IGNITE CHANGE BE THE CHANGE KEEP CHANGING

JCI Hong Kong

2019-2020

JCI HONG KONG IMPACT REPORT

#LEADCONNECTACHIEVE

JCI VISION
TO BE THE LEADING GLOBAL NETWORK OF YOUNG ACTIVE CITIZENS


JCI Bauhinia - Asia Youth Exchange Program


JCI Kowloon - Together We Care - Say No to Add Oil


JCI Lion Rock - Green Heroes Alliance


JCI Yuen Long - Plants of Action


JCI Tsuen Wan - Children's Play Rights

ABOUT JUNIOR CHAMBER INTERNATIONAL HONG KONG

Junior Chamber International Hong Kong (JCIHK)(formerly named "Hong Kong Junior Chamber"), inaugurated in 1950, is affiliated with the worldwide leadership development organization – The Junior Chamber International (JCI). JCI has a worldwide membership of over 200,000 from more than 100 countries around the world.

In Hong Kong, we have over 2,000 members representing a network of highly motivated and foresightful young leaders from a wide range of trades and businesses. The active members are between the ages of 18-40, volunteers from 21 local chapters, who make full use of their leisure hours to work for the betterment of the community and themselves.

The purpose of Junior Chamber is to provide development opportunities that empower young people to create positive change.


JCI Island - OI Love Tour

JCI CREED

We believe . . .

That faith in God gives meaning and purpose to human life;

That the brotherhood of man transcends the sovereignty of nations;

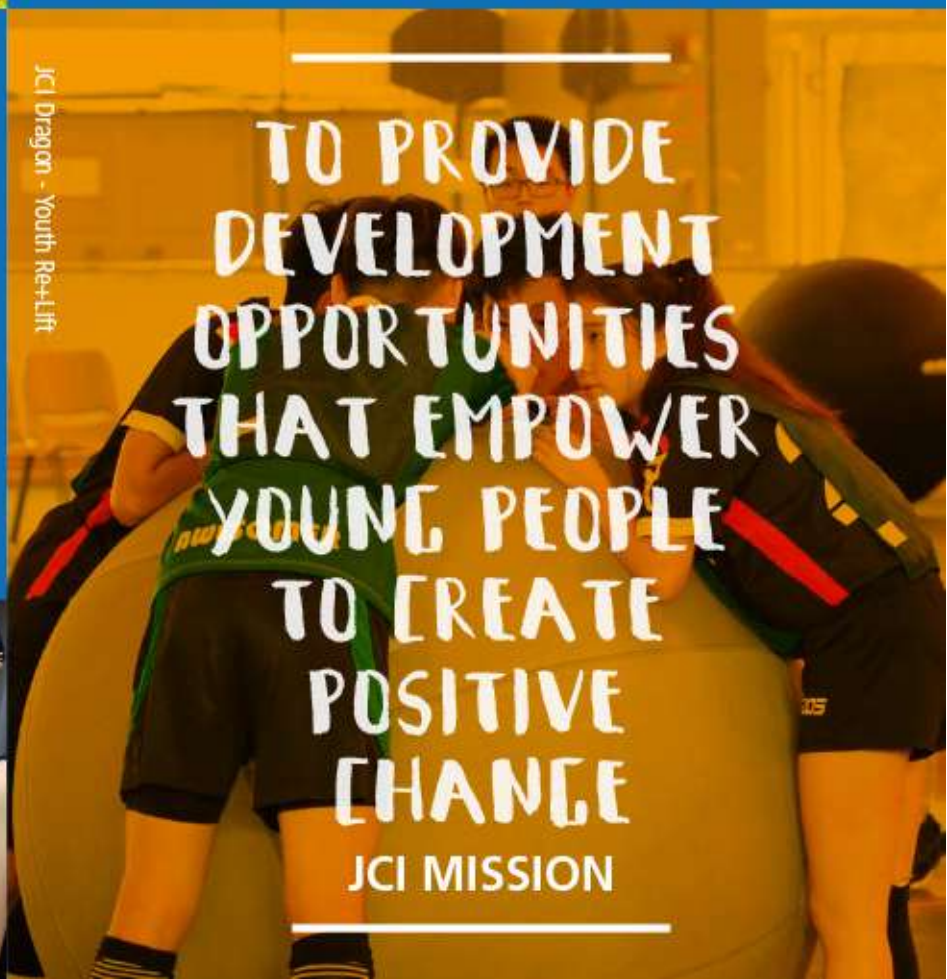
That economic justice can best be won by free men through free enterprise;

That government should be of laws rather than of men;

That earth's great treasure lies in human personality;

And that service to humanity is the best work of life.


JCI Harbour - You Are Not Alone


JCI Dragon - Youth Re+Lift

TO PROVIDE DEVELOPMENT OPPORTUNITIES THAT EMPOWER YOUNG PEOPLE TO CREATE POSITIVE CHANGE

JCI MISSION

MESSAGE FROM NATIONAL PRESIDENT





Dear JCI Hong Kong members, alumni, partners and friends of JCI,

Thank you for putting forth amazing effort towards impactful national and local action projects and programs for sustainable development this year and in 2019.

I would like to thank National Immediate Past President Zenith Lin. Under his great leadership, the effort of National Board of Directors and all 21 Local Chapter Presidents, with the theme "Keep Changing the World", we have empowered young leaders to not only create the best version of themselves, but to create action plans based on the needs of their communities for local impact that together affect global change.

In 2019, this was the year of creating change and positive impact using collaborative action for positive change. We witnessed our JCI Hong Kong members, alumni, and JCI Senators become heroes in their communities through commitment, passion and dedication. We saw our passionate JCI Hong Kong members on the frontlines of local projects and national events furthering our movement to advance the Global Goals for Sustainable Development.

In 2020, it is a remarkable year to celebrate JCI Hong Kong's 70th Anniversary. It is our golden time to re-connect with our long-lasting friends and partners and step aboard on the next decade of creating positive changes to our community. A new platform namely "SDG Pioneer" is initiated and launched for members to connect, communicate and discuss for projects, business networking and enhance the friendship. We are delighted to receive full support and engagement from 14 National Organizations in participating this impactful scheme.

On behalf of my National Board of Directors, we are ready to embark on our wondrous journey and heading for the fruitful year in 2020. Let's join hands together to "LEAD, CONNECT, ACHIEVE" and build a better future together.

Maric Cheng
2020 National President
JCI Hong Kong

2263

THIS NUMBER INCLUDES 1365 FULL MEMBERS,
678 SENIOR MEMBERS AND 220 PROSPECTIVE MEMBERS

AVERAGE AGE

33.5







JCI is a platform that connects all young active citizens around the world to create positive impact to the society. It broadens our horizons by encouraging us not to limit ourselves in little boxes, but rather to think of how to keep changing the world and make it better. Joining JCI is one of the best decisions I have made. I have met friends from all over the world, created my own new projects based on the community needs observed, and made impact to the needy. By serving others and by training up new members to be better people, my life has been enriched with meaning and purpose. This service to humanity is the best work of life.

Susan Lai
JCI Bauhinia



Our gender ratio shows a good mixture of both sexes with more females than males.

