

Social  
Enterprise  
Summit

社企民間高峰會

innovation . entrepreneurship . social change



2012

# Rejuvenate Our City *through* Social Innovation

推動社會創新  
營建都市活力



**HONG KONG 香港**

Hong Kong Convention and Exhibition Centre, Hall 5G

香港會議展覽中心 展覽廳5G

**18.11-4.12.2012**

<http://www.social-enterprise.org.hk>

# Rejuvenate Our City through Social Innovation 推動社會創新 營建都市活力

The Social Enterprise Summit was first organized in 2008 as a response to the Hong Kong community's as well as the government's growing interest in the cause of social entrepreneurship. The 2012 Summit will celebrate its 5th anniversary.

As a new driving force of social change in the 21st century, social enterprises have proved to be a viable solution to social problems, an effective agent of community improvement through cross-sector actions and an important feature of modern civil society. They offer good opportunities of investment combining business with corporate citizenship.

In the past five years, the Summit has played a significant role in enhancing public awareness and understanding of the subject. In particular, it has made special endeavour to promote cross-sector dialogue and partnerships. The Summit is attracting increasing attention overseas, especially in the Greater China region.

Social Enterprise Summit 2012 will be kicked off on 18 November 2012, with a series of activities to be held between 24 November and 4 December, focusing on the theme **"Rejuvenate Our City through Social Innovation"**. The flagship event is a three-day **International Symposium**, which will be held at Hong Kong Convention and Exhibition Centre. Once again, world-renowned experts, leading local social entrepreneurs, frontline social business practitioners, academics, government representatives, NGO and business leaders and aspiring young social entrepreneurs will gather to exchange ideas and experiences.

The Summit will also feature **A Dinner to Remember – Dialogue with Leading Social Entrepreneurs**, a range of **Forums and Workshops** for the young people, NGOs, faith-based and business sector and **Visits to local social enterprises**.

The Summit is organized by a number of organizations from the community. It has received financial support from the government and a large number of institutional and individual sponsors.

## Summit Objectives:

1. To promote social entrepreneurship as an agent of social change and building a modern civil society;
2. To build a platform for social enterprises, NGOs, charities, businesses, investors, academics and government to engage with one another in developing cross-sector partnerships;
3. To explore ways to enhance the business capabilities of social enterprises and to nurture innovative entrepreneurship among young people;
4. To establish social enterprises as opportunities for investment and to promote impact investing;
5. To bridge between funding bodies, investors and social enterprises;
6. To capture the new dynamics of social entrepreneurship in the region and around the world and to provide a forum for exchange of ideas and strategies.

香港社企民間高峰會於2008年創辦，當時特區政府及社會各界人士對社會企業日益關注，高峰會乃應時而生。今年的高峰會將踏入五週歲。

在二十一世紀，社會企業成為推動社會變革的重要力量，有助於解決各種社會問題，帶動跨界別的合作推動社區進步，並成為現代公民社會的重要組成部份。社會企業的發展亦提供了良好的投資機會，成功結合商業與企業公民精神。

在過去五年，高峰會在促進社會大眾對社會企業的認識扮演了重要角色，更致力於推動多界別的對話和合作。高峰會在海外引起了廣泛的注意，尤以在大中華地區為然。

社企民間高峰會 2012 將於11月18日正式啟動，並在11月24日至12月4日期間舉辦一連串活動。高峰會主題為「**推動社會創新·營建都市活力**」。活動以一個三天的**國際研討會**為主軸，該研討會將假香港會議展覽中心舉行，一如過去，會有世界知名專家、香港社企的先驅、各種社會事業的前線工作者、學者、政府代表、非政府機構和商界的領袖、以及年青新進的社會企業家共聚一堂，進行思想與經驗的交流。

其他高峰會活動將包括**傑出社會企業家對談晚宴**、多個為年青人、非牟利機構、信仰團體及商界而設的**論壇、工作坊以及本地社企參訪**等。

高峰會乃由民間團體主導和組織，並得到香港特區政府及眾多社會機構和私人贊助。

SE Summit  
5th Anniversary  
高峰會五週年

## 高峰會目的：

1. 推動社會企業的發展，使成為社會變革和建立公民社會的力量；
2. 設置平台，使社會企業、非政府機構、慈善事業、商界、投資者、學者和政府互相合作，建立夥伴關係；
3. 探討加強社會企業營運能力的方法及培育年青一代的企業創新意識與能力；
4. 促進以社會企業為投資機會的觀念及提倡創效投資；
5. 建構投資者與社會企業間的橋樑；
6. 掌握周邊與世界各地社會企業發展的最新動態並提供研討論壇以促進各方在思想和策略上交流。

Activities at a Glance 活動概覽  
on pp. 23-24 23-24 頁

## Advisers 顧問成員

Dr. Denis Chang, CBE, QC, S.C.  
張健利資深大律師，CBE，QC

Mr. Bernard Charnwut Chan, GBS, JP  
陳智思先生，GBS，JP

Dr. Darwin Chen, SBS  
陳達文博士，SBS

Prof. Cheng Yin Cheong  
鄭燕祥教授

Mr. Cheng Yiu Tong, GBS, SBS, JP  
鄭耀棠先生，GBS，SBS，JP

Prof. Nelson Chow, SBS, JP  
周永新教授，SBS，JP

Prof. C.F. Lee, SBS, JP  
李焯芬教授，SBS，JP

Dr. Joseph Lee, SBS, JP  
李宗德博士，SBS，JP

Prof. Joseph Sung, SBS  
沈祖堯教授，SBS

## Organizing Committee Members 籌備委員會成員

### Chair 主席

Dr. Jane Lee  
李正儀博士

### Deputy Chairs 副主席

Mr. Chua Hoi Wai  
蔡海偉先生

Dr. KK Tse  
謝家駒博士

### Members 委員

Mrs. Selina Cheng  
鄭林綺琪女士

Mr. Patrick Cheung  
張瑞霖先生

Mr. Jimmy Chiu  
趙立基先生

Mr. Kee Chi hing  
紀治興先生

Mr. Stephen Lee  
李志剛先生

Ms Amy Leung  
梁愛梅女士

Ms Doris Leung  
梁淑儀女士

Mr. Ian Li  
李志輝先生

Dr. Michael Luk  
陸人龍博士

Mr. Timothy Ma, JP  
馬錦華先生，JP

Mr. Francis Ngai  
魏華星先生

Mr. Antony Pang  
彭桓基先生

Ms Jessica Tam  
譚穎茜女士

Miss Winnie Tse  
謝詠誼女士

Mr. Houghton Wan  
尹子信先生

Ms Ada Wong, JP  
黃英琦女士，JP

Ms Marina Wong, JP  
黃汝璞女士，JP

Mr. Raymond Yim  
嚴俊民先生

Dr. Alice Yuk, JP  
郁德芬博士，JP

## Organizer 主辦機構



THE HONG KONG POLICY RESEARCH FOUNDATION LIMITED  
香港政策研究基金有限公司

## Co-organizers 合辦機構



香港特別行政區政府  
民政事務局  
Home Affairs Bureau  
The Government of the Hong Kong Special Administrative Region



ASHOKA  
愛創家



彼得·德魯克管理學院  
PETER F. DRUCKER ACADEMY  
www.DruckerAcademy.com



黑暗中對話  
dialogue in the dark  
Hong Kong



HKCSS-HSBC  
Social Enterprise  
Business Centre  
社聯·滙豐社會企業商務中心  
Innovate · Invest · Incubate  
創新 · 投資 · 孕育



HKGCSE  
香港社會企業總會有限公司  
Hong Kong General Chamber of Social Enterprises Limited



香港當代文化中心  
Hong Kong Institute of  
Contemporary Culture



HONG KONG POLICY RESEARCH INSTITUTE LTD  
香港政策研究所



Hong Kong Social Entrepreneurship Forum



HKSEIC  
HK Social Enterprise Incubation Centre Ltd  
香港社會企業策劃有限公司



Hong Kong  
Women Professionals  
& Entrepreneurs  
Association  
香港女工商及專業人員聯會



圓桌研究及教育協會



SVhk  
Social Ventures Hong Kong  
香港社會創投基金



Wofoo Social Enterprises  
和富社會企業



In 2008, organizers of the 1st Social Enterprise Summit were strongly driven by a belief in the importance of Social Entrepreneurship and promoted it with the key words of **Innovation · Entrepreneurship · Social Change**. In these five years, the Summit's development has clearly demonstrated the momentum of a *powerful movement amidst a rising civil society*.

2008年社企民間高峰會創立時，參與籌辦者均深信「社會創業」的重要作用，乃透過**創新、創業精神、社會改革**的口號推動其理念。高峰會過去五年的成長，顯示出公民社會發展中的一股強大力量。



Social Entrepreneurship & Social Change  
社企精神及社會革新

innovation · entrepreneurship · social change

### Growing momentum

The **1st Summit** of 2008 registered some 300 participants to its flagship event of *international symposium*. In the three years that followed, the numbers increased to 600 in 2009, 800 in 2010 and 1,000 in 2011 respectively. In addition, there were other activities with their own growing numbers of participants. Many of these participants were from overseas and the Summit is now the *most important regional forum* on the topic. There has also been widespread media coverage of the Summit and its related activities.

The **1st Summit** was initiated by 10 organizations. Now, five years later, the **5th Summit** becomes a joint effort of 17 major organizers, including the government's Home Affairs Bureau (since 2010), with 52 Supporting Organizations and 26 Partners. The Summit also enjoys the support of a growing number of sponsors, including the Home Affairs Bureau, The Hong Kong Jockey Club Charities Trust and HSBC.

### 增長中的動力

2008年的**第一屆高峰會**，吸引了約300人參加其中最重要的**國際研討會**；其後三年，人數陸續增加至2009年的600人、2010年的800人和2011年的1000人；同時，尚有其他活動的人數亦各有增長。其中不少出席者來自海外，高峰會亦成為區內**最重要的社企論壇**。傳媒對高峰會及其有關活動均有廣泛報導。

**第一屆高峰會**開始時有10個發起團體。五年後的今日，**第五屆高峰會**的合辦組織增至17個，包括自2010年參加的香港特別行政區政府的民政事務局，同時有支持機構52家及夥伴機構26家。高峰會也得到了更多機構的贊助，包括民政事務局、香港賽馬會慈善信託基金、滙豐銀行等。

Creating New Values &  
Partnerships for Co-Development  
創新價值 ■ 新夥伴關係 ■ 共同發展



### Combining social objectives with business entrepreneurship

The **1st Summit** of 2008 attempted to capture the rise of social enterprises as representing a new approach that encourages traditional social services and charities to go entrepreneurial and the business sector to explore new opportunities through social caring. It examined the broad range of social enterprises and successful cases found both locally and abroad. It also promoted the vision of "Making Change" and the means of nurturing social entrepreneurship, both of which have continued to be key features in the Summit's various seminars, workshops and activities such as "A Dinner to Remember" (for dialogues with leading social entrepreneurs) starting from the **2nd Summit** of 2009 and "Power Lunch for NGO Leaders" from the **3rd Summit** of 2010.

### 結合社會目標與商業精神

2008年的**第一屆高峰會**首先確認社企的興起代表一種新思維，要求傳統的社會服務和慈善事業用企業的方法經營，同時倡議商界從關顧社會考慮商機。大會探討了社企的多樣性以及本地和海外的成功個案，提出「變革」的願景，也推廣培育社會企業精神的方法，這些仍然是歷屆高峰會中眾多研討會、工作坊和活動的主題，2009年**第二屆**開始舉辦的「與傑出社會企業家對談晚宴」和2010年**第三屆**開始專門為非牟利機構舉辦的「高能量午宴」均為例子。

Development Strategies,  
Partnerships and Investment Opportunities

發展策略 • 伙伴同行 • 投資良機



## Cross-sector partnerships

The Summit represents a new cause of beliefs and actions with the main driving force coming from the community through cross-sector partnerships. At the same time, the SE movement showcases positive cooperation and interactions between government and the civil society. From 2009, the **2nd Summit** began to particularly promote cross-sector dialogues that involve *NGOs, the business sector, academia and the government*. Since then, cross-sector collaboration has been a theme that links all the Summit sessions and activities.

## The young people

The cause of social entrepreneurship attracts large numbers of young people. From the **2nd Summit** of 2009, various kinds of *competitions* have been set up for the young people to identify social issues, explore solutions with innovation and propose business plans that are meant to sustain. Thousands have taken part and their passions have been matched by the encouragement of other sectors by means of awards and mentorship support. In 2010 and 2011, the international movement of “MaD” (*Make a Difference*) ran concurrent sessions during the Summit’s symposiums. This year, it will become an integral part of the **5th Summit’s** symposium to highlight cross-generational dialogue and collaboration.



Driving Social Change through  
Social Business & Impact Investing  
社會變革新動力：社會事業與創效投資

## Business support and impact investing

With business, the efforts of bridge-building began with linking up the business sector’s CSR activities to social enterprises and organizing the *Social Investment Forum* at the **2nd Summit** of 2009. Over the years, the Summit has clearly seen growing support from business corporations and people. Since the **4th Summit** of 2011, the event of “*Matching for Solutions*” has highlighted the spirit and practices proactive business engagement in social enterprises. Also beginning in 2011, the notion of “*Impact Investing*” has come to prominence to provide new inspirations for investors, charity foundations and aspiring young entrepreneurs. This year the **5th Summit** will hold the first gathering for *philanthropies* to explore the potentials of impact investing.

## 跨界別合作

高峰會代表著一種新的信念和行動，其主要動力來自民間的跨界別合作；同時，社企運動亦彰顯了政府和民間的良好合作和互動。從2009年開始，**第二屆高峰會**積極推動非牟利機構、商界、學界及政府之間的跨界別對話。自此，這一跨界別合作的精神，事實上貫穿於高峰會的各種活動中。

## 年青一代

社企的創意引起了不少年青人的興趣。由**第二屆高峰會**起，主辦團體逐漸成立了多項不同形式的比賽，推動年青人發掘社會議題，以創新的精神尋找解決方法並配以可持續的營商計劃；幾年間參加者達數千人，情況熱烈，其他界別的機構和人士則以獎金和輔導式支援加以鼓勵。此外，世界性的青年運動「創不同」在2010和2011年高峰會的研討會期間兩次同時舉辦活動，今年**第五屆高峰會**的研討會更會將其納入成為正式的大會項目，凸顯跨世代對話和合作的重要性。

## 商界支持及創效投資

在商界方面，從**第二屆高峰會**開始，大會將社企和商界的「企業社會責任」活動連結起來，並創辦「*社企投資論壇*」，以此加強與商界的聯繫和合作。近年確可見商界對社企的支持正不斷增強；**第四屆高峰會**開始舉辦的「*配對共籌謀*」活動，清楚地展示了商界積極參與社企經營的例子。同屆大會亦開始推廣「*創效投資*」的觀念，讓投資者、慈善基金和年輕的創業家從其中尋找新的意念。今年**第五屆高峰會**會為慈善基金組織安排聚會以探討「*創效投資*」的作用。

Rejuvenate Our City through 推動社會創新  
Social Innovation 營建都市活力



## Academia and other social groups

Academic institutions have long been a driving force of social entrepreneurship. At the **5th Summit** this year, for the first time there will be a special session to discuss the role of *academic institutions* that should involve not just academic research and study but also action programmes. At the same time, the promotion of social entrepreneurship is being extended to other social groups such as *faith-based communities* and to society as a whole through the campaign of “*Ethical Consumption*”.

