







# FIT Positioning 定位

FUN, Impactful, Touristic 歡樂、創效、旅遊





# PIONEERING SOCIAL INNOVATION

by re-imagining our city since 2007





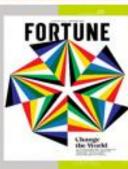








Green Monday Group named by Fortune as "Chang the World" Companies, ranking #32 so the list























### CURATING PLACES FOR THE COMMUNITY

Demonstrating the use of space as an anchor for community empowerment





# **EXIST to EXIT**







### We need to push new frontiers in the evolution of social solutions to address poverty









### Next page of social evolution



### Safety Net

Provide direct resource support



### HONG KONG -

Comprehensive Social Security Assistance Scheme (CSSA)



### SINGAPORE -

Workfare Income Supplement Scheme



### UNITED STATES -

Supplemental Security Income

### Developmental

Facilitate growth and upskilling



### HONG KONG -

HKJC Charities Trust KevSteps@JC



SureStart UK Government Sure Start Local Programmes

### UNITED STATES -



## Harten US Government Children's Harlem Children's Zone

### Credit

Build initial capital to better grasp opportunities

### HONG KONG -

希望戶口 Citi x TWGHs Hope Development Account



### BANGLADESH -

Grameen Bank Microfinance



### UNITED STATES -

US Government Individual Development Account

### Social Capital

Solve problems through mutual support and exchange

### HONG KONG -

**HKSAR** Government Community Investment and Inclusion Fund (CIIF)



### MUMBAI, INDIA -

People's Responsible Organization of United Dharavi (PROUD)

### TRAMPOLINE

Unleash inner potential towards self-perpetuating progress

- · Do not want to be 'beneficiaries'
- · Positive mentality
- · Self-motivation to rise up
- · Self-directed turnaround of their 'fortunes'
- Community contribution
- · Embark on path of upward mobility

**PROTOTYPE** 

**PROPERCY** 

**PLATFORM** 

NEEDS-BASED APPROACH

ASSET-BASED APPROACH

SOCIAL EXCLUSION THEORY

**HUMAN EQUITY APPROACH** 

**HUMAN PROGRESSING THEORY** 

**HUMAN CAPITAL THEORY** 

SOCIAL CAPITAL THEORY

# **MEETING THE FORTUNE UNITS**



小云一家

- Spark: Growth Equity
- Short-term goals: Brother- Improve English, Sister- Egg recipes to improve family health
- Family trial plan : Egg recipe book for family health in English



- Spark: Relational, Vocational
- Short-term goals: Whole family support on youngest son's growth
- Family Trial plan : mum returning to workplace



月秋一家

- Spark: Relational
- Short-term goals: Figure out community service on carers of SEN
- Potentials: Live a healthy, balanced life as a mom and plan for work



KATHY一家

- Spark: Environmental + Relational
- Short-term goals: Share skills and learning to the community
- Potential:Pathway to professional learning

## **ACTIVE ADVOCACY WITH THOUGHT LEADERS & PARTNERS**

...



土會上底層生活過的人,或許不

在香港有心人不少,出鑑出力有時還不 夠,善學的新時代還要「出橋」與「毀推」。

與香港社會創投基金合作。正是一個出心、出 横、出力支出線、協助な路推り個架勢計算室

以我理解、用「福」字、除了很符合中國 人的古祥意味·亦羅含要為到發帶來幸福感。

一項養壓國兒10年。而排壓的密度、多數 學業上最關鍵的十年,出手相助,致力徹底改 要連些孩子的一生及他整個家庭的命運、計劃 的理念與落實、超對經過深思熟慮。

除了錢、計劃會盡力了解受助家庭的特 點,例如兒童除了學業,是否有其他例如發展

計劃的勞動儀式當級,除了一眾基官、差 Social Solutions劍辦人及董事曾安業。周大福 企業有限公司首席豐運線監及CTFE Social 倘若只有徒,未必能真正幫到弱 Solutions董事陳馥湘均雜自到場主禮、鼎力支

> 計劃的雙大腦,測大福企業社會方案之祭 辦人及總監修億棋博士(Elvis)及香港社會創 投基会創辦人及行政總裁魏華星 (Francis) 在典畫上詳細解釋理念,還會在過程記錄一 切。最後會產集成一本刊物維結整個計劃。是