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MAPPING OUR IMPACT











Africa and the Middle East

Asia and the Pacific

The Americas

Europe

Where We Were Active in 2018

Albania
Argentina
Australia
Austria
Bangladesh
Belgium
Benin
Bolivia
Botswana
Brazil
Bulgaria
Burkina Faso
Cambodia
Cameroon
Canada
Catalonia
Colombia
Congo
Costa Rica
Cote d'Ivoire
Croatia
Cyprus
Czech Republic
Democratic Republic of the Congo
Denmark
Djibouti
Dominican Republic
Dutch Caribbean
Ecuador
Estonia
Finland
France
Gabon
Gambia
Germany
Ghana
Guinea
Haiti
Honduras
Hong Kong
Iceland
India
Indonesia
Iran
Ireland
Italy
Jamaica
Japan
Jordan
Kenya
Korea
Kosovo
Latvia
Lebanon
Lithuania
Luxembourg
Macao
Madagascar
Malawi
Malaysia
Maldives
Mali
Malta
Mauritius
Mexico
Moldova
Monaco
Mongolia
Morocco
Myanmar
Namibia
Nepal
Netherlands
New Zealand
Nicaragua
Niger
Nigeria
Norway
Panama
Paraguay
Peru
Philippines
Poland
Puerto Rico
Romania
Russia
Rwanda
Scotland
Senegal
Serbia
Singapore
Slovakia
South Africa
Sri Lanka
Suriname
Sweden
Switzerland
Syria
Taiwan
Tanzania
Thailand
Timor-Leste
Togo
Tunisia
Turkey
Uganda
Ukraine
United Kingdom
Uruguay
USA
Venezuela
Vietnam
West Indies
Zambia
Zimbabwe

JCI Active Citizen Framework

A Better World Begins Here

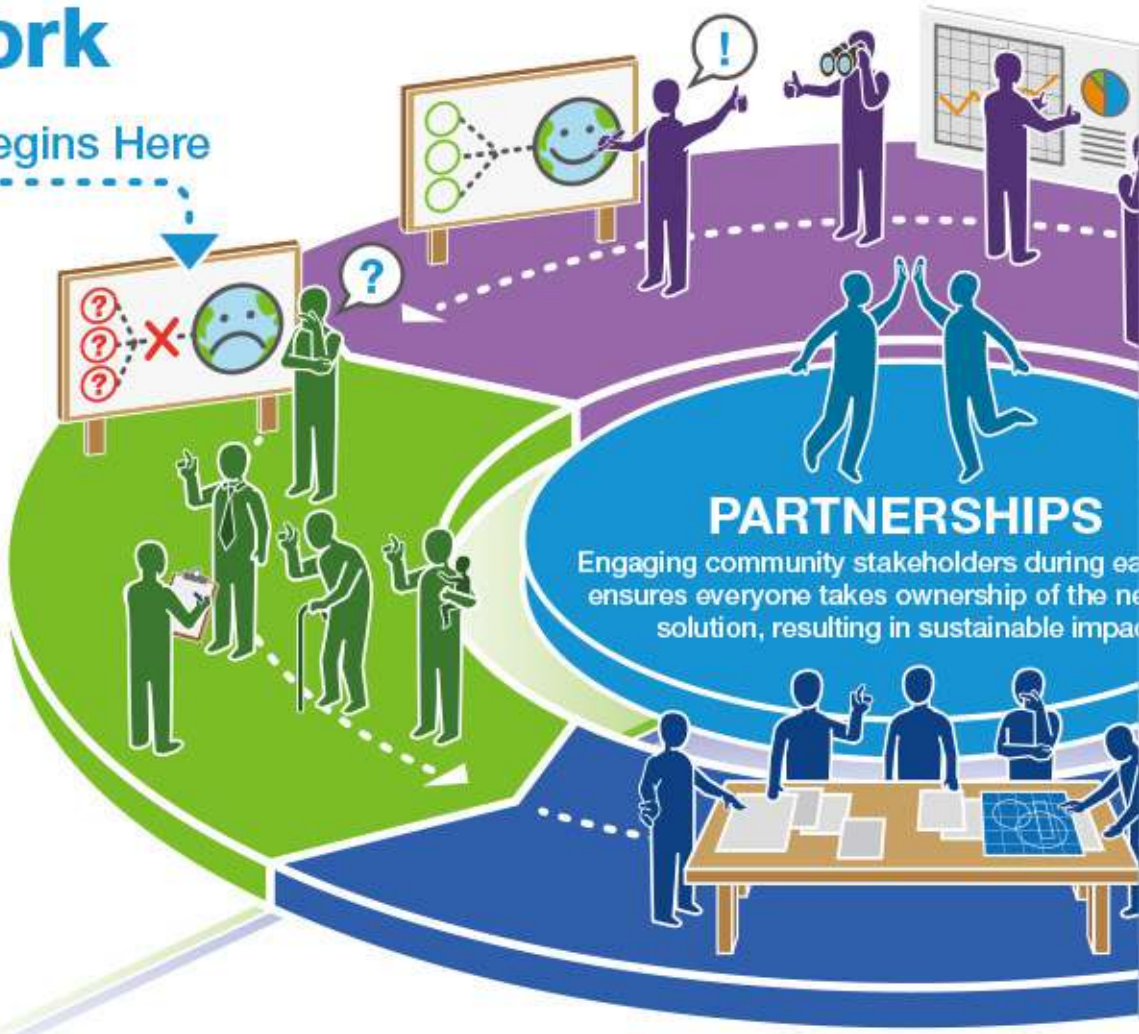
ANALYZE

Examine Community Needs

To enable communities to achieve sustainable impact, the community's needs must be analyzed and understood first in order to identify their root causes.

REVIEW | Monitor and Evalua

It is important to monitor progress throughout the pr
if the goals and intended impact are on track to
Finally, analyze data to measure the resulting po



PARTNERSHIPS

Engaging community stakeholders during ea
ensures everyone takes ownership of the ne
solution, resulting in sustainable impac

DEVELOP | Formulate Sustaina

By uniting with stakeholders from all sectors of society, projects are formu
needs and their root causes. Collaborators outline a project plan including
Solutions target three integrated stages of community development that

1. Health and Wellness
2. Education and Economic Empowerm

ate Results

oject to determine
be achieved.
sitive change.



ch step
ed and
ct.

EXECUTE

Take Action

Once the need and root cause have been identified, active citizens take action by mobilizing resources, rallying support and implementing the project plan. By combining resources, the community is enabled to achieve even greater sustainable impact.

able Solutions

ulated to address the community's core
g goals, actions and desired outcomes.
drive a community toward prosperity.

ment

3 Peace, Prosperity, and Sustainability



JCI has been the perfect platform where people of all backgrounds converge common interests and confer on inter-personal differences, all but with the objective to create positive impact on the local society and beyond. It is my honor to be part of this worldwide family, from training programs engaging us to lead and to be led, to insightful projects engineered to draw attention and bring about change. JCI proved to be my fast-lane towards a progressive yet comprehensive active citizen, and will continue to fuel my aspiration towards becoming the leader that JCI is ready for me to be.

Hugo Cheng
JCI City





May 2019 was the time when I made a life changing decision. I decided to join JCI Hong Kong Jayceettes after attending the Prospective Member Orientation.

Since then, I have had many opportunities to serve in various projects, both on the national and local chapter levels.

Through these projects, I have expanded my network, sharpened my leadership skills, explored new places around the world and created positive impact that I could hardly create on my own.

Thank you JCI for providing me with valuable opportunities and I look forward to serving the community along with my fellow Jaycees and Jayceettes in the years to come.

Jean Yip
JCI Hong Kong Jayceettes

LEADERS NURTURED BY JCI HONG KONG ARE ACTIVELY INVOLVED IN THE SOCIETY





The Hon. A. de O. Sales, GBM, JP
- 1956 JCI President
- 1952-54 National President
- Hon. Life President of the Sports Federation and Olympic Committee of Hong Kong
- Chairman of the Urban Council (1973–1981)



Sir Rogerio Lobo, CBE, LLB, JP
- 1954-1955 National President
- Unofficial Member of the Executive Council of Hong Kong (1967 - 1985)
- Member of the Legislative Council of Hong Kong (1972 - 1985)
- Chairman of the Hong Kong Broadcasting Authority (1989 - 1997)



George Lung BBS MH JP
- 1993 National President
- Member, the 13th National Committee of the Chinese People's Political Consultative Conference
- Founding Chairman, Hong Kong Youth Exchange Promotion United Association
- 1995 Ten Outstanding Young Persons Selection Awardees



Dr. Y K Pang GBS JP
- 2015-17 JCI Hong Kong Honorary Advisor
- Chairman of Hong Kong Tourism Board
- 2018 - 2020 Ten Oustanding Young Persons Selection Chief Judge
- 1995 Ten Outstanding Young Persons Selection Awardees



Shih Wing Ching
- Founder of Centaline Property Agency Limited
- Founder of AM730
- Chairman of the board of Governors of Hong Kong Sinfonietta
- Council Member of Oxfam Hong Kong



Philip Chen Nan-lok, GBS, SBS, JP
- Chief Executive Officer of Hang Lung Group Limited and Hang Lung Properties Limited
- Former Deputy Chairman of Cathay Pacific Airways Limited
- Former Executive Director of Swire Pacific Limited





Paul Yin SBS JP

- 1979 National President
- Member of the People's Political Consultative Standing Committee of Qingdao City
- President (2008 - 2009) & Permanent Honorary President of The Chinese Manufacturers' Association of HK



