

# SHARED VALUE

CREATING  
COMPETITIVE ADVANTAGE



## Forum

21 September 2017  
Hong Kong

Electronic version of this  
booklet can be found at  
the Forum website:



[www.sie.gov.hk/sharedvalue/2017forum/  
doc/2017Forum-Booklet\\_en.pdf](http://www.sie.gov.hk/sharedvalue/2017forum/doc/2017Forum-Booklet_en.pdf)

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## Why the Forum

Shared Value has continued to gain momentum in Hong Kong since the last Shared Value Forum in 2015. Many business leaders and practitioners are enthusiastic about innovating for Shared Value, and some have started to develop their own unique projects in Hong Kong. Many are realising that Shared Value helps create competitive advantage by broadening access to markets, securing diversified sources of funding, and finding fresh turfs to win new business.

The Social Innovation and Entrepreneurship Development Fund (SIE Fund) seeks to highlight new and innovative practices in key industries which create both business and social value, and bring businesses and potential partners together to share experiences and explore potential collaboration. To this end, the 2017 Forum seeks to bring together thought leaders as well as preeminent business and civil society leaders to discuss how business can harness the power of Shared Value for sustainable growth. The ultimate aim is to find ways to achieve win-win solutions for businesses and society.

The Forum will showcase regional best practices and local examples of Shared Value, and is intended to inspire business leaders and maintain momentum for social innovation in Hong Kong. We will also demonstrate that Shared Value has the potential to create powerful partnerships that can create positive change for people and communities whilst enhancing the profitability of businesses.

In a large urban setting such as Hong Kong, there remain many socioeconomic challenges to overcome. There is a role for businesses to be involved in finding new and innovative solutions to these challenges by developing new products and markets that serve communities and create profitable business opportunities. This is best done through new innovations – something that businesses are often very good at – unlocking the power of the private sector to create lasting solutions.

## What is Shared Value

Shared Value is the policies and practices that enhance the competitiveness of a company while simultaneously advancing the economic, environmental and social conditions in the communities in which it operates in a planned way.

Innovation is central to the Shared Value approach and business needs to think about new ways to unlock the next wave of economic growth that simultaneously meets social needs.

### Shared Value and Competitive Advantage

Shared Value initiatives are designed to:

- Provide a business return
- Address a specific social need
- Efficiently and effectively leverage corporate assets
- Create measurable value for business and community

Creating Shared Value is achieved in a number of ways including;

- **Redefining products and services** to meet social needs and increase returns to business through efficiencies, differentiation, opening of new markets and serving new customers.
- **Enhancing efficiencies in the value chain** that are able to create inclusive business opportunities for people who are traditionally poor or vulnerable, in a way that creates productivity and quality improvement benefiting communities and the company.
- **Creating new clusters of local economic development** through investment in people, small businesses and entrepreneurship, growing the local economy and therefore demand over time.

## Forum Rundown

**Date:** 21 September 2017

**Venue:** Harbour Grand Hong Kong, 23 Oil Street, North Point, Hong Kong

08:30 - 09:00	Registration	Grand Ballroom Foyer (1/F)
09:00 - 09:05	Welcoming Video by Mrs Carrie Lam, Chief Executive of the Hong Kong Special Administrative Region (HKSAR), and other Distinguished Hong Kong Leaders	Grand Ballroom (1/F)
09:05 - 09:10	Welcome Remarks by Dr Bernard Chan, Acting Secretary for Commerce & Economic Development, The Government of the HKSAR	Grand Ballroom (1/F)
09:10 - 09:40	Keynote Presentation	Grand Ballroom (1/F)
09:40 - 10:40	Leadership Panel	Grand Ballroom (1/F)
10:40 - 11:00	Coffee Break	Grand Ballroom Foyer (1/F)
11:00 - 11:50	Thought Leader's Wrap Up	Grand Ballroom (1/F)
12:00 - 13:30	Networking Lunch	Harbour Grand Café (3/F)