From strength to strength, the Social Enterprise Summit must pioneer the way to Social Rejuvenation.

## 學術界及其他社會群體

學術界一直都是社企創業理念的重要推動者。今年**第五屆高峰會**將首次設立專項活動以討論學術機構的角色，也相信這一角色不會只限於研究和教學，而是包含行動。在這階段，大會亦正在其他社會群體中推廣社企的理念和精神，例如宗教團體；同時也向全社會大眾推廣「*良心消費*」運動。

社企民間高峰會將不斷努力，為重建我們的社會活力作先鋒。



## Asia Social Innovation Award 2012 亞洲社企創新獎 2012

To get everyone to think Social!  
讓公眾創新！

In many Asian cities, the culture of Social Innovation is relatively weak; this remains a barrier for social entrepreneurship to groom in the region. Besides, social issues in the urban areas of Asia are quite alike, e.g. aging population, social inclusion & income inequality. These problems need to be solved urgently but traditional methods to deal with them are not adequate, hence it is worth our time to search for new ideas of social innovation together.

Since 2008 **Social Ventures Hong Kong (SVhk)** has organized the Asia Social Innovation Award to encourage the general public to participate in the discussion of our social problems, and to look for concrete innovative solutions to tackle them. Participants are asked to brainstorm creative ideas for positive social change in 200-500 words or in multimedia format (e.g. videos).

Make use of your imagination, and change might be initiated by you in society!

Submission deadline 報名截至：

1. 2012.10.7 (Asia Region 亞洲地區)；
2. 2012.10.14 (Hong Kong Region 香港地區)

Enquiry 查詢： Tel 電話：9183 8373 (Mr. Nathaniel Lau 劉先生) | Email 電郵：enquiry@socialinnovationaward.asia  
Website 網址：http://www.socialinnovationaward.asia/

Sponsors  
贊助



To search for good ideas  
of social innovation  
尋找社會創新點子

亞洲的創新文化一直較匱乏，亦成為了社企在亞洲發展的一大難題。同時，不難發現亞洲都市裡都面對相似而且逼切的社會問題，如貧富懸殊、社會共融、人口老化等。正因大家都要解決這些難題，而當舊有的辦法不能滿足社會需要時，我們需要創新。為了集思廣益、增加人們對社會問題的了解，有需要建立一個讓公眾分享的平台，為區內社會創新文化的持續發展出一分力。

由2008年起，「香港社會創投基金」一直籌辦「亞洲社企創新獎」，參加者只要以200至500字或多媒體（如影片）提交最初步的概念，希望藉此增加公眾的關注和討論，作出正面而具體的創新建議，並付諸實行。

齊齊動一動腦筋吧，你也可以成為社會革新者，利用你的創新思維，為社會帶來改變！

Organizer  
主辦



## The Hong Kong Jockey Club Charities Trust presents 香港賽馬會慈善信託基金呈獻： Empower U - "Small Action · Big Difference" Campaign 2012 「小行動·大改變」計劃 2012

Sponsor 贊助



香港賽馬會慈善信託基金  
The Hong Kong Jockey Club Charities Trust

Release the Power of the Youth! Take Action to Realize Our Dream Community!  
迸發年青人力量，以行動實踐夢想社區！

To encourage adolescents  
to care for the community  
鼓勵青少年關懷社會

The 8-month campaign aims at nurturing a new generation of youth who are passionate, empathetic and determined to take action to serve the community. It also stresses the "Youth Inspiring Youth" concept to empower the young people. Led by a group of enthusiastic and devoted university mentors, the participating students will join a series of quality training sessions, visit a range of social enterprises, exchange and gain invaluable knowledge from successful social entrepreneurs and leaders from the business and social service sectors. The students will utilize their newly acquired knowledge to explore five different topics of social issues: "environment", "inclusion", "elderly", "poverty" and "youth". They will also conduct research and apply their findings and creative ideas to develop a pragmatic summer action plan. Each team will take actions and realize their ideas to help improve the well-being of our community throughout the Action Week in August. The programme will also equip F.3-F.4 students with **90 hours of Other Learning Experience (OLE)**.

為期八個月的「小行動·大改變」計劃希望透過具質素的專業培訓及實踐，培育具熱誠、富同理心、以行動關心及服務社會的新一代。計劃亦希望透過年青人啟發年青人，迸發新一代正能量。計劃中同學將走訪不同類型的社會企業，與本地傑出社會企業家、商界及社會服務機構領袖交流，拓展視野。同時，在一群已受專業訓練、並充滿熱誠的優秀大學生導師帶領下，同學會逐步發掘他們有興趣的社會議題，包括「環保」、「共融」、「長者」、「貧窮」及「青少年」問題。加以研究及考察，同學會發揮創意，構思切實可行的方案來改善社會問題。每隊同學會於八月舉行的行動週以行動實現夢想中的社區。本計劃並為中三及中四同學帶來**90小時豐富的「其他學習經歷」**。

Convenor 召集人



Partners 合作伙伴



Enquiry 查詢： Tel 電話：2199 7692 (Miss Kary Lau 劉小姐) | Email 電郵：kary@davinci.edu.hk | Website 網址：http://ses-sabd.com  
Facebook: http://www.facebook.com/empowerU.sabd



## HSBC presents 滙豐呈獻： Elevator Pitch – Pitch for Corporate Partnership 社企點子推銷比賽 - 企業合作點子大比拼

Since 2011, Elevator Pitch has become part of the annual Social Enterprise Summit in Hong Kong. The aim of this competition is to encourage existing Social Enterprise practitioners to innovate new ideas to collaborate with corporations.

Applicants are required to submit a written proposal on a "Social Business x Corporate" business idea for screening. Finalists will be given two minutes each to present their idea in the Elevator Pitch Grand Final during the SE Summit "Matching for Solution" Session on 30 November 2012. Judges from different sectors will select the best business idea on the spot!

Proposal submission deadline: 1st November 2012

Announcement of finalists: 15th November 2012

Prize  
Sponsors  
禮品贊助



## To explore ways to develop social enterprise-corporate partnerships 構思社企與商界合作方案

由2011年開始，社企點子推銷比賽已成為香港每年一度的社企民間高峰會的一部份。這是香港第一個以配對社會企業及大型商業機構為主題的點子推銷比賽，目的是鼓勵社企業界人士發揮創意，與商業機構合作推出各種推廣企業社會責任的計劃。

為鼓勵社企的創意分享，我們謹邀請你參與這比賽，分享社企與商界合作的點子。參加者須提供一份書面計劃書予大會作篩選，入圍決賽之參加者，將獲邀於11月30日社企民間高峰會「社企點子推銷比賽決賽」以兩分鐘時間介紹一個社企可跟商界合作的點子，來自不同界別中的嘉賓評判會即時評分，看看誰人最能「配對共籌謀」！

截止收集計劃書：2012年11月1日

公佈決賽入圍者名單：2012年11月15日

Enquiry 查詢： Tel 電話：3568 3546 (Mr. Oscar Tam 譚先生) | Email 電郵：oscar.tam@social-enterprise.org.hk



## Young Social Entrepreneur Award 2012 青年社企創業者大賞 2012

This event, which began in 2011, is co-organized by **Junior Chamber International Ocean** and **Hong Kong Social Entrepreneurship Forum** with the Summit as one of the supporting organizations. It aims to recognize the creativity, social mission, business strategy and leadership of Hong Kong's young social entrepreneurs.

By patronizing three young social entrepreneurs, aged 18 to 40, with a year's living allowance of **HK\$100,000**, this award bridges the gap in our ecosystem in which very few financial supports are extended to enthusiastic young social entrepreneurs in their incubation stage and make their dreams come true! This year's result was announced on 19 August 2012.

Events related to the Award include Opening Ceremony, Entrepreneur Day, Happy Hour for Networking, Award Presentation and 1-Year Mentorship. Furthermore, YSEA provides an online platform to encourage more young people to start up social enterprises and to facilitate networking among young social entrepreneurs. Please join our community at: <http://yseahk.ning.com/>.

Organizers  
主辦



浩洋青年商會  
(國際青年商會香港總會成員)

Award Sponsors  
大賞贊助



Mr. Water Cheung

Sponsors  
贊助

浩洋青年商會基金會

香港青年商會基金會

## To support young social entrepreneurs starting their ventures 支持創辦社企的年青人

浩洋青年商會與香港社會創業論壇由2011年開始合辦「青年社企創業者大賞」，社企民間高峰會作為支持機構，為全港首個嘉許青年社企創業者的獎項。此活動提供青年人創業的實踐機會，實現成為社會企業家的夢想。經過遴選，三位年齡屆乎18-40的青年社企創業者，各得**10萬元**獎金作為其社企經營一年的財政支持。是次大賞希望藉此讓大眾認識及了解社企的目的和運作，從而鼓勵更多人開辦社企創業，提供社企予大眾一個交流及展示平台。本年大賞結果已於8月19日公佈。

大賞活動包括：商務交流聚會、開幕禮、創業日社企論壇、頒獎典禮及師友計劃。此外，今年大賞設立了「青年社企創業者大賞網上平台」<http://yseahk.ning.com/>，透過網上討論、交流和分享，鼓勵年青一輩開辦社企項目。

Enquiry 查詢： Tel 電話：9202 1241 (Mr. Ben Chiu 趙先生) | Email 電郵：apply@ysea.hk | Website 網址：<http://www.ysea.hk>

## Social Investment Forum 2012 社企投資論壇 2012

The Social Investment Forum provides a unique opportunity for operating Social Enterprises (SE) to attract funding/private investments, either in the form of loan or equity to scale up their projects. The goals are **(1) to identify SEs with good potential for further development and (2) to encourage funders to invest in these SEs.**

This year's Forum will be held on 18 November 2012. At the Forum, the winners will present their proposals to potential investors who will explain their criteria of good social enterprises for investment purposes. It will be a great learning experience for all participants and create opportunities for investors and social enterprises to meet and explore investment possibilities. With **Urban Renewal Authority** as the major sponsor, there will be three winners and each will be awarded with **HK\$50,000**. Other sponsors are The **SBI E2-Capital Charitable Foundation** and **MDE Hedge Center**.

Sponsors  
贊助



To promote impact investing  
in SE growth plans  
推動社企擴展的創效投資

社企投資論壇為正在營運的社會企業，提供機會吸引不同形式的投資，以擴張業務。活動的目的為：**(1) 尋找具發展潛力的社企，及 (2) 鼓勵投資者注資社企。**

今年的論壇將於2012年11月18日舉行。活動的優勝者將有機會現場向有興趣的投資人士介紹他們的項目，投資者亦會在論壇上分享他們的投資標準。此論壇將為所有參賽者，提供寶貴經驗，亦為有興趣投資者提供尋找合適社企作注資的機會。今屆論壇的主要贊助人是**市區重建局**，大會評審將選出三位優勝者，每位可獲獎金**港幣5萬元正**。其他贊助機構為**軟庫金匯慈善基金**及**對沖基金孵化中心**。

Organizers  
主辦



Enquiry 查詢: Tel 電話: 3568 3546 (Mr. Oscar Tam 譚先生) | Email 電郵: oscar.tam@social-enterprise.org.hk

## 'House of Social Innovators' Launching Ceremony 社創人家啟動儀式



Date 日期:

19 Aug 2012 (Sun)  
2012年8月19日(星期日)

Time 時間:

3:00pm-4:30pm

Venue 地點:

The Good Lab  
(1/F The Sparkle, 500 Tung Chau Street, Cheung Sha Wan)  
好單位  
(九龍長沙灣通州街 500 號星匯居 1 樓)

Guest-of-honor 主禮嘉賓:

Mr. Lam Woon-kwong, GBS, JP  
Convenor of the Executive Council,  
HKSAR Government

林煥光先生, GBS, JP  
香港特別行政區政府  
行政會議召集人

Registration 報名:

Open to public  
公開

Fee 費用:

Free of charge 免費入場

The **House of Social Innovators (HoSI)** is formed by the award winners of various HK-based SE competitions. Convened by **Social Ventures Hong Kong (SVhk)**, and supported by partners from different sectors, HoSI connects social leaders with educational resources, professional expertise, and most importantly, passionate individuals who strive to make a difference. HoSI is a foundation and platform where solutions to pressing social challenges are conceived, developed and put into action!

「社創人家」聚集了過往香港各個社會創新比賽的得獎者。在社會各界不同機構的支持下，**香港社會創投基金**作為社創人家的召集人，聯繫與動員社會領袖和各界專業人士，並號召一群熱心於社企和期望社會革新的人。「社創人家」將成為一個平台，讓一些解決社會問題的構思得以誕生、培育、再付諸實行！

@ THE GOOD LAB

**IDEA** – Gather developed SE ideas, and team-up those with similar interest to further develop their ideas

概念 - 聚集出色的社企概念，再將一班熱心人士團結起來，去完善當初的計劃

**ADVISORY** – Receive advice & recommendations from experienced mentors to fine-tune their plans

顧問 - 從擁有專業背景的導師身上汲取意見，優化商業建議書

**INVESTMENT** – Seek investment capital to start-up and develop SEs

投資 - 替初成立的社企尋找合適的商業投資者

**SCALE-UP** – Advanced investment & mentorship to grow the SEs' scale

擴展 - 透過進一步注資和指導鞏固項目，以拓展業務

Convenor 召集人



Supporting Organizations 支持機構



Enquiry 查詢: Tel 電話: 9183 8373 (Mr. Nathaniel Lau 劉先生) | Email 電郵: enquiry@houseofsocialinnovators.org

Website 網址: www.houseofsocialinnovators.org





## The Hong Kong Jockey Club Charities Trust presents

## 香港賽馬會慈善信託基金呈獻：

## A Power Lunch for NGO Leaders and Social Entrepreneurs: Mission Revisit

## 非牟利機構領袖及社會創業家高能量午餐：使命重尋

<b>Date 日期：</b> 29 Oct 2012 (Mon) 2012年10月29日(星期一)	<b>Venue 地點：</b> Thornton Room, 3/F, The Salisbury, YMCA, Tsim Sha Tsui 尖沙咀梳士巴利道41號基督教青年會(港青)3樓韓頓廳	<b>Registration 報名：</b> By invitation 經邀請參與
<b>Time 時間：</b> 12:00pm – 2:30pm	<b>Speakers 講者：</b> <ol style="list-style-type: none"> <li>Ms Yvonne Yeung Chief Executive, Hong Kong Young Women's Christian Association</li> <li>Mr. Jacob Chan Director, Yang Memorial Methodist Social Service</li> </ol>	<b>Language 語言：</b> Cantonese 廣東話
	<ol style="list-style-type: none"> <li>楊建霞女士 香港基督教女青年會總幹事</li> <li>陳藜生先生 循道衛理楊震社會服務處總幹事</li> </ol>	

Hong Kong's NGOs have long been the major social service providers and innovators. Each has a special mission related to specific social needs. With today's social problems becoming more complicated and diverse, NGOs must reinvent themselves from time to time to meet the challenges, particularly with attempts to embrace new management models and to upgrade their services. This "Power Lunch" aims to facilitate a high-level dialogue for over 20 NGO leaders and social entrepreneurs to revisit the missions of their organizations in delivering social service.

Two renowned speakers will kick off the event by explaining how they have repositioned their organizations and services. This is to be followed by a sharing session for all participants to inspire and empower each other in the effort of fulfilling their missions by achieving sustainability.

