





香港城市大學
City University
of Hong Kong

TO
SHARE ON ITS SOCIAL IMPACT



- *How We Get Started*
- *Embracing a holistic model of social innovation and change*
- *Facing challenges*
- *Social Impact of the Project in 3 years*

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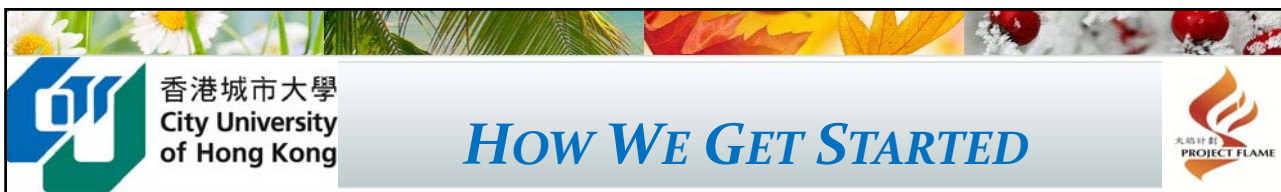
HOW WE GET STARTED

大船計劃
PROJECT FLAME

By Chance! ←

- *Social Enterprise Summit 2011*
 - *Informal Staff Group (the SE Group)*
 - *Extramural Funding*
 - *The Dream Team*

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HOW WE GET STARTED

大船計劃
PROJECT FLAME

University Milieu – a Critical Year 2012

- *Four Year Structure*
 - *Discovery Enriched Curriculum*
 - *Gateway Education Courses*
 - *Performance Based Pay System*

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HOW WE GET STARTED

大略計劃
PROJECT FLAME

Universities and their Dilemma


Focus on transmission of knowledge and cutting edge research

Intense competition among universities

Teachers have no time for students

Neglect social innovation and service to community

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HOW WE GET STARTED

大略計劃
PROJECT FLAME

Our Social Eco-System in Crisis

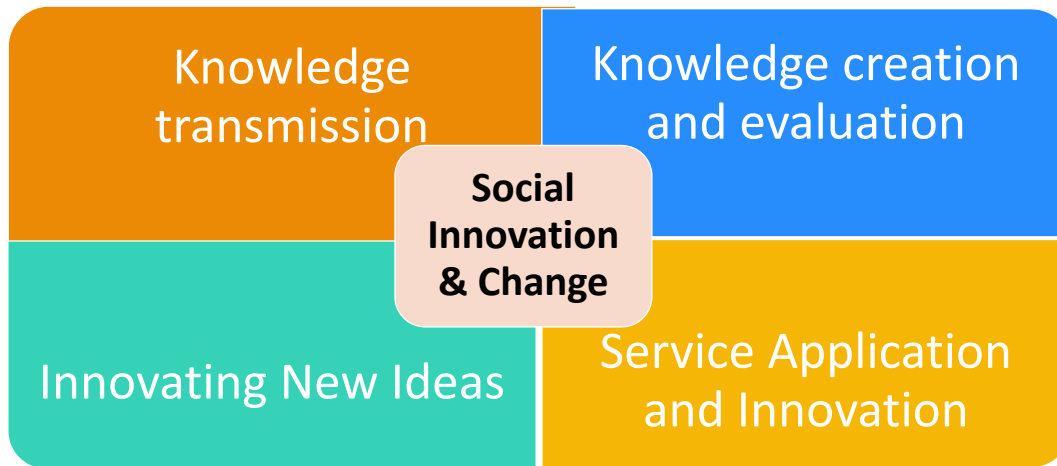
Social Problems! Social Problems!

Young People losing hope and confidence

Young People do CARE - about society, the environment, and want to make a difference

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EMBRACING A HOLISTIC MODEL OF CHANGE



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EMBRACING A HOLISTIC MODEL OF CHANGE

Knowledge Transmission – Program of Professional and Academic Education

Existing Courses (since 2012-2013)

- GE1218 *Make a Difference: the Challenge of Social Entrepreneurship in a Globalized World*
- GE1220 *Enhancing Your Service Leadership for the 21st C*

Validated and Ready for Offer

- GE2245 *Professions in HK: Critical Insights and Issues*
- GE2246 *Changing Our Society: Turning Social Problems into Business Opportunity*
- GE2247 *Social Innovation and Entrepreneurial Venture Exploration*

In the Pipeline

- GE *Designing Apps for Social Innovation*

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THE WAY WE TEACH

GE 1218 @ GE1220---

- *Case studies*
- *Social Entrepreneurs sharing*
- *Visit to Social Enterprises*
- *Project incubation and presentation - harsh comments by expertise and professors*

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THE WAY WE TEACH

Knowledge Transmission (cont'd)

Minor in Social Entrepreneurship (from Semester B, 2014-2015)