Kennedy Wong, BBS, LLD, DCL, JP

- 2019 JCI Hong Kong Youth Advisor
- 1998 Ten Outstanding Young Persons Selection Awardees
- 2003 World Ten Outstanding Young Persons Selection Awardees



Betty Yuen So Siu Mai

- Group Director & Vice Chairman – CLP Power Hong Kong



JCI PARTNERS

ORGANIZATIONS THAT WE HAVE WORKED WITH

Chamber of Commerce

- American Chamber of Commerce in Hong Kong
- Chamber of Hong Kong Computer Industry
- Chinese General Chamber of Commerce
- Chinese Manufacturers' Association of Hong Kong
- Federation of Hong Kong Industries
- Hong Kong General Chamber of Commerce
- International Chamber of Commerce - Hong Kong, China
- Hong Kong General Chamber of Young Entrepreneurs
- World Federation Chinese Entrepreneurs Organization

Universities & Tertiary Institutions

- Chinese University of Hong Kong
- City University of Hong Kong
- Education University of Hong Kong
- Hang Seng University of Hong Kong
- Hong Kong Baptist University
- Hong Kong Polytechnic University
- Hong Kong Shue Yan University
- Hong Kong University of Science and Technology
- Lingnan University
- Open University of Hong Kong
- University of Hong Kong

Charities

- Tung Wah Group of Hospitals
- Yan Oi Tong
- Po Leung Kuk
- Pok Oi Hospital
- Yan Chai Hospital

Professional Institutes

- Hong Kong Management Association
- Hong Kong Institute of Human Resource Management
- Hong Kong Institute of Marketing
- Hong Kong Institute of Planners
- Hong Kong Institute of Architects
- Hong Kong Institute of Bankers
- Hong Kong Institute of Certified Public Accountants
- Law Society of Hong Kong

Business Companies

- Alipay
- Baby Kingdom
- Centaline Property Agency Limited
- DHL Express (Hong Kong) Limited
- Hong Kong Science and Technology Parks Corporation
- HK Electric
- Ingrid Millet
- Lan Kwai Fong Group
- MTR Corporation Limited
- New World Development Limited
- Pacific Coffee
- PwC Hong Kong
- Ritz Carlton Hong Kong
- R-One Space
- Shell Hong Kong Limited
- Sino Land Company Ltd
- Sunrider International (HK) Limited
- The Star Ferry Company Limited
- H6 Conet
- TVB
- Zalora

Government and Non-Profit Organizations

- Agency For Volunteer Service
- AIESEC in Hong Kong
- Better Hong Kong
- Breakthrough Foundation
- Dialogue in The Dark
- Education Bureau
- Equal Opportunities Commission
- Hong Kong Federation of Youth Groups
- Hong Kong Girl Guides Association
- Hong Kong Playground Association
- Hong Kong Red Cross
- Hong Kong St. John Ambulance
- Hong Kong Society for Rehabilitation
- Hong Kong United Youth Association
- Hong Kong Youths Unified Association
- Junior Achievement Hong Kong
- Lions Club International District 303
- Mental Health Promotion Association
- New Home Association
- Polar Museum Foundation
- Rotary International District 3450
- Saint James' Settlement
- Scout Association of Hong Kong
- Social Ventures Hong Kong
- UNESCO Hong Kong Association
- The Y. Elites Association
- Wofoo Social Enterprise
- YMCA
- Women's Commission
- Women's Service Association



2020 National Board of Directors

National President	Senator Maric Cheng
National Immediate Past President	Senator Zenith Lin
National General Legal Counsel	Senator Jessica Lee
National Executive Vice President	Senator David Luk
National Executive Vice President	Senator Kenneth Yu
National Secretary General	Mandy Lam
National Honorary Treasurer	Zoe Mo
National Vice President	Senator Joel LI
National Vice President	Ronald Chang
National Vice President	Jackal Ho
National Vice President	Bess LI
National Vice President	Daryl Lin
National Vice President	Alex Tse
National Vice President	Jonathan Wong
National Vice President	Thomas Wong
National Corporate Communication Director	Elaine Tang
National Digital Development Director	Calvin Chan
National Global Affairs Director	Terrence Tang
National Global Goals Director	Ezgine Chong
National International Affairs Director	Davy Hui
National Leadership Development Director	Dickson Lo
National Mainland Affairs Director	Rafael Wong
National Membership Director	Cheryl Yeung
National Publication Director	Tiffany Leung
National Records and Recognition Director	Benson Pang

Affiliated Chapters

JCI Victoria
JCI Kowloon
JCI Island
JCI Peninsula
JCI Hong Kong Jayceettes
JCI Lion Rock
JCI Harbour
JCI Yuen Long
JCI Tai Ping Shan
JCI Bauhinia
JCI Dragon
JCI East Kowloon
JCI City
JCI Queensway
JCI North District
JCI Ocean
JCI Sha Tin
JCI Apex
JCI City Lady
JCI Tsuen Wan
JCI Lantau

663

Projects

In 2019, JCIHK hosted more than 650 projects, including impactful initiatives, training and meetings. The number includes 610 projects hosted by 21 Local Chapters and 53 projects hosted by JCIHK.



Total Investment on projects

HKD6.8M

This number includes HKD4.3 million from Local chapters and HKD2.5 million from JCIHK.



TOP 5 Distribution of Publications

JCIHK - Harbour Lights
JCI Peninsula - 快箭
JCI City Lady - 幗粹
JCI Apex - 晉語
JCI City - 城市之聲

JCIHK's media value

HKD24.7M





1500

news reported

JCIHK's projects were widely reported in Hong Kong. This included the annual flagship project Ten Outstanding Young Persons Selection.

137

Distribution Points for JCIHK and 21 local chapters' publications.

Facebook Impression Rate

730,365

JCIHK invested in social media and we have more than 10K followers. Each year we have more than 250 posts on Facebook to share our impact.

Most engaged Facebook Post of the Year
Total impression rate is over 4.6K



JCI HONG KONG MEASURABLE IMPACT


六成港人退度買衫成災


打工仔快樂嗎？　調查指近半打工仔認為工作生活平衡不足




在職家庭照顧者調查：時間分配成壓力








子女
機
估第三


蝦人會受擁戴？逾三成學童竟信
拍「責怪受害者」錯誤觀念　易令校園欺凌蔓延惡化


10酒店首獲減塑約章認證


減塑生活
自兒童做起






港人才培訓不足　難捉緊大灣區機遇？

MASS BROADCAST PUBLIC AWARENESS





























As a leading global network of young active citizens, JCI has found me in 2013 and this is the work that JCI does. Leading the community to connect with youths, empowering us with opportunities to achieving positive changes. I am thankful that JCI connected with youths and providing us with a platform for youths like myself who is always looking to do more but without the means to do so.

JCI provided me with a new perspective on how we may create changes to the community and the most powerful learning is making an impact does not require a renowned, public figure. Through the hundreds of local projects JCI and its local organisations host annually, I felt I have always been empowered and furnished with the skills, tools and resources throughout the years to work with diverse teams in helping those in need, to raise awareness on pressing issues in our communities.

Not only has my learning facilitated myself to further my career, but I can furthermore share my experiences with new members as I have learnt from my fellow members, so they are empowered to impact the communities as I did.

Epple Chan
JCI Harbour

INTERNATIONAL EXPOSURE AND TRAINING



JCIHK Delegates at **ASPAC** in Jeju, Korea's Hong Kong Night



JCIHK delegates at **JCI World Congress in Tallinn, Estonia**



5-Star Training Camp for new members' orientation and skills development.



Executive Academy for developing next tier executive committee level members to polish their leadership skills.



President Academy is a highly advanced executive training for the top management of JCIHK



Public Speaking Champion (Asia and the Pacific) Vincy Wong from JCI Hong Kong Jayceettes made her way to the JCI World Public Speaking Contest final four in 2019.



JCI World Public Speaking and Debate Championship (Hong Kong) to select champions to represent Hong Kong to compete with other countries in the Asia Pacific region.



Trainer Mentorship Program provides a platform for members to learn and deliver training with the guidance of experienced trainers as mentors.



Debate workshop



Training on Road to Success



SDG Workshop



PR Workshop on Local Media Landscape

BE THE CHANGE WEEK



Partners: *45*

Audience: *3,200 students and over 13,000 HK-citizens*

Media: *Over 10*

Total sponsorship received: *USD20,000*



"Be the Change Week" campaign aims to further foster and enhance environmental awareness amongst the general public on "Reduce Waste at Source", and encourages the general public to adopt a green lifestyle through practical tips and suggestions.

