



社會創業論壇

Hong Kong Social Entrepreneurship Forum

Social Entrepreneurs Newsletter

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An X'mas Gift for the Young Ones – *Two Events that Could Change Careers, Lives and the World*

In this issue I will be offering the reader two excellent ideas which could make marvelous gifts for the young ones over Christmas, namely,

- **MaD Annual Forum** – January 6-8, 2012
- **ECSEL Fellowship** – Application deadline January 15, 2012

MaD – Make a Difference 2012

Imagine you are between 15 and 35 years young, wondering how you could make a difference in this world. Suddenly scores of young innovators from all over the world who have done great things early in their lives come to your doorsteps and offer to share their stories with you. I am sure you will be amazed by the opportunity. You listen to their sharing, deeply touched and moved, and cannot believe that these young people of more or less your own age could have achieved so much so early in their lives. You could also feel that they would not stop here; they will go on to do even greater things and have even a bigger impact in the society in the years to come. **You are overwhelmed. You are inspired. You are emboldened. You begin to rethink what life is all about and how to make the best of it.**

Too good to be true? This is exactly what you would experience when you attend the **MaD Annual Forum** to be held next month, January 6-8.

Every year since its inception in 2008, MaD has been bringing to Hong Kong a large number of young people from different parts of the world who have created innovative breakthroughs in such diverse areas as the arts, education, environment, design, human rights, journalism, business, civic engagement, health care, inventions, and many others.

They will be presenting their stories during the two-day events which will be attended by hundreds of young people from all over Asia. And it is far from a simple one-way street; participants will have numerous opportunities to interact with the speakers, among themselves, as well as with the local organizers and mentors.

Details of the program could be found in the website:

<http://www.mad.asia/en/n-take-action/n-annual-mad/mad-2012>

Below is a sample of the speakers this year:



Dr Daniel Kraft, Founder and CEO, Intellimedice (US)
Leveraging exponential growth of technology

A Harvard and Stanford trained physician-scientist with over 20 years of experience in clinical practice, biomedical research and healthcare innovation.



Simon Bennett, CEO, roll7 (UK)
Developing seriously good game

Over the past 10 years, Simon has started and grown three businesses within the youth, education and multimedia spaces. Simon is passionate about games and their ability to engage young people as well as working with a number of partners to develop groundbreaking applications in the health and education sectors.



Melissa Mowbray-D'arbela, CEO, Filigent Ltd (HK)
Venturing to save life

Formerly a corporate lawyer, an investment banker and a private equity investor, Melissa is the founder and CEO of biotech company Filigent – an ‘innovation powerhouse’ developing disruptive protective health solutions.



Saleem Rajabi, Co-founder, Afghanistan Human Rights and Democracy Organization (Afghanistan)
Giving voice to war victims

Saleem lives in a zone of conflicts. In response to pressing social and political situations, he makes use of methodologies such as Theatre of the Oppressed and Playback Theatre to work with victims of war on transitional justice and women's issues



Rachel Wasser, Co-CEO, Teach for China (China/US)

Solving educational inequality with a win-win model

A Yale graduate, Rachel came to China as a Yale-China Teaching Fellow and began serving rural schools in low-income areas. In 2008, she co-founded Teach for China, the first and only organization in Mainland China pairing outstanding US and Chinese university graduates with short-term postings in village schools operating under challenging circumstances.



Kiran Bir Sethi, Founder, Riverside School in Ahmedabad (India)

Every child a confident citizen

Trained in visual communication, Kiran has designed award-winning citizenship/liberation curriculum for the school she founded. She conceptualized and is currently promoting the world’s largest “Design for Change” School Contest, mobilizing over 200,000 children from 30 countries across the Globe, to design solutions for their country’s most challenging problems.

Who should attend MaD?

Anyone who wants to make a difference and wants to be inspired by those who have already made a major difference in the world. If you are under 35, this will be the best X’mas gift you could give to yourself. If you are over 35, make it a gift to someone you think will benefit from this exceptional experience. It does not mean that those who are over 35 would not benefit from this event; I was over 60 when I attended it and was much inspired and thrilled by it. In fact, the best option is to experience it with young people you love and cherish. I promise you it will be a life changing experience.



Another Gift Idea – ECSEL Fellowship

ECSEL Fellowship is open to anyone who demonstrates passion and commitment to change the world.

