JCI
Hong Kong, China

2024

JCI HONG KONG, CHINA

IMPACT REPORT

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 MISSION

To provide leadership development opportunities that empower young people to create positive change.

JCI VISION

To be the foremost global network of young leaders.

ABOUT JCI Hong Kong, China

JUNIOR CHAMBER INTERNATIONAL HONG KONG, CHINA

Junior Chamber International Hong Kong, China (JCIHK)(formerly named as "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 150,000 and more than 100 countries around the world.

In Hong Kong, we have about 2,200 members representing a network of highly motivated and forward looking young men and women who are mostly entrepreneurs or executives from a wide range of trades and businesses. The active members are between the ages of 18-40 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 leadership development opportunities that empower young people to create positive change.





MESSAGE FROM

NATIONAL PRESIDENT

Senator Ben Mak

As we reflect on the winding road of 2024, I am filled with profound gratitude for the unwavering dedication of every team, chapter, and individual who made this year a testament to resilience and leadership.

Leading JCI Hong Kong as your National President was an honor that demanded every ounce of my energy, and I am humbled by the collective spirit that carried us through challenges and triumphs alike.

This year, we turned the phrase "Connect to Evolve" into action. From hosting the Asia Pacific Youth Micro Film Festival and the Greater Bay Area JCI in Business program, connecting local chapters with mainland organizations to address climate resilience and youth development. These efforts not only strengthened our domestic footprint but also amplified Hong Kong's voice on the global stage and we redefined what it means to bridge cultures and industries.

These projects were not just about innovation; they were about amplifying Hong Kong's voice as a global hub of creativity and collaboration. Our team's tireless efforts to navigate logistical hurdles, secure funding,and foster cross-border dialogue proved that when we unite around a shared vision, 1+1 becomes greater than 2.

Yet, none of this would have been possible without the heart and soul of our JCI family. To the board of directors, coordinators, and volunteers who sacrificed weekends, holidays, and countless hours to bring ideas to life: thank you. Your passion turned obstacles into opportunities. To the members who stepped into leadership roles for the first time, who led with empathy and grit: you are the future. And to the partners—Wofoo Social Enterprise, Trade and Development Council and the Belt and Road Office - who believed in our mission: your support is the foundation of our success.

As we close this chapter, let us carry forward the lessons of 2024. Leadership is not about titles but about the courage to connect, to evolve, and to serve. Together, we proved that even in the face of uncertainty, the JCI family can create miracles.

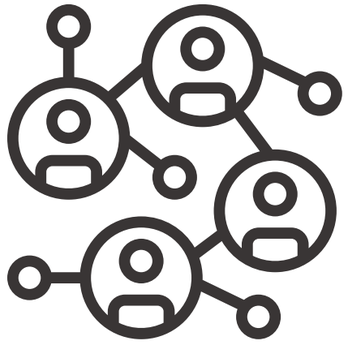
Here's to 2025—and to continuing the journey of Connecting Minds, Evolving Ideas.

