

IF

WE WANT TO BUILD A

BETTER COMMUNITY

FOR THE FUTURE,

WE MUST START TO

CONSUME AND LIVE CONSCIOUSLY

AS INDIVIDUAL AND CORPORATIONS.

**SOCIAL ENTERPRISE X ENVIRONMENTAL,
SOCIAL, GOVERNANCE (ESG) REPORTING -
CROSSOVER IN PRACTICE & ACTION**



Social Enterprise X Environmental, Social, Governance (ESG) Reporting – Crossover in Practice & Action

Publisher

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CONTENT

P.4-5		MESSAGE FROM THE CHAIRMAN THE VALUE SPILL-OVER DUE TO THE HYBRIDITY
P.6-7		WHAT IS ESG REPORTING FOR THE SYNERGY OF SHARED VALUE?
P.8-12		SOCIAL ENTERPRISE X ESG IN PRACTICE
P.13-31		LIST OF SOCIAL ENTERPRISES
P.32-33		PLATFORM ORGANISATIONS / TOOLS SUPPORTING SOCIAL ENTERPRISES
P.34		ABOUT FULLNESS SOCIAL ENTERPRISES SOCIETY (FSSES)
P.35		ABOUT TITHE ETHICAL CONSUMPTION MOVEMENT (TECM)



MESSAGE FROM THE CHAIRMAN

The Value Spill-Over Due To The Hybridity

IN Hong Kong, the total revenue of the SE sector was HK\$1.1 billion in 2014, equivalent to 0.05% of HK GDP, and 63% of SEs were financially self-sustainable. This was increased from 0.02% HK GDP and 41% financially self-sustainable in 2010.

According to the 2014 survey by the Chinese University of Hong Kong, the public awareness of having heard about SEs was 78%, and 18% of survey respondents had purchased from SEs at least once in previous six months. Nowadays, SEs are competitive in the market.

Taking Fullness Salon as an example, its social mission is to develop deviant youths to be hair stylists. The standard service “Cut, Rinse, Dry” charges from HK\$165 to HK\$250. It is the most expensive salon in Sai Wan Ho where it locates. But it still has full houses in weekends. Half of its customers know that it is a SE.

For those who know and support its social mission, 64% comes repeatedly because “it helps the socially disadvantaged to self help”, and 57% is because “it is meaningful”. The customers are receiving good services while they are also doing good to help the needy. So there is value spill-over from consumption to charity work. To Fullness, there is value spill-over from its social mission to its business mission.

The current requirement of Environmental, Social and Governance (ESG) reporting is an initiative at the right timing to encourage corporations to consider their roles in social entrepreneurship development in Hong Kong. The Key Performance Index D1.1 and D1.2 in community investment of the ESG reporting requirement is the major area for crossover.

ESG Requirement on Key Performance Index D1.1:

Focus areas of contribution which can be social entrepreneurship as a means of societal betterment.

For a purchase of SE products or services amounted at HK\$100, HK\$17 becomes the wage of the socially disadvantaged employees. For a mentally retarded, he can earn HK\$3,344/month in a SE, but only HK\$670/month in sheltered workshop. It is because in a SE, the job requires some basic skills, which also means more demanding, more rewarding and more interesting, than the jobs in sheltered workshops.



Mr. C.H. Kee – Chairman of FSES

ESG Requirement on Key Performance Index D1.2:

Resources contributed to the focus area.

Hong Yip Service Company Limited, a wholly-owned subsidiary of Sun Hung Kai Properties (SHKP), endeavors to support SE development in Hong Kong. In 2014, Hong Yip was a co-organiser of the Tith Ethical Consumption Movement which was organised by the Fullness Social Enterprises Society and sponsored by the Home Affairs Bureau. They actively took part in this meaningful event and promoted in different ways to its employees and households such as:

1. To distribute 193,000 leaflets of Tith Ethical Consumption Movement to promote the SE products and services to the households.
2. To promote ethical consumption earnestly to employees via email, leaflet, apps and sharing sessions.
3. To establish apps-based SE directory and SE news page for households to browse an updated information freely.
4. To form a volunteer team to organise eight SE Bazaars and SE activities in which a total of 1,040 Hong Yip volunteers participated. The result of the Bazaars was outstanding achieving a sales turnover of HK\$60,000.

There was a survey on the SE Bazaar which can be framed through the Donald Kirkpatrick four-level model (refer to p.10 for illustration):

Level One Reaction: For consumers, 82% had good experience. For the volunteers, 93% felt good about the experience.

Level Two Knowledge/Skill/Attitude Change: For volunteers, 92% enhanced their sense of belongings to the company.

Level Three Behaviour: For the corporate volunteers, 97% would encourage other colleagues to support the SE Bazaars.

Level Four Cost-effectiveness: For volunteers, 76% agreed that the activities would enhance corporate image. According to McKinsey, shareholders' value will increase when the corporations fulfilled social responsibility [1].

Conclusion

Back in 2002 in UK, Patricia Hewitt, the formerly Minister of Department of Trade and Industry, wrote: "...the realities of a 21st century economy mean that social and environmental issues should be increasingly viewed as commercial opportunities, and drivers of business success, rather than as threats. Social enterprises are dynamic, progressive businesses that we can all learn from." She then moved on to say: "I want to ensure that we do more to encourage, grow and sustain social enterprises – to ensure that social enterprise is not seen as a 'side show' to the 'real' economy but rather an integral and dynamic part of it." In 2011, the sector's revenue, consisted of 60,000 social enterprises (SE), accounted for 1.2% of UK GDP. The hybrid nature of SE has created a space of innovations not only for CSR or ESR reporting, but also business opportunities in the future.