香港的非牟利機構一直是主要的社會服務提供者及創新者。每所機構都有特定的使命去回應社會需要。隨著社會問題變得複雜和多元化，非牟利機構必須不斷改變以迎合社會挑戰，尤以採用創新的管治模式，從而優化有關服務。這次「高能量午餐」目的是與超過二十多間非牟利機構領袖及社會創業家真情對話，重新尋找提供社會服務的使命。

午餐先由兩位主題講者分享他們如何為所屬的機構和社會服務重溯定位，隨後與會者會分享意見，勉勵及啟發大家如何實現可持續營運的使命。

Enquiry 查詢： Tel 電話：3568 3546 (Mr. Oscar Tam 譚先生) | Email 電郵：oscar.tam@social-enterprise.org.hk

## What is The Good Lab?

# THE GOOD LAB

## 好單位

Do you sometimes look at our world and wish it works a bit differently? Do you feel you have just the idea for that change? Do you crave to meet like-minded people to spin off a cool project?

Imagine changemakers from every field and background – art, academia, business, design, engineering, IT, education, environment, science, creative practices, social entrepreneurs, advocates and inventors -- coming together to

work, collaborate and take action for a sustainable, innovative and equitable future.

The Good Lab connects different minds and actions to meet. To enable cross sector creativity and imagination to flourish, we provide:

- A 10,000 sq. ft. cozy and creative co-working space with a variety of facilities serving diverse needs.
- A creative and collaborative community full of changemakers who share the same vision and passion for social innovation.
- Empowering and meaningful programmes, to facilitate the building of good ideas and enterprises and connect its members with mentors, investors and potential collaborators.

For more info, please go to [www.goodlab.hk](http://www.goodlab.hk), or visit us at 1/F, The Sparkle, 500 Tung Chau Street, Kowloon

## The Good Lab 是甚麼？

你曾夢想過一個不一樣的世界嗎？

你有可以改善生活的想法嗎？

你希望能找到志同道合的人，把夢想一步步實現嗎？

試想像：來自十方各界的創業者(changemakers) ——藝術家、學者、商界、設計師、工程師、IT人、教育工作者、環保工作者、科學家、創意人、社會企業家、倡議者和發明家——各路人士聚首一堂，一同協作、起動，創新、創業、創出可持續、公平和具影響性的未來。

Good Lab正是這樣一個連結人和想法，讓創意變成行動的地方。我們提供促進交流和合作的資源，包括：

- 一萬呎可創意運用的舒適工作空間，配備完善設施，滿足多元需求
- 崇尚協作的創意社群，凝聚對社會創新有相同願景和熱情的創業者
- 傳遞力量和意義的活動，把會員以及他們的好意念，與導師、投資者和潛在合作伙伴連結起來，促進社會創新

想了解Good Lab，請瀏覽[www.goodlab.hk](http://www.goodlab.hk)，或親臨九龍長沙灣通州街500號星匯居1樓（長沙灣地鐵站B出口）。

# Social Enterprise Summit 2012

## 社企民間高峰會

18 Nov 2012 (Sun) 2:30pm-5:30pm  
2012年11月18日(星期日)

Guest-of-honor 主禮嘉賓：

**Ms Florence Hui, SBS, JP**  
Under Secretary for Home Affairs  
HKSAR Government

**許曉暉女士, SBS, JP**  
香港特別行政區政府  
民政事務局副局长

Kick off  
啟動儀式



The Good Lab (1/F The Sparkle, 500 Tung Chau Street, Cheung Sha Wan)  
好單位 (九龍長沙灣通州街 500 號星匯居 1 樓)

Open to public 歡迎參與

## SE Awards Presentation Ceremony 社企比賽頒獎典禮

<b>Date 日期：</b> 18 Nov 2012 (Sun) 2012年11月18日(星期日)	<b>Venue 地點：</b> The Good Lab (1/F The Sparkle, 500 Tung Chau Street, Cheung Sha Wan) 好單位 (九龍長沙灣通州街 500 號星匯居 1 樓)	<b>Registration 報名：</b> Open to public 歡迎參與
<b>Time 時間：</b> 2:30pm-5:30pm	<b>Guest-of-honor 主禮嘉賓：</b> <b>Ms Florence Hui, SBS, JP</b> Under Secretary for Home Affairs, HKSAR Government <b>許曉暉女士, SBS, JP</b> 香港特別行政區政府 民政事務局副局长	<b>Fee 費用：</b> Free of charge 免費入場
		<b>Language 語言：</b> Cantonese 廣東話

At this year's Summit, there will be a Presentation Ceremony for various SE Awards including Social Investment Forum, Young Social Entrepreneur Award, Asia Social Innovation Award, and Empower U - "Small Action . Big Difference" Campaign. The SE Summit 2012 will also kick-off on the same day.

本年度高峰會為各項比賽安排頒獎典禮，包括社企投資論壇、青年社企創業者大賞、亞洲社企創新獎及「小行動・大改變」計劃。同日亦會進行社企民間高峰會2012啟動儀式。

During the 3-day International Symposium period (29<sup>th</sup> Nov to 1<sup>st</sup> Dec 2012), there will be an exhibition of SE Award proposals. Please come and visit!

為期三天的國際研討會舉行期間 (2012年11月29日至12月1日)，將會展出各項社企比賽的得獎計劃書。  
歡迎參觀！



# Ethical Consumption Month 2012 : "Tithe Consumption"

## 良心消費月2012：“十一消費”

In celebration of the 25th  
Anniversary of Fullness

為慶祝豐盛二十五周年

18 Nov – 18 Dec 2012 2012年11月18日至12月18日

“Tithe Consumption” promotes the ‘action brings changes’ concept. This campaign aims to encourage socially conscientious citizens to allocate one-tenth of their monthly disposable spending on equally good quality products and services rendered by socially responsible operators, including social enterprises, Fairtrade and organic food shops.

“Tithe Consumption” does not mean spending more but it is a decision to ‘Swap for Good’. Your spending decision can give you good quality products and services but you are also pursuing a good cause. To help you achieve ‘Swap for Good’, an **Ethical Consumption Guidebook** with a listing of more than 100 socially responsible shops and operators, with their products and services, will be made available to facilitate your “Tithe Consumption”.

As patrons of this campaign, your total purchase spending at these shops will be a testimony to how Hong Kong people can help to build a more responsible society. For some social enterprises in Hong Kong, for every \$100 achieved as turnover, about \$10-20 is spent on the salaries for the socially disadvantaged. As for Fairtrade product sale, for every \$100 achieved, about \$2-6 will reach the farmers in the developing countries or areas. This is a considerable return for these farmers considering that their local per capita GDP is only 1-3% of Hong Kong's. The facts and results of this campaign will be published through print and electronic media as evidence of the consumers' commitment to building a better society.

「十一消費」提倡“以行動改變社會”，鼓勵富於社會意識的公民，從十一月起將其消費開支的十分之一轉向光顧社會企業、公平貿易和有機食品商戶，購買它們同樣優質的產品和服務。

「十一消費」並不是額外消費，而是讓十分一本來單為滿足個人需要的消費，被賦予雙重意義，令消費除滿足個人的需要外，更讓弱勢社群體能藉工作賺取生活費、獲得尊嚴及成長的機會，一舉數得。大會將派發《良心消費指南》，列出百多家店鋪及介紹它們的產品和服務，方便您實行「十一消費」。

加入「十一消費」運動，將成為尋求建設一個負責任社會的實踐，以創造就業為例，每一百元的營業額中，約十至二十元是用於支付來自弱勢群體人士的工資；而在公平貿易的貨品中，雖然每一百元的營業額中只有二至六元是落到發展中地區的農民手中，但因為當地的人均生產總值只是香港的百分之一至三，所以實際的效益更大。有關活動的相關實況和支持者們的總消費結果，將會在報章及電子社交媒體刊登，見證消費者以另類選擇支持社會變革。

## Action Brings Changes 以行動改變社會

### Ethical Consumption Bazaar 良心消費聯展

<b>Date 日期：</b> 18 Nov 2012(Sun) 2012年11月18日(星期日)	<b>Venue 地點：</b> The Good Lab L1, The Sparkle, 500 Tung Chau Street, Cheung Sha Wan, Kln. 好單位 (九龍長沙灣通州街 500 號星匯居 L1)	<b>Time 時間：</b> 10:00am-7:00pm
<b>25 Nov 2012(Sun)</b> 2012年11月25日(星期日)	<b>Stanley Community Hall</b> LG/F, Stanley Municipal Services Building, 6 Stanley Market Road, Hong Kong 赤柱社區會堂 (赤柱市場道6 號1 樓)	<b>10:00am-7:00pm</b>

**Ethical Consumption Bazaar** provides the best opportunity for participants to sample all kinds of ‘ethical products’ to satisfy the needs of our daily life. The one-day programme will include a kick-off ceremony and exhibits over 20 booths of operators including social enterprises, Fairtrade product providers and organic food operators.

**良心消費聯展**提供一個最佳的機會讓參加者嘗試各種日常生活所需的“良心產品”，這為期一天的計劃將有開幕儀式並展示20多個攤位售賣來自社會企業、公平貿易、有機商戶或機構的產品。

Enquiry 查詢： Tel 電話：6625 2996 | Email 電郵：ecm@ethiclaconsumption.hk | Website 網頁：http://www.ethicalconsumption.hk/

Organizer 主辦

Partners 合作伙伴





Olive Capital Fund presents 愛澤基金會呈獻：

## Faith-based Forum "Social Innovation – Business as Mission" 宗教團體論壇：「創新社關 - 使命商道」

Sponsors 贊助



愛澤基金會  
Olive Capital Fund



<b>Date 日期：</b> 24 Nov 2012 (Sat) 2012年11月24日(星期六)	<b>Venue 地點：</b> 8/F Yan Fook Church Hall, Cheung Sha Wan Plaza (Exit A, Lai Chi Kok MTR) 長沙灣廣場一期恩福堂 8 樓禮堂 (荔枝角港鐵站A出口)	<b>Registration 報名：</b> Form or Online 填表或網上登記
<b>Time 時間：</b> 9:00am-1:30pm	<b>Speakers 講者：</b> <ol style="list-style-type: none"> <li>1. Rev. Dr. Carver Yu President, China Graduate School of Theology</li> <li>2. Rev. Dr. Benedict Kwok Head of Division of Theology Department, Alliance Bible Seminary</li> </ol>	<b>Fee 費用：</b> HK\$50
	<ol style="list-style-type: none"> <li>1. 余達心牧師 中國神學研究院院長</li> <li>2. 郭鴻標牧師 建道神學院 神學系主任</li> </ol>	<b>Language 語言：</b> Cantonese 廣東話

The Faith Communities account for more than 10% of Hong Kong's population. The current movement of Social Entrepreneurship would help to create new platforms for these communities to realize their beliefs in love and care, especially by transforming individuals to become ethical consumers, knowledge volunteers, impact investors and social entrepreneurs. At this Forum, church leaders, religious agencies and Christian businessmen will share their ideas and experiences of practicing their religious mission through social enterprises, social innovation programmes and business activities.

信仰群體佔香港人口超過十分一，社會創業的發展為信徒提供另類的平台去體現愛心和關懷，尤其是將個人轉化成良心消費者，知識型義工，創效投資者，和社會創業家。在「創新社關 - 使命商道」實踐反思會和論壇，教會領袖們、宗教志願組織和商界信徒將分享如何透過信仰使命推行社會企業、社會革新活動和使命商道。

Organizer  
主辦



Partners  
合作伙伴



Alumni Association of  
Divinity School of  
Chung Chi College  
崇基學院神學院校友會



愛澤基金會  
Olive Capital Fund



Enquiry 查詢： Tel 電話：3568 3546 (Miss Mable Lam 林小姐) | Email 電郵：mable.lam@social-enterprise.org.hk

The Hong Kong Jockey Club Charities Trust presents 香港賽馬會慈善信託基金呈獻：

## Skill-based Workshop for NGOs and SEs 非牟利機構社企營運技巧工作坊

Sponsor 贊助



香港賽馬會慈善信託基金  
The Hong Kong Jockey Club Charities Trust

<b>Date 日期：</b> 27 Nov 2012 (Tue) 2012年11月27日(星期二)	<b>Venue 地點：</b> Auditorium, 1/F Duke of Windsor Social Service Building (15 Hennessy Road, Wanchai, Hong Kong) 溫沙公爵社會服務大廈1樓大禮堂 (香港灣仔軒尼詩道15號)	<b>Registration 報名：</b> Form or Online 填表或網上登記
<b>Time 時間：</b> 9:30am -12:30pm	<b>Conducted by 導師：</b> <ol style="list-style-type: none"> <li>1. Ms Vivien Maidaborn Director, Maidaborn</li> <li>2. Ms Marion Blake CEO, Platform Trust</li> </ol>	<b>Fee 費用：</b> HK\$200
	<ol style="list-style-type: none"> <li>1. Vivien Maidaborn 女士 Maidaborn 董事</li> <li>2. Marion Blake 女士 Platform Trust 執行長</li> </ol>	<b>Language 語言：</b> English 英語

Many social enterprises in Hong Kong are directly or indirectly affiliated to NGOs. Whether these enterprises can grow further and sustain themselves depends much on whether the NGOs are able to innovatively scale up these SEs' products and services and change them from "need" to "demand", thereby achieving a model of "business development". This Workshop will, with case studies, focus on the practical skills of how to transform the "needs" of service to "demands" in daily life through the rendering of timely and prompt services/products to users.

香港有不少由非牟利機構直接或間接成立的社會企業，他們能否擴展業務及可持續營運的關鍵，在於非牟利機構如何運用創新手法，去推展其社企產品和服務，並能夠改變消費者「需要」到「需求」，從而達至「業務拓展」的模式。此工作坊將利用個案分享，集中講授如何透過及時和迅速的服務/產品，把「需要」提昇為日常的「需求」。

### Targets:

1. NGOs middle management personnel, unit heads or above;
2. SE practitioners with at least 3 years experiences and leading 1 or more projects; and
3. Anyone interested in social enterprises operated by NGOs.

### 本工作坊適合以下人士：

1. 非牟利機構之管理階層、單位主管或以上職級；
2. 有至少3年經驗及最少領導1個社企項目之社企經營者；及
3. 任何對非牟利機構營運社企有興趣的人士。

Enquiry 查詢： Tel 電話：3568 3546 (Mr. Oscar Tam 譚先生) | Email 電郵：oscar.tam@social-enterprise.org.hk

## HSBC presents: Social Business Lab 滙豐呈獻：社會型企業工作坊

HSBC 滙豐

<b>Date 日期：</b> 28 Nov 2012 (Wed) 2012年11月28日(星期三)	<b>Venue 地點：</b> CoCoon (3/F, Citicorp Centre, 18 Whitfield Road, Causeway Bay, HK) 浩觀 (香港銅鑼灣威菲路道 18 號萬國寶通中心 3 樓)	<b>Registration 報名：</b> Form or Online 填表或網上登記
<b>Time 時間：</b> 4:00pm – 5:00pm (Session 1) (第一部份) 5:15pm – 9:00pm (Session 2) (第二部份)	<b>Speakers/Facilitators 講者/主持：</b> <ol style="list-style-type: none"> <li>Ms Saskia Bruysten Co-Founder and CEO, Yunus Social Business (GmbH)</li> <li>The Hon. Ronald Arculli GBM, GBS, JP Chairman of Honorary Advisory Committee, SVHK Foundation Limited.</li> <li>Dr. KK Tse Deputy Chair, Social Enterprise Summit Organizing Committee Chair, Education for Good CIC</li> </ol>	<b>Fee 費用：</b> HK\$1,800
		<b>Language 語言：</b> English 英語

### What is Social Business?

A Social Business is a non-dividend company created to solve a social problem. Like an NGO, it has a social mission, but like a business, it generates its own revenues to cover its costs. While investors may recoup their investment, all further profits are reinvested into the same or other social businesses. Social businesses combine the social mission of charities or the public sector with the efficient tools of business.