界一直是朝楚、年青又有心協助颈勢社群 Flvis手扶牛津大鄉領十級位高麗的經歷、雙章 Francis多年來對社企計劃的營運、管理及推廣

希望福口是首批妥惠长。更

一個非常有承擔的做法。 Elvis及Francis兩位也是我的好友。在慈善

E SHIM 2024-01-31

Academia 擀雕如 BONNIE CHU



Liked by stevent2a and 3,462 others vmwkong 福式家庭起步賽!滿滿祝福 >> #FORTUNEbyDesign #福式單位 #CTFESocialSolutions #周大福企業社會方案

**Honourary Unit Designer** 江旻憶 VIVIAN KONG









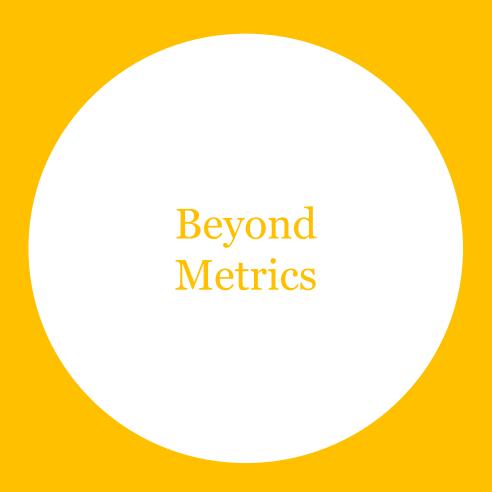
【孩子容易放棄,因欠「朝力」?】 大家可能亦留意到,現今許多孩子都容易出現 接著。他們又可能會追求其他樂器或活動。但每

當遇到困難時又輕易地放棄。孩子容易放棄的质 因可以有很多,其中之一可能是缺乏物性 (Resilence)

甚麼是韌性?它指的是一個人在面對困難、挫折 或壓力時、能夠保持整韌、持久和積極的態度。 並努力克服困難。實現目標的能力

相據英國心理學協會 (American Psychological 子安排了各種各樣的與趣班和面試班。如果孩子 缺乏弱力,一遇困難默放棄,一遇挫折就失去信 心,不再當試,那麼即使他們能進入理想的學 校。他們也可能無法應對學業和考試的壓力。







**POWERED BY** 





# WE ASPIRE TO ADVANCE A SOFTWARE-FIRST MODEL FOR GENERATIVE COMMUNITY IMPACT, ONE NEIGHBOURHOOD AT A TIME

Social innovation x Neighbourhood collaboration x Community empowerment









# A NEIGHBOURHOOD IN TRANSITION

An urban landscape dominated by Tong Laus / Tenement Buildings

**EMERGING MIDDLE CLASS DEVELOPMENTS** 

A textile and manufacturing marketplace

- DUBBED THE "NEW BROOKLYN"

A district dominated by Chinese residents

BECOMING MORE ETHNICALLY DIVERSE

# SHIFTING MINDSET TO GROW WITH THE COMMUNITY

From resources provider to convenor, leveraging spaces liberated by urban renewal to support 400+ families with 20+ partners















2016

2021

2024

Providing direct interventions for families and young children living in the Sham Shui Po neighbourhood by redirecting external resources (e.g. corporate resources and professional volunteers)



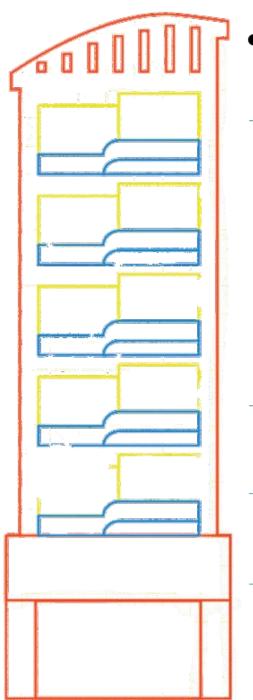
Recognizing the existing social relationships within the district as a form of capital and playing the role of connector/partnership catalyst within the neighbourhood



Residents empowered as community contributors and are ready to radiate their influences outside of the neighbourhood, becoming a resource for other neighbourhoods