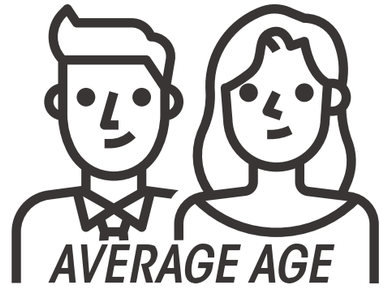
Senator Ben Mak

2024 National President,
JCI Hong Kong, China

JCI LEADERS







33.4
MALE

33.2
FEMALE

2,257

THIS NUMBER INCLUDES

1,141	Ordinary Members
847	Senior members
269	Prospective members

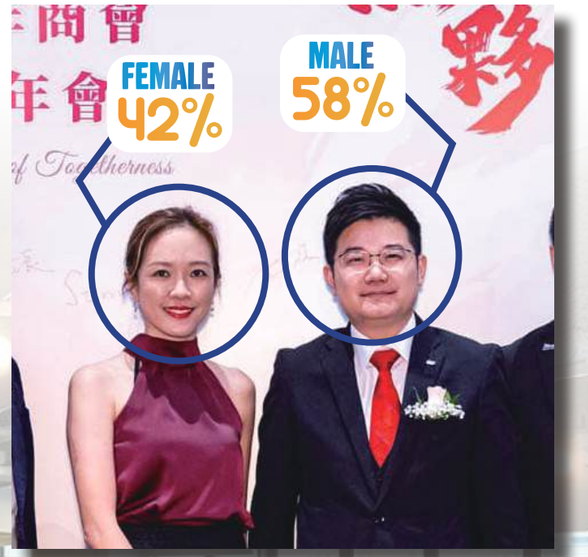


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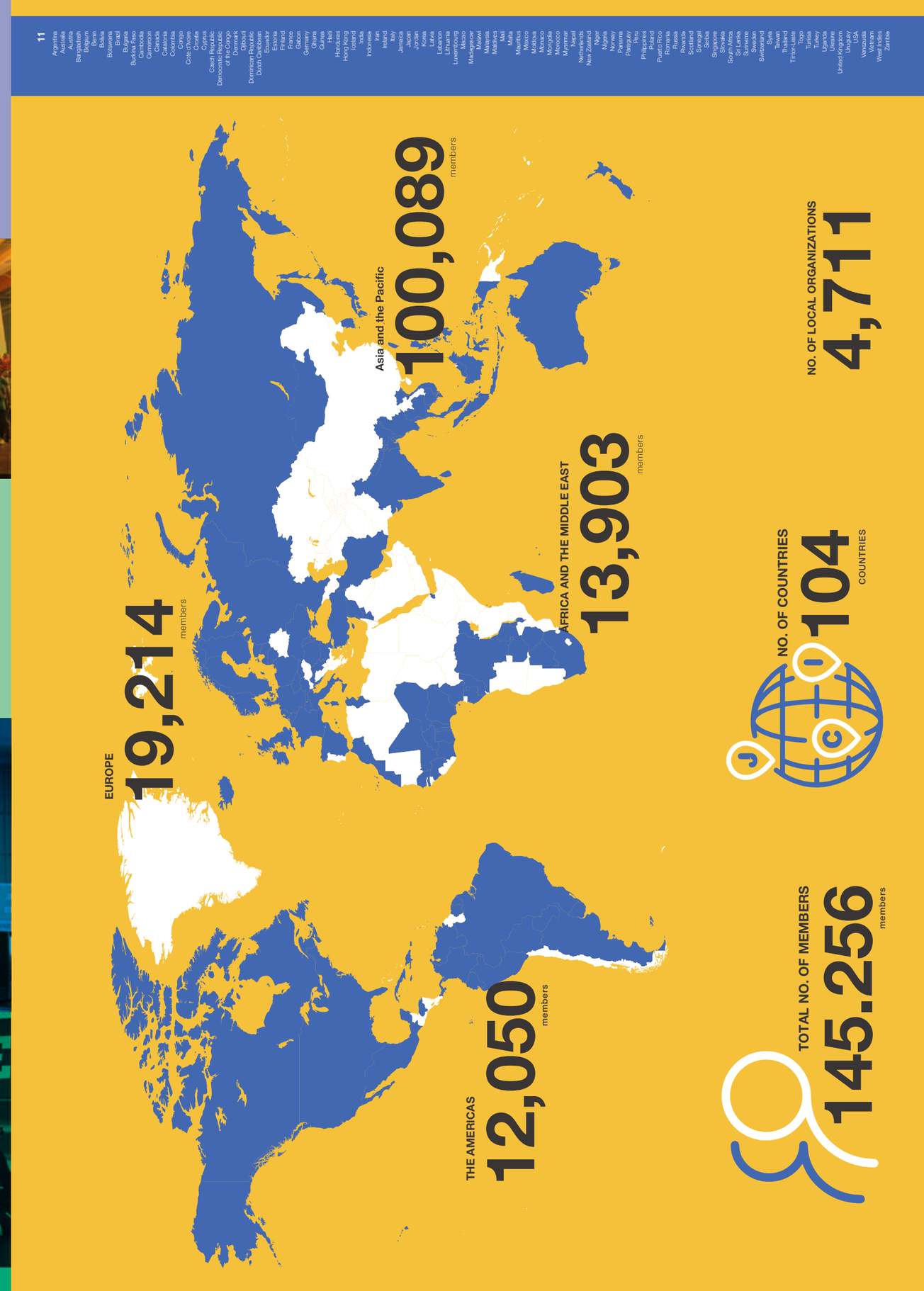












JCI™

DEVELOPING LEADERS FOR A CHANGING WORLD



OUR HISTORY

Founded more than 100 years ago, JCI is the premier organization for **youth leadership** and **skills enhancement.**

- JCI rose from the conflict and aftermath of World War I, and is committed to our founder's vision of everlasting world peace
- JCI members have worked for a century to improve themselves and the world around them in tangible, practical ways

Read more about our history >>
https://juniorchamber.international/history/

jciwhq
jcileaders
jciwhq
JCI
jcileaders

OUR PURPOSE



Young people are talented, dedicated and searching for opportunities to make a difference in the world. **Here's how we help.**

- Amplify their skills to make them effective future leaders
- Encourage them to solve problems through critical thinking and strategic partnerships
- Give them access to a supportive global network of like-minded, enterprising young leaders and social entrepreneurs

JCI members challenge each other to dream boldly and act thoughtfully, empowering each other to create positive and lasting change.



OUR IMPACT

JCI members carry out **thousands of projects** each year that invigorate business communities, provide new opportunities to people from all walks of life and give aid at a grassroots level.

- **JCI RISE** is a global initiative fighting the economic fallout from COVID-19 through sustaining and rebuilding economies, workforce empowerment and finding solutions to promote mental wellbeing
- Through initiatives, projects, trainings and a focus on leadership development, JCI boosts the abilities of individuals, who in turn impact their communities
- JCI's goal is the holistic personal growth of our members through **Individual Development, Business & Entrepreneurship, Community Action and International Cooperation**

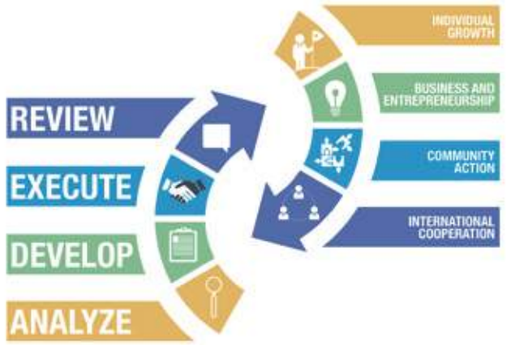


Find a JCI Organization near you >>
https://juniorchamber.international/join-jci/

ORGANIZATIONS IN **115** COUNTRIES WORLDWIDE

Learn more >> juniorchamber.international

THE JCI ACTION FRAMEWORK



AND THE AREAS OF OPPORTUNITY



The JCI Action Framework directly replaces the former JCI Active Citizen Framework (ACF) and will be the new lens used to guide our actions and to add value to our members. It is imperative that the ACF is no longer used in JCI training or referred to in messaging so that we may all correctly align as a global organization and rise with one vision towards One Future.

