



社會創業論壇

Hong Kong Social Entrepreneurship Forum

Social Entrepreneurs Newsletter

edited by KK Tse

www.hksef.orgkakuitse@gmail.com

Young Social Entrepreneur Award:

How You Could Contribute to Nurturing the Next Generation of Social Entrepreneurs

In this issue, I would like to focus on the inaugural Young Social Entrepreneur Award. My intention is not so much to celebrate the winners (although they do deserve it), but rather to appeal to the reader to contribute in their own ways to bringing up the new generation of young social entrepreneurs.

Over the past few years, I have had the opportunity to launch a number of new initiatives relating to the advancement of social entrepreneurship in Hong Kong. None of them has been as powerful and impactful on me as the Young Social Entrepreneur Award. I shall explain why below and hope it will resonate with you. First of all, some basic facts about the Award.

Young Social Entrepreneur Award 2011 青年社企創業者大賞

Organizers: Hong Kong Social Entrepreneurship Forum and
Ocean Junior Chamber of Commerce

Year started: 2011

Eligibility: All HK permanent residents aged between 18 and 40

Awards: A monthly allowance of HK\$8,000 for twelve months (i.e. total around HK\$100,000) and having a HKSEF director serving as mentor for one year

No. of applicants this year: 16

No. of applicants shortlisted for interview: 8

No. of Awardees this year: 3

Awardees and their mentors this year:

Jack Cheng, Green Collar	Mentor: K K Tse
Doris Leung, Diamond Cab	Mentor: Timothy Ma
Freddy Law, InterCultural Education	Mentor: Yvonne Yeung

Sponsors: River Star Foundation
Water Drops Foundation
Mr. Water Cheung
(each sponsoring HK\$300,000)

The Awardees in their own words

Jack Cheng:

To me, winning the \$100,000 award means anxiety relief.

How could you expect a fresh graduate not coming from a well-off family having \$100,000 in his bank account? I must say I already found myself fortunate enough as I don't have to carry the burden of a student loan. People often say you don't need big money to start, but I desperately need some to pay my farmland rent and facilities.

Therefore, I am very grateful the YSEA award has chosen me as an awardee.

The award money will pave our way to our next financing round 1 year later looking for \$1M investment. During the next 12 months, we will demonstrate our edge in handling food wastes without bad odor and growing more nutritious salad. Through holding "delicious" events in our Fanling demonstration farm, we are expecting 1,000 visitors, mentors and even potential partners.

By the end of 2012, we aim to create a well-known brand that tells "Green Collar = Healthy & Eco-friendly Lifestyle" and launch our delivery service of lunchbox salad meal to office buildings.

Doris Leung:

Having worked dedicatedly on Diamond Cab since 2007, I was honored to have received the first ever Young Social Entrepreneur Award. The implication of the first award for such a great social innovation means much more to me.

Being selected as one of the Young Social Entrepreneurs, I will keep inspiring the community on how to create the blended value social venture with passion, innovation, skills to make publicity and ability to deal with various challenges. With more and more words of mouth, the branding of Diamond Cab will be even more consolidated and be able to power our growth in long run.

Also, the cash award helps soothing the operation pressure for such an infant social venture in which I, as CEO, have been cutting salaries for two years. My family will be sharing the award with me and especially for my mom in wheelchair, she will enjoy more barrier-free ride and travel with us in her days of medical treatment.

I am planning to expand our cab fleet in 2012 and hopefully the operation cost will be decreased with the slightly increased economy of scale.

Freddy Law:

Thank God! Truth to be told, I was not comfortable with the salary I got as a founder and CEO. But this award really reinforces my belief that this young social entrepreneurial way is tough but worth taking!

I got the support, and it releases my mental pressure of not being able to pay my team. I have faith that we could do much better when we are no longer in the survival stage.

Since we started, the “social enterprise” label doesn’t often lead us to sales deals. From now on, we need to be more market- and customer-focused to fulfill schools’ needs. While internally, we understand we need to hire more ethnic minorities who might have difficulty finding employment otherwise. Our global team is willing to train up more minorities to be part of ICE. And we would work with 50 schools for the next year to create more impact on the community.

How I feel about the judging experience

As a member of the judging panel, I have had the opportunity to read through all the entries. It was an unforgettable experience. The quality of the applicants is so high that I immediately felt that we should have more than three awards -- if not this year, definitely next year. At the very least I felt that all the shortlisted eight finalists should receive strong support for their undertakings. I promised myself that regardless of whether or not they win the awards, I would do whatever it takes to mobilize support for them to realize their dreams. To start with, I will make sure all of them will be introduced to Angel-Mentors who could provide them with guidance and support.

How YOU could contribute

If you are a foundation, corporation, or a wealthy individual – the simplest way is to sponsor one or more Awards. It will cost HK\$100,000 per award per year. The minimum sponsorship is for three years (i.e. HK\$300,000). If you are interested, please write to me at kakuitse@gmail.com

There is also the so-called ‘**micro-philanthropy**’ approach which is getting popular in some parts of the world. This approach appeals to the smaller donors who, unlike the big donors, could contribute a relatively small amount but they could aggregate their contributions to become a viable sponsor. For example, when we are targeting to raise a sponsorship of HK\$300,000, all we need is to have 300 people each contributing HK\$1,000, which is affordable to many people. If you think you are ready to contribute HK\$1,000, please let us know (by informing Nancy at nancy@genesismarketing.com.hk or me at kakuitse@gmail.com) We will not ask you to pay in the money until we have received pledges of at least HK\$300,000. I will call it the Readers’ Award and it will be a great way for you to contribute to bringing up the next generation of young social entrepreneurs. As we need 300 people to make it work, please encourage your friends and associates to do the same, or you could also pledge a larger sum so that we need fewer people to make it. **I look forward to your support.**