

**Social Awareness Programme**

- CSR in practice; bring vision to action

*Social awareness program for staffs development/ social club activities / mission-based corporate retreat*

## What is ACT and social awareness program?

### **Our Mission**

- We aim to equip corporate staff with an in-depth understanding of social issues mainly on poverty, social enterprise, environmental protection and cultural heritage
- We enhance social inclusion both internally and externally amongst the company.
- We consolidate CSR motto of the company and put it into action.
- We support grass-root, social enterprise and small start-up social organizations through co-developing social awareness programs with them.

### **Our Service**

- One-stop social awareness program platform
- Address mode of experiential learning and extensive social topics
- Induce inspiration and reflection upon personal value in life and at work.
- Help identify needy social groups for CSR planning.

### **Our Characteristics**

- We are the pioneer and sole service provider to organize social staff development program for corporate.
- We have a broad platform consisting of over 400 social enterprises, 97% NGO network and extensive grass root network of HKCSS
- We are the only platform which is able to customize a broad range of social awareness programmes

### **Our Contribution**

- Joining ACT itself is already a CSR practice. We operate as a social enterprise where 35% or above of the program fees generated directly benefits our partner organizations and beneficiaries. This program steps beyond the narrow boundaries of the corporate training and simultaneously makes an impact upon society.
- Strengthen communication, solidarity and team spirit within company staffs
- Help senior management key out important social issues and develop customized CSR strategies that address specific social needs

## Why so importance to build up social awareness for staffs?

### Global Trend

- Moving beyond Corporate Social Responsibility is the latest global trend. Large corporations around the world are shifting from Corporate Social Responsibility (CSR) towards Creating Shared Value (CSV). CSV is a move beyond CSR as social activities are an integral part of the overall business model.<sup>1</sup> The bridge between CSR and CSV is developing social awareness and visions for the future in the social world.

### Create new competitive advantage

- Social awareness would allow corporations to strive forward on the road of CSR towards CSV, creating a new competitive advantage<sup>2</sup> through building social knowledge. Actually building social awareness for staffs is an asset-building for the company, the ripple effect generated or derived in return will nurture vision development of staffs where company will eternally the greatest beneficiary.

## How does it benefit company?

Senior management...

- Gain valuable and hands-on insights into CSR.
- Benefit from ACT's extensive network in advancing social entrepreneurship.
- Establish stronger relationship and rapport with employees.
- Enhance leadership qualities.

Your employees...

- Enrich job satisfaction.
- Increase proud and commitment<sup>3</sup> to the company.
- Enhance personal growth and working enthusiasm
- Stimulate mental acuity and problem-solving ability.

## Social awareness program

- Range from around 1/2 to 1 day.
- In-depth experience on social issue
- Each program composes of information session, engagement session and sharing session.

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<sup>1</sup>[http://www.hks.harvard.edu/m-](http://www.hks.harvard.edu/m-rcbg/fellows/N_Lovegrove_Study_Group/Session_1/Michael_Porter_Creating_Shared_Value.pdf)

[rcbg/fellows/N\\_Lovegrove\\_Study\\_Group/Session\\_1/Michael\\_Porter\\_Creating\\_Shared\\_Value.pdf](http://www.hks.harvard.edu/m-rcbg/fellows/N_Lovegrove_Study_Group/Session_1/Michael_Porter_Creating_Shared_Value.pdf)

<sup>2</sup> <http://www.triplepundit.com/2013/01/corporate-shared-value-new-competitive-advantage/>

<sup>3</sup> [http://business.outlookindia.com/article\\_v3.aspx?artid=272161](http://business.outlookindia.com/article_v3.aspx?artid=272161)

## Programme highlight

Program / Area of concern	Day	Program brief
<b>Farm of challenge sharing / Social Enterprise</b>	1/2	<ul style="list-style-type: none"> <li>- Learn how social enterprise enhances rehabilitation</li> <li>- Snack DIY workshop to share with clients on how they strive for the works at social enterprise</li> </ul>
<b>Cultural Tourism – Empowerment of Tai O Villagers / Social Enterprise</b>	1/2	<ul style="list-style-type: none"> <li>- Cultural Walk at traditional villages and understanding the history of Tai O by talking to local villagers</li> <li>- Custom workshop on cooking salty egg and soybean congee</li> </ul>
<b>Social Bakery Class / Social Enterprise</b>	1/2	<ul style="list-style-type: none"> <li>- DIY bakery class at social enterprise</li> <li>- Tea sharing with SE staffs on their work life</li> </ul>
<b>Table Manner at SE / Social Enterprise</b>	1/2	<ul style="list-style-type: none"> <li>- Table manner training served with western tea practicum</li> <li>- Dialogue with staffs to know the social mission of their workplace</li> </ul>
<b>Chinese Drumming of Active aging / Social Enterprise</b>	1/2	<ul style="list-style-type: none"> <li>- Interactive Chinese drum workshop taught by elderly</li> <li>- Learn to communication effectively with the elderly and understand their thinking</li> </ul>
<b>In touch with CSSA Scheme Recipients / Social Inclusion</b>	1/2	<ul style="list-style-type: none"> <li>- Learn about the CSSA Scheme and participate in a community tour at Tin Shui Wai</li> <li>- Dialogue with residents and learn about their difficulties</li> </ul>
<b>Cultural learning of Ethnic Minorities / Social Inclusion</b>	1/2	<ul style="list-style-type: none"> <li>- Cultural sensitivity workshop about ethnic minorities</li> <li>- Tour around EM community and Henna workshop</li> </ul>
<b>Primitive adventure / Social Enterprise</b>	1	<ul style="list-style-type: none"> <li>- Build awareness on environmental protection</li> <li>- Farm building to learn about the preservation of primitive farms and the impacts of city live</li> </ul>
<b>Art Jam with the Disadvantaged / Social Inclusion</b>	1	<ul style="list-style-type: none"> <li>- Build awareness on the deprivation of low income</li> <li>- Art jam and city hunt to understand how poverty affects the livelihood of low income family</li> </ul>

