

A close-up photograph of a person's bare foot standing on a narrow, light-colored wooden plank. The background is a solid, vibrant blue. The lighting is bright, highlighting the texture of the skin and the wood.

結集專才推動社會創新的平台

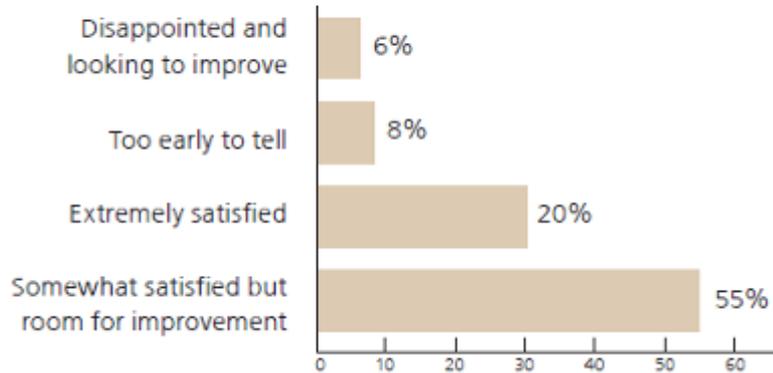
FSES

豐盛社企學會

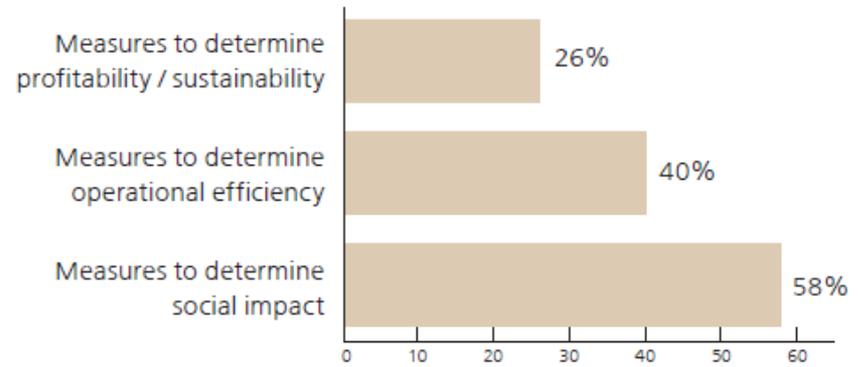
誠邀成為我們一分子 Come and join us @ www.fses.hk / FSES Facebook

UBS-INSEAD Study: Family Philanthropy in Asia

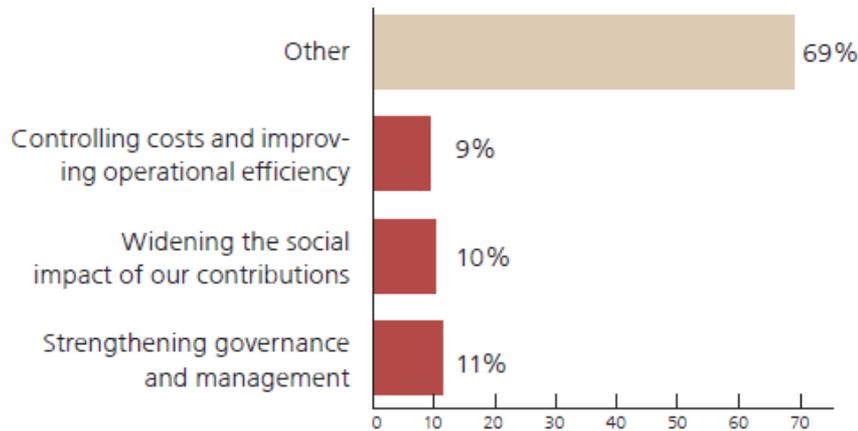
Satisfaction with Impact on Causes Being Supported
(% of respondents, 2010)



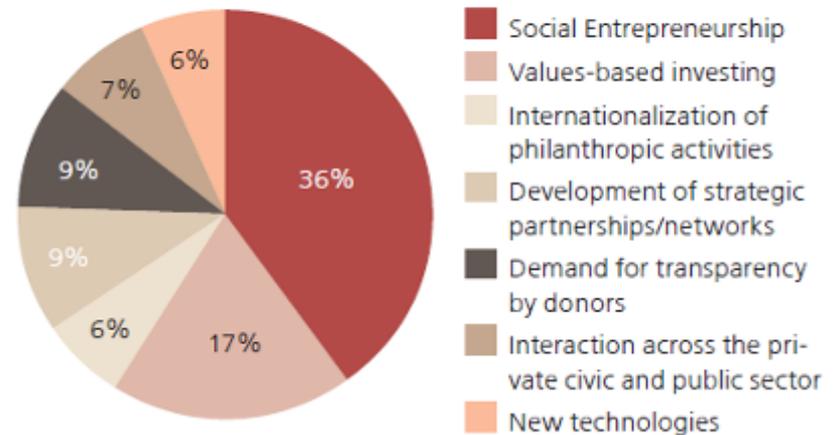
Performance Measures: Percentage of Respondents Checking "Important" (2010)