13:30 - 14:30	Breakout Sessions I	
	1A) Food & Health	Grand Ballroom (1/F)
	1B) Finance & Investment	Salon Rooms (5/F)
	1C) Building & Transport	Salon Rooms (5/F)
	1D) The Swedish Model	Salon Rooms (5/F)
14:30 - 14:45	Coffee Break	Grand Ballroom Foyer (1/F)
14:45 - 15:45	Breakout Sessions II	
	2A) Service Industries	Salon Rooms (5/F)
	2B) Technology	Salon Rooms (5/F)
	2C) Social Impact Assessment	Grand Ballroom (1/F)
15:50 - 16:15	Closing Remarks	Grand Ballroom (1/F)

## The Forum

### Welcome Remarks



**Dr Bernard Chan**  
Acting Secretary for Commerce  
& Economic Development,  
The Government of the HKSAR

### Keynote Presentation



**Mr Rashid Aleem Qureshi**  
Chairman and Chief Executive Officer,  
Nestlé Greater China

### Thought Leader's Wrap Up



**Mr Mark Kramer**  
Co-founder and  
Managing Director, FSG

### Leadership Panel

#### Facilitator:



**Dr Richard Welford**  
Chairman, CSR Asia

#### Speakers:



**Mr Mark Saunders**  
Group Chief Strategy and  
Corporate Development  
Officer, AIA Group



**Mr Wilson Fung**  
Executive Director,  
Corporate Development,  
Airport Authority Hong Kong



**Mr Peter Yates**  
Chairman,  
Shared Value Project

## Breakout Sessions I

### 1A) Food & Health

Reconceiving products and markets is one important way in which businesses can create Shared Value. The three panellists will discuss how their companies are innovating products and services that open up new markets and enhance profitability, whilst also improving the health and nutrition of their consumers. They will demonstrate how creating products and services that address social needs can benefit the bottom line.

#### Facilitator:



**Dr Richard Welford**  
Chairman, CSR Asia

#### Speakers:



**Ms Theresa Chong**  
Group Human Resources  
Director, Amoy Food Limited



**Mr Jacky Kwan**  
Chairman,  
Bamboos Health Care



**Ms Veronica Sze**  
Director, Corporate Affairs,  
Nestlé Hong Kong

### 1B) Finance & Investment

In this session, representatives from the financial services sector will demonstrate how they create Shared Value. Their approach involves enhancing competitive advantage by strengthening the communities they serve. From providing affordable financing solutions to improving safety and resilience, the panellists will explain the notion of “when communities win, the company wins too.”

#### Facilitator:



**Ms Diana David**  
Regional Director,  
Executive Education, Asia-Pacific,  
Financial Times Group Limited

#### Speakers:



**Mr Anthony Davies**  
Chief Executive, Barclays Bank,  
Hong Kong Branch  
  
Country Manager, Hong Kong  
  
Co-Head of Senior Relationship  
Management, Asia Pacific



**Mr James Waddell**  
Director,  
Capital Financing Group,  
National Australia Bank



**Ms Isabella Lau**  
Chief Customer Officer,  
Manulife (International) Limited

### 1C) Building & Transport

Shared Value thinking can help companies meet the demands of rapid urban development, creating long term value to local communities. Two companies in this session will demonstrate that investing in skills development and capacity building of local youth can enhance skills, increase employability, address labour shortages and ensure the long-term viability of their business. The third company shows how adoption of Shared Value principles in innovative building design can improve the quality of products and services to benefit both customers and the wider community.

#### Facilitator:



**Mr Francis Ngai**  
Founder and Chief Executive Officer,  
SVhk

#### Speakers:



**Ms Emma Harvey**  
Group Sustainability and  
CSR Manager,  
Gammon Construction Limited



**Ms Dorothy Chan**  
Senior Manager - Corporate  
Responsibility,  
MTR Corporation



**Ms Ellie Tang**  
Head of Sustainability,  
New World Development  
Company Limited



### 1D) The Swedish Model

The Swedish Model emphasises the importance of Creating Shared Value through cross-sector partnerships and dialogue. This approach strives to find solutions to the root causes, enabling business to stay successful and societies to flourish. Swedish companies drive sustainability and Shared Value on a societal level also in their Asian operations, which in turn mitigate disruptions, drive better business performance and support future growth. This session will explore pitfalls, learnings as well as hands-on success stories.