Environment Protection Habit Survey

From 1 March to 15 April, over 600 responses of the survey have been received. 80% of respondents stated that they had adequate environmental awareness but close to 60% of respondents indicated that they were lazy to prepare eating utensils. Close to 60% of respondents stated that they had new clothes at home in possession that they have never worn before.



Guest speakers sharing on **"Be the Change Week"** Survey Results



Sharing by Ten Outstanding Young Persons Awardee who is dedicated to environmental protection

"Be the Change Week"

During 14 May to 18 May, seven school tours have been co-organized with the Ten Outstanding Young Persons Association and strategic partners including Food for Good,The Conservancy Association, Green Architects Limited, 350HK, A New Toys to various primary schools to give sharing sessions on environmental protection topics from 4 major living elements - clothing, food, accommodation and transport.



School tours covering topics from 4 major living elements - clothing, food, accommodation and transport



Sharing session on environmental protection topic in schools



Green pioneers demonstrate how to transform recycled toys into new toys



Primary schools students become environmental friendly pioneers

"Little Is Much" Commitment

In order to educate the next generation to promote environmental protection from daily habits, in April we have co-organized "Little is Much" Commitment with The Outstanding Young Persons' Association (TOYPA). Over 1,800 students from 13 primary schools have signed the pledge and they become environmental friendly pioneers to encourage them taking actions.



Guest of Honour Leung Wing Mo Former Assistant Director of the Hong Kong Observatory

"Be the Change Week" Survey Result Announcement cum Closing Ceremony

Closing Ceremony was successfully held on 19 May at Ma On Shan Plaza, and Mr LEUNG Wing-mo, former Assistant Director of Hong Kong Observatory, was invited as Guest of Honour., with Mr Alex FONG & Ms HO Ka-lai were invited as Event Ambassador. More than 10 Strategic Partners and Supporting Organizations joined the Closing Ceremony and discussion forum on our daily habits and sharing on environmental friendly daily tips.

TEN OUTSTANDING YOUNG PERSONS SELECTION



Opening Ceremony with the support of partners, judges and selection consultant



Remarks by Chief Judge, Dr. Pang Yiu Kai, GBS, JP



Remarks by Selection Consultant, Mr Ringo Choi, Asia-Pacific IPO Leader Managing Partner, China South, EY



Remarks by
2019 National President, Mr. Zenith Lin



2019 TOYP Awardees, (left to right) Mr Ng Kwai Lun, Mr Chan Kwan Yeung, Mr Chan Ho Yuen, Dr Mina Cheng, Ms Kwong Lai Ling, Mr Jeffrey Alterin Andrews, Mr Yan Chak Kuen, Dr Yam Cheuk Sing



Thanks for the support from past TOYP awardees, partners, supporting organizations, fellow Jaycees and Jayceettes and guests



Group photo of 2019 TOYP Awardees and Proposers, Judges, Selection Consultant, The Outstanding Young Persons Association Chairman, Past TOYP Awardees, National President, Past National President and TOYP Selection Chairlady



Closing Remarks by TOYP Chairlady Ms Carol Yeung



Chairlady and the organizing committee members



Award Banquet Award Presentation



2018 TOYP Awardee Vivek Mahbubani sharing



Over 120 media coverages for TOYP Selection 2019. The exemplary life stories of the awardees have led positive change to society.



Sustainability is by far one of the most valuable qualities I have learned from being a JCI member for 4 years. Never have I ever realized the importance of creating sustainability while giving back to society. Back in the days before knowing about JCI, I thought volunteering at elderly homes, child centers was helpful enough; yet, JCI has changed how I perceive myself and how I should contribute to society with more values. I have now equipped myself with the skills to find root cause, evaluate and create something more long lasting for our community, and that - has successfully made me a real active citizen.

Jenny Fong
JCI Peninsula

3 GOOD HEALTH AND WELL-BEING

SUSTAINABLE DEVELOPMENT GOAL 3

Ensure healthy lives and promote well-being for all at all ages

JCI Kowloon — 2019 Together We Care - Say No to "Add Oil"







Partners: *4*

Audience: *120*

Media: *3*

Total sponsorship received: *USD5,000*

Introduction: One in six Hong Kongers suffers from a diagnosable mental health illness and many of them are under 15 years of age. "Together We Care" shows our care and concern about mental health for Primary four to six students and their parents.

We organized three interactions and activities including drama, reading picture books, and painting. There was also a half day event consisting of fun-filled and interactive games followed by a debriefing session conducted by psychologists.

Impact:

- *80 participants benefited directly with enhanced emotional management skills*
- *Allowed parents to understand the importance of listening to their children viewpoints, understand their children, appreciate the uniqueness of children, manage their children's emotions, and empower their children to grow up healthy and happy*
- *Strengthened the parent-child bond by opening the lines of communication*
- *Provided practical and innovative ways for children to relax and to release negative thoughts and emotions*

> *"Ensuring healthy lives and promoting wellbeing for all at all ages is important to building prosperous societies."*

JCI Peninsula — Mission R.E.D.

Partners: *78*

Audience: *General Public*

Media: *10*

Total sponsorship received: *USD7,800*







Introduction: "Mission R.E.D." raised awareness about the importance of R.E.D (Rest.Exercise.Diet) habit and lifestyle contributing to one's health in order to lower the core risk factors of Non-communicable Diseases (NCD). With the support of our R.E.D partners, the project implanted the R.E.D concept into corporate bodies - creating a healthy company culture which could reduce medical expenses and enhance productivity.

Impact:

- *Strengthened health knowledge and capacity of individuals to make healthier choices, in line with the government's health care strategies*
- *Corporates committed to create Employee Wellness Program to promote workplace health*
- *Enhanced the importance of healthy living habits and healthy bodies*
- *Potential reduction of the medical resources burden from NCD*

SUSTAINABLE DEVELOPMENT GOAL 3

Ensure healthy lives and promote well-being for all at all ages

JCI Harbour — "You Are Not Alone" Carer Mental Health Program

Partners: *30*

Audience: *1300*

Media: *14*

Total sponsorship received: *USD15,000*







Impact:

- *Over 160 questionnaires were collected to bring out valuable results for the government and public to be aware of carers' issues in Hong Kong*
- *Educated the public to have a better understanding about the needs of carers and challenges they are facing*
- *Series of training and spiritual activities to help carers relieve stress*
- *Connected with different stakeholders to provide more support to caregivers and their families*

Introduction: "You are not alone" is a program designed for 170,000 carers who live with chronically ill patients in Hong Kong. We aimed to promote awareness of the mental health problems faced by carers and educating the public to support carers. We engaged different stakeholders to provide psychological support for carers. We organized a series of activities including experiential workshops, street interviews, caregiver questionnaire results announcement session and discussion forum.

JCI Tai Ping Shan — The Planner







Partners: *10*

Audience: *200*

Media: *2*

Total sponsorship received: *USD3,000*

Introduction: Teenage emotional problems and increasing suicide rates have been a major concern in recent years. "The Planner" targeted to reduce future suicidal incidents by encouraging students to develop positive attitudes toward difficult situations. We organized workshops for students to learn about their strengths and weaknesses. We invited guest speakers to share their work experience and career planning, including representatives from minority groups.

Impact:

- *With the support of Growth Mindset Association and various sponsors, we educated students on the importance of positivity*
- *Students designed their desirable life paths and considered strengths they needed to develop in order to tackle upcoming challenges*
- *Equipped students with skills to find ways to relieve stress and build a positive attitude towards life*

> *"Ensuring healthy lives for all requires a strong commitment, but the benefits outweigh the cost. Healthy people are the foundation for healthy economies."*

JCI Bauhinia

Circle Care 2019: Go Girls! Positive Body-Mind-Spirit







Partners: *22*

Audience: *1000*

Media: *20*

Total sponsorship received: *USD6,000*

Introduction: Working women in Hong Kong are under pressure from different aspects of life and they seldom pay attention to the emotional issues. "Circle Care program" aims to arouse public attention towards mental health of working women and educate them with a positive attitude towards work and life. We listened to the voices of working women through street interviews and detailed online questionnaires. We organized sharing sessions and workshops to provide solutions to cure and reduce their stress.