While the ACF was originally used to develop and monitor strictly local community and humanitarian projects, the JCI Action Framework is an expanded version that is applicable to a much broader range of actions and opportunities catering to all of our members, from national to international levels. Making use of this new framework will create a host of benefits by enhancing your local or national JCI organization's brand visibility, boosting your membership growth and retention and increasing your financial sustainability.

As our commitment to JCI RISE continues and our Creative Young Entrepreneur program opens for submissions, it is sometimes difficult to know where to begin when approaching these expansive programs. To combat this, the JCI Action Framework is an organized and easy to follow guide on how to approach any JCI-related challenge. By using the four steps, Analyze, Develop, Execute, and Review, members can create an iterative process to ensure that the solutions provide lasting impact and added value to JCI on the local, national or international levels.

To read a more detailed analysis and applicable examples of each of these steps, make sure to read more on our JCI library or Trello board. Whether a member wants to make economic impact through local job creation, develop personal skills, organize an international event or promote youth entrepreneurship, the JCI Action Framework provides a roadmap for members to tackle these challenges and transform them into extraordinary opportunities.

LEADERs NURTURED BY JCI ARE ACTIVELY INVOLVED IN THE SOCIETY

How many of the faces do you recognize from the picture below?

Do you know Bill Clinton is only just one of the five Jaycee members who have been the presidents of United States? Do you know six Japan Prime Ministers have been the members of JCI?

Being a global organisation with the mission to provide development opportunities to empower the young generation to create positive change for over 100 years, JCI has nurtured many socially recognized leaders around the globe. The faces of the picture above are comprised of former leaders of different nations, the most successful entrepreneurs in the world, champions of various sports and a beauty queen. Though they come from different backgrounds and nations, they all have one thing in common: they are all formers members of JCI!

Now JCI has compiled a comprehensive list of famous JCI alumni around the world. What could be a better way to experience the diversity and the positive changes that JCI brings about? Go and check out the list and dive into your JC life!

JCI (Junior Chamber International) provides leadership training to individuals throughout the world. The impact and importance of this training is demonstrated by the large number of JCI members who are holding or have held high positions in their respective countries and international bodies. Although incomplete, here is a list of members whom we would like to recognize:



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)



Paul Yin SBS, BBS, JP
- 1979 National President
- Member of the People's Political Consultative Standing Committeeof Qingdao City
- President (2008 - 2009) & Permanent Honorary President of The Chinese Manufacturers' Association of HK



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 Awardee



Dr. Y K Pang, GBS, JP
- 2015-17, 2021-25 JCI Hong Kong, China Honorary Advisor
- Former chairman of Hong Kong Tourism Board
- 2018 - 2020 Ten Outstanding Young Persons Selection Chief Judge
- 1995 Ten Outstanding Young Persons Selection Awardee



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 Awardee
- Member of the Legislative Council of Hong Kong



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 Hong Kung Group Limited and Hang Lung Properties Limited
- Former Deputy Chairman of Cathay Pacific Airways Limited
- Former Executive Director of Swire Pacific Limited



Betty Yuen So Siu Mai
- Group Director & Vice Chairman of CLP Power Hong Kong



2024 NATIONAL BOARD OF DIRECTORS



NATIONAL PRESIDENT	BEN MAK
NATIONAL IMMEDIATE PAST PRESIDENT	KENNETH YU
NATIONAL GENERAL LEGAL COUNSEL	TERRY CHAN
NATIONAL EXECUTIVE VICE PRESIDENT	RAFAEL WONG
NATIONAL EXECUTIVE VICE PRESIDENT	EVAN LEUNG
NATIONAL VICE PRESIDENT	CALVIN CHAN
NATIONAL VICE PRESIDENT	MICHELE LAU
NATIONAL VICE PRESIDENT	CAROL WONG
NATIONAL VICE PRESIDENT	REX CHOI
NATIONAL VICE PRESIDENT	JANICE HO
NATIONAL VICE PRESIDENT	LAWRENCE MANG
NATIONAL VICE PRESIDENT	HOWARD SZE
NATIONAL SECRETARY GENERAL	PEGGY YIP
NATIONAL HONORARY TREASURER	EWAN SIU
NATIONAL BUSINESS AFFAIRS DIRECTOR	FRANKIE WONG
NATIONAL CORPORATE COMMUNICATIONS DIRECTOR	BOSCO LI
NATIONAL ENVIRONMENTAL, SOCIAL AND GOVERNANCE DIRECTOR	WYATT CHUNG
NATIONAL INTERNATIONAL AFFAIRS DIRECTOR	STEVEN YEUNG
NATIONAL LEADERSHIP DEVELOPMENT DIRECTOR	ANN FOK
NATIONAL MAINLAND AFFAIRS DIRECTOR	RYCHO CHEUK
NATIONAL MEMBERSHIP DIRECTOR	MATTHEW CHENG
NATIONAL RECORDS & RECOGNITION DIRECTOR	YANNES YAM
NATIONAL YOUTH COLLABORATION & SUSTAINABILITY DIRECTOR	TERRY IP
NATIONAL YOUTH DEVELOPMENT DIRECTOR	BORIS CHEUN