The programme will consist of 2 sessions:

#### Session 1: Dialogue with Outstanding Social Business Leaders

Participants will have the chance of direct dialogue with 2 renowned Social Entrepreneurs: Ms Saskia Bruysten and Mr. Ronald Arculli. They will share their overview of development in Social Business worldwide and Hong Kong. It will be a golden opportunity for participants to exchange ideas with them on various essential issues, e.g. how business sectors create positive change, how social businesses attract government support, etc.

(Target audience: Board members/Senior executives of corporations)

#### Session 2: Intensive and Interactive Workshops

In this session, Ms Saskia Bruysten will lead participants to create tailor-made, sustainable, and concrete social business solutions which aim to tackle specific social problems in a step-by-step manner. Goals of this session are as follows:

- Exchange best practices and learn more about examples of social businesses
- Foster creativity, innovation and entrepreneurial spirit
- Identify existing social needs in your society and collectively brainstorm and create ideas for a social business based on your skills and local setting
- Understand concrete steps to set up a social business and build up the foundation for concrete social business initiatives in the future
- Connect people with similar social business ideas and aspirations

(Target audience: Senior executives and senior managers in charge of CSR and corporate development)

### 何謂社會型企業?

社會型企業是一種以解決一個特定社會問題而成立的非分紅公司。與非牟利機構一樣，社會型企業擁有社會使命，但同時它亦像商業機構一般，能創造盈利以抵銷本身的開支。社會型企業把公共部門及慈善機構的社會使命與高效的商業工具結合。

活動共分為兩部份：

#### 第一部份：與傑出社會型企業領袖對話

參加者將有機會與兩位知名社會型企業領袖：Saskia Bruysten 女士及夏佳理先生直接對話。兩位將與參加者分享現時社會型企業在環球的及香港的發展概況。這是一個難得機會讓參加者與他們就各重要議題進行交流，例如商界如何帶動正面社會轉變、社會企業如何吸引政府支持等等。

(此部份適合企業高層及董事參加)

#### 第二部份：深化互動工作坊

在此部份，Saskia Bruysten女士將一步一步帶領參加者為特定的社會問題度身訂造可持續及具體的解決方案。此部份的目標為：

- 了解不同的社會事業案例及最佳守則
- 刺激創意、鼓勵創新及社會創業精神
- 確認各人身處的社會問題，根據自身的專業及當地特色，與其他參加者，合力創構社會型企業新點子
- 了解發展社會型企業的具體步驟，及為日後發展社會型企業建立基礎
- 與擁有相同理念及社會事業點子的參加者交流

(此部份適合各企業社會責任或企業發展部門之高層及高級經理參加)

Organizer  
主辦

educati<sup>on</sup>  
for  
good 仁人學社

## International Symposium ( 29 Nov – 1 Dec ) 國際研討會 (11月29日至12月1日)

The Symposium is the flagship activity of Social Enterprise Summit 2012. It features **Keynote speeches** by four world-renowned experts on social entrepreneurship, which cover various themes in Business, NGOs, Academia and Youth sectors. **Plenary sessions** that follow will enable full interactions between speakers and audience as well as sharing of new ideas, perspectives and experiences.

研討會是社企民間高峰會2012的最重要活動，包括有四位世界知名專家的**主題演講**，從商界、非牟利機構、學術界及青年界的角度講述社會企業精神和發展。其後分別安排的大會論壇，將提供充足的機會讓講者與聽眾交流，並共同交換新的意念、觀點和心得。

### Rejuvenate Our City through 推動社會創新 Social Innovation 營建都市活力

#### Keynote Speakers 主題演講嘉賓

##### Ms Saskia Bruysten

Co-Founder and CEO, Yunus Social Business (GmbH)  
尤努斯社會型企業 (GmbH) 聯合創辦人及執行長



Saskia is Co-founder and CEO of Yunus Social Business GmbH (YSB), founded by Peace Nobel Laureate Prof. Yunus. YSB has the goal to help create social businesses. YSB sets up incubator funds and provides training, advisory and implementation services for companies, governments and foundations. It operates as a social business itself. YSB is based in Frankfurt with subsidiaries in Haiti and Albania. Prior to that she was Co-CEO of Grameen Creative Lab and started her career at the Boston Consulting Group in their Munich and New York offices. Saskia and her team have helped set up social businesses with major corporations such as Adidas, BASF, SAP and Crédit Agricole.

Saskia 女士為尤努斯社會型企業GmbH (YSB)的聯合創辦人兼執行長。YSB由諾貝爾和平獎得獎人尤努斯教授創辦，並以協助成立社會型企業為目標。YSB為公司、政府及基金建立孵化基金、提供諮詢及推行各種服務。它本身亦以社會型企業模式運作。YSB以法蘭克福為基地並於海地及阿爾巴尼亞地拉那設有附屬公司。在擔任YSB的聯合創辦人兼執行長之前，Saskia女士為Grameen Creative Lab的聯合執行長。她於波士頓諮詢公司在慕尼黑及紐約的分部展開她的事業。Saskia女士及她的團隊與Adidas、BASF、SAP及Crédit Agricole等大集團合作成立了不同的社會型企業。

##### Prof. Joseph Sung, SBS 沈祖堯教授，SBS

Vice-Chancellor, The Chinese University of Hong Kong  
香港中文大學校長



Professor Joseph J.Y. Sung is the Vice-Chancellor and President of The Chinese University of Hong Kong (CUHK). Professor Sung is a renowned scientist in gastroenterology and was appointed Mok Hing Yiu Professor of Medicine in November 2007 in recognition of his significant contributions to the prevention and early diagnosis of gastroenterology cancers. In 2011, Professor Sung has been elected an Academician of the Chinese Academy of Engineering (CAE). His research interests include intestinal bleeding, Helicobacter Pylori, peptic ulcer, hepatitis B, and colorectal cancer.

沈教授是香港中文大學校長及腸胃病學專家。2007年，他在預防及早期診斷腸胃癌方面，有卓越貢獻而獲委任為莫慶堯醫科教授；2011年獲選為中國工程院中國科學院院士(CAE)。沈教授的研究集中在內腸道血、幽門螺桿菌、消化性潰瘍、乙型肝炎及大腸癌。

##### Ms Vivien Maidaborn

Director, Maidaborn  
Maidaborn 董事



Vivien Maidaborn is passionate about supporting people to achieve and surpass their social change and innovation goals. Vivien has been the chief executive of CCS Disability Action, a community development organization which supports disabled people, and works for their fuller inclusion within their families and communities. The organization is one of New Zealand's largest community-based agencies, with an annual turnover of \$45 million, and employing over 800 staff in 16 branches throughout the country. During her time as CEO, Vivien led CCS Disability Action to establish an innovative social enterprise, Lifetime Design Ltd, which is working to change the design of New Zealand homes so that they can work well for people of every age, stage and ability.

Vivien Maidaborn 長期熱衷於協助業界完成改革社會的目標。她曾是CCS弱能行動的執行長，該社區組織專門支援弱能人士，務使受助人盡快融入家庭和社區。它是紐西蘭其中最具規模的社區組織之一，每年營業額達4,500萬紐元，全國分支機構16個，受僱人數超過800。就任CCS弱能行動期間，她帶領成立了一間創新的社企，名為Lifetime Design Ltd，替有需要的家庭改變住房的設計，以配合屋內全部住客的需要。

Vivien Maidaborn 長期熱衷於協助業界完成改革社會的目標。她曾是CCS弱能行動的執行長，該社區組織專門支援弱能人士，務使受助人盡快融入家庭和社區。它是紐西蘭其中最具規模的社區組織之一，每年營業額達4,500萬紐元，全國分支機構16個，受僱人數超過800。就任CCS弱能行動期間，她帶領成立了一間創新的社企，名為Lifetime Design Ltd，替有需要的家庭改變住房的設計，以配合屋內全部住客的需要。

##### Prof. Hiroyuki Murata 村田裕之教授

Smart Ageing International Research Centre, Tohoku University,  
Sendai, Japan  
日本仙台市東北大學長者國際研究中心



Professor Hiroyuki Murata is the most pioneer of active ageing business in Japan and an internationally recognized thought leader in ageing societies. He has worked with over 550 companies and contributed to develop various innovative products and services such as Curves Japan, the world's largest fitness chain for women in Japan and Raku-Raku phone the best-selling senior-friendly mobile phone in Japan. He serves as Professor at Smart Ageing International Research Center (SAIRC) at Tohoku University in Sendai, Japan. He is an entrepreneur, business producer, gerontologist, and best-selling author of several books. His recent book is "Must read book when your parents become 70".

村田裕之教授是日本及國際業界公認為長者事業的先驅。他與超過550間公司合作，開發了不同的創新產品和服務，包括Curves日本，世界上最大的女士健身連鎖店；Raku-Raku電話，日本最熱賣的長者手機。他現任日本仙台市東北大學長者國際研究中心(SAIRC)的教授。他既是企業家、生產商、老年病學專家，同時也是多本暢銷書的作者。最新的著作是“父母70歲時必讀”。

村田裕之教授是日本及國際業界公認為長者事業的先驅。他與超過550間公司合作，開發了不同的創新產品和服務，包括Curves日本，世界上最大的女士健身連鎖店；Raku-Raku電話，日本最熱賣的長者手機。他現任日本仙台市東北大學長者國際研究中心(SAIRC)的教授。他既是企業家、生產商、老年病學專家，同時也是多本暢銷書的作者。最新的著作是“父母70歲時必讀”。



# International Symposium 國際研討會

## DAY 1 第一天 29 Nov, Thursday | 11月29日 (星期四)

Hall 5G, Hong Kong Convention and Exhibition Centre, Wanchai, Hong Kong  
香港灣仔香港會議展覽中心展覽廳 5G

Time 時間	Program	節目
2:30pm-3:00pm	Registration	登記
3:00pm-5:00pm	<b>Grand Opening</b> Welcome Address by Dr. Jane Lee Chair, Organizing Committee, Social Enterprise Summit Guests of Honour: Mrs. Carrie Lam, GBS, JP Chief Secretary for Administration HKSAR Government Mr. Tsang Tak-sing, GBS, JP Secretary for Home Affairs HKSAR Government Ms Florence Hui, SBS, JP Under Secretary for Home Affairs HKSAR Government Performance by The Chung Brothers (Mr. Henry Chung, JD and Dr. Roger Chung)	<b>開幕典禮</b> 歡迎辭：李正儀博士 社企民間高峰會籌備委員會主席 主禮嘉賓：林鄭月娥女士，GBS，JP 香港特別行政區政府 政務司司長 曾德成先生，GBS，JP 香港特別行政區政府 民政事務局長 許曉暉女士，SBS，JP 香港特別行政區政府 民政事務局副局長 表演嘉賓：鍾氏兄弟 (鍾一匡法學博士及鍾一諾博士)
	<b>Keynote Session 1: Social Business City – How a New Kind of Capitalism Serves Society's Most Pressing Needs</b> <b>Topic: How Business Creates Impact for Positive Change</b> <b>Keynote Speaker:</b> Ms Saskia Bruysten Co-Founder and CEO, Yunus Social Business (GmbH) <b>Respondent:</b> Mr. Maximilian Ma, MBE Lee Heng Diamond Group <b>Moderator:</b> Mr. Bernard Charnwut Chan, GBS, JP President, Asia Financial Group	<b>主題演講一：社會事業型城市一急社會所急的新資本主義</b> <b>題目：商界如何改變社會</b> <b>主題講者：</b> Saskia Bruysten 女士 聯合創辦人及執行長 尤努斯社會型企業(GmbH) <b>回應：</b> 馬壙傑先生，MBE 利興鑽石集團 <b>主持：</b> 陳智思先生，GBS，JP 亞洲金融集團總裁
5:00pm-6:00pm	Reception and Exhibition of SE Awards proposals	茶點及社企比賽得獎計劃書展覽
6:00pm	End of Today's Program	本日議程完結

Languages: Cantonese (Simultaneous interpretation services in English, Putonghua and sign language will be available)  
研討會語言：廣東話（大會將提供英語、普通話和手語即時傳譯服務）

## Dialogue in Silence: "A Moment of Silence" Workshop

### 無聲對話：「無聲一刻」工作坊

## Other Activities 其他活動

<b>Date &amp; Time 日期及時間：</b> Session 1 第一場： 29 Nov 2012 (Thu) 2012年11月29日(星期四) 10:00am -12:30pm Session 2 第二場： 30 Nov 2012 (Fri) 2012年11月30日(星期五) 10:00am -12:30pm	<b>Venue 地點：</b> Meeting Room S427 Hong Kong Convention and Exhibition Centre (1 Harbour Road, Wanchai) 香港會議展覽中心會議室 S427 (灣仔港灣道一號) <b>No. of participants 參加人數：</b> Max. 36 per session 最多36人 <b>Language 語言：</b> Mainly Cantonese 廣東話為主	<b>Registration 報名：</b> Form or Online (Only for Symposium participants) 填表或網上登記 (只限研討會參與人士) <b>Fee 費用：</b> HK\$ 300 (Discounted from Original HKD 1,000) (原價 HK\$1,000)
---	--	--

Many people think it is impossible to stay silent for a long time. Language is our primary way of communication, but it is not the only way. So what if the situation requires you to be in silence where the whole event is without as much as a peep? This is what "A Moment of Silence" is all about.

Organized by **Dialogue in Silence Hong Kong (DiS)** and Social Enterprise Summit, and sponsored by **DiD HK Ltd.**, the "A Moment of Silence" Workshop will take you out of your comfort zone, wake your senses, and replenish your body and mind. This remarkable insight at a SPECIAL RATE is only for SE Summit participants.