Impact:

- *Over 500 working women benefited from this program*
- *Theme-based workshops allowed participants to learn more about themselves and find ways to relieve stress*
- *Encouraged working women to develop their hobbies through yoga, dancing and meditation classes*
- *Engaged corporates to provide mental health services for their employees*

JCI Queensway

Small Change, Big Difference "Listen Connect Accept" 2019





Introduction: Recent studies showed that the problem of elderly suffering from dementia is getting more serious. This program was designed to arouse public awareness towards dementia as well as to promote relaxation, mindfulness and stress relief among the elderly. It was found that art therapy can be one of the tools to help the elderly to create a relaxing and mindfulness mindset, which is beneficial in the prevention of dementia. We therefore organized workshop to teach a group of 30 elderly how to create Zentangle drawing.



Partners: *2*

Audience: *100*

Media: *2*

Total sponsorship received: *USD5,000*

Impact:

- *Valuable experience for the elderly to step out of their comfort zone to draw Zentangle*
- *Received positive feedback from over 30 elderly participants*
- *Participants expressed great interests in Zentangle*
- *Practical way to help relax stress and relieve symptoms of dementia*

> *We can raise awareness in the community about the importance of good health, healthy lifestyles as well as people's right to quality health care services, especially for the most vulnerable such as women and children.*

SUSTAINABLE DEVELOPMENT GOAL 3

Ensure healthy lives and promote well-being for all at all ages

JCI Sha Tin — Men's Mental Health Day

Partners: *5*

Audience: *600*

Media: *N/A*

Total sponsorship received: *USD3,000*

Impact:

- *Conducted over 500 street interviews and surveys to study challenges midlife men are facing*
- *Understand how critical and common mental health issue of midlife men is*
- *Educate midlife men with different methods to deal with mental health issues*







Introduction: This program aims to raise public awareness towards mental health issues of midlife men. We would like to study how signs and symptoms of mental health conditions may present themselves differently in men. We want to normalize conversations about mental health issues to reduce the stigma that often prevents men from seeking help.

JCI Apex — I Do! My Dream School

Partners: *5*

Audience: *1000*

Media: *3*

Total sponsorship received: *USD5,000*

Impact:

- *Collected over 680 street surveys and produced 3 videos about children's dream schools*
- *Inspired students' creative thinking and maximization of their potential*
- *Enhanced students' interest in learning and improve learning efficiency*
- *Through the scheme, the public can understand the concept and importance of "happy learning"*







Introduction: Teenage emotional problems and suicide rates have increased rapidly in recent years. "I Do! My Dream School" Program aims to arouse public awareness towards children's pressure, which is caused by heavy workload in homework and intensive examinations. We hope to inspire parents to rethink if "winning at the starting line" is more crucial than children's mental health. Through a series of activities and workshops, we want to spread the important message of children being "happy at the starting line" in schools.

> *"Hold government, local leaders and other decision makers accountable to their commitments to improve people's access to health and health care."*

SUSTAINABLE DEVELOPMENT GOAL 4

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

We Love Schooling

Partners: *2*

Audience: *1500*

Media: */*

Total sponsorship received: *USD30,000*

Impact:

- *Since 1999, we have built 13 primary schools and 4 middle schools in Yingde City in Guangdong Province and Tongren City in Guizhou Province*
- *Provided students with a safe learning environment to enhance the quality of education.*
- *Provided assistance or materials to some poor families in the local area*



Introduction: JCI Peninsula has been contributing and providing assistance for the development of children's education welfare in China since 1999. This year marks the 20th anniversary of the program. We raised funds for the construction of schools and providing quality education to underprivileged children. Our Project raised funds of over HKD200,000 through selling red pockets and folders.





Sustainable Development Goals Junior Ambassador Programme 2019







Partners: *20*

Audience: *2000*

Media: *5*

Total sponsorship received: *USD150,000*

Introduction: We launched our first ever publication of SDG materials and engaged different partners to contribute in this publication. It encouraged higher education students not only to develop innovative ideas, but also to apply their knowledge and talents in shaping a more sustainable community. The competition would raise the participants' knowledge in environmental sustainability and global issues, and more importantly, encourage all the primary students and their parents or teachers in Hong Kong to promote SDGs in their daily lives.

Impact:

- *Enhance community engagement by engaging parents, primary students and tertiary education students to learn SDG in creative ways by learning from board game books.*
- *Shortlisted the top four teams to publish their SDGs board game books in the book fair. A total of four sets of board games distributed to primary schools in Central and Western District area.*
- *Provide a platform for participants to execute their creativity and innovative ideas*
- *Encourage parents and kids to enhance their relationships through playing the SDG board games*

SUSTAINABLE DEVELOPMENT GOAL 4

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

JCI Yuen Long — 32nd Hong Kong SAR Outstanding Students Selection

Partners: *40* **Audience:** *1,500* **Media:** *2* **Total sponsorship received:** *USD10,000*







Impact:

- *Inspires students to actively contribute to their communities and make positive changes*
- *Within the exchange program and visit, students have the opportunity to talk with industrial leaders.*
- *Participants can experience educational programs from other countries*
- *280 students applicants from all 18 school districts*

Introduction: We aim to recognize and award students' achievements in and beyond academics, and to equip and nurture leaders among the younger generation. Through a series of evaluations, interviews, group discussions, and performance reviews, the top 10 F.4-6 students will be selected as our Outstanding Students of the year. The selection criteria go beyond academics or extracurricular activities, student's creativity and civic engagement are also considered to encourage students to achieve success beyond academic fields.

> *Education enables upward socioeconomic mobility and is a key to escaping poverty.*

JCI Dragon — Dragon Apprentice 2019

Partners: *2*

Audience: *100*

Media: *5*

Total sponsorship received: *USD*







Impact:

- *3 winners were awarded with outstanding business proposals*
- *Students learnt entrepreneurship and business-related knowledge*
- *Participants have a better understanding on Greater Bay area policy*
- *Help students plan for their future career path*

Introduction: We organized several workshops and mentorship program to let F.4/5 students understand more in the business world and to inspire their creativity. We acted as a platform to collaborate with different entrepreneurs, government departments, venture capitals and youth organisations to equip participating high-school students with multiple skill sets. Meanwhile, we travelled to the Greater Bay Area to let them understand the policy that is suitable for them to set up business in China.

SUSTAINABLE DEVELOPMENT GOAL 4

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

JCI Sha Tin — V-Support Program

Partners: *5*

Audience: *300*

Media: */*

Total sponsorship received: *USD3,000*







Impact:

- *Helped students plan for their future and establish clear career goals*
- *Provided opportunities for participants to develop job interview skills*
- *Students gained valuable internship experience and have a better understand about different industries*

Introduction: This program provided a series of training, including mock interviews, careers talk, and internship program to train up our young generation for clearer career goals and better planning It also served as a platform for our members to share their working experience and industry insights with students through interactive sharing and learning.

> *Education empowers people everywhere to live more healthy and sustainable lives.*

JCI North District — Children Silver Tongue Contest

Partners: *28* **Audience:** *60,000* **Media:** *4* **Total sponsorship received:**







Impact:

- *Inspires students to actively contribute to their communities and make positive changes*
- *Within the exchange program and visit, students have the opportunity to talk with industrial leaders.*
- *Participants can experience educational programs from other countries*
- *280 students applicants from all 18 school districts*

Introduction: The year 2019 marks the 28th year of the annual Contest, the first being held in the year 1992.This year's theme is "the Parent-Children Formula for Effective Communication". We targeted approximately 110,000 students from over 500 primary schools in Hong Kong for promotion of the Contest, to encourage students in those schools to apply and participate in the Contest with the support of their teachers and parents.

SUSTAINABLE DEVELOPMENT GOAL 4

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

JCI Tsuen Wan — Children's Play Rights

Partners: *17*

Audience: *6,000*

Media: *13*

Total sponsorship received: *USD30,000*

Impact:

- *Over 5,000 children and their parents participated in the Play Right's carnival*
- *Over 250 Volunteers involved*
- *Over 80 Performers in carnival*
- *Over 6000 PLAY Hours for children*
- *Motivated 100% of Tsuen Wan District Councillor to support this project, and they disseminate the message via whatsapp and distribute posters everywhere in their division and via their connections*
- *Over 200K followers of 2019 Children Play Right's Ambassadors Lelia Tong (唐寧) and Sisko Tang (鄧思朗)*
- *Empowered participator to give child at least one hour free play of time each day for healthy development*
- *In Facebook & Instagram Advertisement 2019, over 1,000,000 post engagements which engaged users to search, give "Likes" and participate our carnival*
- *Engaged HK local cartoon character: South Mountain Story (南山七小福) as our license sponsor for our campaign*







Introduction: Hold a series of activities such as seminar, playdate, pledge, questionnaire and carnival to spread the message of "Zero Play Deprive", which is a fundamental right for every child according to Article 31 of the United Nations Convention on the Rights of the Child.