2025 NATIONAL BOARD OF DIRECTORS



NATIONAL PRESIDENT	RAFAEL WONG
NATIONAL IMMEDIATE PAST PRESIDENT	BEN MAK
NATIONAL GENERAL LEGAL COUNSEL	EVAN LEUNG
NATIONAL EXECUTIVE VICE PRESIDENT	MICHELE LAU
NATIONAL EXECUTIVE VICE PRESIDENT	CHRISTOPHER LAM
NATIONAL VICE PRESIDENT	MIC HON
NATIONAL VICE PRESIDENT	--DAVINA WONG
NATIONAL VICE PRESIDENT	CHRISTY CHAN
NATIONAL VICE PRESIDENT	ZION FU
NATIONAL VICE PRESIDENT	DIXON KWOK
NATIONAL VICE PRESIDENT	WALLACE SHAM
NATIONAL VICE PRESIDENT	BON TANG
NATIONAL VICE PRESIDENT	ELAINE TANG
NATIONAL VICE PRESIDENT	PRISCILLA TSO
NATIONAL SECRETARY GENERAL	KAREN LO
NATIONAL HONORARY TREASURER	ALAN HO
NATIONAL BUSINESS AFFAIRS DIRECTOR	CRYSTAL TSANG
NATIONAL CIVIC ENGAGEMENT DIRECTOR	SKYER YIU
NATIONAL CORPORATE COMMUNICATIONS DIRECTOR	GILBERT SUN
NATIONAL DIGITAL MARKETING & PUBLICATION DIRECTOR	RACHEL LEUNG
NATIONAL INTERNATIONAL AFFAIRS DIRECTOR	CHRIS NG
NATIONAL LEADERSHIP DEVELOPMENT DIRECTOR	KELVIN CHEUNG
NATIONAL MAINLAND AFFAIRS DIRECTOR	WILLIAM CHAN
NATIONAL MEMBERSHIP DIRECTOR	VIVIAN WONG
NATIONAL RECORDS & RECOGNITION DIRECTOR	JANET WONG
NATIONAL YOUTH & SUSTAINABILITY DEVELOPMENT DIRECTOR	KURI WONG

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

OUR GLOBAL PARTNERS

ORGANIZATION 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

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
- Hong Kong Metropolitan University
- University of Hong Kong
- Tung Wah College

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

PROFESSIONAL INSTITUTE
- Hong Kong Innovative Technology Development 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 Certified Public Accountants
- Hong Kong Institute of Surveyors
- Hong Kong Institution of Engineers
- Hong Kong Management Association
- Hong Kong Medical Association
- Hong Kong Professionals And Senior Executives Association
- Hong Kong Quality and Talent Migrants Association
- Institute of Civil Engineers Hong Kong Association
- Law Society of Hong Kong

BUSINESS COMPANIES
- AsiaWorld-Expo Management Limited
- Centaline Property Agency Limited
- CLP Power Hong Kong Ltd.
- Deloitte China
- DHL Express (Hong Kong) Limited
- Emperor Group
- Ernst & Young
- Hong Kong Cyberport Management Co. Ltd
- Hong Kong Science and Technology Parks Corporation
- HK Electric
- JW Marriott Hotel Hong Kong
- Lan Kwai Fong Group
- MTR Corporation Limited
- New World Development Limited
- Pacific Coffee
- PwC Hong Kong
- Ritz Carlton Hong Kong
- Rosewood Hong Kong
- Shell Hong Kong Limited
- Sino Land Company Ltd
- The Star Ferry Company Limited
- The Wave
- H6 Conet
- TVB
- ViuTV

GOVERNMENT
Civil Service Bureau
Constitutional and Mainland Affairs Bureau
Culture, Sports and Tourism Bureau
Education Bureau
Environment and Ecology Bureau
Health Bureau
Home and Youth Affairs Bureau
Labour and Welfare Bureau
Security Bureau
Commerce and Economic Development Bureau
Development Bureau
Financial Services and the Treasury Bureau
Housing Bureau
Innovation, Technology and Industry Bureau
Transport and Logistics Bureau

NON-PROFIT ORGANIZATION
- Agency For Volunteer Service
- AIESEC in Hong Kong
- Breakthrough Foundation
- Dialogue in The Dark
- Equal Opportunities Commission
- Hong Kong Design Centre
- Hong Kong Elite Athletes Association
- Hong Kong Federation of Education Workers
- Hong Kong Federation of Youth Groups
- Hong Kong Girl Guides Association
- Hong Kong Playground Association
- Hong Kong Productivity Council
- Hong Kong Red Cross
- Hong Kong St. John Ambulance
- Hong Kong Society for Rehabilitation
- Hong Kong Tourism Board
- Hong Kong Trade and Development Council
- Hong Kong United Youth Association
- Hong Kong Youth Exchange Promotion United Association
- Hong Kong Youths Unified Association
- Invest Hong Kong
- Junior Achievement Hong Kong
- Lions Club International District 303
- Mental Health Promotion Association
- MWYO
- Our Hong Kong Foundation
- Polar Museum Foundation
- Rotary International District 3450
- Saint James' Settlement
- Scout Association of Hong Kong
- Social Enterprise Summit
- Social Ventures Hong Kong
- UNESCO Hong Kong Association
- TEDxConnaughtRoadWest
- The Better Hong Kong Founation
- The Hong Kong Council of Social Service
- The Outstanding Young Persons Association
- The Women's Foundation
- The Y. Elites Association
- Wofoo Social Enterprises
- YMCA
- Women's Commission
- Women's Service Association

JCI HONG KONG, CHINA EVENTS AND PROJECTS

BUSINESS AFFAIRS

The Business Affairs area emphasizes creating opportunities and partnerships for members, highlighted by initiatives such as the JCI Creative Young Entrepreneur Award (CYEA), which promotes business innovation and enhances pitching skills. Tan Ho Chan from JCI City and Edmund Chan from JCI Dragon were notably recognized in this competition.