或許，你我也有過甚麼話也不想說的時候。言語是我們主要的溝通橋樑，卻不是唯一的溝通途徑。故此，你可有想過在完全無言無語的環境中，人與人的溝通與關係可有著如何的互動？

全亞洲首個以「無聲」作活動媒介的「無聲對話」，由**黑暗中對話(香港)有限公司**贊助，將聯同社企民間高峰會合辦「無聲一刻」工作坊，更以優惠價錢讓社企民間高峰會的參加者，一嚐無聲工作坊的魅力及震撼，帶你走出自己的安舒區，共同探索無聲的精彩！

Organizer 主辦

Sponsor 贊助

## Family Philanthropy and Social Innovation Forum 家族慈善與社會創新論壇

<b>Date 日期：</b> 29 Nov 2012 (Thur) 2012年11月29日(星期四)	<b>Venue 地點：</b> Meeting Room S426 Hong Kong Convention and Exhibition Centre (1 Harbour Road, Wanchai) 香港會議展覽中心會議室 S426（灣仔港灣道一號）	<b>Registration 報名：</b> By invitation 經邀請參與								
<b>Time 時間：</b> 10:00am -1:00pm	<b>Speakers 講者：</b> <table><tr><td>1. Mr. James Chen Chairman, Chen Yet-shen Family Foundation</td><td>1. 陳禹嘉先生 陳一心基金主席</td></tr><tr><td>2. Mr. Xu Yongguang Chairman, Narada Foundation</td><td>2. 徐永光先生 南都公益基金會理事長</td></tr><tr><td>3. Mr. Lee Poh Wah Chief Executive, Lien Foundation</td><td>3. 李寶華先生 連氏基金總裁</td></tr><tr><td>4. Ms. Shun-mei Yang Secretary- General, Fubon Cultural &amp; Educational Foundation</td><td>4. 楊順美小姐 富邦文教基金會總幹事</td></tr></table>	1. Mr. James Chen Chairman, Chen Yet-shen Family Foundation	1. 陳禹嘉先生 陳一心基金主席	2. Mr. Xu Yongguang Chairman, Narada Foundation	2. 徐永光先生 南都公益基金會理事長	3. Mr. Lee Poh Wah Chief Executive, Lien Foundation	3. 李寶華先生 連氏基金總裁	4. Ms. Shun-mei Yang Secretary- General, Fubon Cultural & Educational Foundation	4. 楊順美小姐 富邦文教基金會總幹事	
1. Mr. James Chen Chairman, Chen Yet-shen Family Foundation	1. 陳禹嘉先生 陳一心基金主席									
2. Mr. Xu Yongguang Chairman, Narada Foundation	2. 徐永光先生 南都公益基金會理事長									
3. Mr. Lee Poh Wah Chief Executive, Lien Foundation	3. 李寶華先生 連氏基金總裁									
4. Ms. Shun-mei Yang Secretary- General, Fubon Cultural & Educational Foundation	4. 楊順美小姐 富邦文教基金會總幹事									

**Target 對象：** Philanthropic professionals from Hong Kong, China Mainland, Taiwan and Singapore  
來自香港、中國內地、台灣和新加坡等地的公益界專才

Traditional philanthropy focuses on endowing societal institutions, such as hospitals or schools. To address some of the most intractable, intertwined social problems nowadays, philanthropists are turning their eyes to innovative programmes that are strategic, sustainable and able to bring long-lasting impact. Family philanthropists will gather at the Forum to address the mindset and tools needed to implement innovative strategies to drive impact. Featuring compelling keynote speeches by philanthropic stalwarts, the Forum provides family foundation leaders a chance to discuss how philanthropic dollars could be better leveraged to nurture and support collaborative, innovative solutions, with a view to rejuvenating cities that are strewn with deep-rooted social issues.

過去慈善基金大多着力於贈醫施藥、興建醫院學校。有見社會問題日益複雜難解，近年來愈來愈多基金會銳意扶持富策略性、可持續發展及可達到長遠效益的創新項目。「家族基金會論壇」匯聚大中華區以至新加坡最具領導地位的家族慈善基金領袖作專題演講，探討推行創新、創造效益的策略，並讓業界深度交流，互相取經學習，務求有效利用慈善資本，迎戰根深蒂固的社會問題，激發都市活力。

Enquiry 查詢： Tel 電話：3568 3546 (Miss Mable Lam 林小姐) | Email 電郵：mable.lam@social-enterprise.org.hk

## 'Meeting with Ideas Generator' – Coaching for SE Awards Winners 跟意念創作者相聚：社企得獎者教坊

<b>Date 日期：</b> 29 Nov 2012 (Thur) 2012年11月29日(星期四)	<b>Venue 地點：</b> Meeting Room S426 Hong Kong Convention and Exhibition Centre (1 Harbour Road, Wanchai) 香港會議展覽中心會議室 S426（灣仔港灣道一號）	<b>Registration 報名：</b> By invitation 經邀請參與
<b>Time 時間：</b> 6:00pm-8:30pm	<b>Prominent SE Coach from UK 英國著名社企教練：</b> Mr. Michael Norton Honorary Director and Trustee, The Centre for Innovation in Voluntary Action, UK 邁克爾諾頓先生 名譽總監及信託人 英國創新義工行動	<b>Language 語言：</b> English 英語

### About Coaching

This coaching session is especially for award winners and will give the participants crucial ideas for starting up social enterprises. Michael is happy to make individual appointment upon request; interested individuals may contact SE Summit Secretariat for prior appointment by email [secretariat@social-enterprise.org.hk](mailto:secretariat@social-enterprise.org.hk) or 3568 3546.

### 關於教坊

這教坊特為各項社企比賽得獎者而設，並能提供創立社會企業的好主意。Michael十分樂意個別約見，任何人士如有興趣報名，請聯絡社企民間高峰會秘書處並電郵至[secretariat@social-enterprise.org.hk](mailto:secretariat@social-enterprise.org.hk) 或致電 3568 3546 安排。

Enquiry 查詢： Tel 電話：3568 3546 (Miss Ada Chun 秦小姐) | Email 電郵：ada.chun@social-enterprise.org.hk

# International Symposium 國際研討會

DAY 2 第二天 30 Nov, Friday | 11月30日 (星期五)

Hall 5G, Hong Kong Convention and Exhibition Centre, Wanchai, Hong Kong  
香港灣仔香港會議展覽中心展覽廳 5G

Time 時間	Program	節目
<div>Sponsor 贊助</div> <div>                      香港賽馬會慈善信託基金 The Hong Kong Jockey Club Charities Trust                 </div>		
9:00am-10:30am	<b>Keynote Session 2:</b> <b>NGO as a Change Agent</b> <b>Topic: Social Innovation – A Paradigm Shift</b> <b>Keynote Speaker:</b> Ms Vivien Maidaborn Director, Maidaborn <b>Respondent:</b> Dr. Jane Lee Chair, Organizing Committee, Social Enterprise Summit and; Director, Hong Kong Sheng Kung Hui Welfare Council	<b>主題演講二：</b> <b>非牟利組織在社會變革中的使命</b> <b>題目：社會創新－範式轉移</b> <b>主題講者：</b> Vivien Maidaborn 女士 Maidaborn 董事 <b>回應：</b> 李正儀博士 社企民間高峰會籌備委員會主席暨 香港聖公會福利協會總幹事
10:30am-11:00am	Intermission and Networking	茶點及交流
11:00am-12:00pm	<b>Plenary Session</b> <ul style="list-style-type: none"> <li>Ms Sania Yau Chief Executive Officer, New Life Psychiatric Rehabilitation Association, Hong Kong</li> <li>Dr. Alice Yuk, JP Chairman, Hong Kong General Chamber of Social Enterprises</li> <li>Ms Marion Blake CEO, Platform Trust</li> </ul> <b>Moderator:</b> Mr. Timothy Ma, JP Executive Director, Project Flame-Social Innovation & Entrepreneurship@City U	<b>全體討論</b> <ul style="list-style-type: none"> <li>游秀慧女士 香港新生精神康復會 行政總裁</li> <li>郁德芬博士, JP 香港社會企業總會 會長</li> <li>Marion Blake 女士 Platform Trust 執行長</li> </ul> <b>主持：</b> 馬錦華先生, JP 香港城市大學「火焰計劃－社會創新及企業精神在城大」執行總監
12:00pm-2:00pm	Intermission and Networking	午膳及交流
<div>Sponsor 贊助</div> <div>  <b>匯豐</b> </div>		
2:00pm-3:30pm	<b>HSBC presents:</b> <b>“Matching for Solutions” – Global Goes Local</b> <b>Sharing by Matching Cases:</b> <ol style="list-style-type: none"> <li>Henderson x Good Lab                             <ul style="list-style-type: none"> <li>Mr. Martin Lee Vice Chairman, Henderson Land Group</li> <li>Ms Ada Wong, JP Convenor, The Good Lab</li> </ul> </li> <li>Caffé HABITÜ x Green Monday                             <ul style="list-style-type: none"> <li>Ms Jennifer Liu Chairman and Founder of Caffé HABITÜ (Sir Hudson International Ltd.)</li> <li>Mr. David Yeung Co-founder of Green Monday</li> </ul> </li> </ol> <b>Guest Panelist/Respondent:</b> Ms Saskia Bruysten Co-founder and CEO, Yunus Social Business (GmbH)	<b>匯豐呈獻：</b> <b>「配對共籌謀」- 環球匯萃·落地香港</b> <b>配對個案分享：</b> <ol style="list-style-type: none"> <li>恒基兆業 x 好單位                             <ul style="list-style-type: none"> <li>李家誠先生 恒基兆業地產集團副主席</li> <li>黃英琦女士, JP 好單位召集人</li> </ul> </li> <li>Caffé HABITÜ x 綠色星期一                             <ul style="list-style-type: none"> <li>廖偉芬小姐 Caffé HABITÜ(熙辰國際有限公司)創辦人及董事長</li> <li>楊大偉先生 綠色星期一聯合創辦人</li> </ul> </li> </ol> <b>討論嘉賓/回應：</b> Saskia Bruysten 女士 尤努斯社會型企業(GmbH)聯合創辦人及執行長
3:30pm-3:45pm	Intermission and Networking	小休
3:45pm-5:00pm	<b>Elevator Pitch: Pitch for Corporate Partnership</b> <b>Judges:</b> <ul style="list-style-type: none"> <li>Mrs. Rebecca Yung Vice-president, Hong Kong Women Professionals &amp; Entrepreneurs Association</li> <li>Ms Salome See Executive Director, Hong Kong Economic Times Holdings Limited and Managing Director of ET Net Limited</li> </ul> <b>Moderator, Judge &amp; Special Guest:</b> Mr. Vincent Wong Researcher on Creativity	<b>社企點子推銷：企業合作點子大比拼</b> <b>評判：</b> <ul style="list-style-type: none"> <li>容蔡美碧女士 香港女工商及專業人員聯會副主席</li> <li>史秀美女士 香港經濟日報集團有限公司執行董事及經濟通董事總經理</li> </ul> <b>主持·評判及特別嘉賓：</b> 黃永先生 創意研究員
5:00pm	End of Today's Program	本日議程完結

Languages: Cantonese (Simultaneous interpretation services in English, Putonghua and sign language will be available)

研討會語言：廣東話（大會將提供英語、普通話和手語即時傳譯服務）



## Ethical Consumption Month 2012: Fair Trade Forum 「良心消費月」2012：公平貿易論壇

## Other Activities 其他活動

<b>Date 日期：</b> 30 Nov 2012 (Fri) 2012年11月30日 (星期五)	<b>Venue 地點：</b> Meeting Room S423 Hong Kong Convention and Exhibition Centre (1 Harbour Road, Wanchai) 香港會議展覽中心會議室 S423 (灣仔港灣道一號)	<b>Registration 報名：</b> Form or Online 填表或網上登記
<b>Time 時間：</b> 9:30am-12:00pm	<b>Topic 主題：</b> Ethical consumption as a trend in HK – its potential and challenges 良心消費在香港的機遇及挑戰	<b>Fee 費用：</b> Free 免費
	<b>Speakers 講者：</b>	<b>Language 語言：</b> English 英語
	1. Ms Andrea Richert New Markets Manager Fairtrade International (FLO) 2. Ms Leung Pui Fung Business Development Director Fair Taste (HK) Ltd	1. Andrea Richert 女士 國際公平貿易標籤組織 新興市場經理 2. 梁佩鳳小姐 公平棧業務發展總監

The concepts of Ethical Consumption and Fairtrade are attracting increasing attention and support both overseas and in Hong Kong. Yet, the awareness that we should use more Fairtrade products needs to be raised further to turn into a mainstream market trend. The Forum will discuss the related issues including the creation of a Fairtrade market in Hong Kong, possible collaboration with mainstream operators and addressing the obstacles and challenges.

良心消費和公平貿易的概念，吸引著越來越多海外及香港的大眾關注。然而，對公平貿易產品的認知仍然有待改進，以把它們轉變成市場的主流趨勢。論壇將討論相關議題包括在香港創造一個公平貿易市場的機會、與主流運營商合作的可能的、及如何解決相關的障礙和挑戰。

Fair Trade Sponsor  
公平貿易贊助



Sponsor  
贊助



Enquiry 查詢： Tel 電話：3568 3546 (Miss Mable Lam 林小姐) | Email 電郵：mable.lam@social-enterprise.org.hk

## "Social Franchising" Workshop: Model for Social Enterprise Scale-up 「社企特許經營」工作坊：社企茁壯成長的模式

<b>Date 日期：</b> 30 Nov 2012 (Fri) 2012年11月30日 (星期五)	<b>Venue 地點：</b> Meeting Room S428 Hong Kong Convention and Exhibition Centre (1 Harbour Road, Wanchai) 香港會議展覽中心會議室 S428 (灣仔港灣道一號)	<b>Registration 報名：</b> Form or Online (Only for Symposium participants) 填表或網上登記 (只限研討會參與人士)
<b>Time 時間：</b> 10:00am-12:00pm	<b>Speakers 講者：</b>	<b>Fee 費用：</b> HK\$100
	1. Mr. Michael Norton Honorary Director and Trustee, The Centre for Innovation in Voluntary Action, UK 2. Ms Cai Shiyin Founder & CEO (China), Dialogue in the Dark Social Service Association	<b>Language 語言：</b> English 英語
	1. 邁克爾諾頓先生 名譽總監及信託人 英國創新義行行動 2. 蔡史印女士 創辦人及執行長 黑暗中對話公益服務中心	

So your social enterprise is a success; but you could be doing so much more – in your own country or even internationally. How to scale up your successful enterprise is an important consideration. Social franchising enables rapid replication whilst keeping control over quality and values. There are now many examples of social enterprises which have gone to scale using this technique. This session will illustrate some different mechanisms for franchising your project illustrated with real-life examples, will explore key success factors for replication and help you decide an appropriate replication strategy for your enterprise. The session is aimed at those running enterprises which are already successful, and ambitious social entrepreneurs with a big idea who want to plan how they will go to scale at an early stage.

你的社會企業可能已取得成功，但你可以在自己的國家甚至國際舞台上有更大的成就。如何擴大你成功的企業是一個重要的考量。社企特許經營能使社企快速複製而同時保障質量和價值，現在已有很多社會企業使用了這種技術去擴展業務。是次工作坊將以現實生活的例子，去說明如何以不同的機制去讓你的社企發展特許經營，並將探討複製成功的關鍵因素和幫助你的企業決定適當的策略。這次工作坊適合那些在運作中已取得成功的企業，以及那些已有大計又想要計劃在企業早期階段便走向規模化、雄心勃勃的社會企業家。

Enquiry 查詢： Tel 電話：3568 3546 (Miss Mable Lam 林小姐) | Email 電郵：mable.lam@social-enterprise.org.hk

## 'Social ECOprise' Presentation Ceremony 「菁之社企」專題研習報告及頒獎典禮

## Other Activities 其他活動

<b>Date 日期：</b> 30 Nov 2012 (Fri) 2012年11月30日(星期五)	<b>Venue 地點：</b> Meeting Room S428 Hong Kong Convention and Exhibition Centre (1 Harbour Road, Wanchai) 香港會議展覽中心會議室 S428 (灣仔港灣道一號)	<b>Registration 報名：</b> Open to public 歡迎參與
<b>Time 時間：</b> 2:00pm-4:00pm		<b>Fee 費用：</b> Free 免費
		<b>Language 語言：</b> Cantonese 廣東話

To gain an in-depth understanding of social enterprises that are growing in large numbers in Hong Kong, students who joined "Learning about the Community: Social Enterprise Programme" and "Social ECOprise" conducted by Roundtable Community this summer have been asked to explore how social enterprises may enhance community bonding, social networking and sustainable development. The means of study include talks, a multimedia visual workshop, visits to social enterprises and writing of analysis reports. Outstanding participants will be selected to share their findings at this Ceremony.