> JCI HONG KONG MEMBERS BEING THE EVERYDAY CHANGE MAKERS BY CONSTANTLY PROVIDING SUSTAINABLE SOLUTIONS TO OUR COMMUNITY
>
> **Zenith Lin**
> 2019 National President

8 DECENT WORK AND ECONOMIC GROWTH

SUSTAINABLE DEVELOPMENT GOAL 8

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

JCI Lion Rock — MASTER THE MARKET : Project GBA

Introduction: We are aware that HK is currently facing economic downturn, high rents, lack of social mobility, social activities and a trade war. This Program aims to explore the Greater Bay Area (GBA). This is a newly planned area by the Chinese Government for sustainable development in living, career planning, and startup investments. HK is part of this area. We find and present such development opportunities for HK young entrepreneurs through a forum and business/ site visit trips.

Impact:

- *Lead entrepreneurs to learn the advantages of startups in the GBA*
- *Built connections with the three GBA governmental units, Qianhai, Hengqin, and Nansha, that are pioneers in GBA planning and have well developed infrastructure and policies*







Partners: *5* **Audience:** *200* **Media: N/A** **Total sponsorship received: USD5,000**

JCI Harbour — Saving Locals • We Have Way

Introduction: More and more local traditional shops have closed in recent years due to expensive rents and eroded traditional craftsmanship. The project "Saving Locals. We Have Way" is designed to recognize and promote the Hong Kong local culture and value to the Public. We would like to raise public awareness towards the difficulties local traditional shops are facing. We invited students to write proposals and use their creativity to save local shops.

Impact:

- *Embrace young people's endless creativity and promote the small shop brand*
- *Generation linkage & benefit to Economy - the community itself increases adhesiveness*
- *Inspire young active citizens - proposal written by students benefit both themselves and the local shops*







Partners: *30* **Audience:** *500* **Media: N/A** **Total sponsorship received: USD10,000**

SUSTAINABLE DEVELOPMENT GOAL 8

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

JCI Bauhinia — Start-up Pioneer Series



Impact:

- *Motivated young people to become startup leaders and entrepreneurs*
- *Inspired participants to pursue entrepreneurship*
- *Teach youth entrepreneurs on how to maximize opportunities given the phenomenon of globalization and innovative world*
- *Equipped participants with the correct attitude and practical skills on how to start a business*

Introduction: This program aims to provide useful and practical information for young people who are interested in starting up own businesses. We cover topics from entrepreneurial mindsets, online marketing, brand image creation to short film shooting. We invited successful business leaders to share their stories on how they started their businesses and ways to overcome difficulties and challenges.





Partners: *7* **Audience:** *400* **Media: N/A** **Total sponsorship received: USD1,000**

JCI Dragon — The Best Employee and Employer Award 2019









Introduction: The program aims to recognize the outstanding employees and employers, as to promote implementation of corporate social responsibility for company culture with more communications and understanding, then lead to a more harmonious working environment, elevated corporate image and higher productivity.

Impact:

- *19 award winners have been recognized*
- *1000+ survey questionnaire on current Hong Kong working environment and Corporate Social Responsibility issue has been carried out*
- *Encouraged dialogues and communication between employers and employees that create positive change*

Partners: *5* **Audience:** *500* **Media: 5** **Total sponsorship received: USD5,000**

SUSTAINABLE DEVELOPMENT GOAL 8

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

JCI Sha Tin — Project Insight

Partners: *15*

Audience: *200*

Media:

Total sponsorship received:

Introduction: The project is to provide a platform between successful entrepreneurs and young entrepreneurs who started their business for 2-5 year . It aims to help young people learning how to use their own resources effectively and improve interpersonal skills which would help them to find their entrepreneurial partners to start a business together and sustain for more than five years.

Impact:

- *Promote the efficient of face-to-face networking rather than using mobile applications*
- *Promote the concept of Co-working space, sharing resources to bring synergy effect and assist young people to develop their business with limited resource*
- *Reinforce the communication skills, personal presentation and promotion skills of young people*
- *Provide opportunities for entrepreneurs to introduce their business to public employees that create positive change*







> ***Local authorities and communities can renew and plan their cities and human settlements so as to foster community cohesion and to stimulate innovation and employment.***

JCI Apex — 2019 Corporate Clinic

Introduction: Through one-on-one business mentoring and insights sharing sessions of influential and successful entrepreneurs, the program helps new entrepreneurs to acquire knowledge in 4 main areas of business:

- Marketing Strategy and Branding
- Legal and Intellectual property
- Accounting and Finance
- Business Management and Human Resources.

For strengthening participants business knowledge foundation, we aim to increase the chance of survival for our participants' companies.



Impact:

- *Providing participants the networking platform to develop their interpersonal resources*
- *Help participants to promote their business through different channels*
- *Provide advice to aspiring entrepreneurs with basic fundamental business skills to stay competitive and attain their ultimate goal of success.*
- *Encourage entrepreneurs to demonstrate social responsibility and to contribute to the local community and economy*





Partners: *10* **Audience:** *1,500* **Media:** **Total sponsorship received:**

SUSTAINABLE DEVELOPMENT GOAL 8

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

JCI City Lady Hong Kong Professional Elite Ladies Selection

Partners: *44*

Audience: *100+*

Media: *18 medias, 13 KOLs*

Total sponsorship received: *USD9,500*

Impact:

- *"It all about connect women power!" The seletion in line with globl direction to move beyond individualistic gender empowerment.*
- *In 2019, 8 awardees selected to be the role models of working women. The Selection has built up very strong network on engaging all sectors of society in relation to JCI Values in achieving mutual goals for sustainable development in the community.*







Introduction: It comes to 9th year of the Selection and every year we will elect not more than 10 outstanding women as role models of working women. We aim to connect all parties to collaborate for sustainable impacts.

SUSTAINABLE DEVELOPMENT GOAL 9

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

JCI Victoria innoBrand







Introduction: In light of the development of the Greater Bay area, the InnoBrand program focused on educating and encouraging young people to build up their brand and/or seek for wider opportunities locally and across the border. Participants are able to explore economic opportunities by different means: trip to Zhuhai and Hengqing, Human Library, On-hand experiences of new technology, corporate visits, etc.

Impact:

innoBrand 2019 acted as a hub for bridging different stakeholders to generate economic growth. Through a series of activities including a 2-day trip to Zhuhai, seminars, on-hand experiences and corporate visits, new opportunities between 247 participants and 21 corporates of Hong Kong and Zhuhai/ Hengqin were generated. While inspiring students from top tier Universities in Hong Kong (being the project participants) to plan for their future path, sustainable cross-border connections and collaborations have been developed. innoBrand received full support from corporates in different sectors, such as finance, property investments, AI, New Tech, Winery, Movie production, internet service, consultancy, etc.

Partners: *6* **Audience:** *5000* **Media:** 8 **Total sponsorship received:** USD4,000

SUSTAINABLE DEVELOPMENT GOAL 9

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Female Elites Series 2019 – Business on Stilettos

JCI Hong Kong Jayceettes

Partners: *30*

Audience: *500*

Media: *3*

Total sponsorship received: *USD140,000*

Impact:

- *Participants obtained business knowledge, including Entrepreneur mindset, pitching skills, digital marketing, finance and company tax information*
- *Provided a platform for participants to network with like-minded women*
- *Participants received good guidance and advice for personal business*

Introduction: This program is designed for local women who wish to transform their ideas into real business and learn how to run it. A series of workshops have equipped them with the fundamental business knowledge such as entrepreneurship, marketing, taxation, financial planning and branding. The judging panel will pick the winners after reviewing the proposal and presentation of the shortlisted participants.