- *Aims to introduce students to the fundamentals of social entrepreneurship. It provides students with both the theoretical knowledge and practical skills to diagnose social problems and to generate intervention ideas for systemic change from multi-disciplinary perspectives*
- *15 credit units (1 core course and 4 elective courses)*
- *Offered by Departments of Public Policy, Applied Social Sciences, Management, Marketing and College of Business*

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EMBRACING A HOLISTIC MODEL OF CHANGE



Innovating New Ideas –

Program of Social Innovation Incubation

Social Entrepreneur in Residence

Mini-MaD on Campus (“Zero Food Waste”)

Diamond Cab Sedan Competition

Hand 2 Spot (second hand shop)



MaD@CityU - An
innovation Lab: 10 Ways
to Zero Food Waste

Green Fashion Show

Team Flame won the 2nd
Runner-up in the Diamond
Sedan Competition 2012

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Hand² Spot
城大手易點



Hnad2Spot @AC1 Canteen



In-bounded exchange student @ MEO, Jan 5-9, 2015



Roadshow at Student Residence, August 27-29

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EMBRACING A HOLISTIC MODEL OF CHANGE

Service Application and Innovation – Program of Student Service Leadership

Student Internship (Zhongshan, Shanghai, Taipei)

Student Study Tour (Singapore and Shanghai)

Agency Visits and Practitioner Sharing

Service Learning - Project We Can

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EMBRACING A HOLISTIC MODEL OF CHANGE



Project Flame
SE
Internship
@ Zhongshan



Project Flame
SE
Internship
@ Shanghai



EMBRACING A HOLISTIC MODEL OF CHANGE



Project Flame
Social Enterprise
Study Trip
@ Singapore



Project Flame
Social Enterprise
Study Trip
@ Taiwan



EXTENSION OF SOCIAL IMPACT TO THE COMMUNITY

■ **Project We Can**

- In Year 2014-15, Project Flame joins Project We Can, a programme designed to offer care and opportunities for the less-privileged students in Hong Kong. Project Flame offers a student service leadership programme at Notre Dame College and Lok Sin Tong Wong Chun Ming Secondary School.



Mentoring NDC students
at Caritas Bazaar



EMBRACING A HOLISTIC MODEL OF CHANGE

Knowledge Creation and Evaluation – Program of Research and Knowledge Transfer

Community Forum on Social Innovation

2013 and 2014 International Symposiums on Idea Incubation and Scalable Social Impact

Research on Social Enterprise Endorsement (SEE) Mark



International Symposium: Discovery and Idea Incubation for Realizable and Scalable social Impact

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SEE MARK

- ❑ The Hong Kong General Chamber of Social Enterprises Ltd (HKGCE), sponsored by the Standard Chartered Hong Kong 150th Anniversary Community Foundation, entrusted Project Flame, City University of Hong Kong to develop the Social Enterprise Endorsement (SEE) Mark.
- ❑ The SEE Mark's toolkit is designed with 8 assessment areas to suit the needs of 4 categories of social enterprises, namely, Incubating Member, Start-up/Small Scale, Intermediate and Advanced.

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WHAT PRINCIPLES AND PRACTICES CAN BEST HELP SEs TO GAIN A COMPETITIVE EDGE?