#### Facilitator:



**Ms Malin Liljert**

Director, Center for Child-Rights & Corporate Social Responsibility

#### Speakers:



**Ms Lotta Liljelund**

Counsellor and Head of the Centre for CSR at the Embassy of Sweden in Beijing



**Ms Hanna Hallin**

Sustainability Manager, H&M Greater China



**Mr Carl-Fredrik Zachrisson**

Managing Director, Scania Hong Kong



**Mr Alok Jain**

Managing Director, Trans-consult Asia

## Breakout Sessions II

### 2A) Service Industries

The speakers in this session will share their exciting experiences of Creating Shared Value in the rapidly changing services industries using initiatives focused on improving the local business environment. Embracing their roles as change agents the companies are actively supporting social innovation initiatives that have a positive impact on the society, meeting the demands of their stakeholders, and creating tangible value for business.

#### Facilitator:



**Dr Richard Welford**

Chairman, CSR Asia

#### Speakers:



**Ms Joy Dong**

Project Director, China Hospitality Education Initiative, The J. Willard and Alice S. Marriott Foundation



**Ms Natalie Chan**

Managing Director & Principal Sustainability Consultant, PIE Strategy Limited



**Mr Stan Tang**

Chairman, STAN GROUP

## 2B) Technology

Successful innovation that creates Shared Value in the technology industry connects people, places and knowledge. In this session, three companies will discuss how their initiatives have empowered individuals and helped local businesses, while benefiting the technology companies themselves by providing more capable and committed employees, cementing strong business partnerships and in turn enhancing competitiveness.

### Facilitator:



**Mr Geoff Bilbrough**

Senior Vice President,  
Partner & General Manager,  
FleishmanHillard Hong Kong

### Speakers:



**Ms Bonnie Chan**

Senior Manager, Administration  
& Corporate Social Investment  
and Co-Owner,  
Hong Kong Broadband Network



**Ms Mary Law**

Head of Corporate Citizenship &  
Corporate Affairs,  
IBM China/Hong Kong Limited



**Mr Ben Johnson**

Senior Director,  
1 Billion Lives,  
Head of SAP Social-Impact  
Venture Lab, SAP

## 2C) Social Impact Assessment

Businesses in Hong Kong invest significant resources in driving positive impacts for society. But how is that success measured? Our Hong Kong Foundation will share the results of their study of the most commonly used Social Impact Assessment frameworks in Hong Kong, and will share their insights in this session. They will be joined by two speakers who will share how their companies are measuring the impact of their community investment initiatives.

### Facilitator:



**Mr Stephen Wong**

Deputy Executive Director and  
Head of Public Policy Institute,  
Our Hong Kong Foundation

### Speakers:



**Mr Pat-Nie Woo**

Partner of Business Reporting  
and Sustainability, KPMG



**Mr George Hongchoy**

Executive Director and  
Chief Executive Officer,  
Link REIT



**Mr Alvin Cheung**

Senior Researcher,  
Our Hong Kong Foundation

## Case Study - Bamboos

### We Grow by Sharing Quality of Life

Hong Kong is aging – and fast, resulting in a sharp increase in the city’s elderly population. While some of the elderly population reside in nursing homes, most of them prefer to stay in their own homes. This means that an increasing number of people are requiring round-the-clock professional care.

Jacky Kwan, Chairman of Bamboos Health Care Holdings Limited (Bamboos), recognised that this demand was only going to grow. In 2009, he launched Bamboos to provide patients with the best services and strategic healthcare staffing solutions, meeting the different needs of the communities. As Bamboos grew, the company was listed on the Hong Kong Stock Exchange in 2014.



### Shared Value for Business and Community

With the aim of building a healthier community and maintaining the highest standards of care for clients, Bamboos devotes substantial effort and resources to advance the quality of healthcare personnel. This is done through training, as well as increasing awareness about health issues through healthcare seminars and press conferences.

