JCI Hong Kong

BEyond Live



THE GLOBAL GOALS
For Sustainable Development

2018 JCI HONG KONG GLOBAL GOALS REPORT

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Message from the National President of JCI Hong Kong

Dear community actors, partners and JCI members worldwide,

The 17 UN Sustainable Development Goals (SDGs) have been adopted by the UN General Assembly in September2015. Armed with the experience of implementing the UN Millennium Development Goals, the predecessor of the SDGs, JCI Hong Kong has been raising awareness of the SDGs in the community for more than two years.

The 17 SDGs are supplemented by 169 targets. These targets give us a more concrete direction on how to implement the SDGs. In 2018, JCI Hong Kong moves away from merely raising awareness to taking action. First, all SDG projects at National and local levels have identified, besides the SDGs which they address, the corresponding targets to put the projects in a more solid context. Second, the National committee changed its name to National Global Goals Community Action Commission to reflect our focus. Third, JCI Hong Kong emphasises specialisation in community development by splitting up National Community Development area into 3 separate areas, namely Sustainability, Well-being and Economic Development. One major project comes from each of these areas. Fourth, we extended our reach downwards from young people to children by conducting SDG training in schools.

I would like to thank the National Commission for putting together this booklet to share our best practice with the world. But it is not just us making an impact in society. We are working together with our partners to create multi-fold positive changes in the community. Bit by bit, all our efforts will add up. This collection will eventually be enough to change our destinies.

Let's step up on our action for a better world!



Beyond BeLive!

Ronald Kan

National President
JCI Hong Kong

Hong Kong - the Facts

Hong Kong is a city of exhilarating contrasts, with a glittering skyline and pulsing financial hub sitting within the embrace of natural wilderness. The hustle and bustle of a rustic Chinese market hidden between futuristic skyscrapers and shy fishing villages tucked just out of view of the inescapable influence of the city's colonial past.

Within its total area of 1,106 square kilometres comprised of Hong Kong Island, Lantau Island, the Kowloon Peninsula and the New Territories, including 262 outlying islands, Hong Kong has a population of approximately 7.39 million and is now the world's 7th largest trading economy.
Hong Kong ranks seventh on the UN Human Development Index, and has the seventh-longest life expectancy in the World.
From the World's view, Hong Kong may score a perfect 10 as a place to live, yet it also tops the table of the World's most expensive cities in terms of everyday cost of living.

The number of impoverished Hongkongers hit a record high last year, with one in five people living below the poverty line, and the grass roots not benefitting enough from the city's economic growth.

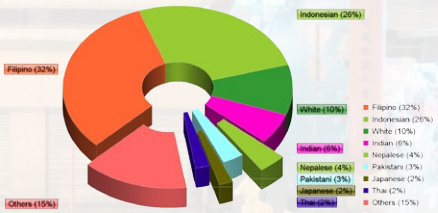
JCI IS ABOUT MAKING CHANGE. We are a global movement that challenges the status quo. We inspire young people to recognize their responsibility to create a better world and empower them to drive change. How can we empower youths to take the lead in efforts to improve our community?

2017 Population
7,391,700 (up 0.75% from 2016)
Male: 45.9%
Female: 54.1%

Age Groups
under 15: 11.5% / 15-34: 25% / 35-64: 47% / 65+: 16.5%



Ethnic Groups
Hong Kong is a largely homogenous society, with about 92% of its people being Chinese (ethnically speaking, Han Chinese). Hong Kong's principal ethnic minorities are:
Filipino 32% / Indonesian 26% / White 10% / Indian 6% / Nepalese 4% / Pakistani 3% / Japanese 2% / Thai 2% / Others 15%

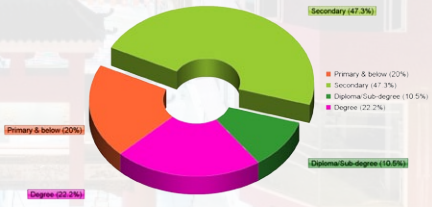


Information from:
Census and Statistics Department, Hong Kong SAR (October 2018)
Race Relations Unit, Home Affairs Department, Hong Kong SAR (January 2018)

Poverty Situation
Poor population: 1.352M (+ 0.75M from 2015)
Poverty rate: 19.9% (+0.2% from 2015)
The city's poverty line is drawn at half the median monthly household income according to household size. Those living below the line are considered poor.

Information from :
Census and Statistics Department, Hong Kong SAR (February 2018)

Education
Highest education level attended by population aged 15 and over
Primary & below - 20%
Secondary - 47.3%
Diploma/Sub-degree - 10.5%
Degree - 22.2%



Information from :
Census and Statistics Department, Hong Kong SAR (2016)

Labour
Labour force: 3947000 (as of 2017 year-end)
Unemployment rate: 3.1% (as of 2017 year-end)

Per Capita GDP at current market prices: USD 45,900 (as of 2017 year-end)

Information from:
Census and Statistics Department, Hong Kong SAR (October 2018)

JCI HONG KONG NATIONAL SDG PROJECTS

"In 2018, JCI Hong Kong moves away from merely raising awareness to taking action."