2-5/F: COMMUNITY CO-LIVING







1/F: SONOVA Studio

**YOUTH CREATIVE STUDIO** 

M/F:

HATCH

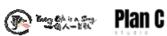
**CO-WORKING SPACE** 

G/F:

COMM, ON | NEIGHBOURHOOD CONCIERGE

















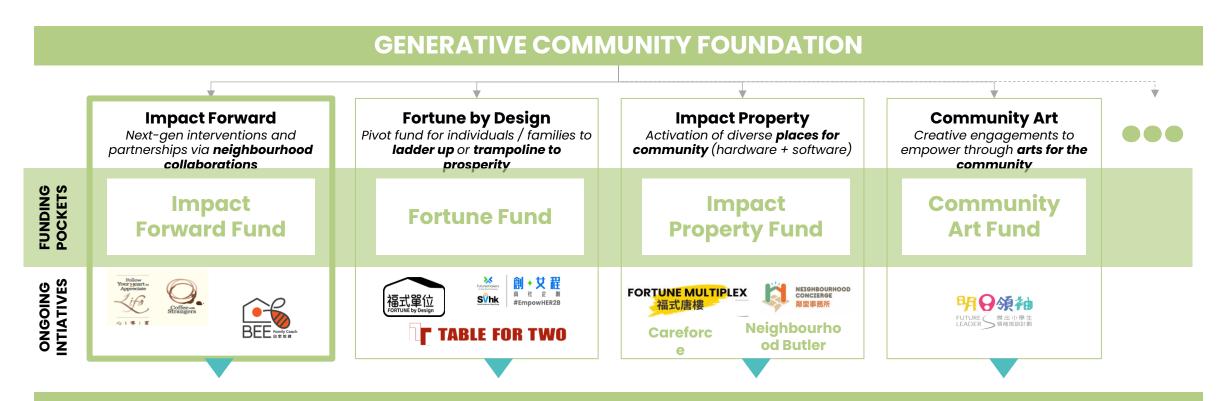
# FROM CO-CARING SPACE TO CO-CARING ZONE





# LEVERAGING CAPITAL FOR COMMUNITY RESILIENCE

Initial blueprint for Hong Kong's first place-based and civic-led COMMUNITY FOUNDATION in Sham Shui Po



**GENERATIVE COMMUNITY IMPACT** 

Break New Ground





### OUR VISION

# To uplift women's participation and aspiration in society and economy

### PLATFORM CONVENOR

### MISSION CONVENOR

### **VISION PATRONS**





















# **About EmpowHER2B**

futuremakers **SVhk** 



A collective action platform to uplift women's participation and aspiration in Hong Kong by harnessing the power of business and community

### Did you know?

≈100.000 are towork given the *right* opportunities

ready to return

# 600,000 women

~17%

in Hong Kong are economically inactive due to family duties

### **EMPOWHER2B WORKS WITH A GROWING NETWORK OF:**

450+

**ASPIRING FEMALE RETURNEES IN OUR TALENT POOL** 

30+

EMPLOYERS / CORPORATE **PARTNERS** 

**10+** 

WOMEN-LED COMMUNITY AND **VENTURE PARTNERS** 

### THROUGH A USD I MILLION POOLED COMMUNITY INVESTMENT FUND, WE ASPIRE TO:



- **ACTIVATE NEW PATHWAYS TO FULFILMENT**
- DRIVE CORPORATE-**COMMUNITY ENGAGEMENT**

- Casual gatherings for employers and aspiring talents
- Facilitated "jobcation" placements from 3 hours to 3 months
- Access to women-led social enterprises for corporate events
- · Regular talent workshops for community and capacity building
- Tailored corporate volunteering and community events
- · Joint initiatives with strategic partners to advance inclusive workstyles

# Coffee with Strangers

真·傾偈 係-種lifestyle
-個way of being



Follow Your Heart to Appreciate





心工導工賞

### ABOUT COFFEE WITH STRANGERS



- Launched since 2023
- More than 10+ Chatters Training sessions with over 100+ Chatters

Strangers

- More than 10+ CWS events at coffee shops, schools etc, chatted with 200+ strangers
- Piloted with secondary and tertiary school students and with well received feedback