The Connect Hong Kong Business Evolve Luncheon, in collaboration with the Hong Kong Economic and Trade Office in Bangkok, the Hong Kong Trade Development Council, and The Hong Kong Tourism Board, showcased Hong Kong's business advantages to numerous guests. The event featured the JCI in Business (JIB) Launch & Mega International Business Matching, attracting over 500 members from 20 countries and resulting in 7 MoUs, reinforcing Hong Kong's status as a global finance and trade hub. The National Business Networking (NBN) initiative also engaged over 100 young professionals in discussions on ESG for SMEs and branding strategies, supported by a WhatsApp group for ongoing collaboration among JCI Hong Kong members.









CORPORATE COMMUNICATIONS

To correspond JCIHK's theme, Connect to Evolve, the corporate communications area connect different parties by establishing news through different social media platforms. Through Facebook and Instagram, we successfully connected with other countries' JCI, and there are also enquiries from foreign Jaycees, asking information about the National Convention. Furthermore, as a result of creating posts regularly, we are able to maintain exposure on social media platforms, hence our followers have been continuously increasing.

One of the recent post with highest click rate is supporting the International Human Duties Day, we advocate or members to change their profile picture with the photo frame, and we also created posts to promote International Human Duties Day. We have over 100 members responded and switched their profile pictures.

Champion of Champions (COC)

So far in 2025, 5 COC events has been held, the latest event was the pillow fight hosted by JCI Shatin. We hope that through COC competition can increase the incentive of chapters participation, and the results are satisfactory.



JCI HONG KONG, CHINA
EVENTS AND PROJECTS

ENVIRONMENTAL, SOCIAL AND GOVERNANCE

This year, JCIHK adopted the 'Connect to Evolve' slogan, reinforcing our engagement across societal sectors for growth and social impact. In our successful first quarter, we held a notable National Business Networking cum ESG seminar welcoming over 70 attendees, featuring talks from Prof. Carlos Lo, Miss Harriet Kong, and Miss Emily Li, with Miss Tina So moderating. These discussions provided valuable insights and networking opportunities.





At the Cyberport Career Fair 2024, we engaged with 2000+ youths and over 90 exhibitors, sharing our community projects. Additionally, we signed a Memorandum of Understanding with Negawatt ZERO2 at the "Live Local 2024 Campaign" launch, aiming to promote a green lifestyle and contribute to a low-carbon economy in Hong Kong, highlighting our commitment to sustainability and social change.





INTERNATIONAL AFFAIRS

Internationalism is one of the key elements of JCI. We had a total of 257 members who attended the Asia and Pacific Conference at Angkor, Cambodia this year. JCI Hong Kong has hosted 8 events during ASPAC and congratulations to all winners during the award ceremony.



This year, we are glad to have held several reception dinners for JCI President Senator Kaveen Kumar Kumaravel, JCI Vice President Senator Mark Joseph David, as well as JCI Executive Committee during Mid Year Evaluation in Hong Kong.

During JCI Hong Kong Greater Bay Area Business trip, we welcomed National Presidents and their members from 5 different countries to enjoy the great vibe in Hong Kong during our cultural tours. We hope to foster more internationalism and connect more with each other and evolve together for a better world.









JCI HONG KONG, CHINA
EVENTS AND PROJECTS

LEADERSHIP DEVELOPMENT

In 2024, a series of Chairmanship Workshop Series is set to enhance chairmanship and protocol skills among JC members at various stages, featuring insights from past National Presidents. One standout workshop, "Transform Your Approach to Change with JCI Hong Kong" led by 2006 JCI President Senator Lars Hajslund, delve into change management and the cultivation of a change-driven mindset for effective leadership. Additionally, the 2024 JCI World Public Speaking and Debate Championship includes a preparatory workshop to sharpen participants' skills, with special sessions by past Debate Champions to gear up the JCI Hong Kong Debate team for the ASPAC competition. The Executive Academy, continuing its successful collaboration with JCI Macao, offers a 2-day training camp in Macao with over 50 participants, aiming to polish leadership qualities and foster connections. Lastly, the President Academy gathers LOM future leaders and allows them to learn from experienced coaches and past National Presidents, promoting unity and innovative leadership approaches.











JCI HONG KONG, CHINA
EVENTS AND PROJECTS

MAINLAND AFFAIRS

內地事務組於3月組織36名成員赴京參訪交流，深入學習國情。同時響應JCI in Business主題，聯繫18名來自5個國家的青商代表，舉辦大灣區國際商業交流團，探訪香港和珠海優秀企業和政府機構。我們亦積極接待內地友好機構來港訪問，保持緊密聯繫；國際青年商會更與中國青年政治學院簽署5年長期合作協議。





我們將繼續緊跟國家發展步伐，深化交流合作，為香港和祖國的未來貢獻一份力量。此外，我們響應國家”百萬青年看祖國”號召，組織了”國際青商中華行”大滿貫挑戰，鼓勵青商會友深入內地城市，了解祖國發展，推動香港和祖國共同發展，一齊說好中國故事。





MEMBERSHIP AFFAIRS

The JCI Hong Kong Membership Team, under the mission “Unlock the Power of Membership: Join, Engage, Thrive!”, worked to unite 21 local chapters, fostering both their growth and development. Recognizing the need for skill enhancement, the team organized two workshops led by subject matter experts, focusing on strategies for recruitment, conversion, and retention. These efforts paid off, with nearly 100 new members joining through orientations held on March 1 and May 24, thanks to the practical training and inspiring talks. Additionally, the Membership Team’s holistic approach was evident through two 5-Star Training Camps that helped 75 new members find their JCI pathway, develop career skills, and expand social networks. This comprehensive strategy not only increased membership numbers but also improved member quality and engagement, effectively connecting and evolving the 21 chapters in membership affairs.