Breath of Hong Kong

Partners: 11

Audiences: 200

Media: 5

Total sponsorship received: ~USD 6000







Introduction:
The 'Breath of Hong Kong' Campaign aims to raise public awareness for improve the Sustainable Development Goals No. 13 "Climate Action". We focus on the air pollution problem in Hong Kong to educate our future generation on related health issue; to create sustainable impact; and to promote the concept of environmental protection to young people. The kick-off event of this project "Breath of Hong Kong Conference" was successfully launched with professionals including the representatives from government, commercial and environmental parties to share their knowledge on air pollution and remedies with hundreds of secondary students. 'Breath of Hong Kong' Concept Design Competition is one of the major events of Campaign, a project on Sustainability of JCI Hong Kong in 2018. With secondary school students as the key beneficiary group, we encourage them to analyse the needs of our community, think out of the box and deliver the sustainable solution that connect the community, industry and government to take action together. Over 130 persons attended to witness the award ceremony which held at Zero Carbon Building Multi-Purpose Hall and 7 awards presented to 6 teams of secondary school students to present their proposal for improvement of air pollution.

Impact:
5 media attended the conference and award ceremony and published through newspaper and internet to arouse public awareness for climate change from the professional sharing by distinguished guest speakers and creative proposal presentation from the secondary school students to create sustainable impact for the community locally and globally.



World Cleanup Day

Partners: 23

Audiences: 2,687

Media: 24

Total sponsorship received: ~USD 50,600

Introduction:
World Cleanup Day is a global civic action that will take action globally on September 15th, 2018. Globally 150 countries will take part in this action and of the 150 countries 116 countries has JCI involvement.

JCI Hong Kong has taken the initiative to promote World Cleanup Day in Hong Kong. A brand new project was designed to educate members and citizens about the serious pollution issues globally. Allowing participants to understand how applying Waste Sorting, Recycling, and Reduce Consumption to daily life can create a significant impact to the environment. Most importantly, we motivate citizens to take action together on September 15th,2018 (World Cleanup Day).





Impact:
Throughout the full year program, the project partnered with 23 like-minded local organizations and schools. The program provided opportunities to educate members, partners, and community. To further increase the impact, members had opportunities to become trainers and host training sessions to educate students about SDG goals and World Cleanup Day in multiple occasions.

In our program, we integrated beach cleanups in 3 separate occasions (i.e. May 17th , Sept 15th , and Oct 1st). It allows local chapters, partners, and local community to take hands-on actions and experience the seriousness of waste pollution first-hand.





WE UNITE for a BETTER WORLD

Partners: 83

Audiences: 130

Media: 13

Total sponsorship received: ~USD 600

Introduction:
The program awards local companies, schools and organizations that demonstrate sustainable efforts in fighting the global issues. Awardees may be nominated by local organizations under JCI Hong Kong with proof of active involvement in supporting the Global Goals and in aiming towards helping communities reach the targets under the Global Goals.

During the award ceremony held in August, awardees from each category were invited on stage to share their journey in creating positive change in the community and in supporting the SDG's. Among the interviewed were representatives from Xiamen Airlines, Lee Kum Kee Holdings as well as the Hong Kong Rope Skipping Club.

Impact:
With support from the government, corporates, and NGO's including JCI Hong Kong, JCI Local Chapters and schools, the award ceremony for our partnership program was successfully held at the Hong Kong Convention of Exhibition Centre on Friday, August 10th, 2018, with more than 130 representatives from over 80 awarded companies, NGO's and schools in attendance.

"Support Better World" Youth Development Platform

Partners: 1

Audiences: 400

Media: 13

Total sponsorship received: ~USD 18,000

Introduction:
Since 2017, JCIHK has started the "Support Better World" platform for local chapters and local non-profit organizations to showcase their efforts in supporting the Global Goals adopted by the United Nations. With our projects and events listed and sorted by targeted Global Goal(s), we have inspired partners and the community to seek creative and impactful ways in solving problems outlined in the Goals.

This year, with additional support from the Home Affairs Department of the Hong Kong government, we have enhanced the platform to also showcase efforts by companies and schools, as well as to facilitate online discussions between youths.

Discussions based on each Global Goal are being scheduled between students in Hong Kong and overseas. We look forward to seeing youths and our future leaders share with each other their views on achieving the Global Goals targets. One day they might even collaborate in taking action!

Impact:
Since launch, the web site has been featured in media and used by non-profits (including JCI National Organizations and Local Organizations from world wide), corporations as well as schools.

Soccer For Peace

Partners: 15

Audiences: 100+

Media: 3

Total sponsorship received: ~USD 1,500

Introduction:
Junior Chamber International Victoria has initiated Soccer For Peace programs to promote peace advocacy, support communities, and to establish a culture of peace among individuals of all races, communities and organizations. Soccer For Peace aims to support the future of children, youth, and their leadership as agent's peaceful change in their communities. Junior Chamber International Victoria seeks collaborations with other global organizations and government ministries in order to maximize program impact without wasting resources. Soccer For Peace also seeks to encourage social enterprise activities that reduce poverty, and initiatives that build and foster long-term, socio-economic development.



Impact:
1. Implementation of Active Citizen Framework for an impactful project During this project, we mobilize our members to transform our passion into action, impacting our community by adopting the JCI Active Citizen Framework.

2. Transfer of knowledge about social inclusion Members have acquired more knowledge on the idea and concept of "social inclusion" through the project. The principle of "social inclusion" has been advocated successfully.

3. Contribution to JCI Vision Leading global network of young active citizens: Collaboration between prospective members, experienced full members and advisors to strengthen the network.
Alliance with different stakeholders, including government-funded statutory body, local organizations, corporates, UNESCO, football clubs, minority group, passionately promoting "social inclusion".
Being an inspirational and friendly place to learn and grow from peers and leaders in JCI and community.