[1] McKinsey & Co (2009), "McKinsey Global Survey: Valuing Corporate Social Responsibility", The McKinsey Quarterly.



WHAT IS ESG REPORTING FOR THE SYNERGY OF SHARED VALUE ?

- Reporting on Environmental, Social and Governance (ESG) aspects;
- Also known as Corporate Social Responsibility (CSR) Reporting or Sustainability Reporting;
- Growing to be a common practice amongst leading companies;
- Organisations are increasingly making proactive efforts to support economic growth, addressing social challenges and promoting sustainability through their people, ideas and capital.

The value of sustainability reporting includes :

- Better company reputation and brand equity
- Building of corporate culture and value and increased employee motivation and loyalty
- Refinement of corporate vision or strategy
- Improved internal process and long-term risk management
- Enhanced corporate profile to attract existing/ potential investors

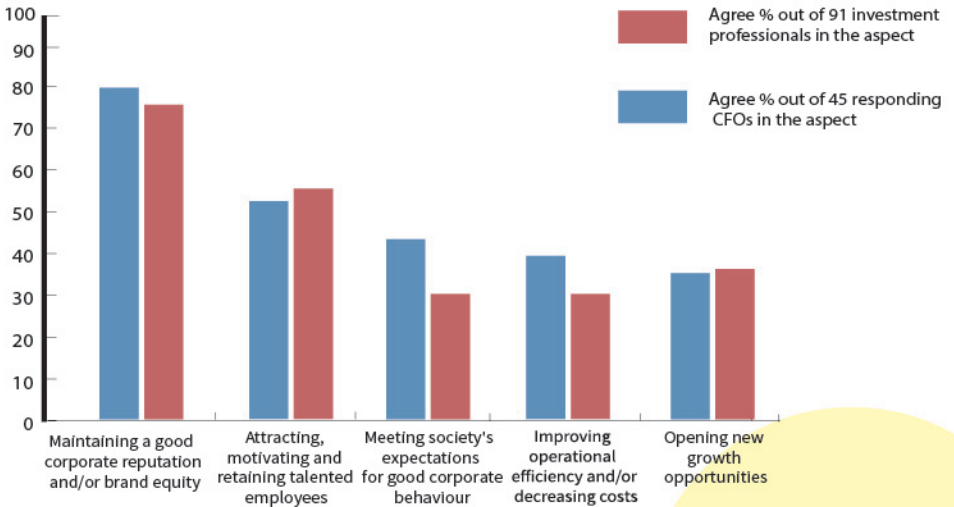
Subject Areas Toward Sustainability



As early as in 2008, McKinsey Quarterly has reported about a global survey^[1] on the rising of efforts on ESG programmes from corporate.

Below are simplified findings of the result:

Ways in which ESG Programs Improve Companies Financial Performance



Effect of ESG Programs on Organisation Shareholder Value in Typical Times

	Don't know	Reduces value	No effect	Adds value
Comments from Investment professionals (n=154)	27%	7%	10%	56% (average increase: 4.8%)
Comments from CFOs (n=84)	22%	6%	21%	56% (average increase: 3.5%)

[1] McKinsey & Co (2009), "McKinsey Global Survey: Valuing corporate social responsibility", The McKinsey Quarterly.



SOCIAL ENTERPRISE X ESG IN PRACTICE

What is MOVE?

M.O.V.E. is a model of engagement for organisations supporting SEs and creating shared value. FSES has co-worked with organisations from commercial, public, social and government sectors to experiment the model.

M: Marketing Social Mission

Hong Yip Service Company Limited has helped in promoting ethical consumption to its 150,000 households through its mobile apps (SoLeisure) and distributing the promotion leaflets to the households.

O: Outsourcing Business Process

Hong Kong Broadband Network Limited (HKBN) outsources some of its incoming calls for 1083 Phone Enquires to iEnterprise, a new start-up SE employing dis-advantaged staff. It achieved break even in 6 months' time and the service quality standard met with the customer service standard of HKBN.

V: Voluntary Coaching

Hewlett-Packard HKSAR Limited has a voluntary coaching team consisted of its marketing, supply chain, HR and admin staff to help the GroundWorks and Holyfield SEs of St. James Settlement in 2014 and 2015 respectively.

E: Ethical Consumption

Hong Kong Broadband Network Limited had over \$2 million of ethical procurement by the company and ethical consumption by its staff through the Tithe Ethical Consumption Movement in 2013 and 2014.



ESG Reporting in Action

- Hong Kong Stock Exchange (HKEx) published ESG Reporting Guide since 2012, demanding reporting obligation on voluntary basis.
- In July 2015, HKEx proposed an upgrade of the reporting obligation from voluntary to “comply or explain”.
- FSES proposes to synergize MOVE model to ESG reporting for organisations to contribute in sustainable development.