JCI HONG KONG, CHINA
EVENTS AND PROJECTS

RECORDS & RECOGNITION

Our first E-Bidbook Seminar this year was successfully held on 16 February (Wed) at the JCIHK Office with over 50 participants - Full House achieved! Our second Bidbook Seminar was successfully held on 6 July (Wednesday) in a physical format, with over 60 participants joining the Chamber Office! Thank you for the support from all 21 Chapters, including Chapter Presidents, Board of Directors, Project Chairmen and Project Organizing Committee Members.















YOUTH COLLABORATION & SUSTAINABILITY

Over the last quarter, the Youth Collaboration and Sustainability team has been actively engaging with local youth organizations, notably WoFoo Leaders’ Network and CLAP@JC, to foster future partnerships. A significant achievement was organizing the upcoming Asia Pacific Youth Micro Movie Festival scheduled for November, with all necessary arrangements completed and film submissions rolling in. Additionally, the team successfully conducted a sustainability forum in collaboration with Ocean Park Corporation, offering over 50 young individuals insights into sustainable practices. In response to the critical need for blood donations, a blood drive was organized in May, aligning with the Declaration of Human Duties and Responsibilities. This event saw enthusiastic participation from 50 members of local chapters and youth service users, significantly contributing to replenishing local blood inventories.









JCI HONG KONG, CHINA
EVENTS AND PROJECTS

JCI Hong Kong, China 十大傑出青年選舉 Ten Outstanding Young Persons Selection

About TEN OUTSTANDING YOUNG PERSONS SELECTION

The Ten Outstanding Young Persons Selection ("TOYP Selection") is a flagship project founded by Junior Chamber International Hong Kong, China ("JCI Hong Kong") in 1970. As of today, a total of 413 outstanding young persons have been selected.

Candidates of the TOYP Selection are nominated by the public form different sectors of the comunity. All the nominations are first screened by the Selection Consultant. Next, shortlisted candidates will be interviewed by a Panel of Judges comprising prominent figures from various sectors. The Panel of Judges considers the candidates' outstanding performances in their respective profession and their contributions to the community, with the ultimate goal of selecting the Ten Outstanding Young Persons of the year.

十大傑青

THE OBJECTIVES OF TOYP SELECTION ARE:

- To give formal recognition to those young people who excel themselves in their professional endeavor and commitments to the community;
- To promote prominent roles played by aspiring young people in shaping a better future for society;
- To provide an incentive to all promising young people who seek further advancement in personal achievements as well as public services.

ELIGIBILITY OF NOMINEE

The nominee must:

- Be between the ages of 21- 40;
- Be a Hong Kong permanent resident;
- Be able to attend the initial screening interview arranged by the Selection Consultant and the final judging interview by the Panel of Judges;
- Be nominated by one proposer only.

Note: Nomination is not open to a deceased person.

PROPOSERS

Nominations can be made by individuals who are 21 years of age or above with HK Permanent Resident Identity Card or by a public/private organization registered in Hong Kong. There is no limit to the number of nominations to be made by each party but the proposer cannot be the nominee himself/herself.

CATEGORIES OF NOMINEE

- Civic and Social Services
- Education
- Professionals
- Commerce and Industry
- Performing Arts / Sports / Culture and Arts

JCI HONG KONG, CHINA
EVENTS AND PROJECTS



List of 2024 TOYP Awardees



張小倫
Cheung Siu Lun
界別 CATEGORY
演藝、康體、文化及藝術
Performing Arts / Sports / Culture & Arts
提名人 PROPOSER
周世傑先生
Mr. Chou Sai Kit



龔子珊
Kung Tsz Shan Janet
界別 CATEGORY
演藝、康體、文化及藝術
Performing Arts / Sports / Culture & Arts
提名人 PROPOSER
翟冬青女士
Ms. Chak Tung Ching Yvonne



劉巨基
Lau Kui Kai Gary
界別 CATEGORY
專業工作
Professionals
提名人 PROPOSER
梁嘉傑教授
Prof. Leung Ka Kit Gilberto



麥騫譽
Mak Hin Yu Mark
界別 CATEGORY
專業工作
Professionals
提名人 PROPOSER
陳志輝教授，SBS, JP
Prof. Chan Chi Fai Andrew, SBS, JP



麥龍兒
Mak Lung Yi Loey
界別 CATEGORY
專業工作
Professionals
提名人 PROPOSER
袁孟峰教授
Prof. Yuen Man Fung



莫宛螢
Mok Uen Ying Juanita
界別 CATEGORY
演藝、康體、文化及藝術
Performing Arts / Sports / Culture & Arts
提名人 PROPOSER
周定宇先生
Mr. Chow Ting Yu