4. Contribution to JCI Mission Provide development opportunities: Our Chapter has never organized a similar event before. By organizing the "Soccer for Peace", members learnt more about the condition of minority group in HK, how to deal with officials from government-funded statutory body, press and media. Meanwhile, "Soccer for Peace" project has attracted several media for reporting.
Empower young people: Raise awareness of "social inclusion" especially to young people from 18-40, so that they would rethink about this matter and issue in deep.
Create positive change: Motivate members to extend their limits to take up different challenges and how to solve problems when facing difficulties during the project.

Together We Care - Unique Faces

Partners: 6

Audiences: 150

Media: 4

Total sponsorship received: ~USD 40,800





Introduction:

"Together We Care" is one of the flagship projects of the JCI Kowloon. In 2018, the major concern of the project is Face Equality (臉部平權) with the theme of "Unique Faces (樂也融容)". The project aims to raise the public attention on the fairness to the people with appearance disfigurement, which is also one of the disabilities and to create an enlightened and fair community. We would like to promote the awareness of face equality to the public. "The way how they look we can't change but we can change how we see", which is the key message of this project.



Impact:

- Equal Opportunities Commission (EOC) Chairperson Professor Alfred Chan SBS JP as GOH of both the opening and closing ceremony of Together We Care and triggers Equal Opportunities Commission to review on current legislation protection and public education about facial disfigurement.
- We launched the Hong Kong 1st young people survey on facial equality with 600 interviewees.
- Through the support from EOC, the team received RTHK2 interview
- With the connection we line up in JCI HK media luncheon the team has arranged a press interview with HK01 interview.
- We empower JCI members and peers' group to have a better understanding of facial equality through 600 surveys and sharing from facial disfigured people.

Business to the Power N

Partners: 22

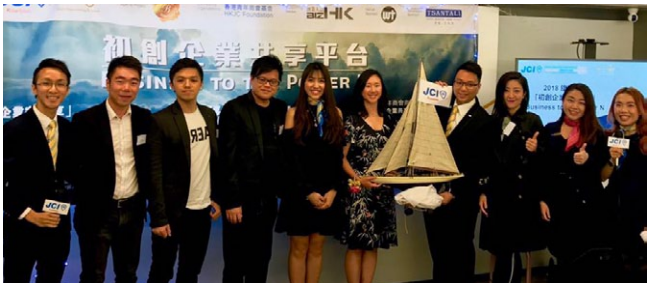
Audiences: 2,000

Media: 7

Total sponsorship received: ~USD 300







Introduction:

Business to the Power N aims to provide a platform for new entrepreneurs to strengthen the knowledge of market updates and business networking. Different business development topics like marketing, advertising, online marketing, finance management, mobile-app workshop and external funding application seminar shared by key speakers are provided. Through building an alignment network, we hope our subscribers polish their business & marketing skills.

Impact:

- Participants gained insights and advice from our guest speakers in terms of the mindset of entrepreneurs should have, marketing, financial management, design of mobile app, update on existing Government funding to entrepreneurs.
- All these workshops with positive feedbacks of very practical and useful for participant to develop their business.
- 2 co-working space IDEAX and Work Together offered a half price discount price and free non-peaking hours venue rentals for our subscribed participants.

11th Children's Chinese Calligraphy Competition

Partners: 4

Audiences: 1,000

Media: 1

Total sponsorship received: ~USD 32,000





Introduction:
Children Chinese Calligraphy Competition targets to promote Chinese calligraphy to children and drive them to develop a deeper understanding of the Chinese art culture. Through the program, we would like to provide a chance for them to review and rebuild a sense of belonging and rethink the meaning of being the citizen of Hong Kong, China. Awarded entry will be printed on postcard and promote the message "Heart of Hong Kong" throughout the world.



Impact:
- Total received nearly 1000 competition entries which includes around 200 brush calligraphy entries and 800 handwriting calligraphy entries.
- 60 finalists from the brush and handwriting calligraphy competition (junior level and senior level) were invited to participate in the final competition.
- The top 3 brush calligraphy winners received a television interview to promote Chinese calligraphy and to demonstrate their Chinese calligraphy on the TV programme.
- A good penmanship will assist our future generation in the long run and we have to take responsibility to bring the society into focus of such valuable art and skill.





Final Straw

Partners: 70

Audiences: 7,000,000

Introduction:
The event aims
1) to arouse the public awareness that straws is one of the main contributor to land pollution;
2) to educate the public to minimize the consumption of plastic straws in our everyday life; and
3) to promote alternative solutions other than the use of plastic straws.





Impact:
We have successfully aligned 70 supporting organisations to help with spreading the concept of reducing the consumption of plastic straws.

Eat Well, Care Health. Low Sodium Project

Partners: 17

Audiences: 2,000



Introduction:
As stated in the World Health Organization (WHO)'s"Guideline: Sodium intake for adults and children", high salt consumption contributes to raised blood pressure and increases the risk of heart disease and stroke.

However, according to the Department of Health (DOH), the rate of referral of primary and secondary students with suspected hypertension for further management increased from 0.4 per cent in 2011/12 to 0.8 per cent in 2015/16. Such statistic showed that it is important to support our children to develop healthy eating habits to prevent the development of non-communicable diseases. Yet, another test conducted by Nutrient Testing of School Lunches in Primary Schools in Hong Kong stated that the sodium content in over 90 per cent of the examined lunches exceeded the recommended intake for a meal. Thus, it is time to address the problem of excessive sodium intake among students.