Family Philanthropy Future Challenges – Impact-Related in Red (% of No. of respondents, 2010)



Important Trends in Philanthropy for families
(% ranked as number 1, 2010)

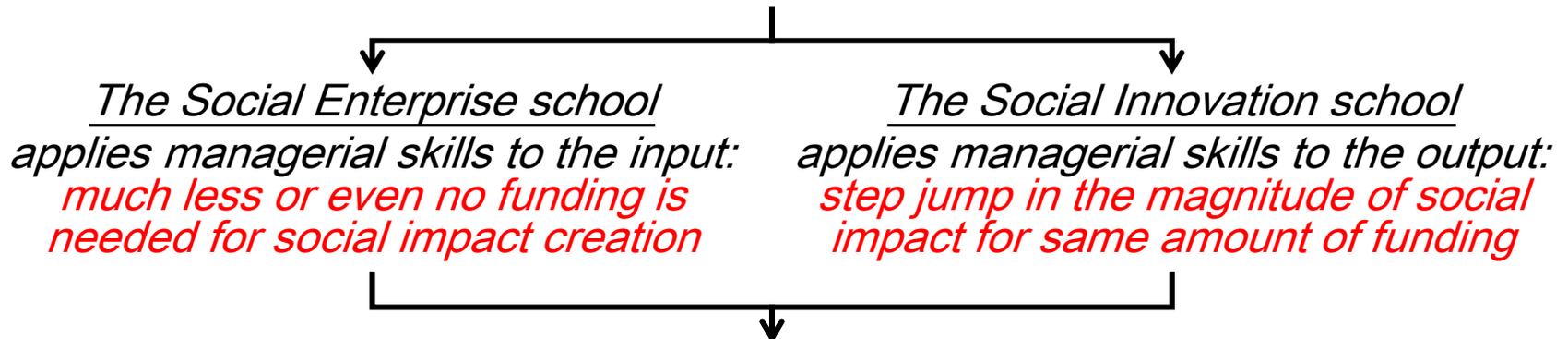


Social Entrepreneurship Concepts

(Resource collaboration + Result-oriented practices) → Combinatorial Innovation

J. A. Banks (1972) first described Social Entrepreneurs were those “applying **managerial (result-oriented) skills** for socially constructive purpose.”

↓
 Gregory Dees (2006): there are two schools of social entrepreneurship.



↓
 Filipe Santos (2012): social entrepreneurs address the neglected problems, **generating Positive Externalities benefiting the Powerless segments**, with sustainable solutions through the logic of empowerment.

↓
 Gregory Dees (2012): Successes require **integration of two cultures** - the **Satisfaction of Giving** and **Social Benefits of Entrepreneurial Problem Solving**.

↓
 Wren Montgomery et al (2012): Collective Social Entrepreneurship- **Pooling and Trading resources** to collectively shaping social good

Social Impact: Why

- Social Impact (eg. Workfare as Proxy) provides **indication of the significance of social value creation** in the enterprise (ie 含金量)
 - The UK's CIC requires Stakeholder consultation report, Accounts, Asset lock, Dividend policy, Registrar ...
- SROI (Social Return on Investment) can 'qualify' Social Innovation by results, **avoiding innovatively doing costly-ineffective things.**
 - 2003 SSIR: "the process of **inventing, securing support for, and implementing novel solutions** to social needs and problems"; "**dissolving boundaries** and brokering a dialogue between the public, private and nonprofit sectors"
 - 2008 SSIR: "A novel solution to a social problem that is **more effective, efficient, sustainable, or just than existing solutions** and for which the **value created accrues primarily to society as a whole** rather than private individuals"
 - Focus on Innovation → Focus on Step-jump the impact
- SROI is a way to **ensure public/charity money is well spent.**

403,000 Poor Households after Recurrent Cash Intervention

Poverty Relief: Money, Food, Housing, Transportation (資、食、住、行)

Social Group		Economic Group		Type of Housing	
CSSA	102,700	CSSA	102,700	Private tenants (私樓租戶)	20,700
Elderly	120,600	Unemployed and without CSSA	10,200	Owner-Occupiers in private housing (自置私樓租戶)	121,700
Single-parent	28,500	Working and without CSSA	143,600	Subsidized sale flats (居屋住戶)	54,100
New-arrival	31,700	Economically inactive and without CSSA	145,500	PRH (公屋住戶)	188,900
With-children	137,700			Temporary housing (臨屋住戶)	4,200
Youth	2,600			Private tenants in room / bed-space / cockloft (小房/床位/閣仔)	2,000