Examples of MOVE Activities Creating Shared Value under ESG Reporting Framework

ESG Subject Areas	Creating Shared Value through Supporting SE Activities
(A) Workplace Quality	<ul style="list-style-type: none"> • Encouraging staff to volunteer in SE programmes (e.g. TECM) or as knowledge-based volunteers and transferring professional knowledge and skills to SEs. • Inviting staff to participate in Ethical Consumption tours to know about SEs through activities with fun, shop and dine.
(B) Environmental Protection	<ul style="list-style-type: none"> • Procuring or outsourcing business to SEs focus on green / upcycling and related areas.
(C) Operating Practices	<ul style="list-style-type: none"> • Purchasing hampers and seasonal gifts, lucky draw items at SEs; • Holding corporate functions at SE restaurants, using SE catering services, purchasing SE products and gift vouchers, etc.; • Procuring products and services of SEs; • Consciously choosing to buy Fairtrade / SE coffee, tea bags, snacks, and drinks in your workplace.
(D) Community Involvement	<ul style="list-style-type: none"> • Organising mini-bazaars at workplace; • Inviting SEs to share their social missions and stories at organisations; • Promoting SE products and services through organisations’ internal or external channels; • Outsourcing non-core business processes (e.g. canteen, office cleansing) to SEs.

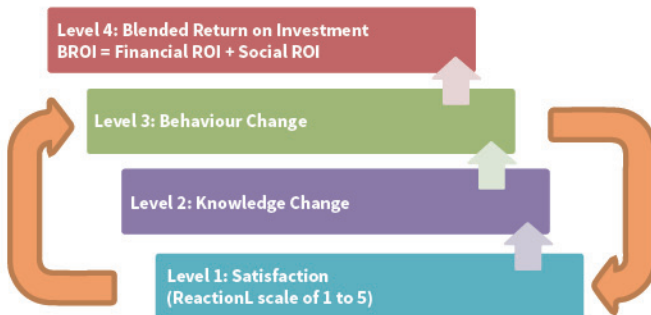
Measuring Social Impacts

Accountable performance and social impact is crucial. Taking the largest contribution of Ethical Consumption in the subject area of community involvement, Community Investment, KPI measure can in a variety. Referencing to the KPIs listed in HKEx requirement, more monetized and non-monetized social impact value can also be included.

Community Involvement: Community Investment (D1)	
KPI D1.1 Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport)	<ul style="list-style-type: none"> - What are the social missions of SE? - What is the target group/ disadvantage group of the SE? - What are the social issues that the SE is going to address?
KPI D1.2 Resources contributed (e.g. money or time) to the focus area	<ul style="list-style-type: none"> - Time and money spent on volunteering activities or community investment - Ethical Consumption in SEs bring direct workfare to disadvantage group. # Every \$1 investment to SE, with its revenue multiplying and with its average life span of 9.3 years, can generate \$4.43 workfare for disadvantage group according to SE's project and ESR project. [2]

[2] Fullness Social Enterprises Society Report 2013.

The “Message from the Chairman” has illustrated the presentation of KPIs under the Donald Kirkpatrick model. FSES recommends to use this model to address the social impact and overall effect of return on investment.



Example of 4-level Social Impacts - Fullness Salon

Level One Reaction	Scale of 1 to 5
Feeling respected	4.3
Feeling trusted	4.0
Peer relationship	4.0
Customer relationship	3.8
Overall Employee Job Satisfaction	3.9
Employee Life Satisfaction before joining Fullness	2.4 (equivalent to 3.5 in a scale of 0 to 10)
Employee Life Satisfaction after joining Fullness	3.2 (equivalent to 5.5 in a scale of 0 to 10 With 57% improvement)
Level Two Skill Change	
Holistic development	3.6 (scale of 1 to 5)
Skill Improvement	9%
Level Three Behaviour Change	
Median number of new friends made in Fullness	14 friends
Median number of good friends made in Fullness	4 good friends
Level Four Blended Return On Investment	
$\text{Blended ROI} = \frac{\text{HK\$ 20,000 (Profit)} + \text{HK\$ 400,000 (Workfare)}}{\text{HK\$ 600,000 (Investment)}}$ <p>Financial ROI (FROI) = 20,000/600,000 = 3.3% ; Social ROI (SROI) = 400,000/600,000 = 66.7%; Blended BROI (BROI) = FROI+SROI = 70% Social Content = [HK\$400,000 (Workfare)] / [HK\$2,100,000 (Revenue)] =19%</p>	

Sample Questionnaires

Volunteer survey for measuring social impact after joining company led NGO/social enterprise volunteering service

Social Impact Level	Survey Questions How well does the following statement describe your feeling through the participation of volunteering or ethical consumption activities organised by Non-government organisations (NGOs) or Social Enterprises (SEs)? (in the scale of 1 to 5, with 1 as low and 5 as high)
Level One	You found increase in personal satisfaction and self-esteem.
Level Two	You have increase in the awareness and understanding of the underprivileged group.
	You have deepened understanding of NGOs or social enterprises operations.
	You support your organisation's active participation in similar NGO/SE organised activities.
Level Three	You will continue supporting and inviting friends to be volunteers in similar NGO/SE organised activities.
Level Four	You believe your organisation's employee loyalty has increased as she organises these volunteering / ethical consumption activities.
	You believe your organisation's civic image has enhanced as she organises these volunteering / ethical consumption activities.