Not only are school important play an important role in promoting health diet, parents and restaurants must work together to provide a conducive environment to promote low sodium eating. According to the survey conducted by The Hong Kong Polytechnic University, over 60% people give up healthy diet because not much choices in the market. A study conducted by The Centre for Food Safety (CFS) and the Consumer Council (CC) found that 45% of the meal-on-one-plate samples contained sodium contents over WHO's recommended limit of daily intake in one portion.

Therefore, this project aimed at cooperating with different parties to start a series of actions in:
a) studying the sodium intake habit of the general public.
b) working with schools, community centers to promote low sodium diet
c) cooperating with restaurants to provide more low sodium meal options
d) arising the awareness of general public on the importance of low sodium diet











Impact:

- 1,000 survey results were collected, and 50 pedestrians were interviewed. As most of them didn't note their dietary habit are not healthy until after doing the interview or survey, it gave them a chance to have reflection and start to change their dietary habit. Besides, Dr. Ng Chi Cheung, Henry, Principal Medical Officer (Risk Assessment & Communication), Centre for Food Safety, Food and Environmental Hygiene Department also attended our Survey Result Announcement Day. He was also a sharing guest in the chit-chat session which taught public more skills on reduce the intake of sodium.

- 69 food caterers formed the "Low Sodium Alliance". They are located in all 18 districts of Hong Kong, Wuxi and Suzhou. More low sodium meal options are provided to the public. Since 8 chain restaurants joined the alliance, it helped to attract other food caterers to follow the market trend in the long run. Besides, Monthly "Low Sodium Day" was also officially launched on 15th July, 2018.

- 4 workshops were held in schools and community centers with over 1,200 participants. It empowered them to change their dietary habit.

- By involving public figures in promotion, public can be easily engaged. Among 120 Facebook or Instagram posts of this program, there were over 49,000 views. Through the quiz raised and low sodium dishes taught by the ambassadors, public can change their dietary habit and try to prepare the low sodium food themselves.

- Support from the Department of Health recognized the impact of this program. The train-the-trainer workshop empower more dietitians to continuously organize health educational workshops in order to help meeting one of her goals of Reduce salt intake (A 30% relative reduction in mean population daily intake of salt/ sodium by 2015 as stated in Towards 2025: Strategy and Action Plan to Prevent and Control Noncommunicable Diseases in Hong Kong" set by Centre for Health Protection.

- 12 news reports, 1 radio interviews, 2 Youtube videos reporting on the success of this program. Along with public figures being our ambassadors, this program efficiently raise public awareness on daily sodium intake.

SDG Junior Ambassador Programme 2018

Partners: 24

Total sponsorship received: ~USD 10,000





Introduction:
SDG Junior Ambassador Programme 2018 (SDG 小專員計劃 2018) is a pioneering training programme in Hong Kong as the first localized SDG training for primary school-aged students and young teenagers. In 2018, we will partner up with Hong Kong Girl Guides Association as Training Co-organizer to foster the mission of "education for all" for young children on societal issues aligned with the UN Sustainable Development Goals (UN SDGs) and deliver trainings in Hong Kong, Japan, and The Philippines. This year's Programme theme is "Environmental, Health and Well-Being", we aim to provide an opportunity for Girl Guides to have a better understanding of the SDGs through classes and interactive workshops. Participants will gain knowledge and good hands-on experiences, and at the same time, they will influence others in the community to live a greener, healthier lifestyle and sustainable future. A series of trainings will be held locally and overseas for young Guides to Guiders (leaders) from May to August, including an Exchange Trip for selected Junior Ambassadors to Tokyo, Japan in early July. Launched in 2017, the Programme impacted thousands of primary and junior high students, teachers, parents in Hong Kong and Manila (The Philippines) in its first year. This project was awarded The Best Local Global Goals Project and Most Outstanding Local Project (Top 3 Finalists) at the JCI World Congress 2017 Amsterdam, and The Best Global Goals Project at the JCI Hong Kong National Convention 2017.











Save the Earth, Stop Using Paper Towel

Partners: 47

Total sponsorship received: ~USD 14,000



Introduction:
JCI Lion Rock aroses Paper Towel is an in-recyclable object since 2016. By providing alternative solutions, Towngas starts to provide high efficient hand dryers to replace Paper Towel in their toilet. It is an successful demo to other corporates. Since Hong Kong Gov will take a Waste Levy in 2020, many corporates are finding a solution to save cost with environmental friendly way.

JCI Lion Rock hold a "Sustainable Development Forum to commercial sector in April 2018.



Also, JCI Lion Rock launches "Bring Your Own Towel" campaign. It is mainly for educating general public, to bring Hand Towel as a living habit. JCI Lion Rock will hold a Hand Towel Design Competition, to make it as Fashion trend.

"Let's Recharge" Physical and Mental Health Promotion Program

Partners: 80

Audiences: 200

Media: 13

Total sponsorship received: ~USD 28,100



Introduction:
While Hong Kong ranked the world's fifth most-stressed population, the need to recognize and reshape the value of rest from "lazy" to "productive" was well-received in guarding the physical and mental health for our citizens. Therefore, the project "Let's Recharge" was established by JCI Harbour with "WElaxation" as our initiatives.

WElaxation is the small relaxation acts that anyone can implement conveniently at any places resulting in a feeling of relaxed, refreshed, and recharged. WElaxation is important to physical and mental health, and especially on stress relief.

The project has put great emphasis to initiate the concepts in the project where participants are enriched with knowledge and encouraged to develop more WElaxation policies, facilities and activities at their workplace.