> *"Inclusive and sustainable industrialization, together with innovation and infrastructure, can unleash dynamic and competitive economic forces that generate employment and income."*

The 23rd Innovative Entrepreneur Awards Programme

JCI City

Impact:

- *Inspiring messages of ENTREPRENEURSHIP and CREATIVITY were spread effectively over different means*
- *Awardees come from a wide spectrum of businesses from Social Enterprise, Emerging and Traditional Business*
- *The contribution of the awardees will benefit Hong Kong economy greatly via our program*
- *The EntreSurvivor's message was widespread all over Hong Kong by MTR Panels, Bus Panels, Residential Television Network*



Introduction: The Economy has been shaky in recent years, and business owners may feel insecure with the upcoming forecast. Therefore, this year, JCI City decided to set the theme of the Innovative Entrepreneur Awards Programme to be "EntreSurvivors", meaning how Entrepreneurs can Survive in these difficult times.





Partners: *20* **Audience:** *200* **Media:** *10* **Total sponsorship received:** *USD160,000*

SUSTAINABLE DEVELOPMENT GOAL 9

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

JCI Tsuen Wan — Outstanding Family Business Selection

Impact:

- *The Successor of family businesses can explore and understand more on the strengths and weaknesses of the family business model*
- *Gave successor valuable insights on the improvement of their operation and strategies for their family business*
- *Awardees promoted its brand name to the public and gain reputation*



Partners: *10*

Audience: *3,000*

Media: *Facebook*

Total sponsorship received: *USD10,000*

Introduction: The objective of this selection is to recognize family businesses that have outstanding achievements with management succession through generations, use of practical and effective planning or strategy. We encourage family business to develop future leaders and encourage more corporate innovation and creative elements of family business.





SUSTAINABLE DEVELOPMENT GOAL 10

Reduce inequality within and among countries

JCI Island — Shell/Island JC Scholarship for the Disabled

Introduction: The event is in the form of presenting awards to students with certain achievements. Each year, students are nominated by schools for the consideration of the awards, with the purpose to give recognition to students with special educational needs (SEN) as they may require more effort to overcome difficulties induced by their disabilities.

Impact:

- *Inspire SEN students to overcome difficulties and challenges induced by their disabilities striving for personal achievements*
- *Create equal opportunity for SEN students to become outstanding*
- *Created long-term impact to bring disable integration to their family*







Partners: *2*

Audience: *150*

Media: *2*

Total sponsorship received: *USD10,000*

SUSTAINABLE DEVELOPMENT GOAL 10

Reduce inequality within and among countries

Asia Youth Exchange Program 2019

Partners: *10* Audience: *250* Media: *5* Total sponsorship received: USD35,000







Impact:

- *Created positive changes in teenagers' lives*
- *Provided equal rights for underprivileged students to have their first ever overseas cultural exchange experience.*
- *We help lift people out of poverty and work towards achieving world peace*
- *Develop strong international bonding by working with people from different countries*

Introduction: Students from low-income families seldom have the chance to go overseas. The Asian Youth Exchange Program was organized by JCI Bauhinia and Well Family Charity Foundation in conjunction with the JCI chapters from 7 countries (Cambodia, Japan, Malaysia, Thailand, Vietnam, Hong Kong and Taiwan). We lead students from low-income families to Penang, Malaysia for seven-day exchange program. The program includes cultural experiences, talent shows, leadership skills training, local family boarding, and school visits.

> *We can ensure equal opportunity and reduce inequalities of income if we eliminate discriminatory laws, policies and practices.*

Love Without Boundary

Introduction: Wheelchair users in Hong Kong suffering many troubles in using public facilities, such as public toilets, transportation and most of the public parks. We gather young people from Taiwan, Japan, and Hong Kong to experience the hardship in Wheelchair users and to review and compare the difference between wheelchair user facilities in their society. From the experience, they know more about how to take care of Wheelchair users and become more considerate to foster harmony in the community.

Impact:

- *Aroused public awareness on how Hong Kong 's Sidewalk reforms, public unit facilities, transportation facilities, and various social activity spaces deeply affect the daily actions of wheelchair users*
- *Learned from experience in detail how people can take better care of wheelchair users and understand the daily lives of wheelchair users.*
- *Participants had a better understanding about difficulties wheelchair users are facing and promote social harmony*







Partners: *2* Audience: *300* Media: *2* Total sponsorship received: *USD5,000*

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

SUSTAINABLE DEVELOPMENT GOAL 12

Ensure sustainable consumption and production patterns

JCI Ocean Charter of Plastic Reduction in Hotel Industry 2019

Introduction: According to the Environmental Protection Department, Hong Kong landfills on average over 10,000 tonnes of municipal solid waste daily, and more than 20% is plastic waste. This program is an award scheme to encourage business for more plastic reduction. We organized a series of activities to mobilize all hotels, government, green industry, travel agents and public in plastic reduction, including plastic reduction experiment trip, plastic reduction scheme to tourism in Hong Kong, plastic reduction survey result announcement and award ceremony.

Partners: *10*

Media: *18*

Audience: *300*

Total sponsorship received: USD10,000







Impact:

- *10 Hotels awarded our Charter*
- *deepen students' understanding in plastic reduction and nurture them as ambassadors for plastic reduction and CSR*
- *4 hotel create their Green policy for the scheme*
- *70% of the hotels will not provide any plastic bag and box to customers*

> *If we don't act to change our consumption and production patterns, we will cause irreversible damage to our environment.*

JCI Ocean Let Them Talk



Introduction: This program is to raise public awareness on the problem of micro plastic to the ocean and human life. Through the concert, we educate them how our daily life is affecting our oceans and underwater life. We encouraged the youth / children to take action by participating in ocean clean-up day. We encourage them to change their habits and reduce the use of plastic.





Partners: *10*

Media: *15*

Audience: *300*

Total sponsorship received: USD30,000

Impact:

- *Provided a platform for the youth for their self-development and become an active citizen by organizing this project*
- *Learned the importance of our actions to the environment and develop an environmentally friendly habits at a young age*
- *Learned by taking action and spreading the message to others in their daily lives*

SUSTAINABLE DEVELOPMENT GOAL 12

Ensure sustainable consumption and production patterns

JCI City Lady — Unfriend with Plastic

Partners: *17*

Audience: *300*

Media: *13*

Total sponsorship received: *USD13,000*

Impact:

- *More than 60 Parents and Kids cleaned in Tai Po Beach and collected 2,160 Liter and 9 boxes of rubbish in the beach*
- *More than 500 Second-hand toys were cleaned & repaired in Toys Reengineering workshop and sent to underprivileged families.*
- *More than 100 Parents and Kids joined the event and swim in a pool that surrounded by plastic bottles*
- *Engaged corporates to take actions to create a more sustainable city*

Introduction: We aim to raise the awareness of the environmental impact of plastic waste among both children and their parents. We encourage parents to bring their children out of the classroom to learn more about plastic waste issue through some innovative activities. Through a series of activities, including "Tai Po Beach Cleaning Day, Toys Re-engineering Workshop, No Plastic Ocean Day, we pass the message from "Generation to Generation". We hope to create a long-term impact to the community by raising the awareness of consumers and change their habits.







SUSTAINABLE DEVELOPMENT GOAL 13

Take urgent action to combat climate change and its impacts

JCI Dragon — The Climate After Tomorrow

Impact:

Arouse public on the consequence of climate change. While teaching the youngsters to give a change on their lifestyle which can make a big impact on saving the world.
7 winners will be ambassador of Dr. Rebecca Lee Lok Sze, MH to share their experience and knowledge on climate change.

> *"Many businesses and investors are committing themselves to lower their emissions, not just because it is the right thing to do, but because it makes economic and business sense as well."*

Introduction: Extreme weather and climate events have increased in recent decades. We organized a series of events and activities for the youth to learn about climate change and its impacts, including sharing session, 2030 SDG Games, visit the Observatory, Geopark study tour. We shared with them what they can do to protect the environment and achieve sustainable impact.







Partners: 20

Audience: *150*

Media: 12

Total sponsorship received: USD5,000

SUSTAINABLE DEVELOPMENT GOAL 15

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

JCI Yuen Long — Plants of Action 2019

Partners: *1*

Audience: *30*

Media: *N/A*

Total sponsorship received: *USD1,000*

Introduction: Local Farmland in Yuen Long provides native farming environment for participants to plant. They can learn how to nurture their own plants and understand the difficulties in maintaining a healthy green environment.