There are currently over 17 000 registered personnel working under Bamboos, and around 80% of them are actually new to the healthcare sector and a large proportion come from low-income backgrounds. Bamboos’ tailored training enables the registered personnel to find better-paid jobs and achieve their career goals, whilst improving the quality of patients’ lives. Currently, they serve about 3 000 families and organisations everyday. Of the 3 000 assignments, more than half involve providing private elderly care to people who would otherwise be in nursing homes. The remaining assignments help alleviate staff shortages in the public healthcare system.

To supplement training courses, Bamboos offers regular free healthcare seminars to registered personnel and the public. These are given by industry experts, ensuring that the registered personnel are armed with the latest knowledge in medical treatments and products to share

with patients, as well as serving as public education to the rest of the community, and enhancing the reputation of the company.

Bamboos also produces a monthly magazine, “BamBoOs! Life”, focusing on medical and healthcare information, targeting healthcare professionals and members of the general public looking for a healthier lifestyle. The columnists consist of well-established professionals from a variety of industries and backgrounds, who provide insightful updates on healthcare development, social hot topics and healthy living.

Bamboos is able to generate multiple revenue streams, such as advertisement placements in their magazine, and renting out some of their office space and facilities for miscellaneous purposes. Every initiative and project creates value for both the business and the community, feeding back to the company and extending the impact further.

Bamboos is proud of how they are serving the interests of both their shareholders and the community. “The best way to balance our responsibility to the general public and investors is to convey that making profits and contributing to the community is not mutually exclusive, but rather, a win-win situation,” said Jacky Kwan.



## Case Study - IBM China/Hong Kong Ltd



### We Grow by Sharing Our Expertise

IBM China/Hong Kong Ltd (IBM) is committed to using its technology and expertise to help enterprises innovate. Celebrating its 60<sup>th</sup> anniversary in Hong Kong in 2017, the company believes Shared Value is real value and aims to grow alongside Hong Kong. The concept of Shared Value is embedded in IBM's business strategy, creating real value for the company and its shareholders, giving the company a distinct competitive edge in the marketplace and contributing to social good in a sustainable way.



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### Shared Value for Business and Community

IBM has launched a number of key Shared Value initiatives - one example is Corporate Service Corps (CSC) where staff partner with government and civic leaders in emerging markets to address high-priority social issues. CSC was designed to develop 21<sup>st</sup> Century leaders with a global outlook and talent to provide IBM with competitive advantage, help the company establish itself in new markets, as well as assist communities in addressing their problems. Since its launch CSC has contributed over 3000 participants in over 275 teams on over 1000 projects, delivering over US\$70 million in market value in nearly 40 countries around the world.

One project saw an IBM business consultant from Hong Kong join a CSC team fighting poverty in Limpopo, South Africa. Being part of a team of 15 IBM employees from around the world, the consultant worked with the Small Enterprise Foundation (SEF), a non-governmental organisation that provides micro-financing services to help local communities develop and fight poverty in a sustainable way. The CSC team assessed SEF's systems, policies and procedures and proposed an expansion strategy. From the project SEF learnt how to better its service to clients, improve its business skills and enhance its operational effectiveness. Meanwhile IBM established itself as a partner to South Africa,

nurturing this emerging market for business expansion, and the team developed their global leadership skills.

Another example is the IBM-Salvation Army "Life M.A.S.T.E.R." Programme in Hong Kong. This collaboration earned IBM the Community Investment and Inclusion Fund Outstanding Social Capital Partnership Award in 2014. The programme aims to inspire and assist young people in planning their future careers, through a series of activities, including talks and corporate visits during which IBM volunteers, including its General Manager, share their experiences. Through this programme the young people became better prepared to enter the workforce, whilst IBM has seen multiple spin-off benefits for the business. These benefits range from employees having renewed team spirit, enhanced leadership skills, to meeting and establishing relationships with groups of people that they do not encounter in work, including the teenagers, the NGO partner and clients involved in the sessions. As one participating IBM employee concluded, "I learned a lot about how the younger generation today thinks and acts. It really widened my perspective. This could help me design and deliver solutions to clients that better address young consumers' needs and expectations."