Impact:
- STRONG PARTICIPATION & ENGAGEMENT ON ALL STAKEHOLDERS
- RAISED PUBLIC AWARENESS WITH EFFECTIVE PROMOTION STRATEGIES
- INSPIRED EMPLOYERS FOR EMPLOYEE WELL-BEING WITH SUSTAINABLE ACTIONS & POSITIVE FEEDBACK





The Big Feast Bowl 2018

Partners: 8

Audiences: 350

Media: 1

Total sponsorship received: NIL







Introduction:
JCI Yuen Long carries the mission of leading the global network of young active citizen in extending this impactful and popular project, with over 10 years of history —"BIG Feast Bowl" We held an event which create the following sustainable impact.

Impact:
With over 10 years of organizing, "BIG Bowl Feast" which provided an excellent platform for community to be connected and deepened the understanding of traditional cultures. JCI Yuen Long serve to reinforce the corporation image and to echo with sustainable goals Our projects gained a large recognition in the community.

We create sustainable impact on:

(1) Partner Engagement
- Over 8 supporting organizations provide sponsorship in kind, such as free coaching and venue and 20 local Yuen Long villages, and have successfully connected 7 supporting organizations to engage us in future and increase the continuity of the projects.

(2) Education
- Educating participants about historical culture preservation, protection of culture and environment

(3) Social responsibility consumption
- Corporations and participants fulfilled their social responsibility, by reducing food waste and bring their own chopsticks so as to reduce waste and reduce pollution.

(4) Involvements of Community
- Increasing bonding of NOM,LOMs and JCI Yuen Long members, with 3 PNPs, 15 NOM officers, 240 members from 18 LOMs andJCI Yuen Long, thereby creating a wonderful gathering.
- OVER 20 prospective members join JCI Yuen Long after event.

(5) Create harmony society
- By inviting 10 ethnic minorities children from Nepal to perform traditional Nepal's dancing.

(6) Building up positive image of JCI
- Most of the corporations recognize JCI in serving community to develop awareness of social contribution, which helps the blooming of visions and missions of JCI. We created positive impact to participants that everyone enjoy the programe and learn more about sustainable goals.





JCI Tai Ping Shan

Watchman - Visualise the Invisible

10 REDUCED INEQUALITIES

Partners: 4

Audiences: 70

Media: 120

Total sponsorship received: ~USD 5,100





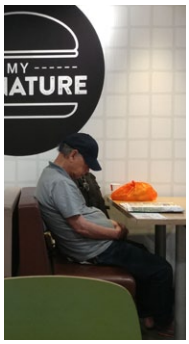
Introduction:
McRefugees are those stay overnight 24-hour McDonald's. We identified a problem that there is no comprehensive and specific information or analysis of the McRefugee, even from government reports. The Watchman was developed as solution to find out community needs by effort among social sectors

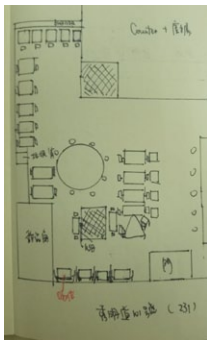
The Watchman is the FIRST QUALITATIVE RESEARCH PROJECT covering all (116) 24-hours McDonald's for investigating McRefugees in Hong Kong, studies social problem behind to reduce inequality (SDG 10) .









Impact:
The project got more than 120 media coverage, which is including TIME, CNN, Daily Mail and Fox News. The research result also submit to government representative.

Circle Care: Empower Women · Impact the World



Audiences: 620,000



Introduction:
In order to ACTUALIZE the Active Citizen Framework, JCI Bauhinia is building a roadmap to find sustainable solutions to challenges facing communities around the world.

We noticed the women's pressure in the society through news and word of mouth, as a lady chapter, we are thinking of what we can do, and then a concept called Circle Care is born.

With OVER 620,000 grassroot women in Hong Kong, there are always hot issues about discrimination of single mothers, new arrival women, ethnic minorities in workplace, discussion that new arrival women is a burden to society, and women poverty in society.

Apart from insufficient monetary subsidy, there are lack of development & employment opportunities, grassroot women lost the right to dream as a result of discrimination and pressure from society.

This gives a BIRTH to CIRCLE CARE, which is to EMPOWER WOMEN and ENCOURAGE MORE HUMAN POWER to the society.

Circle Care aims at providing NON-MONETARY SUPPORT to grassroot women by collaborating PARTNERSHIPS across the Government Sectors, Corporations, Social Organizations and Key Opinion Leaders (KOLs) to provide "Butterfly Transformation Lesson" to inspire women chasing their dream, to safeguard women work-life-balance & access to employment rights and to reduce inequality & discrimination in society.

Impact:
To Promote the WELL-BEING AND INTERESTS OF WOMEN in Hong Kong.

To Echo the MISSION of Women's Commission and Population Policy of the Government which EMPOWERING WOMEN and ENCOURAGING MORE HUMAN POWER to the society.

To Collaborate with the GOVERNMENT, SOCIAL ORGANIZATIONS, ENTERPRISES & CITIZENS for DEVELOPMENT and ADVANCEMENT of Women in Hong Kong by providing Solid Support not only in terms of money.

To Get Corporations Involved in Women Empowerment and EMPLOYMENT RIGHTS by Reviewing and Revising Human Resources Policies.

To Reduce INEQUALITY & DISCRIMINATION in society.