Created by the Schoenfeld Foundation, ECSEL strives to recognize and support young Chinese entrepreneurs using innovative, for-profit approaches to solving social and environmental problems. Each year, ECSEL selects 30 talented entrepreneurs from a competitive pool of applicants (in 2010, the total number of applicants

exceeded 1500), and provides them with two intensive training courses, one in the United States and one in Mainland China.

After the training program, ECSEL connects its fellows with mentors, peers and other resources that can help them scale up their businesses.

For details of the Fellowship, please refer to the official website which is in simplified Chinese characters:

<http://www.ecselfellows.org/>

Why you should consider applying for ECSEL Fellowship?

By Eli Bildner, Associate Director, Schoenfeld Foundation



Starting a company isn't easy. Starting a company that aims to change the world is even harder.

If you're a first-time entrepreneur, you may feel like you don't have the training or support that you need to succeed. The challenges can seem insurmountable: perfecting your product or service, finding customers, managing logistics, putting together the right team, raising money. As an entrepreneur — and particularly as a social entrepreneur — it's easy to feel unsupported, insufficiently prepared, and alone.

We're here to help you. ECSEL is many things. We are investors. We are educators. We are a community. But we have only one mission: To help you create an outstanding social business.

ECSEL is an incubation program. Each year, we accept thousands applications from across China for our program, and select the top 20-30 applicants as our "Fellows" (with 5 to 7 coming from Hong Kong). Over the course of a 1-year-long program, we provide our Fellows with:

- **Two 10-day training trips, one in the United States & one in Mainland China:** Past trips have included meetings with high-level investors, social enterprise visits, and intensive seminars
- **A dedicated mentor:** Our mentors are some of the top investors and entrepreneurs in Greater China
- **Investment opportunities:** We help connect our fellows with the investment they need to scale up their businesses.
- **Community:** The most powerful component of ECSEL is the community we help foster.
- **Alumni community:** At the end of the fellowship year, ECSEL Fellows graduate into a growing alumni network. ECSEL continues to support our alumni entrepreneurs through special events, reunions, and consulting.

Being an ECSEL fellow is not a full-time job, but it does require a substantial investment of time and energy over the fellowship year.

Apply now!

Applying takes 5-10 minutes and can be done completely through our website: www.ecselfellows.org/en/apply (中文表格 : www.ecselfellows.org/apply).

More information on eligibility and the application procedure can also be found online.

Closing date for application: January 15, 2012

KK notes: I have met Mr Eli Bildner and quite a few of the Fellows. I must say this is a most valuable opportunity for anyone who wants to equip themselves with the knowledge, exposure, mentorship, network and financial support that are critical to building a successful social business.



An evening seminar

with

Ashoka Fellow Kiran Bir Sethi Founder and CEO, Riverside School, India

Kiran will be in Hong Kong addressing the MaD Annual Forum. We are honoured to invite her to share with us her innovative educational initiatives which are transforming the education and life of India students and their communities.

Kiran Bir Sethi's early training as a designer is clear in her work as an educator – she looks beyond what exists, to ask, "could we do this a better way?" In 2001, she founded the Riverside School in Ahmedabad, designing the primary school's curriculum (and its building) from the ground up. Based around six "Beacons of Learning," the school's lesson plan focuses on creating curious, competent future citizens. The school now enrolls almost 300 children and has franchised its curriculum widely.

Sethi's latest project, inspired by dialogue with the children of Riverside, is called AProCh – which stands for "A Protagonist in every Child." Fighting the stereotype of modern kids as rude and delinquent, AProCh looks for ways to engage Ahmedabad's children in modern city life, and to revamp our cities to make room for kids to learn, both actively and by example.

Date:

Jan 5, 2012 (Thur)

Time:

6.30-9.00pm

Venue:

THINK Café, 491 Lockhart Road,
Kyoto Plaza, 19/F, Causeway Bay
(MTR Exit C)

Cost:

HK\$150 for those registered
before December 23, 2011,
thereafter HK\$250

For enquiries and registration:

Please contact Ms Nancy Fan at
nancy@genesismarketing.com.hk,
or tel. 2396 6468



Also at this seminar, K K Tse and
Yvonne Yeung will talk about their
forthcoming 5-month,
part-time course

WHO WANTS TO BE A SOCIAL ENTREPRENEUR

jointly offered by HKSEF and HKU SPACE
to be held from March to August, 2012,
supported by the Continuous
Education Fund