

**Corporate Giving with  
Employee Engagement and Empowerment**

**The MINDSET Experience  
on the Area of Mental Health  
with the Jardine Ambassadors**

**Esther Wong  
Head of Group Corporate Affairs  
Jardine Matheson Limited  
Executive Director, MINDSET**

**Why Mental Health?**

- Under-resourced sector
- Strong stigma
- Link corporate giving with volunteer programme
- Mental Health not 'appealing' to corporates



## What is MINDSET?

Aims to

- Change attitudes
- Raise awareness and understanding
- Provide direct assistance for those in need



3

---

- Jardine Ambassadors
- Job Training Programme

4

---

Jardine Ambassadors



5

Jardine Ambassadors



6

## Job Training Programme



## Job Training Programme



Airport



Retail



Construction



Customer Service



Computer Skills



Occupational Safety



Thank You

思  
Mindset  
健

On Mental Health from the Jardine Ambassadors  
由怡和親善大使推動之精神健康計劃