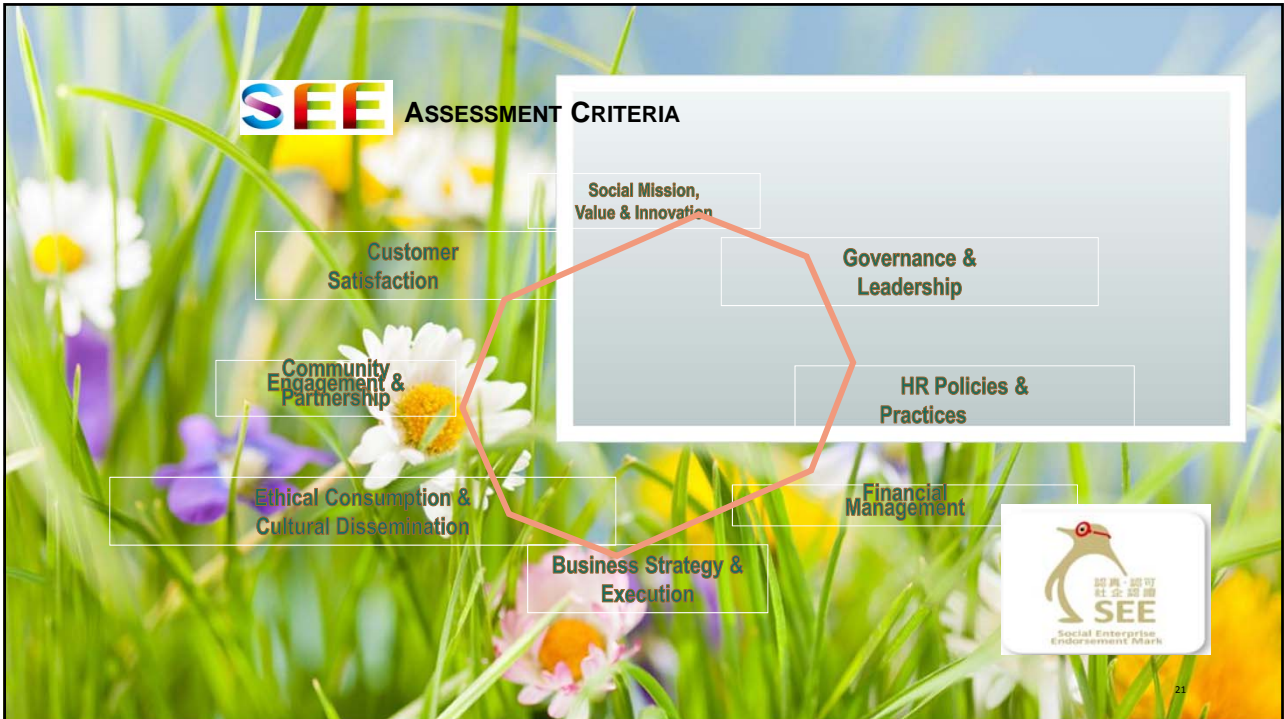
Award of SEE Mark = The Best Choice

SEE Mark will be awarded to any SE that successfully undergone the Social Enterprise Endorsement System.



SEE Mark valid period

Incubating Member	2 years
Start-up, Intermediate, Advanced	3 years



SEE MARK




The Launching Ceremony of the Social Enterprise Endorsement System Cum First Draft Workshop
24th March, 2014






The 1st Social Enterprise Endorsement (SEE) Mark Presentation Ceremony Cum SEE: Capacity Building Workshop,
Nov, 2014









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FACING CHALLENGES




- ***The Intra-preneur's dilemma – negotiating and creating space for change while observing good citizenship at the campus, yet***
- Not at All Easy!***
- ***Resources! Resources! Resources!***
- ***Expanding membership – recruiting more fans***
- ***Transition Challenge***

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REVIEW ON SOCIAL IMPACT CREATED



- A. ***Student enrolled*** and gone through the knowledge transfer journey:
 - Apart from **500** students enrolled at the GE courses, we also have a group of **300** Fans for the Project Flame frequently communicated
 - Altogether on the last three years, totally more than **3,400** students and public took part at Project Flame activities
- B. Helped Widening students' perspective and exposure on social enterprise, the need of the society and also understand the way of operation of SE

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REVIEW ON SOCIAL IMPACT CREATED



- C. Students serving the community through PWC and community visit – serving two secondary schools (with totally 1,400 students) and visits to the community, and also 40 involving at the O`Love Tour co-hosted by Junior Chamber of Island... -- serving 40 elders to fulfil their dream of touring at Taiwan
- D. More **than 15 innovative projects** ideas incubated by the students at their GE courses, some are invited to share at the Innovative Festival of CityU
- E. Students are inspired to **pay more attention to the needs of the society** – two graduates of GE courses joined the Project Flame Team, participants of SE Internship also shared that they would like to engage themselves at SE after graduated.

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REVIEW ON SOCIAL IMPACT CREATED



- **F. Financial investment & return**
 - Project Flame lies on the contribution of funding from:
 - a. Li & Fung Foundation
 - b. Paul Chung Foundation
 - c. Govt. matching grant
 - d. Donation & proceeds from the H2S & SHK
 - Total Amount: 3.5 millions for 3 academic years.
 - RI: **3.5 M for 3,500** = HK\$1,000 per head, whilst bringing inspiration and insights to all the participants. (including the beneficiaries of community projects.)



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TO CONCLUDE



- 500 students taking part at GE courses – possibly life-long impact
- 1,400 secondary students served by Project Flame via Project We Can – shorten the disparity and gap with the mainstream society
- More integrated model of collaboration among all faculties of the Campus
- An close integrated project team formed by different depts
- A concerted effort to promote social innovation and incubation at the campus
- **The Success factors** – *effective communication, concrete project call for action*
Embracing the strength of all faculties, designated staff team to execute the project.

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SOCIAL IMPACT CREATED TO THE SECTOR



Social impact created to the sector and the universities

- A. Help formulate the Inter-Univ. platform on social enterprise
- B. A Learning model for other local and overseas tertiary institutions on how to promote social innovation effectively at campus
- C. Serving as associate member of GCSE, supporting org. of annual SE Submit extend our support and impact to the society, injecting voice from the academic sector

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ACKNOWLEDGEMENT



- Prof. Linda Wong – The Ex-Director of Project Flame
- Dr. Mark Hayllar – The current Director of Project Flame
- Management Committee members of Project Flame
- Mr. Hang Chow, Mr. Felix Yiu – team members of the Project Flame
- General Chamber of Social Enterprise – the partnership in SEE
- The overseas and local social enterprises offering visits and internship for the students

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CONTACT Us



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