



## Media Release

### **Changing Business for the Better: SIE Fund's Second Shared Value Forum to Take Place in Hong Kong**

**7 September 2017** -- The Social Innovation and Entrepreneurship Development Fund (SIE Fund) will host the second “Shared Value: Creating Competitive Advantage” Forum on 21 September 2017, a major initiative aimed at sparking the development of sustainable business models that address social needs. Thought leaders, preeminent business and civil society leaders will gather to discuss one of society’s most important questions: how can businesses harness the power of Shared Value for sustainable growth?

In September 2015, over 160 leaders from across Hong Kong’s business sector attended the first Shared Value Forum hosted by the SIE Fund. Since then there have been increasing dialogue and initiatives around Creating Shared Value (CSV) – strategies for addressing socioeconomic challenges through profitable business models – as a new business approach for responsible companies.

“This year’s Forum will provide a platform for business leaders in Hong Kong to stay connected with the global dialogue about the creation of Shared Value. I am looking forward to the business community in Hong Kong sharing how they have created successful and sustainable solutions to some of Hong Kong’s pressing social problems,” said Professor Stephen Cheung Yan-leung, Chairman of the SIE Fund Task Force. “The SIE Fund’s core mission is to nurture the development of innovative solutions addressing social needs. It is our great pleasure to host this Forum again this year so as to sustain the momentum created by the inaugural Forum in 2015,” added Professor Cheung.

The event will be officiated by the Secretary for Commerce and Economic Development of the HKSAR Government. Among the speakers sharing their insights and experiences are Mr Mark Kramer, thought leader of the CSV concept and Co-founder and Managing Director of FSG, Inc., Mr Rashid Qureshi, Chairman and Chief Executive Officer of Nestlé Greater China, Mr Mark Saunders, Group Chief Strategy and Corporate Development Officer of AIA Group, Mr Wilson Fung, Executive Director, Corporate Development of the Airport Authority Hong Kong, and Mr Peter Yates, Chairman of Shared Value Project.

Building on the success of the inaugural event in 2015, around 200 senior executives from local and multinational enterprises are expected to join this year’s Forum. The Forum will include inspiring and insightful speeches and panel discussions, and showcase the successful local and global examples of CSV.



“After the first Forum in 2015 we were delighted to see a number of local companies run with the idea and adopt CSV as an intrinsic part of their business model. The next step is to build more awareness and provide incubation support to inspire more business action in our society,” said Mrs Patricia Lau, Secretary-General of the SIE Fund Task Force Secretariat.

Another focal point for this year’s event is the release of Our Hong Kong Foundation’s Social Impact Assessment Booklet. The booklet will present and discuss eight common frameworks for social impact assessment available in Hong Kong as outcome-based tools with the aim of helping companies, non-governmental organisations and Government enhance the efficiency of those input resources in delivering better social impacts. “As more and more local companies focus on CSV, businesses are investing significant resources to make a positive impact on society whilst enhancing the profitability of businesses. We now need to consider how the success should be measured. Through conducting effective social impact assessment, business sectors can be better informed,” said Mr Stephen Wong, Deputy Executive Director and Head of Public Policy Institute, OHKF.

The SIE Fund is implementing the 2017-18 Shared Value Initiative in Hong Kong in different stages. Stage 1 is a research to be completed in the 4<sup>th</sup> quarter of 2017 to comprehend the landscape of the level of understanding of the Shared Value concept and implementation of CSV business plans among businesses in Hong Kong. Stage 2 is about awareness building and the 2017 Shared Value Forum is the highlight. Stage 3 will see the SIE Fund hold a series of visits, workshops and coaching sessions for corporate delegates interested in exploring the concept of Shared Value further. Stage 4, the final stage, is about inspiration and empowerment – the SIE Fund will consider supporting corporates interested in launching Shared Value projects through an intensive programme to help them develop their CSV business plans.

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