



Hong Kong Social Entrepreneurship Forum

Issue 136, October 20, 2012

Social Entrepreneurs Newsletter

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Creating More Positive Energy for Hong Kong!

Join the Social Enterprise Summit 2012 Efforts in 'Rejuvenating Our City through Social Innovation'

By Dr. Jane Lee and Dr. KK Tse

How would you like to remember **Hong Kong of 2012?**

The chances are tons of negative news will saturate your memory. But it doesn't have to be like that. Good news and bad news are all man-made and we could make good news when we have the positive energy to make things happen.

If we leave it to the mass media to do the job, the top 10 news collated at the end of the year would all be heart-breaking events. Let's pre-empt this effort and come up with our own top 10 news in Hong Kong for 2012. Here are our attempts. *Heart-breaking News*: 1. CE election contests, 2. An unpopular CE, 3. Series of official scandals, 4. Ferry disaster during National Day celebration, 5. Anti-National Education. *Heart-lifting News*: 1. Birth of two innovative 'co-working' spaces – Cocoon and The Good Lab, 2. ExCEL3 for a better Hong Kong, 3. Nobel Prize Winner Muhammad Yunus and Seoul Mayor Park Won-Soon in Hong Kong, 4. Universities initiating social entrepreneurship education, 5. The Scholarism phenomenon among secondary schools caring for the country

Positive Energy

Readers are encouraged to come up with their own Top 10 Local News for 2012. Although there might be quite a few negative items in most lists, one should also look out for signs of positive energy. Some readers might already be part of the progressive force initiating positive change in society. For those who are looking for additional source of ideas, peer support, and collaborative opportunities, the obvious place to go to will be **International Symposium** of the **Social Enterprise Summit 2012** to be held on **November 29 to December 1** this year.

Indeed, the Summit promises to be a unique opportunity for positive energy to converge to 'Rejuvenate our City through Social Innovation'. This will be the fifth annual Summit organized by a consortium of civic organizations. This year's Summit will be different from previous ones because of the following:

- Special appeal to business people – Recognizing the world-wide trend of closer collaboration between the business and social sectors, the Summit will feature world-class experts to provide actionable insights in this vital area
- Universities and civil society joining hands to bring up the next generation of social entrepreneurs – How everyone could contribute to this effort
- Transforming and empowering the third sector – creating the entrepreneurial NGOs
- Examples of social innovation – local and overseas cases that inspire and provide a vision for change

Mrs. Carrie Lam, GBS, JP, Chief Secretary for Administration of the HKSAR Government, will be officiating the Grand Opening of the Summit. This is the first time a Chief Secretary will be attending the Summit. It reflects government's commitment and support for the development of social enterprises.

Below are Heavy-weight speakers at the Summit, all of which will be followed by panelists from local and overseas practitioners:



Ms Saskia Bruysten, Co-founder and CEO, Yunus Social Business (GmbH) (29th November)

With her wealth of experience in the business and social sectors, Ms Bruysten's ideas and insights have a special appeal to business entrepreneurs, executives and professionals alike. She has been working with Prof. Yunus for four years, learning from and assisting him in creating collaborative partnerships between corporations on the one hand and social enterprises/NGOs on the other. As a result, a number of social businesses have emerged involving such corporations as Adidas, BASF, SAP, Credit Agricole, etc.

Yunus Social Business operates as a social business itself. It is based in Frankfurt with subsidiaries in Central America and Eastern Europe, providing training, consultancy and project implementation services to corporations, governments and foundations. Ms Bruysten's presentation will enable the local audience to appreciate the promise and challenges of creating social businesses through cross-sectorial collaboration.



Ms Vivien Maidaborn, Founder and Executive Director, Maidaborn Consulting (30th November)

Ms Maidaborn is an outstanding social entrepreneur from New Zealand and is passionate about supporting people to initiate social change programs that create systemic impact. She was the Chief Executive of CCS Disability Action, a community development organization providing support to disabled people and initiating schemes for fuller inclusion within families and communities. Her legendary work was documented in the book **How Communities Heal** written by Vivian Hutchison. Her presentation will focus on the what, why and how NGOs could effects greater impact on society through working with corporations, government agencies and community organizations.