Kids Can Code

Audiences: 80,000

Total sponsorship received: ~USD 5,100



Introduction:

JCI Dragon in this year organized a brand new project - Kids Can Code. Kids Can Code aims to provide an opportunity to arounds 100 low-income secondary school students to learn the new technology and improve programming skill in this summer time. We want to change the unhealthy education system in Hong Kong. We are not merely teaching children the hard skills of coding or giving the hardware support, we are here to develop future creators with all-round soft-skills. In this event, students learning both computational thinking, problem-solving skills, algorithmic thinking through this charity event. Coding can create computational thinking, which ability to communicate with children's mind in a structured and logical way. It is also the process of thinking up and then solving problems in a methodical way that could be replicated by a machine in their daily life. Therefore, we have planned to invite over 100 underprivileged kids to expand their horizons in coding with an easy-to-use computer - Raspberry Pi Zero W.

Impact:

Give chance the students to develop their problem solving skills and increase their understanding of new technology and programming, make positive change in their daily school life or community. Using high technology, aerial photography and clipping to the project promotion to attract more people's attention and force the government to faced aware the problem of inequality education in Hong Kong. Cooperating organizations have more chance to communicate with the students(Teenagers and Kids), which may create positive impact and encourage them to join the meaningful activities. Create healthy and closely relationship with community organizations and improve the Hong Kong's society to be diversification and vitality. Great chance to promote SDGs and the mission of JCI to the public during the teaching event for students and volunteer work for mentorship, and using difference media such as Facebook to promote the value of program and SDGs. For JCI Dragon member, though the guidance from JCI Dragon, Kids Can Code can awake some sleeping members to support the program and transmit their experience or story to the new member.



JCI Kowloon — Family Harmony 2018 - Food. Love. Share

Partners: 22

Audiences: 2,000

Media: 7

Total sponsorship received: ~USD 300





Impact:

(1) Over 200 online surveys had been obtained and another 200 interviews had been done on the two interviews day.

(2) 7 selected families had participated in the Nutrition Seminar and Cooking Workshop, not to only gained the knowledge of nutrition and cooking with budget, but also obtained 3 hours of quality family time

(3) Over 60 participants aged from 4 to 65 had joined the Agriculture Experience Day to not only learn knowledge of organic food and experience the organic farming technique, but also had raised their awareness of reasonable consumption by understanding the process of food production







JCI City — The 22nd Innovative Entrepreneur Awards Programme

Partners: 32

Audiences: 500

Media: 11

Total sponsorship received: ~USD 29,400



Introduction:

Innovative Entrepreneur Awards Programme aims at:

Recognise Achievements]
Recognise companies which have positively impacted the community and demonstrated high levels of professionalism and innovativeness; so as to encourage this spirit in the future

[Reinforce World Class Image of Hong Kong Start-ups and Businesses]
Broadcast to the wider audience on the excellence of Hong Kong innovative enterprises

[Promote Innovative Thinking]
Extol the virtue and benefits of innovative thinking by arousing public's awareness on innovative entrepreneurs' 9 success stories in both emerging and traditional industries

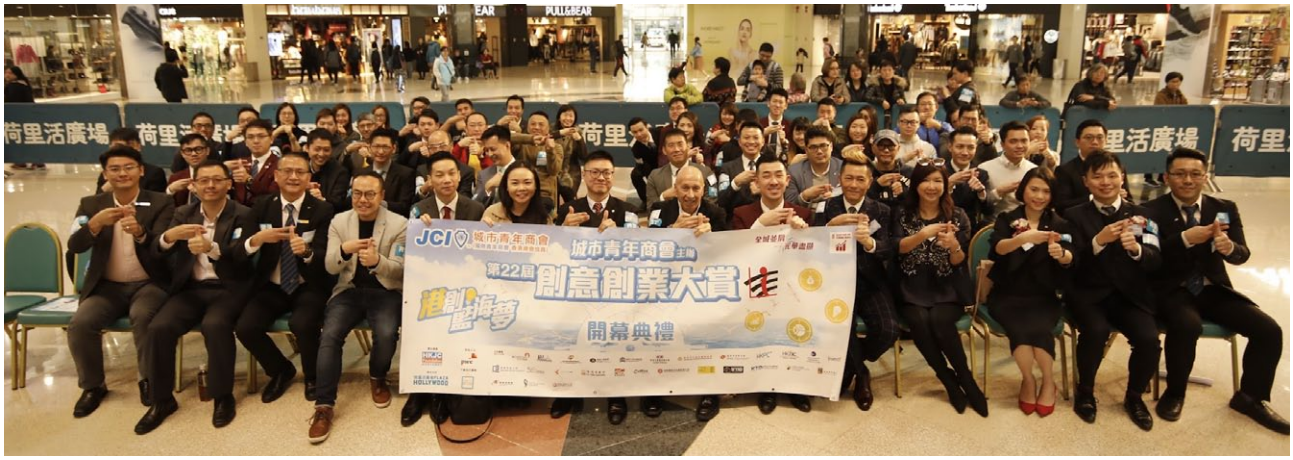
[Nurture Future Leaders]
Groom youngsters on business acumen and leadership capabilities through frequent exposure to business leaders and innovation best practices

[Create Further Business Opportunities]
Connect successful entrepreneurs and facilitate future business opportunities by gathering past winners, guests and new awardees

[Reach Sustainable Development Goals]
Align IE's objectives with UN SDG Goal 8 (Promotion of sustained economic growth, higher levels of productivity and technological innovation) through:

- Supporting the growth of SME and social enterprises in traditional and new industry sectors by connecting them with investors, business mentors etc., and;

- Enabling affordable options to expose their goods and services on large media platforms



Impact:

[Awardee business]

Awardees come from a wide spectrum of businesses from Social Enterprise, Emerging and Traditional Business, signalling any company can discover possibilities to be innovative no matter which industry. Our Awardees have a business turnover exceeding HKD 247,000,000.00 last fiscal year. Over 600 employees are hired locally in total. They showed significant growth in previous years and are very likely to further expand their business in the near future.