戴沛權
Tai Pui Kuen Amos
界別 CATEGORY
專業工作
Professionals
提名人 PROPOSER
陳英凝教授，MH
Prof. Chan Ying Yang Emily, MH



黃藹汶
Wong Oi Man
界別 CATEGORY
專業工作
Professionals
提名人 PROPOSER
袁國禮教授
Prof. Yuen Kwok Lai Hunter



容思瀚
Yung Sze Hon Solomon
界別 CATEGORY
專業工作
Professionals
提名人 PROPOSER
梁冬陽醫生
Dr. Leung Tung Yeung



張 玲
Zhang Ling
界別 CATEGORY
演藝、康體、文化及藝術
Performing Arts / Sports / Culture & Arts
提名人 PROPOSER
陳念慈女士，BBS, JP
Ms. Chan Lim Chee Amy, BBS, JP

JCI HONG KONG, CHINA
EVENTS AND PROJECTS

TOYP SELECTION 2024 HIGHLIGHTS
Kick-off Ceremony 啟動禮



「十大傑出青年選舉2024」啟動禮已於5月28日順利舉行。是次活動很榮幸邀請到評審團全員、多位歷屆傑青、支持機構代表、傳媒朋友、嘉賓以及青商好友出席支持，全場滿座超過120人一同見証這個重要時刻。本年度更非常榮幸，雲集了本港各界逾60個支持機構，協助推廣提名，創下自1970年首屆以來的新高，足見本次選舉活動廣受各界關注和支持。

The Kick-off Ceremony of the "Ten Outstanding Young Persons Selection 2024" was successfully held on 28 May 2024. We were honored to have all members of the judging panel, several past awardees, representatives from supporting organizations, media, guests, and JCI Hong Kong members in attendance, with over 120 people present to witness this important moment. This year, we are particularly proud to have gathered more than 60 supporting organizations from various sectors in Hong Kong to assist with promoting nominations, setting a new record since the first election in 1970. This clearly demonstrates the widespread attention and support for this election.



評審團首席評審高永文先生，希望大家支持香港青年發展，讓大眾能看到更多香港青年的傑出故事，為社會注入希望及正能量。本年度的甄選顧問由德勤擔任。德勤中國華南區主管合夥人歐振興先生，致辭期望香港十大傑出青年可以以身作則，代表香港，向世界各地宣揚香港獨有故事。

Dr Ko Wing-man, Chief Judge, addressed the ceremony, expressing his hope that everyone can support the development of youth in Hong Kong, to present the outstanding stories of young people from Hong Kong to the public, and inject hope and positive change into society.

This year's selection consultant is Deloitte. Mr. Au Chun Hing, the managing partner of Deloitte China's South China region, expressed that the Ten Outstanding Young Persons of Hong Kong should lead by example and represent Hong Kong in promoting its unique stories to the world.

JCI HONG KONG, CHINA
EVENTS AND PROJECTS



啟動儀式邀請了多位嘉賓，包括國際青年商會香港總會總會會長麥頌斌先生、首席評審高永文醫生， GBS， JP、甄選顧問德勤中國華南區主管合夥人歐振興先生、傑出青年協會副主席及2018年傑青莊淑貞醫生、國際青年商會香港總會上屆會長余修賢先生，以及2024年十大傑出青年選舉籌委會主席盧苡嘉女士。

Officiating guests at the Kick-Off Ceremony included Mr. Ben Mak, National President of JCI Hong Kong; Dr. Ko Wing Man, GBS, JP, Chief Judge of the Panel of Judges; Mr. Edward Au, Deloitte China Southern Region Managing Partner; Dr. Chong Shuk Ching, Vice President of the Outstanding Young Persons' Association and 2018 Awardee; Mr. Kenneth Yu, National Immediate Past President of JCI Hong Kong; and Ms. Patricia Loo, 2024 Ten Outstanding Young Persons Selection Chairman.





啟動禮很榮幸邀請了2010年傑青、藝人、唱片公司「淺白本部」老闆、「Kaytiquette」品牌創辦人謝安琪女士作為分享嘉賓，親臨分享她由19年前入行到今天從未停步，除了努力成為樂壇天后，三年前更決定創業，藉此為所有追夢的青年打氣。而另一位分享嘉賓，2019年傑青、中國香港首位輪椅羽毛球運動員陳浩源，MH，從巴林賽凱旋而歸分享賽果，分享了運動員生涯裏面代表香港出戰兩次奧運，有幸體現傳承的經歷，亦勉勵年輕人追夢的決心。

The Kick-off ceremony was honored to invite Ms Kay Tse, 2010 Awardee, artist, owner of "Light White Studio," and founder of the "Kaytiquette" brand, as a guest speaker. She shared her journey from joining the industry 19 years ago and never stopping since.Another guest speaker, Mr Daniel Chan, MH, 2019 Awardee and the first para-badminton player in Hong Kong to share his experiences. He shared about representing Hong Kong in two Olympic Games during his para-badminton player's career. Both guest speakers encouraged young people to have the determination to pursue their dreams.



謹此鳴謝名譽贊助人 – 香港特別行政區政府政務司司長陳國基先生，GBS, IDSM, JP，甄選顧問 – 德勤，六十多間支持支構，對本活動的鼎力支持。感謝「十大傑出青年選舉2024」籌委會及各工作人員的通力合作，以及總會、分會及各青商會友的協助，活動得以圓滿舉行。

We would like to express our sincere gratitude to our Honorary Patron, The Hon. Chan Kwok-ki, GBS, IDSM, JP, the Chief Secretary for Administration of the HKSARG, Selection Consultant - Deloitte, and more than 60 supporting organizations for their strong support of this event. We also appreciate the assistance and support from the "Ten Outstanding Young Persons Selection 2024" organizing committee and all helpers.

