HSBC Rural Sustainability
Co-creation of the Community: Reinventing Rural Capital Scheme

Application Guide

Background

The Policy for Sustainability Lab (PSL) of the Faculty of Social Sciences at The University of Hong Kong has launched the “Co-creation of the Community” (3Cs) Scheme under the “HSBC Rural Sustainability” Programme. The 3Cs Scheme seeks to involve specialists of different expertise including artists, craftsmen, teachers, architects, engineers and scientists to serve as community curators to help identify and utilize both the tangible and intangible rural capital of villages for the revitalization of sustainable rural communities. Rural capital refers to the natural environment, traditional village culture, as well as community networks in the rural context. Co-creation activities may include, but are not limited to, art and craft workshops, education and training programmes, installations and interactive exhibitions, and green technology demonstrations.

Aims

The aims of the 3Cs are to enhance the vibrancy of rural villages and to incubate local creativity and innovation for rural sustainability through the reinvention of rural capital.

Objectives

- To attract people of different interests to enjoy the village environment and culture;
- To provide opportunities for rural-urban interaction; and
- To foster collaborations among various stakeholders of local communities and Hong Kong society.

Themes

Rural reinvention activities should focus on at least one of the following areas:

I. Hakka Reinvention –
Hakka people started to settle in Hong Kong over 300 years ago. They came with their traditional culture and knowledge which they have put in practice for generations. Due to rapid urbanization and population movement, however, many of the traditions of Hakka villages have been lost, or forgotten by the younger generations. It is important to reinvigorate these cultural
treasures so that they can be adapted to modern society and gain appreciation by the wider community.

II. Rural Art & Education –  
Natural environment has always been a source of inspiration for practitioners of artistic creation. Rural areas where humans interact with nature directly are natural havens for artistic creation and expression. Rural villages are also unique venues for people from different walks of life to learn and appreciate the environment in which humans are nurtured. Learning about nature through artistic activities can help integrate a humanistic dimension in the search for sustainability.

III. Natural Craftsmanship –  
Craft-making and craftsmanship have in recent years regained its popularity among supporters of Lifestyle of Health and Sustainability (LOHAS), slow living and low carbon societies. With its proximity to such raw materials as wood and bamboo, villages are an ideal strategic platform for the nourishment of craftsmanship. Reinventing natural craftsmanship will enable rural communities to embrace once again traditional industries in its course of development.

IV. Rural Appropriate Technology & Design –  
Technological advancements have very often focused on meeting the needs of city dwellers; relatively little attention has been paid to what rural areas might need or can offer. On the one hand, rural areas can offer a whole array of ambient natural resources for smart and sustainable use; on the other hand, the rural population has a different set of needs in supporting farming and other socio-economic activities. Designing and putting in place appropriate technologies and designs for rural communities is instrumental for achieving rural sustainability.

Proposals and Deliverables

Co-creation project proposals with a focus on one or more of the above four themes are now invited. Successful proposals will be implemented in the Sha Tau Kok area, preferably in the villages of Hing Chun Yeuk, where project proponents will serve as community curators to plan, invent, implement, and promote events and workshops reaching out to members of both the local and larger communities.

All the project proposals are expected to include an interactive process through which local community, visitors, members of the wider communities, and the Programme team are engaged and involved.

Participation in the Village Reinvention Festivals to be held in 2019 and 2021 is mandatory for successful proposals.
Our support

The Programme may provide support in the form of funding or other resources, including:

- Space and facilities
- Community networks
- Promotion and publicity
- Professional advice in rural sustainability
- Impact evaluation

The PSL team will work closely with proponents of the successful proposals in the implementation, monitoring and evaluation of the projects. The proponents are expected to engage with the PSL team on a regular basis, and may be required to submit progress reports.

Eligibility

Practitioners, specialists, as well as organizations of relevant fields are welcome to apply.

Vetting criteria

All the proposals will be reviewed by a vetting panel based on the following criteria:

- Meeting the objectives of the 3Cs
- Creativity and novelty
- Benefits to local community
- Practicability and overall planning quality
- Competence and commitment of the project team
- Long term viability and sustainability
- Contributions to the Programme – “HSBC Rural Sustainability”

Vetting panel will consist of members from the following sectors:

- The University of Hong Kong
- Hing Chun Yeuk
- Cultural sector
- Art and creative industry
- Related professional sectors (e.g. green technology)

Project proponents might be invited to make presentations on their proposals to the vetting panel.
Application procedures

Project proponents should submit a proposal of no more than 10 pages with the following information:

1. Project name
2. Executive summary (1 page)
3. Profile of the project proponent(s) / organization
4. Project objective(s)
5. Project details, rationales and deliverables (including a list of Key Performance Indicators, such as the type and number of community members to be engaged)
6. Manpower arrangement
7. Project timeline and work plan
8. Project sustainability
9. Benefits to local community
10. Contribution to the Programme – “HSBC Rural Sustainability”
11. Budget and support needed

Applications are accepted all year round. For 2018, two vetting exercises have been scheduled for May and September. Submission deadlines for the two vetting exercises are April 30 and August 31, 2018, respectively.

Intellectual property rights

Project proponents are required to share the intellectual property rights of their proposed project with PSL if their proposals are selected by the vetting panel and accepted by PSL.

Enquiries

Please contact Mr. Ryan Leung (by email: yyan85@hku.hk or by phone: 3917-4905) or Miss Katie Chick (by email: ktchick@hku.hk or by phone: 3917-4902) for any enquiries.

Declaration

PSL reserves the right to change the details, guidelines and rules stipulated herein from time to time without prior notice to applicants. PSL reserves the sole right to reject or disqualify any applications.