LIST OF SOCIAL ENTERPRISES

This booklet lists over 40 social enterprises (SEs) by categories. This includes B2B and B2C SEs that have products and services satisfying the needs of organisations.

Restaurant

Organisations can have meals, corporate events & annual dinners at SE restaurants. They may consider inviting the SE to share their mission and operation as experience sharing/education activity.

Friends Italian Restaurant

Address: Shop 742, 7/F, Fortune Metropolis, 6-10 Metropolis Drive, Hung Hom, KLN

Tel: 2668 0450

Website: www.facebook.com/friendswithdeaf

Social mission: Friends Italian Restaurant provides employment opportunities to deaf and hearing impaired people.



Restaurant

Ginkgo House (French-Italian)

Address: G/F, 44 Gough Street, Central, HK
Tel: 2545 1200

Ginkgo House (Chinese)

Address: 171-173 Sai Yeung Choi Street North, Mongkok, KLN
Tel: 2789 3321

Ginkgo House (Jao Tsung-I Academy Restaurant)

Address: Jao Tsung-I Academy, 800 Castle Peak Road, Lai Chi Kok, KLN
Tel: 3480 0331

Website: <http://www.restaurant.org.hk/>

Social mission: Ginkgo House provides a suitable working environment and employment opportunities for those needy elderly that are in lack of support or wish to work at this age to well spend their time in the latter part of their lives and regain self-confidence.



長者就業 豐盛耆年
Support senior employment
Enjoy life enrichment

Good Kitchen

Address: G/F, The Sparkle, 500 Tung Chau Street, Cheung Sha Wan, KLN
Tel: 2541 7031

Website: www.goodkitchen.com.hk

Social mission: Good Kitchen is a Chinese style restaurant and it provides employment opportunities to the disadvantaged groups.

好·廚房
GOOD KITCHEN

Restaurant

Happy Veggies

(1) Address: 1/F, Bayfield Building, 99 Hennessy Road, Wan Chai, HK

Tel: 2529 3338

(2) Address: 7/F, 726 Nathan Road, Mong Kok, KLN

Tel: 2568 8181

(3) Address: Yuen Yuen Institute, Sam Dip Tam, Tsuen Wan, NT

Tel: 2490 9882

Website: www.happyveggies.hk

Social mission: Happy Veggies provides employment opportunities to deaf, hearing impaired people and the elderly, as an effort to integrate them with the society.



iBakery Gallery Café

Address: Tamar Café at Tamar Park, Admiralty, HK

Tel: 2352 2700

Website: www.ibakery.tungwahcsd.org

Social mission: Conveniently located in the Tamar Park at Admiralty, iBakery Gallery Cafe is to employ and train people with disabilities. The enthusiastic team, comprising people with different abilities, is happy to serve customers with fresh quality bakery products, coffee and light meal menu, while transmitting our passion through art creation and greenery.



Restaurant

La Parole

Address: 3/F, The Pemberton, 22-26 Bonham Strand, Sheung Wan, HK

Tel: 2436 4099

Website: www.laparole.com.hk



Shou Zen Japanese Cuisine

Address: 7/F, The Pemberton, 22-26 Bonham Strand, Sheung Wan, HK

Tel: 2851 9883

Website: www.shouzen.com.hk

Social mission: All revenue generated from the company after deducting the necessary expenses will be contributed to Benji's Centre which is a charitable organisation providing specialized professional speech therapy to children and teenagers with communication problems, particular for those from low-income families.



Tum Yum Thai

Address: Shop D, G/F, & Unit B, 1/F, Wing Long Building, 260-266 Castle Peak Road, KLN

Tel: 2708 8031

Social mission: Tum Yum Thai creates employment and training opportunities to local Thai middle-aged ladies and youth that improve their livelihood.



Catering

Organisations can purchase from SE providing catering services for luncheons, parties, meetings and personal activities at any venue.

5loavesn2fish

Address: Unit C, 2/F, Mai Tak Industrial Building, 221 Wai Yip Street, KLN

Tel: 2664 4120

Website: www.5loavesn2fish.com

Social mission: 5loavesn2fish provides employment opportunities to the ex-offenders and disadvantaged people, so that they can feel respected and can reintegrate into the community.



五餅二魚美食料理



Bread Bunch

Address: G/F, 5 Kai Ming Street, Tokwawan, KLN

Tel: 2142 8181

Website: www.breadbunch.com

Social mission: Bread Bunch provides training and employment opportunities to the ethnic minorities and promotes healthy eating.



Catering

Hong Chi Gourmet Central Kitchen

Address: Workshop G & Portion of Workshop H, 13/F, Universal Industrial Centre, 19-25 Shan Mei Street, Fo Tan, Sha Tin, NT

Tel: 2689 1309

Website: www.hongchi.org.hk

Social mission: Hong Chi Gourmet Central Kitchen is a licensed food factory which provides training and employment opportunities for people with intellectual disabilities. It not only prepares food to the restaurants of Hong Chi, but also provides lunch boxes and catering services to schools and corporations.



Social Enterprise
by Hong Chi Association

Joyous Kitchen

Address: Flat A, 3/F, Meyer Industrial Building, 2 Chong Yip Street, Kwun Tong, KLN

Tel: 3107 0073

Website: www.jubileehk.org/joyouskitchen/index.html

Social mission: Joyous Kitchen specializes in providing catering services and services team to corporations. It provides employment opportunities to ex-offenders.