### Aims:

- To develop one's sense of dedication to the society and enhance the knowledge on social enterprise, social bonding and environmental issues;
- To develop one's vision and sensitivity to issues about our community;
- To cultivate one's commitment to the sustainable development of our society;
- To cultivate one's skill to maintain and expand social network.

**Target:** Form3-Form 7 students or Aged 15-19 Youths

近年來香港的社會企業發展蓬勃，為加強中學生對社企的認識，圓桌研究及教育協會於今年暑假舉辦「認識社區：社會企業」及「菁之社企」研習活動，讓同學探討社會企業如何推動社會和諧、共融及可持續發展的課題。研習活動包括講座、多媒體創作工作坊、社企參觀及專題研習等。傑出表現的隊伍會被挑選在頒獎典禮中發表研究報告。

### 目的：

- 認識社會企業，增強個人對社會共融、環境保育意識的關注；
- 擴闊全球視野，提高探討全球環保議題的興趣與敏感度；
- 承擔及促進社會的可持續發展；
- 建立廣闊的社交網絡。

**對象：**中三至中七學生或年齡介乎15至19歲的青少年

Organizer  
主辦



Enquiry 查詢：Tel 電話：2111 5882 (Miss Rachel AuYeung 歐陽小姐) | Email 電郵：se@roundtablecommunity.org.hk

## Mentorship Programme for Social Enterprises 師友攜手培育社會企業

Organizer  
主辦  
**Home Affairs Department**  
The Government of the Hong Kong Special  
Administrative Region  
香港特別行政區政府  
民政事務總署

<b>Date 日期：</b> 30 Nov 2012 (Fri) 2012年11月30日(星期五)	<b>Venue 地點：</b> Meeting Room S427 Hong Kong Convention and Exhibition Centre (1 Harbour Road, Wanchai) 香港會議展覽中心會議室 S427 (灣仔港灣道一號)	<b>Registration 報名：</b> By invitation 經邀請參與
<b>Time 時間：</b> 2:00pm-5:00pm		<b>Language 語言：</b> Mainly Cantonese 廣東話為主

This is an exchange forum to be conducted by the **Home Affairs Department** to share the experience of mentorship programme for social enterprises. There will be speeches and sharing on the latest development of the Enhancing Self-reliance Through District Partnership Programme, the significance of mentorship in nurturing social enterprises, successful experience of a corporate mentor, and collaboration with local university programme.

此座談會由**民政事務總署**舉辦，讓參加者交流社會企業師友計劃的經驗。內容包括演講及討論，題材包括「伙伴倡自強社區協作計劃」的新近發展及師友計劃對培育社會企業的成效、營商顧問支援社會企業的成功案例，以及與本地大學合作的例子。

Enquiry 查詢：Tel 電話：3568 3546 (Miss Ada Chun 秦小姐) | Email 電郵：ada.chun@social-enterprise.org.hk

### Hong Kong Women Professionals and Entrepreneurs Association presents: "A Dinner to Remember – Dialogue with Leading Social Entrepreneurs" 香港女工商及專業人員聯會呈獻：「與傑出社會企業家對談」晚宴

<b>Date 日期：</b> 30 Nov, 2012 (Friday) 2012年11月30日 (星期五)	<b>Venue 地點：</b> 2/F, Tai Wo Din, Jumbo Floating Restaurant (Shum Wan Pier Drive, Wong Chuk Hang, Aberdeen, Hong Kong) 珍寶王國海鮮舫 2 樓太蘇殿 (香港仔黃竹坑深灣碼頭徑)	<b>Registration 報名：</b> Form or Online (Only for Symposium participants) 填表或網上登記 (只限研討會參與人士)
<b>Time 時間：</b> 6:00 pm - 7:00 pm (Registration and Networking) (登記及交流) 7:00 pm - 9:30pm (Dinner 晚宴)		<b>Fee 費用：</b> HK\$250

As in the last three years, the major Summit Symposium this year will be supported by a Dinner Gathering for the participants to engage in fruitful dialogues on the subject and to remember for this and other reasons. The Symposium will be attended by a large number of local and non-local social entrepreneurs, including many leading practitioners and role models. The Dinner Gathering has been specially designed to create a significant opportunity for the participants to freely converse and interact with these leading social entrepreneurs. At the Dinner there will be at least one leading social entrepreneur serving as a host for each table of 6-8 participants. A facilitator will help to ensure that all participants will benefit. The small group setting will make possible a relaxed, intimate and enlightening discussion which will become a Dinner to Remember for all participants.

With the generous sponsorship of **Hong Kong Women Professionals and Entrepreneurs Association**, registration fee for this Dinner is only **HK\$250**. Seats are limited and on a first-come-first-served basis.

一般的研討會因時間緊迫，很難有機會讓參加者和講者作較深入的對話和交流。「2012社企民間高峰會」將邀請眾多的傑出社會企業家出席，為把握這一機會，我們特別組織一個形式獨特的「與傑出社會企業家對談」晚宴，好讓參加者和這些企業家暢談。

晚宴以小型圓桌會議的模式，每桌由一位主持人主導，讓六至八名與會者與一位成功的社會企業家對談。我們相信此方式能使參加者互相接近，更容易交流意見，及分享問題和心得，令大家享有一個豐盛而難忘的晚宴。

晚宴得到**香港女工商及專業人員聯會**的慷慨贊助，現只需**港幣\$250**，即可參加這個和成功企業家直接對話和共晉晚餐的難得機會！

名額有限，額滿即止。

Sponsors  
贊助



Ms Pansy Ho





# International Symposium 國際研討會

DAY 3 第三天 1 Dec, Saturday | 12月1日 (星期六)

Hall 5G, Hong Kong Convention and Exhibition Centre, Wanchai, Hong Kong  
香港灣仔香港會議展覽中心展覽廳 5G

Time 時間	Program	節目
9:00am-10:30am	<b>Keynote Session 3: Creating Changemaker Campuses</b>  <b>Topic: Responsible University and Engagement of Social Enterprises in Campus</b> <b>Keynote speaker:</b> Prof. Joseph Sung, SBS Vice-Chancellor, The Chinese University of Hong Kong  <b>Respondent:</b> Prof. John Burns Chair of Professor in Politics and Public Administration and Dean of Faculty of Social Sciences, The University of Hong Kong	<b>主題演講三： 構建社創校園</b>  <b>題目：大學的社會責任與社企角色</b>  <b>主題講者：</b> 沈祖堯教授，SBS 香港中文大學校長  <b>回應：</b> 卜約翰教授 香港大學政治與公共行政學講座教授及 社會科學院院長
10:30am-11:00am	Intermission and Networking	茶點及交流
11:00am-12:00pm	<b>Plenary Session</b> <ul style="list-style-type: none"> <li>Ms Marina Kim Founder and Director, Ashoka U</li> <li>Prof. Arthur Ellis Provost, City University of Hong Kong</li> <li>Mr. Robert Eggers Founder and President, DC Central Kitchen</li> <li>Dr. KK Tse Deputy Chair, Social Enterprise Summit Organizing Committee and Founding Chair, Chief Education Officer Education for Good CIC</li> </ul> <b>Moderator:</b> Dr. Michael Luk Hon. Associate Professor, The University of Hong Kong	<b>全體討論</b> <ul style="list-style-type: none"> <li>Marina Kim 女士 Ashoka U 創辦人及總裁</li> <li>Arthur Ellis 教授 香港城市大學學務副校長</li> <li>Robert Eggers 先生 DC Central Kitchen 創辦人暨會長</li> <li>謝家駒博士 社企民間高峰會籌備委員會副主席暨 仁人學社創辦主席及首席教育導師</li> </ul> <b>主持：</b> 陸人龍博士 香港大學名譽副教授
12:00pm-2:00pm	Intermission and Networking	午膳及交流
<div>Sponsor 贊助</div> <div>            香港賽馬會慈善信託基金            The Hong Kong Jockey Club Charities Trust         </div>		
2:00pm-2:45pm	<b>MaD@SES: Smart Ageing Keynote Session 4: Smart Ageing Way: Japanese Experience Toward The Super Ageing Societies</b>  <b>Speaker:</b> Prof. Hiroyuki Murata Smart Ageing International Research Centre, Tohoku University, Sendai, Japan	<b>MaD@社企民間高峰會：Smart Ageing 主題演講四： Smart Ageing之道：日本迎接超老社會 的經驗</b>  <b>講者：</b> 村田裕之教授 日本仙台市東北大學長者國際研究中心
2:45pm-3:15pm	Intermission and Networking	茶點及交流
3:15pm-6:00pm	<b>Interactive Session: Get Ready! Explore New Directions Towards Our Super Ageing Societies</b>  <b>Speech: Empathic Design for Ageing Societies</b>  <b>Speaker:</b> Ms Patricia Moore Adjunct Professor (Industrial Design), Arizona State University  <b>Facilitator:</b> Dr. Yanki Lee EXHIBIT at Golden Land Estate, London, UK and Visiting Fellow, Hong Kong Design Institute/ THEi	<b>互動環節： 邁向長者社會的新方向</b>  <b>演講：給超齡社會的同理心設計</b>  <b>講者：</b> Patricia Moore 女士 美國亞利桑納州立大學副教授(工業設計)  <b>主持：</b> 李欣琪博士 英國倫敦 EXHIBIT at Golden Land Estate 及 香港知專設計學院/ THEi 訪問研究員
6:00pm	Closing Remarks	閉幕辭

Languages: Cantonese (Simultaneous interpretation services in English, Putonghua and sign language will be available)

研討會語言：廣東話（大會將提供英語、普通話和手語即時傳譯服務）

Organizer 主辦



Sponsor 贊助



香港賽馬會慈善信託基金  
The Hong Kong Jockey Club Charities Trust



By 2050, 2 billion people in the world will be over 60, making up 22% of the global population. Supporting this demographic structure with our current economic, welfare and social systems is obviously a big challenge – a bigger, or smarter, challenge is whether we can respond to ageing differently and turn this daunting problem into opportunity.

Bringing together inspiring social innovators in ageing-related fields and creative participants from diverse age and backgrounds, MaD @ SES 2012 will be unprecedented – it is a cross-generational dialogue in search of synergies for “smart ageing”.

## Keynote Speech

### Smart Ageing Way: Japanese Experience Toward Super Ageing Societies

**Speaker: Prof. Hiroyuki Murata**

Smart Ageing International Research Centre,  
Tohoku University, Sendai, Japan

Prof. Murata, innovator of Japan's top ageing-related social enterprises, will introduce the concept of “smart ageing” and share how he leverages intergenerational environments for entrepreneurial success.

## Interactive Session

### Get ready! Explore New Directions Towards Our Super Ageing Societies

#### Speech: Empathic Design for Ageing Societies

**Speaker: Ms Patricia Moore**

Adjunct Professor (Industrial Design),  
Arizona State University

Named by ID magazine as one of “The 40 Most Socially Conscious Designers in the World,” Patricia Moore will share her creative approach to smart ageing.

**Facilitator: Dr. Yanki Lee**

EXHIBIT at Golden Lane Estate, London, UK and  
Visiting Fellow, Hong Kong Design Institute/ THEi

Dr. Yanki Lee, design researcher/activist spearheading innovative engagement and research projects on ageing, will show you how we can look at ageing differently through a sharing on her research and a series of interactive activities.

In addition to meeting experts, you will also meet cross-generational stakeholders with first-hand experiences in ageing-related social innovation in Hong Kong.

\* “Smart ageing” is a term created by the Tohoku University, Sendai, Japan.

MaD @ SES 2012: Smart Ageing is a MaD (Make a Difference) programme. Organized by the Hong Kong Institute of Contemporary Culture, MaD is an Asian platform for young people to rediscover themselves and society, and make good use of creativity for positive personal and social change.

Having taken part at SES as a youth track in the past two years, MaD is happy to take center stage and share our changemaking mindset and creative energy with all SES participants.

2050年，全球60歲以上的長者將達20億，佔總人口22%。這個新的人口結構將為現時的經濟、福利，以至整個社會體系帶來極大的挑戰。更重要的挑戰是我們能否以正面和創新的思維回應這狀況，把人口老化問題變成機會。

MaD @ 社企民間高峰會2012集合以社會創新回應人口老化的社會創業家、學者和願意變革和創新的你，不論年齡、專長、領域，一起探討“smart ageing”。

## 主題演講

### Smart Ageing之道：日本經驗

**講者：村田裕之教授**

日本仙台市東北大學長者國際研究中心

村田裕之教授以社會創新回應人口老化，創辦了多個極成功的社會企業。他將會分享“smart ageing”的概念，講解如何善用跨世代的環境，創造成功企業。

## 互動環節

### 邁向超齡社會的新方向

#### 演講：給超齡社會的同理心設計

**講者：Patricia Moore 女士**

美國亞利桑納州立大學副教授（工業設計）

Patricia Moore 被ID雜誌列為“全球40位最具社會意識的設計師”之一，她將會分享如何以創意達至 smart ageing。

**主持：李欣琪博士**

英國倫敦EXHIBIT at Golden Lane Estate 及  
香港知專設計學院/ THEi 訪問研究員

李欣琪博士從事設計研究及相關的社會行動，曾策劃多個與人口老化有關的創新計劃。她將分享其研究項目，並帶領參加者進行互動，讓大家以全新視角，迎接人口老化的契機。

除了以上專家外，還有一群參與本地“smart ageing”項目的長者，與你分享親身經驗。

\* “Smart ageing”是一個由日本仙台市東北大學新創的詞彙。

MaD@社企民間高峰會2012: Smart Ageing 為一MaD (Make a Difference) 活動。MaD由香港當代文化中心主辦，是一個亞洲平台，讓年輕人發現個人與社會的多種可能性，以創意為自己以至社會創不同。

過去兩年，MaD在社企民間高峰會中舉辦以年青人為對象的活動。今年，MaD將在高峰会的主舞台與參加者一起推動變革思維及分享創意動力！

*A Cross-generational Dialogue*  
跨世代對話

## Visit to Local Social Enterprises 本地社企參訪活動

<b>Date 日期：</b> 2 Dec 2012 (Sun) 2012年12月2日 (星期日)	<b>Start off point 出發地點：</b> Hong Kong Convention and Exhibition Centre Entrance 香港會議展覽中心正門	<b>Registration 報名：</b> Form or Online (Only for Symposium participants) 填表或網上登記 (只限研討會參與人士)
<b>Time 時間：</b> 9:00am – 12:30pm		<b>Fee 費用：</b> HK\$100 (Round trip transportation and light refreshment provided) (包括往返交通及飲品小食)

To enable overseas experts and local participants of Social Enterprises Summit 2012 to have an in-depth understanding of social enterprises in Hong Kong, a half-day visit to 4 local social enterprises organized by the **Hong Kong General Chamber of Social Enterprises Ltd.**, will take place on December 2, 2012. Those who are interested may select one of the four destinations:

### 1. Teresa New Life Coffee Shop & “rwb330” (Handicrafts • Gallery • Workshop • Florist)

**Teresa New Life Coffee Shop**, the first theme café in memory of Ms. Teresa Teng, is established by **New Life Psychiatric Rehabilitation** in 2009. It is the first social enterprise in Hong Kong using a celebrity as main theme. The project is sponsored by Teresa Teng Foundation with a matching grant from “Partnership Fund for the Disadvantaged” of the Social Welfare Department.