## Case Study - MTR Corporation



### We Grow by Sharing Knowledge and Experiences

With over 18 000 employees in Hong Kong, the MTR Corporation (MTR) faces a talent shortage when 20% of Hong Kong's population, and therefore some of their employees, is going to reach retirement age within the next decade. Coupled with this is a shrinking youth population in Hong Kong, where young people are under pressure from a young age to pursue professions, such as lawyers and doctors, which are perceived to reflect success.

MTR decided to tackle this dilemma by doubling down on vocational training and development efforts amongst the younger generation with the goal of nurturing a new generation of workforce that will keep the trains running and the business expanding into the future.



### Shared Value for Business and Community

MTR's Apprentice Training Scheme, established in 1978, has seen more than 1 500 young people complete training over the years, with graduates now holding senior positions in various departments and some becoming members of the company's management team.

In addition to systematic, on-the-job training and career development coaching, the company fully sponsors apprentices to attend designated vocational training programmes with recognised academic qualifications. Different programmes are supported to cater to individuals with varying levels of educational attainment, and equip employees to pursue promising careers within the company.

Reaching out to younger students, MTR rolled out a programme targeted at secondary school-aged students. With the goal of encouraging students to explore the subjects of Science, Technology, Engineering and Mathematics (STEM), MTR, together with Junior Achievement Hong Kong and Hong Kong Education

City, launched the STEM Challenge to engage secondary school students in real-world engineering challenges and enhance their understanding of how STEM skills are applied in practice. The project-based learning component of the programme offers participants the opportunity to develop their own vision for inclusive and sustainable communities, while testing out their technical skills.

All these programmes provide a unique opportunity, particularly for secondary school students to get a taste of the wide range of roles available to them, build confidence and excitement in the career prospects of both professional and vocational roles.

For MTR this investment means a greater number of youngsters entering the workforce with the skills they need and insight into the specific career opportunities within the company at a time when a number of their experienced workers approach retirement and the company continues to expand its reach in Hong Kong and overseas.

## Case Study - Nestlé Hong Kong



### We Grow by Sharing a Healthier Future

Childhood obesity is one of the most serious threats to children in the 21<sup>st</sup> century and is known to have a significant impact on both physical and psychological health. Nestlé therefore launched the “Healthy Kids” global campaign in 2009, a long-term partnership with public authorities, institutions and non-governmental organisations (NGOs), to raise awareness of the importance of good nutrition and healthy lifestyles. The programme, which never involves product promotion, has so far reached over 8 million children around the world.



### Shared Value for Business and Community

Creating Shared Value is a fundamental principle guiding how Nestlé does business. We live in an interconnected and perpetual world where our futures are inextricably linked, so every move of ours affects every other individual in the society.

By helping children and families adopt healthy lifestyles, Nestlé is able to build stronger trust with the community, as well as gaining recognition as a brand that has expertise in nutrition. Ultimately, better nutrition education can help consumers make healthier choices and seek responsible brands like Nestlé.

This year, Nestlé Hong Kong partnered with Centre for Health Education and Health Promotion of the Chinese University of Hong Kong to launch the Healthy Kids Programme in Hong Kong. The programme is a three-year primary school-based intervention aiming to promote good eating habits and encourage physical activities, engaging students, teachers, parents and other health professionals. Implemented in five primary schools and across different socio-economic strata, the programme works to enhance health literacy amongst the children, as well as empower parents, caregivers and teachers to foster healthy behaviors in the children they care for.

Every day, 3 000 tons of food waste is disposed of in Hong Kong, yet much of it is edible and could benefit people in need. Nestlé Hong Kong has been working closely with different NGOs and social enterprises, to pursue initiatives aimed at reducing food waste.

In 2017, Nestlé Hong Kong became one of the first participants in the pioneering all-round food support collaborative platform in Hong Kong – “FOOD-CO”. The platform, established by St. James' Settlement and funded by the Social Innovation and Entrepreneurship Development Fund, is open to food support service operators and food-donating companies for sharing information on the demand and supply of food items and related services, thus facilitating a more effective and efficient matching of food donations and food sharing and enabling beneficiaries to access edible food that would otherwise be disposed of.