Design & Production

Some disadvantage groups have talent in design and art work. Organisations can try their services and understand their capability.

ADAM

Address: 4/F., Causeway Bay Community Centre, 7 Fook Yam Road, Causeway Bay, HK

Tel: 2855 9548

Website: www.adahk.org.hk

Social mission: ADAM is the newly established social enterprise set up by Arts with the Disabled Association Hong Kong. This new artist agency aims to create job opportunities and increase income for artists with disabilities in Hong Kong. Shouldering the mission to promote creativity and social inclusion, ADAM aims to take an active approach with the corporate sector to create business initiatives by synergizing the talents of artists with disabilities in both visual and performing arts to contribute to society.



Florist & Hamper

At festive sessions, organisations can support SEs by purchasing hampers from them. This adds meaning on top of festival celebration. They may also purchase flowers from florist SEs for personal or organisational use.

Flower Workshop

Address: 14-15, G/F., Wang Kei House, Wang Tau Hom Estate, Wong Tai Sin, KLN

Tel: 2508 1301

Website: www.flowerworkshop2002.hk

Social mission: Flower Workshop aims at offering the employment opportunities for people with disabilities through the business operation of floral design and retail services.



iFlorist Ltd.

Address: HKCTU Training Centre, G01, No.18 Shek Lei Street, Kwai Chung, NT

Tel: 9774 1888

Website: www.iflorist.hk

Social mission: iFlorist employs the disabled and disadvantaged people to operate the online florist business. It provides delivery of flowers, gift baskets and festive hampers to corporations.



Hamper & Pantry

At everyday consumption, organisations can procure from SEs providing snack and drinks products. There are choices of fair trade, organic or local produce from them.

Leonidas

(1) **Address:** Venue A, Level One at Man Yee Arcade, Man Yee Building,
68 Des Voeux Road Central, HK
Tel: 2234 7343

(2) **Address:** B2-25A, Sogo Department Store, Causeway Bay, HK
Tel: 2836 3695

(3) **Address:** Area A, Upper Ground Floor, China HK City, Tsim Sha Tsui, KLN
Tel: 2395 5433

(4) **Address:** Shop 312, 3/F, Ocean Centre, Harbour City, Tsim Sha Tsui, KLN
Tel: 2317 7448

(5) **Address:** Area A, Upper Ground Floor, Olympian City 2, 18 Hoi Ting Road,
West Kowloon
Tel: 2436 9799

(6) **Address:** Open Space (near shop 1030), Level 1, Metro City Phase 2,
Tseung Kwan O, NT
Tel: 2506 1068

(7) **Address:** Shop No. 130, 1/F, Citywalk, No.1 Yeung Uk Road,
Tsuen Wan, NT
Tel: 2880 9313

Website: www.leonidas.com.hk

Social mission: Confiserie Benji Ltd is the sole authorized reseller of Leonidas Fresh Belgian Chocolates in Hong Kong and operates the brand "Leonidas" exclusively in Hong Kong. All revenue generated from the company after deducting the necessary expenses will be contributed to Benji's Centre which is a charitable organisation providing specialized professional speech therapy to children and teenagers with communication problems, particular for those from low-income families. Leonidas provides festive hampers to corporations.



Hamper & Pantry

FAIRTASTE

Tel: 2805 2336

Website: www.fairtasteshop.com.hk

Social mission: FAIRTASTE is a self-sustaining social business devoted to promoting fair trade, organic products and ethical consumption. It aims at protecting the environment and fighting poverty by promoting the concepts of fair trade. FAIRTASTE products are fair trade, organic, locally made and free of additives.



公平FAIR
TASTE棧

FAIR CIRCLE

(1) Address: Shop No.7, G/F, Breakthrough Centre, 191 Woo Sung Street, Jordan, KLN

(2) Address: Shop 216, 2/F., Olympia Plaza, 255 King's Road, North Point, HK

(3) Address: 2G, Metex House, 28 Fui Yiu Kok Street, Tsuen Wan, NT

Tel: 3188 8064

Website: www.hkfairtradepower.com

Social mission: Missions of FAIR CIRCLE are "Protect workers and farmers", "Reciprocal collaboration" and "Responsible consumption". It advocates ethical consumption and ensures a fair return to producers for improving their livelihood. Its products range fair trade food products to handicrafts elaborately made by farmers and women.



Pantry

Bejoy Commune

Tel: 3172 2014; 6122 9097

Website: bejoycommune.boutir.com

Social mission: Bejoy Commune is the sole agent of Okogreen Taiwan in Hong Kong. It is mainly selling/wholesale fair trade coffee, cocoa powder and tea leaves.



Eco Textile Printing

Organisations can procure from SEs with capability to design and produce tailor-made T-shirts, uniforms or other clothing.

TPASSION

Address: 10/F, North Tower, Kwai Shun Industrial Centre,
51-63 Container Port Road, Kwai Chung, NT

Tel: 2615 0377

Website: www.tpassion.com

Social mission: TPassion is an eco-conscious cotton apparel manufacturer based in Hong Kong. It has social responsibilities to protect and preserve the environment and seek to develop a sustainable business that incorporates environmental concerns into its operational decision making, using organic production.



