



社會創業論壇  
Hong Kong Social Entrepreneurship Forum

[www.hksef.org](http://www.hksef.org)

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# Social Entrepreneurs Newsletter

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## Education for Good CIC -- A HKSEF Initiative

HKSEF will be celebrating its fourth anniversary this year. Four years could be a short time or a long time, depending on how one looks at it. Given the HKSEF mission of **‘Creating and sustaining a civic movement of social entrepreneurship’**, the past four years have witnessed some remarkable progress in this area, most notably the following:

- Effecting a shift of focus from social enterprise to social entrepreneurship: nurture more social entrepreneurs and social enterprises will follow, not the other way round;
- More and more individuals and organizations are having a better appreciation of the power and potential of social entrepreneurship in bringing about positive social change, including, but not confining to, creating employment for the underprivileged groups;
- There is a slow but steady increase in the number of high-impact, self-sustaining social enterprises set up by individual citizens not relying on government funding support; indeed, the future of social enterprise development lies in these privately funded ventures rather than the government funded ones;
- There has been a number of newly founded ‘platform organizations’ providing innovative services to practicing and would-be social entrepreneurs, notably SVHK, SEBC, GCSE, and ourselves. The latest addition is the Good Lab, which aspires to become the ‘Hub’ of social innovation in HK.

The list is long and readers of this Newsletter have been an eye-witness to this encouraging development.

### Challenges Ahead

HKSEF is proud to be part of this civic movement. However, we do notice a wide range of unmet needs and challenges. At the AGM held earlier this year, we were delighted to have elected two additional directors to our Board, namely, Dr. Jane Lee and Ms Ada Wong. Dr. Lee has been the Chairperson of the Organizing Committee of the Social Enterprise Summit for four consecutive years; Ms Wong is the founder of MaD and the mastermind behind the Good Lab. The new Board will chart a new course for the organization to meet the challenges and opportunities ahead.

The office bearers as of June 1, 2012 are:

Chair:	Mr. Patrick Cheung
Vice-Chairs:	Ms Ada Wong Dr. K K Tse
Secretary:	Mr. Alfred Li
Treasurer:	Ms Yvonne Yeung
Directors:	Mr. Timothy Ma, Dr. Jane Lee, Mr. Arain Yu

## **KK Has a Big Plan**

In what follows, I would like to share with you my latest initiative and to appeal to you to contribute your advice and support.

Having served as HKSEF Chair for the past few years, I too have learnt a lot and greatly benefited from working with a fantastic group of individuals and organizations. Frankly, I did not know what and how I could contribute to the movement when we first started. Fortunately we have stumbled on a number of opportunities and have managed to turn some of them into showcase success. With some valuable experience and lessons to build on, I have been contemplating what I should do in the coming years.

Earlier this year while on holiday in New Zealand, it suddenly dawned on me that **I am 63-year young and that my next five years could be my prime years.** I somehow felt that the knowledge and experience I have accumulated in the past is simply a preparation for what I will be doing in the coming years. It was a powerfully liberating thought: the best of me is yet to come and the next few years could be the height of my 'career'.

## **Enter Education for Good (EFG)**

This was how Education for Good CIC Ltd. was born. In Chinese, it is 仁人學社.

Our Purpose:

*To spearhead innovative, scalable educational and training programs contributing to the development of social entrepreneurship and social innovation.*

Our Mission:

- *To Inspire Everyone to Become a Changemaker*
- *To Enable Every Business to Become a Social Business*

Our Core Values: I.D.E.A.L.

- *Inspire innovative social initiatives*
- *Deliver 'wow' benefits to stakeholders*
- *Be as Environmentally friendly as possible*
- *Act entrepreneurial*
- *Leverage collaboration*

Our Target Audiences

- *Universities* – both faculty members and students
- *General Public* – both introductory talks and advanced workshops
- *Mainstream Business* – workshops, consultancy, collaborations
- *Greater China region* – online courses and study missions
- *South East Asia* – online courses and study missions

## **Coming Activities**

Our first event will be held on June 8, 2012. We will be co-organizing with **Excel 3** an Inter-University Seminar to be held at the University of Hong Kong with the theme of '**Social Entrepreneurship and Higher Education**', targeting at faculty members from local universities. Five leading social entrepreneurs will be sharing their experience and insight on leading and developing social enterprises. They are: **Timothy Ma, Sania Yau, Pui-fung Leung, Antony Pang and K K Tse.** It will be a unique forum for practicing social entrepreneurs to exchange views with faculty members who might be future teachers of social entrepreneurship.

The second event will be held on June 28, 2012. We will be organizing with the **Hong Kong Women Professionals and Entrepreneurs Association (HKWEPA)** a luncheon talk on ‘**Social Entrepreneurship and Mainstream Business: Challenges, Opportunities and Collaboration**’. The two speakers will be K K Tse and Mrs Rebecca Yung, Executive Director of Neway International Ltd. and Vice-Chair of HKWEPA. The purpose is to introduce to the business audience a) how social entrepreneurship has brought substantial change to our world, and b) why and how some mainstream businesses have transformed themselves as social business.

More programs are on the pipeline. If you want to be kept abreast of our activities, send us an email to [info@education-for-good.com](mailto:info@education-for-good.com)

## **Why We Call Ourselves a Community Interest Company (CIC)**

We intend to run the company as a social enterprise. Community Interest Company (CIC) is a legal form for social enterprises in the UK. Although this legal form is not available in Hong Kong, we are inspired by the spirit of the CIC and have committed ourselves to adhering to one of its governing principles, namely, no more than one third of the net profits will be distributed to the shareholders as dividends.

## **Education for Good Foundation**

We intend to set up a charitable organization, EFG Foundation, to which we will contribute one third of our annual profits. It could also attract donations from individuals or organizations who identified with our mission. The Foundation will provide financial support to a) individuals or organizations who might not be able to afford the fees we charge for our services, and b) graduates of our educational programs who want to start innovative social ventures.

## **Think Big and Start Small**

We have great aspirations to become the regional hub of educational innovation for social entrepreneurship in this part of the world. However, we are starting up as a lean organization with one full time staff and a core team whose members have been so committed that they become our shareholders. We expect to be able to turn in a modest profit in the first year of operation. In six months’ time, we will review our capital requirements to decide whether or not we need additional funding.

## **How You Could Contribute**

**Be a Donor** – You could make a donation to either EFG or EFG Foundation.

**Be an Investor** – You could invest in EFG, probably in six months’ time.

**Be an EFG Advocate** – Register with us as an Advocate. You will enjoy discount to take part in our programs, provide us with honest feedback, help us refine our offerings, and spread the word among your circle.

**Be a part-time Lecturer** – We need a large number of part-time Lecturers to conduct various courses. You could either propose your own topics, or attend our Train-the –trainer program to equip yourself to conduct our programs.

**Be an Intrapreneur-Volunteer** -- We need a special kind of volunteer, someone with an intrapreneur mindset, that is, you passionately identify with our mission and core values and are ready to take initiative to design and implement income-generating programs that contribute to realizing our mission.

There are many other ways you could contribute to our effort. If you are interested in exploring any of the above or have other ideas, please do not hesitate to contact us. You could write to me at [kakuitse@gmail.com](mailto:kakuitse@gmail.com) or my colleague C K Tse at [ck.tse@education-for-good.com](mailto:ck.tse@education-for-good.com)