



社會創業論壇

Hong Kong Social Entrepreneurship Forum

# Social Entrepreneurs Newsletter

edited by KK Tse

## How You Could Contribute to HKSEF's 3-year Goals

Following the Inauguration Ceremony on December 8, 2008, the directors of HKSEF held a full-day retreat on December 17 to formulate a set of 3-year goals to provide the direction for our work in the years to come.

### What Other Organizations are Doing

The retreat began with a breakfast session with the representatives of four local organizations which are also promoting and supporting social entrepreneurship and social enterprises in HK, namely, Bright China Group, Social Ventures Hong Kong, Social Enterprise Business Centre and the HK General Chamber of Social Enterprises. It was very encouraging that these organizations are pioneering a wide range of initiatives in support of social entrepreneurs and social enterprises, and HKSEF would like to leverage on their work rather than duplicate their effort.

**Bright China Group** through their Make You Succeed Train (MUST) program will focus on entrepreneurship training and providing support to aspiring social entrepreneurs.

**Social Ventures Hong Kong** will make use of their professional expertise and network to provide management and financial support to new and existing social enterprises.

**Social Enterprise Business Centre**, with the support of HSBC and under the leadership of HKCSS, will provide a range of services to support the development of social enterprises, including consultancy services, training opportunities, a marketing platform, a social investment program and a Social Angel program.

The newly formed **HK General Chamber of Social Enterprises** will be the umbrella organization for social enterprises in HK providing a platform for policy advocacy, experience and best practice sharing and collaboration opportunities with other sectors.

## Proposed HKSEF 3-year goals

Given HKSEF's limited resources and unique capabilities, the directors brainstormed a number of goals that might serve to provide a focus for our actions in the next three years. After lengthy debates and soul-searching, three inter-related 3-year goals were identified. The directors would like to seek more input and suggestions from the members before finalizing them. Here are the proposed goals:

### 1. Top 50 SEs 社企 50 強

**The idea:** Compilation of a list of 50 social enterprises based on a set of criteria to be determined by a panel of experts.

**The rationale:** There are currently some 200 to 300 social enterprises in HK. They differ not only in terms of their scales, sources of funding, and target groups served, but also in terms of performance and sustainability as well as social impact. It is difficult for the sector or the public to know how many of them are doing well and creating impact; whereas the press has been filled with stories of poor financial performance of many social enterprises. It is imperative that we could identify a critical mass of social enterprises that are sustainable and creating social impact so as to inform and educate the public on the power and potential of social entrepreneurship.

**How to do it:** There are at least three main tasks. First, form a panel of experts who will then determine the criteria to be used in the selection of social enterprises to be included. Second, search and screen social enterprises that meet the criteria. Third, periodically publish the update results and enable the public to access the vital information about these social enterprises.

### 2. Creating Major Social Impact in 2 Areas

**The idea:** Creating major, sustainable and highly visible social impact in 2 areas to demonstrate that social entrepreneurship is about positive social change. The two areas tentatively identified are: ethical consumption and the environment.

**The rationale:** Social entrepreneurship is all about changing the world for the better. Currently in HK, many people's perception of social enterprises is confined to creating jobs and looking after the disadvantaged groups. In other parts of the world, social entrepreneurs are spearheading major systemic changes in society. We would like to see social entrepreneurs and their enterprises, singly or collectively, can effect major and sustainable changes in society in ways that the business or government sectors might not be able to achieve.

**How to do it:** First, we need to identify the areas to be selected and specify clearly what the areas refer to. Next, we need to identify all the major players in each area including social enterprises, NGOs or other bodies and to review and document their current activities and impact. Then, through facilitation and synergizing with all parties concerned, there might be opportunities for joint marketing and sales promotion as well as experience and resource sharing. This might lead to some joint actions to achieve better results and create greater social impact.

### 3. Annual Greater China Conference on Social Entrepreneurship

**The idea:** Organizing annual conferences in the next three years facilitating experience exchange among social entrepreneurs and their supporters in the Greater China region.

**The rationale:** As a new organization, HKSEF used to think that we should focus exclusively on HK, at least in the initial years. We still believe that our main focus of work is in HK. But over the past few months some members have come to know some social entrepreneurs in Taiwan and mainland China who are doing amazing work in this field. We feel that it is timely for us to create a platform for the social entrepreneurs in the Greater China region to share experience with each other and to inspire more people in the region to join the movement.

**How to do it:** First, identify potential partners in the region to co-host or co-organize the conference. Second, decide on the location(s) of the conference, for example, should they be held in HK or rotate among some cities in the region? Third, identify outstanding social entrepreneurs in the region to be the speakers. Fourth, identify sources of funding for the conference, including funds to enable the speakers and some of the participants to travel to the conference venue in order to ensure a high level of regional participation. Finally, all the tough conference organizing work.

#### Your Contribution is the Key to Success

The above are just preliminary ideas. We seek your contribution to refine them and explore new options as well as joining one of the task forces for planning and implementation.

We would like to invite you to attend our coming Dinner Gathering to contribute your ideas. Details are given below.

#### HKSEF Dinner Gathering

(Members and guests are welcome)

Date: 19 Jan 2009 (Monday)

Time: 6.30pm – 9pm

Venue: Café 21, G/F, HKFYG Building, 21 Pak Fuk Road, North Point (MTR Quarry Bay Exit C)

Cost: HKD\$150 (payable at the venue reception)

Registration deadline: 13 Jan 2009

Please register with [oscar@genesismarketing.com.hk](mailto:oscar@genesismarketing.com.hk) tel. 2396 6468