> *Biodiversity delivers multiple services from local to global levels, while responses to biodiversity loss range from emotional to utilitarian.*

SUSTAINABLE DEVELOPMENT GOAL 16

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

JCI Peninsula — Project Embrace

Partners: *10*

Audience: *300*

Media: *1*

Total sponsorship received: *USD2,000*

Impact:

- *Invited young leaders from 6 countries to talk with more than 20 ethnic minorities from Hong Kong, including India, Pakistan and others.*
- *Overseas young people understand more about the culture of ethnic minorities in Hong Kong*
- *Embrace the value of a diverse population in building an inclusive society and universal values*







Introduction: Project Embrace promotes social inclusion by connecting local ethnic minority youth with young leaders from different countries through cultural performances, seminar on HK policies on equal employment opportunities, and henna drawing workshop, which focuses on cultural exchange between the groups. We invited minority ethnic children to perform traditional cultures.

> *Be the change – promote inclusion and respect towards people of different backgrounds, ethnic origins, religions, gender, sexual orientations or different opinions. Together, we can help to improve conditions for a life of dignity for all.*

SUSTAINABLE DEVELOPMENT GOAL 16

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

The 40th International Children's Drawing Contest cum Photography Competition

Introduction: This program is Hong Kong's largest family outdoor drawing competition. In addition to encouraging family harmony and focusing on child development, the event aims to improve children's interest in art and develop their artistic talents. The theme this year is One World · A Million Flavours.

Impact:

- *Children and parents are continuously connected through art painting*
- *Educate participants about different social issues*
- *Children from more than 12 countries have participated*
- *Allow children to broaden their knowledge to an international perspective*
- *Children of different ethnic boundaries can receive art education fairly*







Partners: *35* **Audience:** *3500*

Media: *10* **Total sponsorship received:** *USD30,000*

> ***To achieve peace, justice and inclusion, it is important that governments, civil society and communities work together to implement lasting solutions to reduce violence, deliver justice, combat corruption and ensure inclusive participation at all times.***

Love Ever After 2019 ("LEA2019")

Introduction: "Love Ever After 2019" is a cohesive campaign that aims at raising awareness of the importance of Marriage-Refreshment; "Never preserve it only when it is TOO LATE." Ultimate goals are to reduce divorce rate and rescue families from the risk of separation.

Impact:

- *Couples received knowledge and ways to maintain marriage*
- *Provided participants with guidance when facing any Marriage Crisis*
- *Sharing of resources, expertise and audience crowd*
- *Establishment Marriage-Refreshment*
- *Reduce divorce rate and create social harmony*







Partners: *17* **Audience:** *1,200* **Media:** *20* **Total sponsorship received:** *USD20,000*

17 PARTNERSHIPS FOR THE GOALS

SUSTAINABLE DEVELOPMENT GOAL 17

Strengthen the means of implementation and revitalize the global partnership for sustainable development

JCI Victoria — 30th Grandparents' Day "Grandparenting with Harmony"

Partners: *4*

Audience: *50,000*

Media: *13*

Total sponsorship received: *USD8,500*

Impact:

- *Increased public awareness on issues related to grandparenting*
- *Emphasized the importance of maintaining harmony in the family*
- *Promoted the concept of intergenerational integration to different generations*
- *Attracted vast media attention and introduction and sharing on local TV and radio programmes*



Introduction: First launched in 1990, Grandparents' Day is celebrating its 30th this year. We advocate the second Sunday of October as the "Grandparents' Day" and believe that fostering the bonding across 3 generations should be emphasized in our day to day life. Grandparenting with Harmony is the theme of 2019. We organized a series of activities including documentary filming, carnival, illustration exhibition, and publication of the picture book "Grandpa, What's Your Dream".





JCI Island — O! Love Tour 2019

Introduction: The tour is in the form of a 3-day-2-night trip to Taipei for selected elderly people and university students. Each elderly person is paired up with a university student during the trip, with the main purpose to arrange for an overseas tour for the singleton elderly people who have never flown on an airplane. The elderly were given a chance to be cared and loved while the students learned to take care of the elderly and respect them.

Impact:

- *Increased the awareness on the singleton elderly issues in our community*
- *Established mutual understanding between generations*
- *Fulfilled the dream of the "ever" flying experience for those singleton elderly*
- *Created sustainable care and love attitude for all participants and their family members*
- *Promoted intra-generation harmony in the community*







Partners: *6*

Audience: *50*

Media: *1*

Total sponsorship received: *USD10,000*

SUSTAINABLE DEVELOPMENT GOAL 17

Strengthen the means of implementation and revitalize the global partnership for sustainable development

JCI Peninsula — Dialogue with the future - Lead the City

Partners: *5*

Audience: *100*

Media: *N/A*

Total sponsorship received: *USD5,000*

Introduction: Our project worked with a number of universities and institutions to enable university students to help improve the living environment of the elderly living alone. Cultivate students to become our future leaders through the following 3 stages:
Stage 1: "Leadership Training Camp"
Stage 2: "Caring for Home Service Day"
Stage 3: "CEO Luncheon and Closing Ceremony

Impact:

- *Empowered University students to create positive changes*
- *Helped to provide better living environment & bring happiness to elderly*
- *Helped Habitat for Humanity Hong Kong to raise public awareness about housing problem for minor group*
- *Created another CSR Program channel for Vistra and creates a platform for Vistra to build up a leadership model to young generation*







> ***We will need to mobilize both existing and additional resources—technology development, financial resources, capacity building— and developed countries will need to fulfill their official development assistance commitments.***

JCI Harbour — The 13th Young Leader Selection Series - 2019 Greater Bay Area Young Leaders Selection

Introduction: This program is to recognize young people who are committed to serve the community with distinguished leadership skills. Since 2007, the Youth Leadership Election has accumulated close to 60 young leaders with outstanding leadership skills and outstanding achievements in personal development and social contribution. In order to cope with social development, the Association has expanded the region from Hong Kong to the Greater Bay Area since 2018.



Impact:

- *Encouraged young people with aspiring dreams to make more diversified attempts*
- *Helped members to build international perspectives*
- *Introduced the opportunities of the Greater Bay Area to the local young entrepreneurs in Hong Kong*





Partners: *11* **Audience:** *2,100* **Media:** *30+* **Total sponsorship received:** *USD20,000*

SUSTAINABLE DEVELOPMENT GOAL 17

Strengthen the means of implementation and revitalize the global partnership for sustainable development

JCI East Kowloon — Family Harmony 2019

Impact:

- *Participants deepen their knowledge on SDG goals, ie Responsible consumption and practice, and the needs to protect our surrounding environment*
- *Enhance parent-child relationship through interactive activity*







Introduction: Fun and interactive handmade soap workshop provided to members and public participants for raising their awareness on environmental protection and consumption practice by using natural ingredients to produce soap. Parents can spend quality time with children and enjoy healthy green living.

Partners: 2 **Audience: *150*** **Media: 2** **Total sponsorship received: USD3,000**

> ***Multistakeholder partnerships will be crucial to leverage the inter-linkages between the Sustainable Development Goals to enhance their effectiveness and impact and accelerate progress in achieving the Goals.***

JCI City — The Junior Dragon Ambassador Selection 2019 & 31st Asia-Pacific Children Convention (Hong Kong Selection)







Introduction: JCI City of Hong Kong partnered with JCI Petaling Jaya of Malaysia and JCI Fukuoka of Japan to organize a cultural exchange trip between Hong Kong, Japan and Malaysia for primary school students. The program D.R.E.A.M. aimed to provide an eye opening experience for participating students. On the other hand, the program connected among sister chapters to promote social harmony and diversity inclusion.

Impact:

- *Raised awareness of environmental conservation and invested into the inclusiveness of the cultural differences*
- *Golden opportunity of cultural interaction and an equal platform for value interaction.*
- *JCI Fukuoka, JCI Petaling Jaya & JCI City members overcame barriers of abilities, age & boundaries, and hosted cultural exchange program at an international level which fully exemplified our belief of the JCI Creed*

Partners: *20* **Audience: *300***

Media: *20* **Total sponsorship received: *USD80,000***

THANK YOU

JCIHK continues to create positive change globally through the diligent work accomplished by our members. It is through contributions from our supporters, collaborative effects with local, national and international partners as well as the dedication and hard work of JCI members that made 2019 a phenomenal year of impact.

As an organization, we are dedicated to ending poverty, inequalities and climate change by advancing the Global Goals for Sustainable Development. A special thank you to all sponsors, partners and supporting organizations for supporting JCIHK in 2019.

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