Poor, ignorance, powerless, dependent, shame, insecure, being ignored, misunderstood, excluded.
 窮之苦：無財、無知、無權、靠人、羞恥、無安全感、被忽視、被誤會、被排擠

Social Isolation

Social Impact: What is the results

Reactive poverty relief measures: Materialistic benefits- CSSA + Community Care Fund

- In 2011-2, CSSA cost \$19,500M. Since 2011, Community Care Fund has approved \$2,900M for 24 projects.
- In 2011-2, ERB spent \$800M to train 97,000 people and filled 30,000 jobs. **Average cost ~\$26K/filled job** at 31% success rate in filling.
- Since 2001 SWD's 3E Project has funded 75 projects, **each \$1 grant leads to \$7.2 of workfare.** (ie 77 ¢ /yr for a median life of 9.3 years).
- Since 2006 HAD's ESR Scheme has funded 155 projects, **each \$1 grant leads to \$3.8 dollars of workfare per \$1 grant.** A total of 2,064 jobs for socially disadvantaged were created with \$156M, **each cost \$76K/employment**
- Since July 2012, HKMC's Microfinance program has loaned out HK\$27M at **9% interest to 93 (63%)** out of 147 applications.
 - As a reference, YBHK loaned by HK\$7M **without interest to 130 (9%)** out of 1,500 applications in 2005-2012. (Based on medians of 10 samples: investment \$160K, loan \$78K [49%], revenue 396K [2.5x], just **breakeven**)
- Since 2002 LWD's CIIF has funded 257 projects, created 1,365 Full-Time + 421 Part-Time jobs, and placed 3,537 FT + 1,161 PT jobs; plus other social inclusion effects.

Proactive measures: Financial capital- Microfinance. Human capital- ERB + SE, Social capital- CIIF

講數

社區發展陣線: 2009-2012年天水圍發展計劃 (天光墟: 20→80檔小販)



華姐 (夫婦佳因傷殘而未能工作。於天光墟擺賣後, 離開綜援網): 「雖然以前擺綜援, 時間係自在啲。而家好忙。但靠自己實力係開心好多。」

陳太 (因工廠北移而失業的中年製衣業婦女): 「覺得自己叻左好多。以前做主婦冇咁叻。最起碼見多咗人, 說話能力好咗、大膽咗、自信啲。」

	前	後	增
第2層: 認知			
營商(\$126→253)	2.6	4.5	73%
與當地居民關係	2.7	4.4	63%
第1層: 感覺			
生活質素滿意度	2.4	3.6	50%
總滿意度		4.4	

第3層: 行為

每戶新增網絡 平均人數

新相識朋友: 38.4人

有社交往來: 13.2人

是好朋友: 9.9人

可借兩月收入: 2.3人

外來客 17
本地客 10
其他小販 6
政府人員 5

會幫忙 88%
幫睇檔 79%
聊天借貨 63%
借貨買貨 38%
借貨 25%

第4層: 經濟效益

三年社會投資回報

小販收入 ~\$8.9M + 綜援減省 ~\$3.7M + 居民 (消費者) 得益 \$1.3M + 衍生社會資本

20-80小販x\$5Kx36月 + 52個小販x\$2Kx36月

2個社工薪金 \$1.5M /3年 + 初始社會資本: 5,040義工小時值\$360K (2個教授144小時, 5個社工1440小時, 6個核心義工3456小時)

雖不一定能改地換天、翻轉世界，但如能向前推動它這麼一點點，便已一生無悔。



小資料 活動口號：

10% Swap for GOOD 十行一善的良心消費

是次活動的口號選取了十行一善（10% Swap for Good），不多不少是期望大眾能稍事調節自己原來十份一的消費，去購買社企或公平貿易的產品，其用意除了有借用基督徒十一奉獻的概念外，也希望把目標定在一個不難達到的水平，以便吸引更多參與其中，並逐漸增加認識良心消費，才能成就一場社會文化的改造工程。

將社會意識注入「生活文化」的實踐：

66 社會企業
弱勢群體（吃魚的人）



知

240,453 位面書中擁躉的朋友，
每週最多接觸到 15,865 位朋友

面對面接觸 25,996 位具社會意識
的市民

信

行 明

慣

21 個知識型義工（釣魚教練）
(1334 小時 + 滿足感)

GEM、王祖藍、王健平、高皓正、
徐偉賢、鍾舒曼、蘇玉華

2 個效益投資者（魚竿）

民政事務局 \$28萬
施永青基金會 \$2.5萬

社會促銷平台（魚旗）

亞洲電視、路訊通、
新假期、飲食男女、
U-Magazine、
Motion Power

7,658 良心消費者（魚）
(\$134 萬元消費)

甲骨文、美麗華、
惠普、微軟、
濠江電子科技

商界合作

能夠成為社會企業家的人不多，
但人人都可以是良心消費者

(排名按筆劃序)