[Promotion]

We significantly increased the promotion of awardees by 500% viewers this year, including radio, MTR lightboxes and video. It is a perfect reach for modern commuters. The contribution of the awardees will benefit Hong Kong economy greatly via IE.

[Partners that participated in this program]

Professional associations gets to know the participants via IE. HKTDC, PwC Hong Kong and leading chambers of commerce are part of our Supporting Organizations. They promote IE and awardees on their websites and in emails. We also worked with various well-developed Hong Kong co-working spaces to promote IE among start- ups. Thanks to the combined efforts of our partners, the participants in IE are more well-known in the local economy.

[Social Entreprise arises]

Two Social Enterprises are awarded this year. They did not only fuel Hong Kong economy, but also addressing social issues. The multiplying effect is enormous and contributes to the economy of Hong Kong.



Love Ever After

Partners: 13

Audiences: 15,000

Media: 43

Total sponsorship received: ~USD 6,900





Introduction:
The project "LOVE EVER AFTER" aims to raise society's AWARENESS OF MARRIAGE HEALTH, ALERT POTENTIAL MARRIAGE CRISIS and REDUCE DIVORCE RATE and consequences by:

(1) Promoting "MARRIAGE CHECKUP", which is a professional questionnaire to QUANTIFY your marriage health and status;

(2) Inspiring couples to CREATE and RECALL ROMANTIC MEMORIES which help in CONSOLIDATING THE RELATIONSHIP;

(3) Enhancing couples' COMMUNICATION SKILLS through various workshops. Professional trainers provide fruitful knowledge which helps in ENHANCING INTERPERSONAL SKILLS, LOVE AND WAYS TO GET ALONG;

(4) Identifying POTENTIAL RISKS in marriage and provide POSSIBLE SOLUTIONS.

Project intro:
Since 2011, Hong Kong Professional Elite Ladies Selection, hosted by JCI City Lady, has been selecting outstanding women aged between 18-40, who perform outstanding at work and contributed to society. Awardees have been serving as women role models and are encouraged to further contribute to society via this platform.



IMPACT ON SOCIETY

- Establishment Marriage Checkup Day
- Announce Marriage Health Danger Line
- Remind public the importance of Marriage Health
- Reduce divorce rate
- Create social harmony

IMPACT ON PARTICIPANTS

- Receive knowledge and ways to maintain marriage
- Get assistance if faced any Marriage Crisis (E.g. Case referral to professional counselor)
- Build up Marriage review habit

IMPACT ON LIKED-MINED PARTNERS

- Collaborate for mutual impact
- Sharing of resources, expertise, knowledge, experience and power

IMPACT ON JCIHK

- Advance on public image and fame
- Opportunity for members to receive counseling trainings

IMPACT ON JCI CITY

- Advance on public image and fame
- Engagement of Long Term Sponsorship
- Advance on membership recruitment
- Members' personal all-rounded developments
- Build up partnership with NGOs and celebrities



Run Run Chicken 2.0 FUNdraising Charity Run

Partners: 10

Introduction:
As it is year of dog, we aim to raise the public awareness on concerning the people with disabilities to live independently with dignity through the right choice of service dogs in Hong Kong, as well as raise funds for the organization, Hong Kong Guide Dog Association. Guide Dogs are professionally trained dogs provided to visually impaired and blind persons who choose to benefit from the enhanced mobility, safety and companionship that a guide dog can provide.





Less is more

Partners: 10

Audiences: 8,000,000

Media: 13

Total sponsorship received: ~USD 400



Introduction:

Nowadays, buying things is easy, and we can easily get more things that we desired, but when we have "more", does it mean we are happier? The concept "Danshari" remind us the beautiful of "Less is more" .

We, organizational committee of JCI North District from Hong Kong project "從心捨離" (in Chinese) Less is more" would like to raise the attention of public that that "What is need" and "What is want" by conducting events and survey in Hong Kong, Japan and Taiwan.

Impact:

Audience aware their consumer behavior and reduce the stock waste. spread out the message what they needs and wants in education, media and network sharing. change thier life style with good health and well-being.











Say No to Plastics - Waiter, No Plastic Takeaway Box!

Partners: 60

Audiences: 580

Media: 38

Introduction:

To have better promotion for SDG Project: "Say No to Plastics – Waiter, No Plastic Takeaway Box!", we have sent the questionnaire online via Whatsapp, Facebook Page and Website on May/2018 - Jul/2018 to general public. Also create questionnaire for restaurants and fast food shop to raise their voices of self-takeaway boxes. As a result, we have successfully collected 580 citizens and 60 restaurants to conduct the survey and we announced the result to the media and general public on 12/Aug

Impact:

38 local media coverage and created impact to the citizens that aware of less non environmental - friendly takeaway box







JCI Sha Tin

Project Bullseye 2018 - Great Leap To Prosperous Jiangmen

8 DECENT WORK AND ECONOMIC GROWTH

Partners: 3

Total sponsorship received: ~USD 7,500

Introduction:
Though a 3-day exchange tour, youths aged 18-29 learned more about the many opportunities that China's Greater Bay Area present. They have also visited the incubators of Tsinghua University to learn more about the road to success in entrepreneurship.