“rwb330” is a partnership project between **New Life Psychiatric Rehabilitation Association** and the renowned local artist – Stanley Wong (alias Another mountain man). The shop is furnished with “red-white-blue” materials and themes on “Positive Hong Kong”, with the aim of promoting holistic health (“330”) and bringing new life to people in recovery (PIR).

### 2. YMCA - Tung Chung Green Organic Farm

The Farm is a social enterprise in the Tung Chung community with diversified services and providing employment opportunities for the unemployed residents. It also makes efforts in community building by setting up networks between neighbors, community organizations, schools and government departments to strengthen helping and caring for one and others.

### 3. Cheerful Court

It is a social enterprise established by **Hong Kong Sheng Kung Hui Welfare Council**, aiming at redistributing community resources to support the healthcare needs of socially disadvantaged groups. By using entrepreneurial methods, such as marketing and pricing strategies, building partnerships, continuous quality review and control, research and publications, staff career developments, etc. several brandings have been established and self-sustainable.

### 4. The Good Lab

The Good Lab connects different minds and actions to meet, realize good ideas and change the world. It is a co-working space for changemakers from every field and background - art, academia, business, design, engineering, IT, education, environment, science, creative practices, social entrepreneurs, advocates and inventors, to come together to work, collaborate and take action for a sustainable, innovative and equitable future. In the Good Lab, you can:

- (i) enjoy an inspirational co-working space; (ii) receive support from Hosts;
- (iii) attend and co-organize meaningful programs; (iv) collaborate with a vibrant community.

**香港社會企業總會**為「2012社企民間高峰會」參加者提供半天的參觀社企機構活動，讓海外與會者及各界人士了解本地社企的營運情況。有興趣者可選擇其中一個參觀單位：

### 1. 甜蜜蜜新生咖啡店及「紅白藍330」(手工藝・藝廊・工作坊・花藝)

**甜蜜蜜新生咖啡店**是**新生精神康復會**於2009年創立的社會企業，為香港首間鄧麗君主題咖啡店，亦是全港首次採用名人為主題的社企項目。咖啡店由「鄧麗君文教基金會」贊助，並獲社會福利署「攜手扶弱基金」撥款資助，為精神病康復者創造就業及訓練機會，延續鄧麗君小姐的善心。

「紅白藍330」(「330」諧音即「身心靈」)由**新生精神康復會**與香港著名藝術家黃炳培(又名：又一山人)攜手合作打造，店舖以「紅白藍」及「正面香港」為設計主題，推廣身、心、靈健康發展，同時協助康復者重建新生。

### 2. 香港基督教青年會 - 東涌港青綠機田

**香港基督教青年會**(簡稱：港青)於東涌成立區內首個有機農場—港青綠機田，旨在向社會大眾推廣保護生態意識，提倡健康生活及飲食模式，以行動支持環境保護。「港青綠機田」作為社會企業，肩負服務社會的使命，一方面透過專業培訓，為東涌區內就業困難或失業的居民提供就業機會，亦同時為東涌居民帶來多元化的服務，並積極建立區內鄰里、社區組織、學校、政府部門間之網絡，加強他們互助互愛、共同建設社區。

### 3. 彩頤居 - 社區醫療支援服務網絡

「社區醫療支援服務網絡」是**香港聖公會福利協會**核下的一個社會企業單位，當中以結集及重新分配社區資源，為基層及有需要人士提供醫療護理服務為目標。透過市場推廣及服務定位、建議策略性合作伙伴、服務質素之監控、運用研究及印刷刊物、同事之職涯發展等的企業策略，成功為不同的企業項目建立品牌，當中包括恩悅中風復康服務、綜合醫療護理中心、地區性的基層保健服務等。

### 4. 好單位

好單位是一個連繫想法與行動的平台。實現好點子，改變世界。想像這裡，擁抱來自不同領域和背景的你們 - 藝術、學術、商業、設計、工程、IT、教育、環境、科學、社會企業、社會創新，讓工作、奇想和行動一同實現，讓我們共同創造一個可持續、創新、公平公義的未來。在好單位，你可以：

- (i) 隨意使用激發創意的工作空間；(ii) 獲得專業人士的幫助；(iii) 參與或協辦別具意義的活動；(iv) 尋找合作夥伴開展和推動你的計劃。

Organizer  
主辦





## Faculty Training – Workshop for Academia on Social Entrepreneurship 學院研修坊 – 專為學術界而設的社會創業工作坊

<b>Date &amp; Time 日期及時間：</b> <b>Session 1 第一場*</b> 3 Dec 2012 (Mon) 2012年12月3日(星期一) 9:00am – 6:00pm <hr/> <b>Session 2 第二場*</b> 4 Dec 2012 (Tue) 2012年12月4日(星期二) 9:00am – 6:00pm	<b>Venue 地點：</b> The Good Lab (1/F, The Sparkle, 500 Tung Chau Street, Cheung Sha Wan) 好單位 (長沙灣通州街 500 號星匯居 1 樓)  <b>Speaker 講者：</b> Ms Marina Kim Co-founder and Executive Director of Ashoka U  Marina Kim 女士 Ashoka U 聯合創辦人及執行總裁	<b>Registration 報名：</b> Form or Online 填表或網上登記  <b>Language 語言：</b> English 英語 (No simultaneous interpretation is provided as the Workshop is highly fast-paced and interactive) (因本工作坊內容密集及互動性高，故不設即時傳譯)
---	---	---

### Fee 費用：

#### Package 選擇 1: HK\$3,800

(Including 1 full day session of Faculty Training (3 or 4 Dec 2012) plus full symposium for 29 Nov to 1 Dec 2012  
(包括學院研修坊一天課程(2012年12月3或4日)及三天研討會(2012年11月29日-12月1日))

#### Package 選擇 2: HK\$3,500

(Including 1 full day session of Faculty Training (3 or 4 Dec 2012))  
(包括學院研修坊一天課程 (2012年12月3或4日))

\*Contents of each session are identical. Participants can choose to register for either one of them. 兩場研修坊內容相同，參加者只須選擇其中一場。

Faculty Training is a new and unique programme masterminded and coordinated by Education for Good CIC Ltd, a new social enterprise founded by Dr. K K Tse and Mrs. Rebecca Yung to spearhead innovative, scalable educational programs on social entrepreneurship.

This Workshop will be conducted by Ms Marina Kim, Co-founder and Executive Director of Ashoka U. Ms Kim will be assisted by Dr. Tse to ensure that the workshop contents will be highly relevant to the local context.

The Workshop has been designed to accelerate the development of teachers of social entrepreneurship at university level. Through the one-day intensive workshop, participants will be introduced to:

- Best practices and major trends in teaching of social entrepreneurship;
- Case studies of exemplary courses taught at leading universities;
- Resources and support networks available for course design and development;
- Strategies for partnering with practicing social entrepreneurs in the delivery of social entrepreneurship programmes inside and outside the classroom;
- Changing expectations and demands of the coming generation of university students.

### The Workshop is suitable for following participants:

- Teachers and would-be teachers on courses related to social entrepreneurship; and
- Social entrepreneurs, business entrepreneurs, senior executives, seasoned professionals who might be part-time teachers of university courses.

The workshops are open to participants from overseas.

學院研修坊是一個全新而獨特的工作坊，由仁人學社策劃，其目的是透過一整日的密集工作坊，於大學學術界推動有關社會創業及社會創新的教育。仁人學社由謝家駒博士及容蔡美碧女士創辦，旨在引領創新、具發展潛力的教育計劃，以利于促進社會企業家精神和社會創新的發展。

本工作坊將由 Ashoka U 聯合創辦人及執行總裁 Marina Kim女士主講，並由謝家駒博士主持，內容將針對本港社會創業發展概況，透過一天的課程參加者可認識到：

- 有關社會創業及社會創新教育的最新發展及典範模式；
- 歐美知名的大學社會創業及社會創新課程分析；
- 各種設計及發展課程所需的資源及網絡；
- 與社會創業家在課室內外合作提供社會創業及社會創新課程的策略；
- 新一代大學生的期望及需求。

### 本工作坊適合以下人士參與：

- 教授與社會創業及社會創新相關課程的大學教師，或計劃參與此類工作的人士；
- 有志成為兼職大學教師，教授相關課程的社會企業家、創業家、企業高層或專業人士。

本工作坊歡迎海外人士報名參與。

Organizer  
主辦



Enquiry 查詢： Tel 電話：3994 8630 (Mr. C.K. Tse 謝先生) | Email 電郵：ck.tse@education-for-good.com

# Activities at a Glance 活動概覽

# Rejuvenate Our City *through* 推動社會創新 Social Innovation 營建都市活力

Pre-Summit Activities 高峰會前奏	
2012.8.11 (Sat 星期六) 10:30am – 1:00pm Sha Tin Town Hall Plaza 沙田大會堂廣場	The Hong Kong Jockey Club Charities Trust presents 香港賽馬會慈善信託基金呈獻： Empower U- 'Small Action . Big Difference' Action Pledging Ceremony 「小行動·大改變」行動誓師儀式 P.4
2012.8.19 (Sun 星期日) 3:00pm – 4:30pm The Good Lab 好單位	'House of Social Innovators' Launch cum Asia Social Innovation Award 2012 launch and Young Social Entrepreneurs Award 2012 Results Announcement '社創人家'啟動儀式暨亞洲社企創新獎2012啟動儀式 及青年社企創業者大賞2012結果公佈 P.6
2012.10.29 (Mon 星期一) 12:00pm – 2:30pm Thornton Room 3/F, The Salisbury YMCA 基督教青年會(港青)三樓韓頓廳	The Hong Kong Jockey Club Charities Trust presents 香港賽馬會慈善信託基金呈獻： A Power Lunch for NGO Leaders and Social Entrepreneurs: Mission Revisit 非牟利機構領袖及社會創業家高能量午餐：使命重尋 P.7
The Summit 高峰會活動	
2012.11.18 (Sun 星期日) 10:00am – 6:00pm The Good Lab 好單位	Ethical Consumption Month Kick Off cum Ethical Consumption Bazaar 良心消費月啟動儀式暨良心消費聯展 P.9
2012.11.18 (Sun 星期日) 2:30pm – 5:30pm The Good Lab 好單位	SE Summit 2012 Kick Off 社企民間高峰會2012啟動儀式 SE Awards Presentation Ceremony 社企比賽頒獎典禮 P.8
2012.11.18 (Sun 星期日) - 2012.12.18 (Tue 星期二)	Ethical Consumption Month: 'Tithe Consumption' 良心消費月「十一消費」 P.9
2012.11.24 (Sat 星期六) 9:00am-1:30pm 8/F, Yan Fook Church Hall, Cheung Sha Wan Plaza 長沙灣廣場一期恩福堂8樓禮堂	Olive Capital Fund presents 愛澤基金會呈獻： Faith-based Forum: 'Social Innovation – Business as Mission' 宗教團體論壇：「創新社關 - 使命商道」 P.10
2012.11.27 (Tue 星期二) 9:30am-12:30pm 1/F, Duke of Windsor Social Service Building 溫沙公爵社會服務大廈1樓	Skill-based Workshop for NGOs and SEs 非牟利機構社企營運技巧工作坊 P.10
2012.11.28 (Wed 星期三) 4:00pm-9:00pm CoCoon 浩觀	HSBC presents: Social Business Lab 滙豐呈獻：社會型企業工作坊 P.11
International Symposium (Day 1) 國際研討會 (第一天)	
2012.11.29 (Thu 星期四) 10:00am – 12:30pm HKCEC Meeting Room S427 香港會議展覽中心會議室 S427	Dialogue in Silence: 'A Moment of Silence' Workshop (1) 無聲對話：「無聲一刻」工作坊 (1) P.13
2012.11.29 (Thu 星期四) 10:00am – 1:00pm HKCEC Meeting Room S426 香港會議展覽中心會議室 S426	Family Philanthropy and Social Innovation Forum (By invitation) 家族慈善與社會創新論壇 (經邀請參與) P.14
2012.11.29 (Thu 星期四) 3:00pm – 6:00pm HKCEC Hall 5G 香港會議展覽中心展覽廳 5G	3:00pm – 3:30pm Social Enterprise Summit 2012 Grand Opening 社企民間高峰會2012開幕典禮 P.13
	3:30pm – 5:00pm Keynote Session 1: Social Business City – How a New Kind of Capitalism Serves Society's Most Pressing Needs 主題演講一：社會事業型城市一急社會所急的新資本主義 Topic: How Business Creates Impact for Positive Changes 題目：商界如何改變社會 Keynote Speaker 主題講者：Saskia Bruysten P.13
	5:00pm – 6:00pm Reception and Exhibition of SE Awards proposals 茶點及社企比賽得獎計劃書展覽 P.13
2012.11.29 (Thu 星期四) 6:00pm – 8:30pm HKCEC Meeting Room S426 香港會議展覽中心會議室 S426	'Meeting with Ideas Generator' – Coaching for SE Awards Winners (By invitation) 跟意念創作者相聚：社企得獎者教坊 (經邀請參與) Prominent SE Coach from UK 英國著名社企教練：Michael Norton 邁克爾諾頓 P.14
International Symposium (Day 2) 國際研討會 (第二天)	
2012.11.30 (Fri 星期五) 9:00am – 12:00pm HKCEC Hall 5G 香港會議展覽中心展覽廳 5G	The Hong Kong Jockey Club Charities Trust presents 香港賽馬會慈善信託基金呈獻： Keynote Session 2: NGO as a Change Agent 主題演講二：非牟利組織在社會變革中的使命 Topic: Social Innovation – A Paradigm Shift 題目：社會創新－範式轉移 Keynote Speaker 主題講者：Vivien Maidaborn Plenary discussion 全體討論 P.15

