October and 1 November – 'Social Entrepreneurship for Health'
- Publication of Papers
- Building an exchange system (share learning, research, database, embedded in the community)