### Simple, Viral and Enjoyable!







Chatter

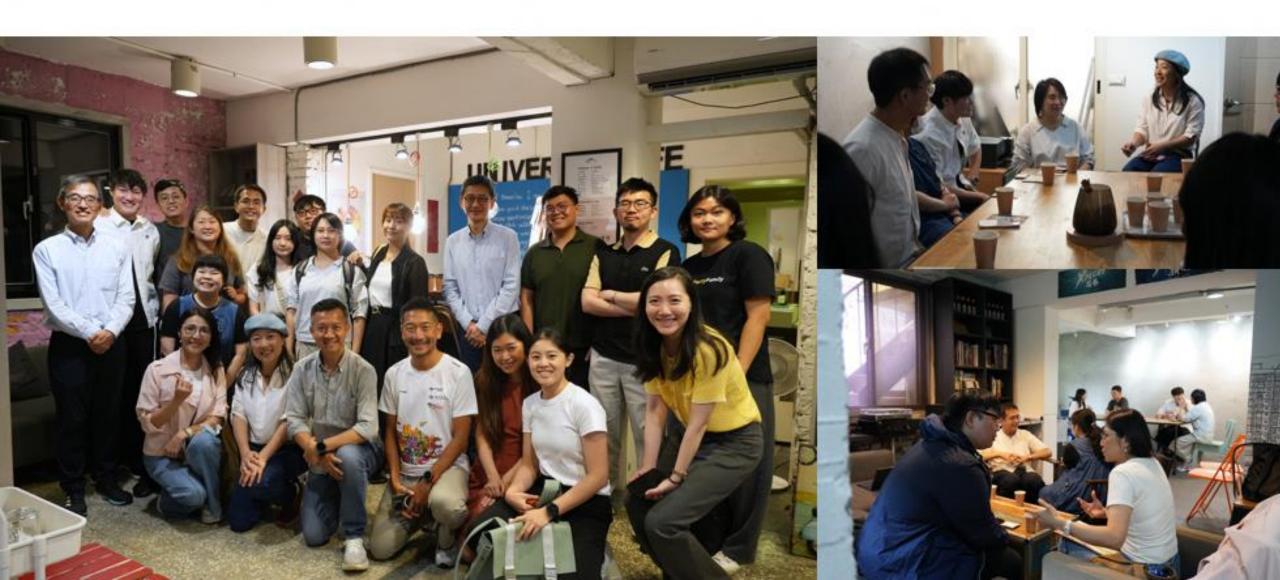
· Who? ANYONE, with a heart for the youth

- Attend 2 sessions of training by Founder WONG Ming-Lok (Professional Certified Coach) and team
- Sign-up for Coffee with Strangers event and pair with youth for volunteer chatting session
- · Reflection through debrief and feedback
- · On-going engagement in the network

- Primary target: youth (nominated by SPOs or schools); Secondary: everyone around them
- Have an enjoyable coffee AND a nice chatting experience by sharing a happy story
- Lifting spirit with the "free" chat!
- · Spread words in their peer group



# Trial Run in Taipei: Understanding local landscape and be ready for localization



# 願景

實現一個健康快樂的城市. 讓積極的生活方式、正向思維和 團結的社區成為常態。



MISSION

# 使命

透過跑步、運動和健康項 目, 打造一個身心 俱佳的城市環境。





4大方針

# 以企業迎接當前社會的境況



提倡「跑無界限」的理念





為不同背景的人士提 升身心、社交健康





傳遞「治未病」全人健康訊息



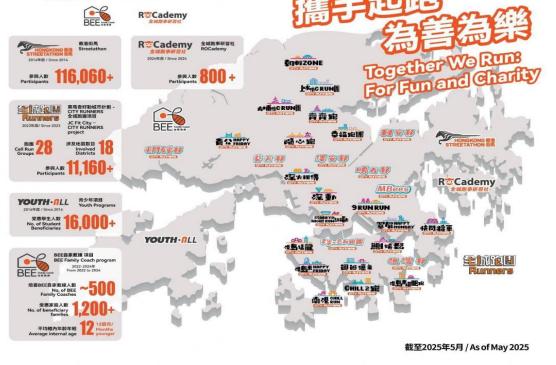


推動運動行業的繁榮









跑得更前。更快。更遠

# 我們的強大合作夥伴網絡

YOUTH-ILL











































