Event Management

A number of SEs train up disadvantaged groups to acquire performance / entertainment skills. Organisations may acquire their services for company events or parties.

AS Production

Address: 3/F, 2 Holy Cross Path, Sai Wan Ho, HK

Tel: 2568 1110

Website: www.yoas.org.hk

Social mission: AS Production provides event management, stage design, sound system and lighting production. It offers employment opportunities to youngsters who are interested in events and empower them to use their talents to realize their dreams.



Hong Kong Youth Talent Institute

Address: 3/F, 202 Prince Edward Road West, KLN

Tel: 2153 3940

Website: elchkhkyti.wix.com/hkyti

Social mission: Hong Kong Youth Talent Institute believes that "Everyone has their own stage!" and it develops the training courses to the youths to develop their talents. It provides stage performance, photo shooting and video recording to corporations.



基督教香港信義會
香港青年才藝學院



Event Management

My Concept Event Management

Address: Flat E, 6/F, Hop Hing Industrial Building,
702-704 Castle Peak Road, Lai Chi Kok, KLN

Tel: 3428 2588

Website: www.eventmanagement.cubc.org.hk

Social mission: My Concept Event Management integrates performance and event management with the needs of young people in the mission. It provides sustainable work opportunity for deprived youth and functions as a platform for youth to realize their dreams. It provides performance with creative ideas and surprise.



MY CONCEPT Event Management
我·概念 節目策劃管理



Y Power Project Management Company

Address: Room 803-806, 8/F, Youth Square, 238 Chai Wan Road, Chai Wan, HK

Tel: 3970 7913

Website: www.y-power.hk

Social mission: Y Power Project Management Company provides project planning, production and management services. It offers training and employment opportunities to the youths.

Event Management

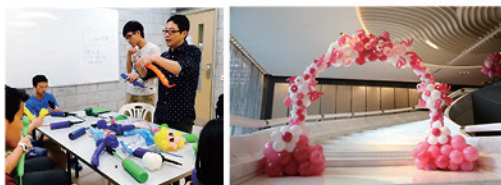
YM Balloon

Address: 3/F, Chinese YMCA of Hong Kong New Territories Centre,
32-40 Kwai Shing Circuit, Kwai Chung, NT

Tel: 2528 2938

Website: www.facebook.com/ymballoon

Social mission: YM Balloon offers balloon twisting services and decoration in all kinds of parties and corporate functions. It provides employment opportunities to the disable.



Experience

Disadvantage groups have capabilities that may be beyond our imaginations. There are SEs offering organisations special learning experience for team building and even leadership development.

Eldpathy Co Ltd

Address: 11/F, Block 2, 101 King's Road, North Point, HK

Tel: 2854 4122

Website: www.eldpathy.hk

Social mission: Eldpathy aims to promote "Empathy for the Elderly" by encouraging participation in philanthropy toward the elderly. By joining "Elderly Simulation Program", the participants can undertake funny challenges and experience real scenarios and hardships faced by the elderly.



Experience

Dialogue Experience · Silence

Address: The Good Lab, L1, The Sparkle, 500 Tung Chau Street, Cheung Sha Wan, KLN

Tel: 3996 1924

Website: www.dialogue-experience.com.hk

Social mission: Dialogue Experience · Silence offers workshops and experiential learning programs to corporate staff and teams led by professional deaf trainers. It aims at creating social impact with a sustainable business model nurturing a new perspective of social inclusion, diversity and equality.



Dialogue Experience · Dialogue in the Dark

Address: Shop 214, Nob Hill Square, No. 8 King Lai Path, Mei Foo, KLN

Tel: 2310 0833

Website: www.dialogue-experience.com.hk

Social mission: Dialogue in the Dark offers the opportunity to participants to explore by sounds, smells, temperatures and textures, led by professional blind trainers. Corporate activities done in the dark include Dinner in the Dark and Wine Tasting in the Dark.



Auto Beauty & Repairing

There are SEs providing auto beautify and repair services. Corporate cars or personal automotive can acquire these services to support their social missions.

Arm Car Beauty Service

Address: High Rock Centre, 102 Shatin Tau Village, Shatin, NT

Tel: 2419 6880

Website: www.stewards.org.hk

Social mission: Arm Car Beauty Service provides employment opportunities to the ex-mentally ill, mentally handicapped and disadvantaged people, so that they can build self-confidence and reintegrate into the community.



Faithful Professional Auto Services

Address: G/F, 39 Ngan Hon Street, Tokwawan, KLN

Tel: 2191 3933

Website: www.fpas-hk.com

Social mission: Faithful Professional Auto Services employs rehabilitated offenders in motor vehicle repair services.



Skyblue Carwash

(1) Address: No. L17-L18, 2/F Carpark, Kwun Tong Harbour Plaza, 182 Wai Yip Street, Kwun Tong, KLN

Tel: 3755 0432

(2) Address: B1, Carpark, 19 Wo Tai Street, Luen Wo Hui, Fanling, NT

Tel: 3188 0438

Social mission: Skyblue Carwash provides eco-friendly car wash services and offer employment opportunities to the disadvantaged group.



Tour

If organisations look for social activities while get to know more about Hong Kong, these social enterprises may help you. These tours can be educational in addition to having fun.