Nestlé Hong Kong is planning to make use of “FOOD-CO” to donate some short shelf-life chilled products, making a positive social impact for families who struggle to afford nutritional food, whilst reducing the potential waste Nestlé would otherwise need to dispose of.



## Case Study - SAP

### We Grow by Sharing Innovation to Improve People's Lives

SAP is the world leader in backroom to boardroom enterprise applications and helps its customers solve business problems across all industries and regions.

SAP has introduced an initiative to touch one billion lives in the Asia Pacific Japan region by 2020 and make real SAP's vision to help the world run better and improve people's lives. The SAP leadership seeks to bolster the company's 2020 vision and growth aspirations with a unifying purpose to engage employees and showcase the power of SAP. In 2018, the One Billion Lives initiative will expand beyond the initial Asia Pacific Japan region to become a global, Board-sponsored initiative available to all 85 000+ SAP employees.



### Shared Value for Business and Community

Launched at the beginning of 2016, the One Billion Lives initiative is an incubator aiming to build innovative ventures with SAP employees and SAP technology to deliver sustainable and commercially-viable social impact, improving the lives of 1 billion people across the world. One Billion Lives enables end-to-end development of ventures, offering ideation workshops, acceleration bootcamps, mentoring and coaching of high-potential teams, and the eventual incubation of projects in the SAP.iO Venture Studio. The initiative owns the end-to-end development of ventures, creating business value for SAP.

To date, over 5 300 SAP employees have been actively engaged in the One Billion Lives Initiative. With 180 venture submissions made since the launch, each selected venture has access to €200 000 in seed funding to support the development of venture partners, proof-of-concepts and engagement with non-governmental organisations (NGOs), government agencies and other corporates needed to scale their social impact.

One of the projects is the 1BLives Nivaran venture which aspires to revolutionise cancer treatment through SAP technology in partnership with the Ramesh Nimmagadda Cancer Foundation (RNCF), an NGO focused on cancer data research. RNCF helped develop an open data platform to collect information, leverage machine-learning and provide predictive analytics to improve cancer diagnosis and treatment.

"I am sure this will change the way cancer treatment is done in India, which has a population of about 1.2 billion people. If the same thing is applied across this region, it will be billions. I am sure this venture will be used across the world," said Dr Ramesh Nimmagadda, Founder, RNCF.

"Our vision is to help the world run better and improve people's lives. Our solutions help people, businesses and institutions achieve economic development, social progress and environmental impact," said Bill McDermott, CEO SAP SE.

## Case Study - STAN GROUP

STAN GROUP



### We Grow by Sharing Space and Creating Business Synergies

Successful entrepreneur Stan Tang founded STAN GROUP in 2015 to bring together businesses he managed under one umbrella. Looking for another challenge, Stan turned his attention to others' start-ups. When Stan first started his own business he lacked expertise in areas like accounting and legal issues – challenges that most start-ups run up against. He decided the best way to give back to the community was to make use of the Group's experience and resources to provide resources, space and professional support for start-ups and small businesses to thrive in.

STAN GROUP bought a run-down industrial building in Kwun Tong and revitalised it, turning it into The Wave. The Wave is an integrated business platform and co-working space spread over three floors, housing computer programmers, marketing specialists, production houses and advertising agencies.



### Shared Value for Business and Community

Since The Wave's launch in February 2016, it has helped over 80 start-ups establish their businesses. It provides a great opportunity for users to expand their network and learn from industry experts, creating synergy and new business opportunities for all parties. The space also provides customised solutions and lines up technical services for the start-ups, turning it into a win-win-win situation: the service suppliers make a profit, the start-ups overcome challenges, generating socio-economic impact for our community. At the heart of STAN GROUP is a belief that by empowering these passionate entrepreneurs to realise their business potential, they will be able to help more people in the community while generating profit. As a result of the Shared Value the company has created, The Wave became one of three certified B Corp businesses in Hong Kong. This was awarded on the basis of positive impact on the environment, workers, customers, community and governance – all commitments crucial to a sustainable future.