## Activities at a Glance 活動概覽

International Symposium (Day 2) 國際研討會 (第二天)	
2012.11.30 (Fri 星期五) 9:30am – 12:00pm HKCEC Meeting Room S423 香港會議展覽中心會議室 S423	<b>Ethical Consumption Month: Fair Trade Forum</b> 良心消費月：公平貿易論壇 P. 16
2012.11.30 (Fri 星期五) 10:00am – 12:00pm HKCEC Meeting Room S428 香港會議展覽中心會議室 S428	<b>'Social Franchising' Workshop: Model for Social Enterprise Scale-up</b> 「社企特許經營」工作坊：社企茁壯成長的模式 P. 16
2012.11.30 (Fri 星期五) 10:00am – 12:30pm HKCEC Meeting Room S427 香港會議展覽中心會議室 S427	<b>Dialogue in Silence: 'A Moment of Silence' Workshop (2)</b> 無聲對話：「無聲一刻」工作坊 (2) P. 13
2012.11.30 (Fri 星期五) 2:00pm – 4:00pm HKCEC Meeting Room S428 香港會議展覽中心會議室 S428	<b>'Social ECOprise' Presentation Ceremony</b> 「菁之社企」專題研習報告及頒獎典禮 P. 17
2012.11.30 (Fri 星期五) 2:00pm – 5:00pm HKCEC Meeting Room S427 香港會議展覽中心會議室 S427	<b>Mentorship Programme for Social Enterprises (By invitation)</b> 師友攜手培育社會企業 (經邀請參與) P. 17
2012.11.30 (Fri 星期五) 2:00pm – 5:00pm HKCEC Hall 5G 香港會議展覽中心展覽廳 5G	<b>HSBC presents: 'Matching for Solutions' – Global Goes Local</b> 滙豐呈獻：「配對共籌謀」- 環球滙萃·落地香港 P. 15
	2:00pm – 3:30pm <b>Sharing by Matching Cases</b> 配對個案分享 1. Henderson x Good Lab 恒基兆業 x 好單位 2. Caffé HABITU x Green Monday Caffé HABITU x 綠色星期一 P. 15
	3:45pm-5:00pm <b>Elevator Pitch: Pitch for Corporate Partnership</b> 社企點子推銷比賽：企業合作點子大比拼 Moderator, Judge and Special Guest 主持、評判及特別嘉賓：Vincent Wong 黃永 P. 15
2012.11.30 (Fri 星期五) 7:00pm – 9:30pm 2/F Jumbo Restaurant, Aberdeen 香港仔珍寶海鮮舫 2 樓	<b>HKWPEA presents 'A Dinner to Remember - Dialogue with Leading Social Entrepreneurs'</b> 香港女工商及專業人員聯會呈獻：「與傑出社會企業家對話」晚宴 P. 18
International Symposium (Day 3) 國際研討會 (第三天)	
2012.12.1 (Sat 星期六) 9:00am – 12:00pm HKCEC Hall 5G 香港會議展覽中心展覽廳 5G	<b>Keynote Session 3: Creating Changemaker Campuses</b> 主題演講三：構建社創校園 Topic: Responsible University and Engagement of Social Enterprises in Campus 題目：大學的社會責任與社企角色 Keynote Speaker 主題講者：Joseph Sung 沈祖堯 <b>Plenary discussion 全體討論</b> P. 19
2012.12.1 (Sat 星期六) 2:00pm – 6:00pm HKCEC Hall 5G 香港會議展覽中心展覽廳 5G	<b>The Hong Kong Jockey Club Charities Trust presents 香港賽馬會慈善信託基金呈獻：</b> <b>MaD @ SES: Smart Ageing MaD@社企民間高峰會：Smart Ageing</b> P. 20
	<b>Keynote Session 4: Smart Ageing Way- Japanese Experience Toward the Super Ageing Societies</b> 主題演講四：Smart Ageing 之道—日本迎接超老社會的經驗 Keynote Speaker 主題講者：Hiroyuki Murata 村田裕之 P. 20
	<b>Interactive Session: Get Ready! Explore New Directions Towards Our Super Ageing Societies</b> 互動環節：邁向長者社會的新方向 <b>Speech: Empathic Design for Ageing Societies</b> 演講：給超齡社會的同理心設計 Speaker 講者：Patricia Moore P. 20
The Summit 高峰會活動	
2012.12.2 (Sun 星期日) 9:00am – 12:30pm Start off point 出發地點： HKCEC Entrance 香港會議展覽中心正門	<b>Visits to Local Social Enterprises 參觀本地社企</b> P. 21
2012.12.3 (Mon 星期一) 9:00am – 6:00pm The Good Lab 好單位	<b>Faculty Training 學院研修坊 (1)</b> Co-Organizer: Education for Good CIC 協辦：仁人學社 P. 22
2012.12.4 (Tue 星期二) 9:00am – 6:00pm The Good Lab 好單位	<b>Faculty Training 學院研修坊 (2)</b> Co-Organizer: Education for Good CIC 協辦：仁人學社 P. 22



## REGISTRATION FORM 登記表格

**I SHALL JOIN 本人將參與** (All events are on first-come-first-served basis. 名額有限，先到先得。)

Part 1 第一部份：International Symposium 國際研討會				Fees per head 每位費用	
Venue 地點：Hall 5G, HKCEC, Wanchai 灣仔會議展覽中心展覽廳 5G				On or before Oct 31, 2012 2012年10月31日或以前	
Please "✓" the event(s) to be attended 請 "✓" 您要參加的活動				After Oct 31, 2012 2012年10月31日以後	
<input type="checkbox"/>	Full Symposium 三天研討會 Date 日期：29.11.2012 - 1.12.2012 Please choose the session(s) that you will participate 請選擇您將參與的部份			HK\$ 600	HK\$ 800
	29.11.2012	30.11.2012	1.12.2012		
		<input type="checkbox"/> 9:00-12:00	<input type="checkbox"/> 9:00-12:00		
	<input type="checkbox"/> 15:00-18:00	<input type="checkbox"/> 14:00-17:00	<input type="checkbox"/> 14:00-18:00		
<input type="checkbox"/>	One Day Only 一天研討會 <input type="checkbox"/> Date 日期：29.11.2012 (Time 時間：15:00-18:00) <input type="checkbox"/> Date 日期：30.11.2012 (Time 時間：9:00-17:00) <input type="checkbox"/> Date 日期：1.12.2012 (Time 時間：9:00-18:00)			HK\$ 500	
<input type="checkbox"/>	Full Time Student Offer 全日制學生優惠：(Please choose one only 請選其中一項) <input type="checkbox"/> Full Symposium 三天研討會 Date 日期：29.11.2012 - 1.12.2012			HK\$ 200	
	<input type="checkbox"/> Symposium Day 3 - MaD@SES only 只出席第三天研討會 - MaD@社企民間高峰會 Date 日期：1.12.2012 Time 時間：14:00-18:00			HK\$ 100	
Part 2 第二部份：Other Summit Activities 其他高峰會活動					
<input type="checkbox"/>	Faith-based Forum: "Social Innovation - Business as Mission" 宗教團體論壇：「創新社關 - 使命商道」 Date 日期：24.11.2012 Time 時間：9:00-13:30 Venue 地點：8/F, Yan Fook Church Hall, Cheung Sha Wan Plaza 長沙灣廣場一期恩福堂8樓禮堂 Language 語言：Cantonese 廣東話			HK\$ 40	HK\$ 50
<input type="checkbox"/>	Skill-based Workshop for NGOs and SEs 非牟利機構社企營運技巧工作坊 Date 日期：27.11.2012 Time 時間：9:30-12:30 Venue 地點：Auditorium, 1/F, Duke of Windsor Social Service Building, Wanchai 灣仔溫沙公爵社會服務大廈1樓大禮堂 Language 語言：English 英語			HK\$ 180	HK\$ 200
<input type="checkbox"/>	Social Business Lab 社會型企業工作坊 Date 日期：28.11.2012 Time 時間：16:00-17:00 (Session 1 第一部份); 17:15-21:00 (Session 2 第二部份) Venue 地點：CoCoon (3/F, Citicorp Centre, 18 Whitfield Road, Causeway Bay) 浩觀(銅鑼灣威菲路道18號萬國寶通中心3樓) Language 語言：English 英語			HK\$ 1,600	HK\$ 1,800
<input type="checkbox"/>	Dialogue in Silence: "A Moment of Silence" Workshop 無聲對話：「無聲一刻」工作坊 * (Please choose one only 請選其中一場) Venue 地點：Meeting Room S427, HKCEC, Wanchai 灣仔會議展覽中心會議室 S427 <input type="checkbox"/> Session 1 第一場 (Language 語言：Mainly Cantonese 廣東話為主) Date 日期：29.11.2012 Time 時間：10:00-12:30 <input type="checkbox"/> Session 2 第二場 (Language 語言：Mainly Cantonese 廣東話為主) Date 日期：30.11.2012 Time 時間：10:00-12:30			HK\$ 300 (Discounted from original HK\$1,000 原價 HK\$1,000)	

<input type="checkbox"/>	<b>Ethical Consumption Month: Fair Trade Forum</b> 良心消費月：公平貿易論壇 Date 日期：30.11.2012 Time 時間：9:30-12:00 Venue 地點：Meeting Room S423, HKCEC, Wanchai 灣仔會議展覽中心會議室 S423 Language 語言：Cantonese 廣東話	Free 免費	
<input type="checkbox"/>	<b>“Social Franchising” Workshop: Model for Social Enterprise Scale-up*</b> 「社企特許經營」工作坊：社企茁壯成長的模式 * Date 日期：30.11.2012 Time 時間：10:00-12:00 Venue 地點：Meeting Room S428, HKCEC, Wanchai 灣仔會議展覽中心會議室 S428 Language 語言：English 英語	HK\$ 90	HK\$ 100
<input type="checkbox"/>	<b>A Dinner to Remember - Dialogue with Leading Social Entrepreneurs*</b> 「與傑出社會企業家對話」晚宴 * Date 日期：30.11.2012 Time 時間：19:00-21:30 Venue 地點：2/F, Jumbo Floating Restaurant, Aberdeen 香港仔珍寶海鮮舫2樓 Preferred Table Language 擬用席上語言 <input type="checkbox"/> Cantonese 廣東話 <input type="checkbox"/> Putonghua 普通話 <input type="checkbox"/> English 英語 <input type="checkbox"/> All languages 語言不限	HK\$ 220	HK\$ 250
<input type="checkbox"/>	<b>Visit to Local Social Enterprises 參觀本地社企*</b> (Please choose one only. 請選其中一項) Date 日期：2.12.2012   Time 時間：9:00-12:30   Start off point 出發地點：Entrance, HKCEC, Wanchai 灣仔會議展覽中心正門		
	<input type="checkbox"/> New Life Psychiatric Rehabilitation Association - Teresa New Life Coffee Shop & “rwb330” (Handicrafts • Gallery • Workshop • Florist) 新生精神康復會 - 甜蜜蜜新生咖啡店及「紅白藍330」(手工藝 • 藝廊 • 工作坊 • 花藝)	HK\$ 90	HK\$ 100
	<input type="checkbox"/> YMCA - Tung Chung Green Organic Farm 香港基督教青年會 - 東涌(港青)綠機田		
	<input type="checkbox"/> Hong Kong Sheng Kung Hui Welfare Council - Cheerful Court 香港聖公會福利協會 - 彩頤居 - 社區醫療支援服務網絡	(Round trip transportation and light refreshment provided 包括往返交通及飲品小食)	
<input type="checkbox"/>	<b>Faculty Training</b> 學院研修坊 Venue 地點：The Good Lab 好單位 <input type="checkbox"/> Session 1 第一場 (Language 語言：English 英語) Date 日期：3.12.2012 Time 時間：9:00-18:00 <input type="checkbox"/> Session 2 第二場 (Language 語言：English 英語) Date 日期：4.12.2012 Time 時間：9:00-18:00	<input type="checkbox"/> Package 選擇 1: HK\$3,400+	<input type="checkbox"/> Package 選擇 1: HK\$3,800+
		<input type="checkbox"/> Package 選擇 2: HK\$3,150+	<input type="checkbox"/> Package 選擇 2: HK\$3,500+
Contents of each session are identical. Participants can choose to register for either one of them. 兩場研修坊內容相同，參加者只須選擇報名其中一場。			
*Only for Symposium participants 只限研討會參與人士 *For details please refer to page 22 詳情請參考本冊子第22頁			
Grand Total 總計：HK\$ _____			

## PAYMENT METHODS 付款方法

1. Register online 網上付款：www.social-enterprise.org.hk/ses2012/registration
2. Send crossed cheque payable to “The Hong Kong Policy Research Foundation Ltd.” and registration form to SES Registration Office (9/F, Fortis Tower, 77 Gloucester Road, Wanchai, HK). 支票（抬頭為「香港政策研究基金有限公司」）連表格寄往社企民間高峰會登記處（香港灣仔告士打道77號富通大廈9樓）。
3. Email/Fax bank transfer slip (with full name) to SES Registration Office. 銀行存入收據（連同全名）電郵或傳真至社企民間高峰會登記處。  
HSBC A/C 滙豐銀行戶口：808-778773-001。

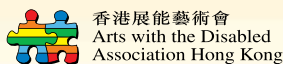
## CONTACT INFORMATION 聯絡資料

Thank you for filling in this section. 必須填寫，謝謝合作。

Name 姓名 (Mr./Ms 先生/女士) _____	Student ID No. 學生證號碼 _____
Organization/Institution 機構/院校名稱 _____	(if applicable 如適用)
Position/Programme Name 職位/課程名稱 _____	
Tel. 電話 _____ Email 電郵 _____	
Mailing Address 通訊地址 _____	

Which sector are you from? 你屬於哪一界別? <input type="checkbox"/> Social Enterprise 社會企業 <input type="checkbox"/> NGO 非牟利組織 <input type="checkbox"/> Business 工商界 <input type="checkbox"/> Education 教育界 <input type="checkbox"/> Government 政府 <input type="checkbox"/> Student 學生 <input type="checkbox"/> Others (Please specify) 其他 (請註明)： _____	Which area are you from? 你來自哪一地區? <input type="checkbox"/> Hong Kong 香港 <input type="checkbox"/> China Mainland 中國 <input type="checkbox"/> Other Asian Regions 其他亞洲地區： _____ <input type="checkbox"/> USA 美國 <input type="checkbox"/> Europe 歐洲 <input type="checkbox"/> Australia 澳洲 <input type="checkbox"/> Others (Please specify) 其他 (請註明)： _____	How do you know about Social Enterprise Summit? 你從何得知社企民間高峰會? <input type="checkbox"/> Online 網上 <input type="checkbox"/> e-Newsletter 電子通訊 <input type="checkbox"/> Brochure 宣傳冊子 <input type="checkbox"/> Newspaper 報紙 <input type="checkbox"/> Friends recommendation 朋友推薦 <input type="checkbox"/> Email 電郵 <input type="checkbox"/> Others (Please specify) 其他 (請註明)： _____	Which age group do you belong to? 你的年齡層是? <input type="checkbox"/> Under 20 歲以下 <input type="checkbox"/> 20-29 <input type="checkbox"/> 30-39 <input type="checkbox"/> 40-49 <input type="checkbox"/> 50-59 <input type="checkbox"/> 60 or above 60 歲或以上	Would you like to be our interviewee and talk about Social Enterprise Summit? 你是否願意接受訪問，談談對社企民間高峰會的意見? <input type="checkbox"/> Yes <input type="checkbox"/> No
---	---	--	---	--

# Supporting Organizations 支持機構





## Partners 合作伙伴

### Partners 合作伙伴



### Event Management Partner 活動籌劃伙伴



### Media Partners 媒體伙伴



# Sponsors 贊助機構

## Major Sponsors 主要贊助機構



香港特別行政區政府  
**民政事務局**  
Home Affairs Bureau  
The Government of the Hong Kong Special Administrative Region



香港賽馬會慈善信託基金  
The Hong Kong Jockey Club Charities Trust

## Platinum Sponsor 鉑金贊助

HSBC 滙豐

## Gold Sponsors 金贊助



Ms Pansy Ho



## Fair Trade Sponsor 公平貿易贊助



## Silver Sponsors 銀贊助



## Sponsors 贊助



## **Social Enterprise Summit Registration** **社企民間高峰會登記處**

Address 地址：

9/F, Fortis Tower, 77 Gloucester Road, Wanchai, Hong Kong  
香港灣仔告士打道 77 號富通大廈 9 樓

Tel 電話：(852) 2561 5566

Fax 傳真：(852) 2811 9156

E-mail 電郵：ses@newwayfairs.com

## **Social Enterprise Summit Secretariat** **社企民間高峰會秘書處**

Address 地址：

1/F, The Sparkle, 500 Tung Chau Street, Cheung Sha Wan, Kowloon  
九龍長沙灣通州街 500 號星匯居 1 樓

Tel 電話：(852) 3568 3546

E-mail 電郵：secretariat@social-enterprise.org.hk

Website 網頁：www.social-enterprise.org.hk