ECOTOUR330

Address: 33 San Fuk Road, Tuen Mun, NT

Tel: 2461 1712

Website: www.nlpra.org.hk/social_enterprises/eco-tourism.aspx

Social mission: ECOTOUR330 offers nature-based tours. It provides training and employment opportunities for people in recovery of mental illness, aiming at enhancing public understanding and acceptance of people in recovery of mental illness through various activities and their interaction with the public.

TWGHs. BiciLine Cycling Eco-Tourism Social Enterprise

Address: G/F, Shop 4, Wai Fat Building, 5 Fung Cheung Road, Yuen Long, NT

Tel: 2478 3880

Website: www.biciline.tungwahcsd.org

Social mission: Making use of the natural ecology and the popularity of bicycles in Yuen Long, BiciLine operates its eco-tourism business. It provides training to low-academic level or and low-skill youngsters to become eco-tour guides.



WEDO GLOBAL

Address: Unit 306, 3/F, Youth Square, 238 Chai Wan Road, Chai Wan, HK

Tel: 2157 2181

Website: www.wedoglobal.com

Social mission: WEDO GLOBAL plans and arranges multicultural workshops, local walking tours and overseas experiential tours. Through interacting with people of different cultural backgrounds, participants can learn and be inspired that enhances their cultural sensitivity and global vision.



Training & Workshop

Variety of training and workshops are offered by social enterprises from skill learning to EQ/AQ training.

3H Handicraft

Address: Flat B, 17/F, Block 3, Golden Dragon Industrial Centre, 172-180 Tai Lin Pai Road, Kwai Fong, NT

Tel: 3955 1530

Website: www.3hhandicraft.hk

Social mission: 3H Handicraft aims at promoting social integration of new arrivals women by providing handicraft training to them, so that they can look after their families and earn money to improve their livelihood at the same time.



City Challenge - Adventure Professionals

Address: Room B, 12/F, 2 Holy Cross Path, Sai Wan Ho, HK

Tel: 2567 9028

Website: www.yo.org.hk/abc

Social mission: City Challenge provides a series of training facilities for high/low level event, abseiling, sport climbing and canoeing, etc... It provides vocational training and employment opportunities to the youngsters.



Training, Design & Production

Social Enterprise of Direction Association for the Handicapped

Address: Unit 3, Podium, Kin Ming Estate, Shopping Centre (Extension), Tseung Kwan O, NT

Tel: 2330 6309

Website: www.4limb.org

Social mission: Social Enterprise of Direction Association for the Handicapped offers tailor-made trainings and workshops to corporations. The areas of trainings cover IQ, EQ, AQ and MQ in workplace, e.g. core thinking in adversity quotient and build up positive working attitude. It also designs and produces crystal trophies and souvenirs.



Transport

Domestic transportation and logistics services can be acquired from social enterprises as well.

Aman Moving Services

Address: Room 2B, Kai Yip Factory Building, 17 Sam Thuk Street, San Po Kong, KLN

Tel: 2409 9301

Website: www.aman01.com

Social mission: Aman Moving provides eco & professional transport services. The environment-friendly measures include using eco-cartoon boxes, less plastic tapes and all trucks equipped with environmental protection engines. It also offers employment opportunities to middle-age women, rehabilitant and marginalized minorities.



Photo Shooting & Video Recording

In any organisational occasions like formal events or parties for fun, there may be need of photo shooting and / or video recording services. There are SEs providing training and job opportunities to the young generation to deliver such services.

My Image Production

Address: Flat E, 6/F, Hop Hing Building, No 704 Castle Peak Road, KLN

Tel: 2580 2884

Website: www.facebook.com/myimageproduction

Social mission: My Image Production provides photo shooting and video production services. It provides sustainable work opportunity for deprived youth and functions as a platform for youth to realize their dreams.



My Image Production



Image Pro

Address: Shop 333, Youth Square, 238 Chai Wan Road, HK

Tel: 3104 0031

Website: www.facebook.com/imagepro.se

Social mission: Image Pro provides training and internship opportunities to low academic level youngsters, specializing in photography, video and graphic design. It offers tailor-made services on video and micro-film production, photography and photo booth.



FSES has no interest in any of the SEs listed in this booklet. FSES is not liable to the quality of products and services delivered by these SE shops. Organisations are advised to perform necessary assessment before purchasing from them.



PLATFORM ORGANISATIONS / TOOLS SUPPORTING SOCIAL ENTERPRISES

For acquiring further information about social enterprises and where organisations can co-operate with them, these platform organisations and tools can provide assistance.

SE Directory by HKCSS – HSBC Social Enterprise Business Centre (SEBC)

SEBC, jointly funded by the Hongkong Bank Foundation and the Social Welfare Department's Partnership Fund for the Disadvantaged, was established to advance social entrepreneurship and mobilize social innovation.

Website: <http://socialenterprise.org.hk/>

Social Enterprise Directory: SEBC compiles and updates the "Social Enterprise Directory" every year since 2007, the directory as well as its derivatives mobile application (App) and online search engine enable public access to social enterprise information of Hong Kong. The Directory serve as an important reference material for advocating responsible consumption across sectors. For further information, please visit: <http://socialenterprise.org.hk/en/sedirectory>



HKCSS-HSBC
Social Enterprise
Business Centre
社聯·滙豐社會企業商務中心

SoLeisure App by Hong Yip Service Company Limited

For the easy access to social enterprises' latest news, the Hong Yip Service Company Limited (Hong Yip) developed the "SoLeisure" mobile app. Hong Yip continues to support ethical consumptions, SoLeisure is a mean to provide useful information to find social enterprises with good quality, reasonable price and with social missions supporting the under-privilege groups of Hong Kong. SE stories, discounts and promotional activities about SEs can all be found at this app. App users can enjoy all these benefits at the figure tips.