With the success of The Wave, STAN GROUP is planning to establish a second building in the neighbourhood with



the same mission, but catering for a different genre of startups to extend the influence and impact. Traditional commercial businesses adjacent to and within The Wave will only benefit from the opportunities created within the growing ecosystem. The gentrification of Kwun Tong means more than just renovating timeworn buildings; it is about revitalising an old area, and transforming it into Hong Kong's next creative hub for businesses to come together for greater social good.



## Next Steps

The Forum is part of the comprehensive Shared Value Initiative taken forward by the Social Innovation and Entrepreneurship Development Fund (SIE Fund) in 2017-18. Following the Forum, organisations interested in exploring Creating Shared Value (CSV) further can receive additional support to delve deeper into CSV, and develop and launch their own CSV business plans.

### Immersion Visits

The SIE Fund has arranged six half-day immersion visits to provide interested companies with opportunities to examine first hand some of the challenges faced by people in Hong Kong and some of the social innovations that can provide potential solutions. There will be opportunities for companies to discuss with leading experts a range of challenges facing Hong Kong including poverty, and the needs of vulnerable groups. The immersion visits will provide the avenue for companies to explore new partnerships for implementing their Shared Value business plans.

### Workshops

For companies that want a more in depth understanding of Shared Value principles, and how they can be integrated into business, the SIE Fund has arranged for CSR Asia to deliver six one-day practical workshops after the Forum. The workshops aim to continue to strengthen understanding of Shared Value and dispel misconceptions and misinterpretations. The workshops will be designed to outline the principles of Shared Value, demonstrate best practice and allow participants to start thinking about their own project design. An emphasis will be put on ways in which businesses can contribute to social innovations needed to tackle many of the challenges that remain in Hong Kong.

### Coaching Sessions

Companies that demonstrate a strong commitment to implementing Shared Value business plans, may be selected to leverage consultancy help offered by CSR Asia to develop and implement their ideas over a six-month period. They will be coached to further develop their plans through market research, stakeholder engagement and partnership building. Help will be provided with conceptualisation of new ideas as well as identification of suitable partners.

## Forum Organiser



Website: [www.sie.gov.hk](http://www.sie.gov.hk)

Facebook page: [www.facebook.com/sie.fund](https://www.facebook.com/sie.fund)

Youtube channel: [www.youtube.com/SIEFund](https://www.youtube.com/SIEFund)

### Social Innovation and Entrepreneurship Development Fund (SIE Fund)

The SIE Fund was set up by the HKSAR Government with a HK\$500 million allocation from the Lotteries Fund. Its operation is overseen by a Task Force under the Commission on Poverty. The SIE Fund seeks to be a catalyst for social innovation in Hong Kong. By supporting cross-sector collaboration and capacity building, the SIE Fund seeks to build an ecosystem in which social entrepreneurs can thrive, allowing their innovative ideas, products and services to reach unmet demand and helping to alleviate problems of poverty and social exclusion.

## Strategic Partner



OUR HONG KONG  
FOUNDATION  
團結香港基金



政策研究院  
PUBLIC POLICY INSTITUTE

Website: [www.ourhkfoundation.org.hk](http://www.ourhkfoundation.org.hk)

### Our Hong Kong Foundation

Our Hong Kong Foundation is a Hong Kong non-profit organization with the mission to promote long-term and overall interests of Hong Kong through public policy research, analysis and recommendation. The Foundation studies Hong Kong's development needs, offering multi-disciplinary public policy recommendations and solutions to foster social cohesion, economic prosperity and sustainable development.

## Forum Co-organisers



Website: [www.fses.hk](http://www.fses.hk)

### Fullness Social Enterprises Society

Fullness Social Enterprises Society Ltd is a registered charity organisation set up in 2011 aiming at promoting social entrepreneurship in Hong Kong through creating, capturing, and communicating proven practical knowledge on social entrepreneurship. Our main programs include the annual Tithes Ethical Consumption Movement, the Business-As-Mission Forum, the Social Entrepreneurship School Education program, Hong Kong Social Innovation Institute, and the monthly Fullness Forum. FSES has about 200 members and associate members, most from commercial and professional fields. We are committed to contributing to the development of social entrepreneurship in Hong Kong.