Please feel free to contact us for more information or other programs

## Statistics

### **Applicability**

Staff Development 61%  
Staff / Social Club 3%  
Project Partnership 28%  
Public Relations 8%

### **Repeated Customers**

Repeated Customers 82%  
Non Repeated Customers 18%

### **Popularity of Social Concern**

Poverty & Social Inclusion 46%  
Environmental Protection & Sustainability 14%  
Social Entrepreneurship & CSR 33%  
Community Development & Local Culture 7%

### **Training hours :**

	<b><u>No. of participants</u></b>	<b><u>Total Programme Hrs</u></b>
<b>Overall</b>	<b>8120</b>	<b>19344.5</b>
<b>Academy</b>	<b><u>5383</u></b>	<b><u>12743.5</u></b>
<b>Corporation</b>	<b><u>1810</u></b>	<b><u>4328.5</u></b>
<b>Oversea and others</b>	<b><u>927</u></b>	<b><u>2272.5</u></b>

### **Satisfaction and Impact:**

Programme Satisfaction 85.63  
Team Building Enhancement 87.73  
Recommendation of Programme to Colleagues 84.78  
Social Knowledge 86.16

### **Beneficiaries:**

Low Income 30%  
Disability 25%  
Environment & Heritage 21%  
Elderly 13%  
Ethnic Minority 8%  
Youth 3%

### Corporate Say..

"I had never imagined that the elderly could run a classy restaurant with quality. ACT program provided me a channel to know more about social enterprises like this. The experience is new and impressive!"

*Mabel / DBS / Interactive and innovative with elderly (Oct/2013)*

"After joining Art Jam with deprived children, I found that my child is living an abundant life. I think if I could do more for the deprived kids, I should do more.....I think this brings positive influence to our society..... This event is very meaningful!"

*Alex Wong / Director of Revenue Management of The Peninsula HK / Art Jam with Children (July/2013)*

"It impressed me a lot. I had never thought about that before. Whenever I went to supermarket, I could buy whatever I want. But everything became difficult when the budget was limited. The program inspired me to join more volunteer work in the future and cultivate the habit of frugality..... "

*Suzanna Kate / Merchandiser Manager of Gap Inc. / Art Jam with Children (Aug/2013)*

"I like the program much; it was extremely different from TV watching. The visitation was more than a volunteer work. It's a good lesson of knowledge intake about the work life in social enterprise. We gained more than the Social Enterprise's workers"

*Malcolm Chui / RYTHM Foundation / Understanding the culture of ethnic minorities (Jan/2013)*

### Our Partners

ACT has one of the widest networks with NGOs, community organizations and social enterprises in Hong Kong. We will be able to tailor-make the most suitable training experience for you and your staff.

Enquiry

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E: [act@hkcss.org.hk](mailto:act@hkcss.org.hk)

W: <http://www.socialenterprise.org.hk/>

Facebook	Act2Change ( <a href="https://www.facebook.com/act2change/">https://www.facebook.com/act2change/</a> )
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#### About **ACT**

ACT (Awareness, Consciousness & Tour) is the 1<sup>st</sup> one-stop platform specialized in social awareness programmes in Hong Kong and initiated by the Social Enterprise Business Centre. ACT designs and develops training activities for corporations and organizations staffs and executives to understand current social issues and corporate social responsibility (CSR).

#### About **SEBC**

Social Enterprise **Business Centre** (SEBC) is a social enterprise collaborative platform under the Hong Kong Council of Social Service (HKCSS) with a mission to support over 400 social enterprises and their beneficiaries. We initiate partnership among business sector, professional groups and social enterprises through a variety of collaborative projects. We also advocate responsible consumption and social innovation by means of public education campaigns.