Love of the Earth 2018 Bike to Green Society



Partners: 2

Total sponsorship received: ~USD 400

Introduction:
The project aimed to promote the low-carbon and healthy living style by encouraging people to take bike as an alternative for short distance travel.



Love without boundary 2018

Partners: 15

Audiences: 600

Media: 6

Total sponsorship received: ~USD 650











Introduction:
JCI Apex of JCI Hong Kong partnered with JCI Port of JCI Taiwan to help and better the lives of disabled individuals in their communities in 2015 with "Love without Boundary 2015". In the following year, JCI Apex further converted the programme into "Love without boundary 2016 - L.O.V.E" which aimed at enhancing social integration of the visually impaired in the community.

This year, in order to pass on the spirits of "Love without Boundary", JCI Apex along with JCI Port, again organized "Love without boundary 2018" in Hong Kong and Kaohsiung, Taiwan, together with the visually impaired from Hong Kong.

Impact:
To motivate people to begin change with them, JCI Apex and JCI Port united for a Better World to maximize the impact in the Jaycee movement. The key message of the project is "To witness the ability, not the disability". Our objectives can be summarized with the word A.B.I.L.I.T.Y. which stands for All inclusive, Beneficial, Illimitable, Love, Illuminous, Talented and YOU begin the change.

2018 Hong Kong Professional Elite Ladies Selection

Partners: 30

Audiences: 1,000

Media: 8

Total sponsorship received: ~USD 12,700

Introduction:
Since 2011, Hong Kong Professional Elite Ladies Selection, hosted by JCI City Lady, has been selecting outstanding women aged between 18-40, who perform outstanding at work and contributed to society. Awardees have been serving as women role models and are encouraged to further contribute to society via this platform.

Impact:
More than 60 outstanding young women were selected to represent outstanding and independent women. They acted as role models of young ladies and are encouraged to continue making great contributions to society. Recently, they have been serve as life mentors of girls from ethnic minorities in Hong Kong through a mentorship program jointly organised by Po Leung Kuk and CLJC.









Little Hands Love The Earth

Partners: 22

Audiences: 2,000

Media: 7

Total sponsorship received: ~USD 300

Introduction:
JCI City Lady has organized "Little Hands Love the Earth" for 10 consecutive years. Over these 10 years, we have educated various environmental topics to the children. This year, we introduced the principals of "low-carbon diet" to parents and children in Hong Kong and encourage them to execute low-carbon diet in their everyday life, in order to fight against global warming.







Impact:
Over 200 Hong Kong families participated in "Low Carbon Ambassador" program and all of the Ambassadors reflected, they knew more about low carbon diet throughout the program; and promised to keep up green diet habit in the future.



Your Smartphone Needs a Rest

Partners: 32

Audiences: 16,000

Media: 40

Total sponsorship received: ~USD 5,000

Introduction:
Identifying the excess use of smartphones as one of the main root causes of family and society inharmony, "Your Smartphone Needs a Rest" is a series of program which aims to raise awareness of the problems following smartphone addiction, to provide opportunities for citizens to learn "using smartphone SMART".

Impact:
Aroused wide attention from media, support from government and awareness in community, with high engagement of active citizens participating. Positive change from parents promising to spend more time with their children after joining our program, and participants to know more about the community and communicate more with friends and family.



Major events include:

(1) 'Offline City Hunt' in Hong Kong and Japan to connect young people with face-to-face communication;

(2) '30-Day SMARTphone Guide' providing tips for public to practise using less smartphone in daily lives;

(3) Providing 'Phone-Bags' to public to take action in daily lives to put down smartphones at appropriate time;

(4) 'Offline 1-Hour for Family' for parents to put down their phones and enjoy "offline games" together with their children.







Children's Play Rights

Partners: 10

Total sponsorship received: USD 2,000

Introduction:
Every child should have the rights to enjoy at least 1 hour free play every single day.







Zero to One Startup Challenge 2018

Partners: 20

Audiences: 150

Media: 3

Total sponsorship received: ~USD 400

Introduction:
On 28 April 2018, JCI Lantau kicked off the Zero to One Startup Challenge 2018 with an opening ceremony. Besides promoting and publically announcing the details of the competition, many guest speakers provided their insight in the startup industry. Shortlisted applicants can attend a free training in Beijing in June and compete in July. Contestants also joined the judging day in July 2018 and made their startup idea presentation. Judges included scholar, investor from Angel Fund and professionals.



Impact:
- Stimulate Dreams Making;
- Startup Competition encourage creativity;
- Encourage innovation;
- Support economic transformation with strategy planning;
- Encourage the youth to step out from the comfort zone and willing to take challenge.







THE GLOBAL GOALS

For Sustainable Development

GOOD HEALTH AND WELL-BEING
ZERO HUNGER
CLIMATE ACTION
LIFE BELOW WATER
CONSUMPTION AND SANITATION
AND PRODUCTION
PEACE, JUSTICE AND STRONG INSTITUTIONS
SUSTAINABLE CITIES AND COMMUNITIES
PARTNERSHIPS FOR THE GOALS
QUALITY EDUCATION
CLEAN WATER AND SANITATION
AFFORDABLE AND CLEAN ENERGY
NO POVERTY
GENDER EQUALITY
氣候行動
性別平等
可持續城市和社區
清潔飲水和衛生設施
經濟適用的清潔能源
促進目標實現的伙伴關係
零飢餓
無貧窮
體面工作和經濟增長

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