Website: [www.sv-hk.org](http://www.sv-hk.org)

### Social Ventures Hong Kong

Social Ventures Hong Kong (SVhk) is Hong Kong's first venture philanthropic organisation dedicated to the support and nurture of social innovation. It provides financial and extra-financial support to innovative and sustainable social purpose organisations that tackle social and environmental issues in Hong Kong.

Since its establishment in 2007, SVhk has incubated over 20 portfolio ventures, such as Diamond Cab (Hong Kong's first barrier-free taxi services), Light Be (Hong Kong's first affordable housing for underprivileged families), Green Monday (an environmental and health initiative), RunOurCity (community engagement through running) and Playtao Education (afterschool education for grassroots students).

## Event Partner



Website: [www.csr-asia.com](http://www.csr-asia.com)

### CSR Asia

CSR Asia is the leading provider of advisory services, research and training on sustainable business practices in Asia. We are the largest, longest-established Corporate Social Responsibility (CSR) organisation in Asia, and work with both the private sector and civil society organisations. CSR Asia was Hong Kong's first representative of the Shared Value Initiative, launched by Mark Kramer and FSG.

Founded in Hong Kong in 2004, CSR Asia has offices in Singapore, Kuala Lumpur, Bangkok, Tokyo, and representatives in London and Sydney. Our strong regional focus provides us with unique insight into evolving CSR issues in Asia.

We are committed to promoting the general development of CSR and Shared Value in Asia by providing free public access to information through our CSR Asia Weekly newsletter, and through our events and training programmes.

## PR Partner



Website: [www.fleishmanhillard.com.hk](http://www.fleishmanhillard.com.hk)

### FleishmanHillard

FleishmanHillard specializes in public relations, reputation management, public affairs, brand marketing, digital strategy, social engagement and content strategy. FleishmanHillard was named 2017 Greater China Consultancy of the Year by PRWeek Asia; B2B Agency of the Year at the Marketing Magazine Awards in both 2016 & 2017; and In-Country Consultancy of the Year 2015 by PublicAffairsAsia. The agency has specialty services, such as Shared Impact Lab, which assists companies to design and implement Shared Value programs.

FleishmanHillard is part of Omnicom Public Relations Group, and has more than 80 offices in 30 countries, plus affiliates in 43 countries. The Hong Kong office is the firm's Asia-Pacific headquarters and is an accredited agency in the Council of Public Relations Firms of Hong Kong.

# Programme Partners



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Beijing



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Hong Kong



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Swedish Chamber of Commerce in Hong Kong

# Supporting Organisations



Hong Kong General Chamber of Commerce  
香港總商會 1861



香港工業總會  
FHKI Federation of  
Hong Kong Industries



香港中華廠商聯合會  
The Chinese Manufacturers'  
Association of Hong Kong



香港中華總商會  
CGCC The Chinese General Chamber  
of Commerce, Hong Kong



New Zealand  
Chamber of Commerce in Hong Kong



Deloitte.



EY 安永  
Building a better  
working world



FSG REIMAGINING SOCIAL CHANGE



社會創業論壇  
Hong Kong Social Entrepreneurship Forum



KPMG

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PwC



The Canadian  
Chamber of Commerce  
in Hong Kong  
La Chambre de Commerce Canadienne à Hong Kong  
香港加拿大商會



German Industry and Commerce Ltd.  
德國工商會有限公司



German Chamber of Commerce  
Hong Kong 德國商會



ITALIAN CHAMBER  
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香港交易所



HKG GISE 香港社會企業總會有限公司  
Hong Kong General Chamber of Social Enterprises Limited



SEE  
認真 · 認可  
社會認證  
Social Enterprise  
Endorsement Year



Shared Value  
Initiative



SHARED  
VALUE  
PROJECT



社企民間高峰會  
Social Enterprise Summit



20 和富  
Wofoo Social Enterprises  
和富社會企業