Everyone can be an ethical consumer. With SoLeisure, you can find a nice SE restaurant for fine dining; you can purchase hampers with products from SE/fair-traders for your business partners; you can buy snacks, bread, cakes, cookies, tea and coffee with lots of choice; and more.. The 'more' is every spending has additional meaning. It supports the business of these social enterprises to achieve their social missions and make Hong Kong a better place. The content of the app keeps being updated.

You can freely download SoLeisure at Google Play and iTunes for Android and Apple devices respectively.



Available on the
App Store



GET IT ON
Google play

The 1st SE Certification System in Hong Kong by Hong Kong General Chamber of Social Enterprises (HKGCE)



Social Enterprise Endorsement (SEE) System is a professional, objective and comprehensive assessment system which is applicable for Social Enterprises (SEs) of different size, nature and with different years of operation.

SEE Mark acts as a “Q-Mark” in social enterprise sector. A SEE Mark label will be issued to any accredited SEs, who could post the SEE Mark label in its stores for identification by the public, enhance transparency of the SEs and increase public trust and recognition.

Website: www.seemark.hk

Social Enterprise Summit (SES)

The Social Enterprise Summit (SES) of Hong Kong was founded by the Hong Kong Policy Research Foundation (HKPRF) in 2008 to advocate social innovation and entrepreneurship that was then attracting much attention in many places as a solution to the social and development problems of our time.



The Summit is now an important annual event in Hong Kong. It has emerged as a major cross-sector platform for joint efforts in promoting innovative entrepreneurship for social change. It is also a most useful bridge between the community and government in this endeavor and a well-recognized international forum for the exchange of ideas and experiences.

Website: <http://ses.org.hk/>

Fair Trade Hong Kong Foundation (FTHK)

FTHK is a non-profit organisation that spread fair trade message in Hong Kong. It serves as a platform among corporate, fair trade traders, consumers and producers.

Tel: 6625 2996 Ms. Daphne Ip; 9163 2566 Ms. Elaine So

Email: info@fairtradehk.org

Website: www.fairtradehk.org

Social Mission: Promote Fair Trade Economy for relieving poverty and contribute a sustainable future

Highlight of service scope by FTHK:

- Facilitate the sourcing of fair trade products in Corporate Pantry
- Facilitate the Fair Trade Gift Hampers Ordering
- Offer various tailor-made fair trade employee engagement events, from Tasting to Fair Trade Mini-Bazaars
- Offer professional and interactive sharing, related to Sustainability, Environmental Issue and Poverty
- Facilitate the procurement and sourcing of fair trade ingredients along the supply chain





ABOUT FULLNESS SOCIAL ENTERPRISES SOCIETY (FSES)



In 1987, Fullness Christian Vocational Training Centre (FCVTC) was set up as a charity organisation, aiming at helping young ex-offenders and ex-addicts to reintegrate into the mainstream society through vocational training and job creation as well as Christian faith. The first business is an Auto Service Centre, which is still in operation and making single digit percentage of operating profit.

In 2008, Fullness Christian Social Enterprise (FCSE) was set up by FCVTC as to run hair salon business so that young ex-offenders and ex-addicts can have more options for their career. The salon was the first SE raising capital through share subscription in Hong Kong. The opening of the ownership had attracted not only financial capital, but also human capital and social capital. The salon was also the "SE laboratory" of Fullness in piloting and experimenting SE concepts and practices.

In 2011, Fullness Social Enterprises Society (FSES) was set up by FCSE as a charity organisation, aiming at promoting social entrepreneurship development in Hong Kong instead of directly operating SEs. The mission of FSES is to create proven knowledge for social entrepreneurship development by its pracademia team, combining practitioner and academic perspectives. Its scope includes research, experiment, create, publish, educate, and provide consulting on social entrepreneurship. The Tithe Ethical Consumption Movement (TECM) is one of the flagship programmes of FSES.





ABOUT TITHE ETHICAL CONSUMPTION MOVEMENT (TECM)



The TECM is organised by FSES. This movement aims at promoting a conscious and ethical consumption culture that creates a double meaning in consumption, which in turn can create a better Hong Kong since each social enterprise (SE) carries a social mission of employing the underprivileged as far as practicable. Borrowing the idea from tithing (giving a tenth of a person's income to the Church or government), we try to encourage consumers and organisations to allocate one-tenth of their monthly disposable spending for SE products and services to support the disadvantaged in our community by direct action.

TECM is entering its 4th year in 2015 (formerly known as "Ethical Consumption Month"). In 2014, TECM has attracted participation of over 100 SEs and prompted 31,000 ethical purchases at both individual and corporate levels. The movement successfully generated an additional revenue of over 5.1 million dollars for the participating SEs. Through TECM, the number of reached ethical consumers was increased by 35% and the revenue by 60% when compared with 2013. These record-breaking figures demonstrate that ethical consumption is increasingly known and supported by Hong Kong people.



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