Professor Joseph Sung, Vice-Chancellor, The Chinese University of Hong Kong (1st December)

Professor Sung has big plans for the CUHK as far as promoting social innovation and entrepreneurship is concerned. To start with, CUHK has pioneered an 'Ethical Procurement' policy – buying products and services for the University from socially responsible companies and social enterprises as far as possible. Another initiative – I-Care Program – encourages and supports students to embark on projects which will bring positive benefits to society. CUHK has also been a pioneer in introducing social entrepreneurship education, leveraging practicing social entrepreneurs to deliver some of the courses. Prof. Sung will speak about his vision, programs and challenges in transforming CUHK in the direction of becoming a 'Changemaker Campus'.



Ms Marina Kim, Co-founder and Executive Director, Ashoka U (1st December)

Ashoka U is part of Ashoka: Innovators for the Public, which is by far the largest and most respected organization promoting and supporting social entrepreneurship worldwide. Ashoka U specializes in enabling and supporting universities to design and deliver courses and programs related to social entrepreneurship. Ms Kim has been the driving force behind Ashoka U and has been conducting Faculty Training for a large number of universities in the US. She has also initiated a program known as 'Changemaker Campus', referring to universities committed to educating and inspiring the entire student body to become changemaker.

Ms Kim will also be conducting two full-day workshops (on Dec 3 and 4) on the theme of 'Teaching Social Entrepreneurship at University Level'. The workshops are open to university professors as well as those whose experience and expertise could contribute to teaching social entrepreneurship at university level.

MaD@SES: Unprecedented cross-generational dialogue in search of Smart Ageing



Professor Hiroyuki Murata, Smart Ageing International Research Centre, Tohoko University, Japan (1st December)

Prof. Murata is an internationally renowned pioneer of active ageing business. He is both a social innovator and a thought leader. He has worked with over 500 companies and contributed to developing a wide range of innovative products and services for elderly citizens, 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 will share with us his insights on smart ageing as an opportunity for rejuvenating elderly citizens as well as a business opportunity for creating products and employment to provide caring service for the elderly.

Ms. Patricia Moore, Adjunct Professor (Industrial Design), Arizona State University (1st December)

Ms. Moore is named by ID Magazine as one of “The 40 Most Socially Conscious Designers in the World”. She would echo Professor Murata by offering a speech on “Empathetic Design for Ageing Societies” and share her creative approach to smart ageing.

There are many other speakers who will be addressing the Summit, making it a unique opportunity for gaining insights, exchanging experience, building networks, and exploring partnerships

Social Enterprise Summit 2012
Programs of International Symposium
29.11.2012 – 1.12.2012

29th November:

- 3:00pm – 5:00pm : Grand Opening and Keynote Session 1 –
“Social Business City – How a New Kind of Capitalism Serves Society’s Most Pressing Needs”
by Ms. Saskia Bruysten

30th November:

- 9:00am – 12:00pm : Keynote Session 2 – “NGO as a Change Agent” by Ms. Vivien Maidaborn
- 2:00pm – 5:00pm : “Matching for Solutions” Global Goes Local

1st December:

- 9:00am – 12:00pm : Keynote Session 3 – “Creating Changemaker Campuses” by Prof. Joseph Sung
- 12:00pm – 6:00pm : MaD@SES: Smart Ageing Keynote Session 4 –
“Smart Ageing Way: Japanese Experience Toward The Super Ageing Societies”
by Prof. Hiroyuki Murata

Registration Fee:

- **3 days Full Symposium:**
 - Early Bird by 31st October : HK\$600
 - After 31st October : HK\$800
- **1 Day Pass** : HK\$500
- **Full time Students**
 - Attending 3 Days Full Symposium : HK\$200
 - Attending Day 3 MaD@SES Session only : HK\$100

~Register through our online platform: www.social-enterprise.org.hk/ses2012/registration~

A Practical Guide to Registration

Owing to the large number of events available this year during the Summit week, below is a simple guide for registration.

1. Please visit our website for the full program www.social-enterprise.org.hk
2. For first-time participants, we would recommend registering for the **International Symposium** on Nov 29 to Dec 1. In addition, you might also select one or two other events during the week.
3. For those who could not afford the time to attend the full International Symposium, you might want to register for one of the three days, plus any other individual events.
4. For those who would like to join the **Faculty Training Workshops** on Dec 3 or 4, we would recommend you to enroll for Dec 1 as well, since there will be a morning session devoted entirely to social entrepreneurship and higher education.
5. If you would like to seek advice on your registration, please write to our Secretariat at secretariat@social-enterprise.org.hk, or simply call us at (852) 3568 3546.

We look forward to welcoming you at the Summit.