JCI HONG KONG, CHINA
EVENTS AND PROJECTS

TOYP SELECTION 2024 HIGHLIGHTS
Result Announcement Press Conference
結果公布記者招待會

「十大傑出青年選舉2024」結果公布記者招待會已於10月8日（星期二）假香港海洋公園萬豪酒店舉行。今年是選舉近10年以來首次選出足足十位傑青，當中包括五男五女。十位傑青雖然來自不同界別，但卻擁有一個共通點，就是從未停步提升自己，做出成績保持香港在國際舞台上的一席位。他們每一位都熱愛香港，因為他們的夢想都在香港萌芽。同時，他們亦不遺餘力帶領師兄師妹，延續傳承使命，為香港人服務。

The Ten Outstanding Young Persons Selection 2024 Result Announcement Press Conference was successfully held on October 8 (Tue) at Hong Kong Ocean Park Marriott Hotel. For the first time in 10 years, we have 10 awardees in total, including five men and five women. The ten awardees, who have vastly different experiences and backgrounds, share one thing in common: they keep striving and reaching beyond their comfort zones. Their achievements uphold Hong Kong's position on the global arena, at the same time, they have spared no effort in passing on their experience to the next generation of talents.





JCI HONG KONG, CHINA
EVENTS AND PROJECTS



活動當日有逾 200 位來自不同界別的嘉賓及團體代表出席，同時有超過50個媒體及知名社交平台帳號廣泛報導，包括：無綫新聞、TVB News、星島日報、頭條日報、香港經濟日報、明報、AM730、The Standard、文匯報、信報、大公報、成報、香港01、獨立媒體、TOPick等。

Over 200 guests and representatives from different sectors attended, with more than 50 traditional media and online news channels reported on the event. These include TVB News, Sing Tao Daily, Headline Daily, Hong Kong Economic Journal, Ming Pao, AM730, The Standard, Wen Wei Po, Ta Kung Pao, Sing Pao Daily New, HK01, Hong Kong Inmedia, TOPick, etc.

衷心感謝籌委會各成員從活動策劃到執行投入了大量時間和精力，以及大家對選舉的鼎力支持，使結果公布記者招待會能夠順利圓滿地完成。

Heartfelt appreciation to the organizing committee for their relentless effort and meticulous preparation, as well as everyone for their staunch support towards the selection, which made the press conference a resounding success.



JCI HONG KONG, CHINA
EVENTS AND PROJECTS

TOYP SELECTION 2024 HIGHLIGHTS
Community Service Day 社會服務日

「與傑青「織」出正向人生」



傑青與青年人互動 共同「編織」未來
Awardees interact with young people to "breakthrough" the future together

「與傑青「織」出正向人生」社會服務日於2024年11月9日圓滿舉行，活動吸引了超過100位中學生及青年人參與。今年，我們邀請了「共創明『Teen』計劃」來自弱勢社群家庭之學員與青年人共同參加。活動內容涵蓋傑青分享和編織工作坊。參加者透過傑青的故事，啟發他們活出積極正向的人生。

The "Yarning a Positive Life with TOYP Awardees" community service day was successfully held on 9 November 2024, attracting over 100 secondary school students and young people. This year, the event invited participants from underprivileged students through the “Strive and Rise Program.” Activities featured inspiring stories shared by TOYP awardees and engaging arm knitting workshops. Participants not only learned about the awardees' journeys but also found motivation to embrace a positive life.

分享環節以研討會形式進行，重點討論了夢想與熱情、團隊溝通、如何迎接挑戰，以及價值觀與信念等主題。傑青們分享了他們對夢想的堅持，講述了個人成長的蛻變過程，並表達了他們希望在世界上實現的改變。他們勉勵同學們要堅持選擇，不隨波逐流，並相信努力會得到回報，鼓勵大家每天追求微小的進步。面對選擇時，要不忘初心，時刻提醒自己。唯有不斷探索與前行，才能活出真正的自我。

The sharing session centered on themes of dreams and passions, effective team communication, overcoming challenges, and core values and beliefs. The awardees shared their journeys of perseverance, transformation, and the changes they aspire to bring to the world. The awardees encouraged students to embrace positivity and remain steadfast. They emphasized that hard work yields rewards and that making small, consistent progress is vital. When faced with choices, it's important to remember your original intentions and stay true to yourself. Only through continuous exploration and forward momentum can you truly live your own life.





JCI HONG KONG, CHINA
EVENTS AND PROJECTS

工作坊環節則安排了編織製作Emoji，融入了創意藝術和身心靈健康等元素。傑青與參加者之間的互動和共同創作，喻意及象徵著「青年雙手創造未來」的理念，並傳遞出不斷進取、從未停步的精神，發放正能量。傑青於活動上為每位參加者親筆寫下心意卡，將鼓勵及支持傳遞給他們。許多參加者很高興有這個難得機會與傑青交流，不僅讓他們感受到傑青鼓舞人心的故事，更使每位參加者體驗到正向人生的力量。

The workshop session focused on arm knitting, an engaging method for creating cozy and stylish knitted Emoji items using yarn and hands. The collaborative communication and arm knitting amongst awardees and participants embody the theme "Future in Youth’s Hands," promoting a spirit of perseverance and positive energy. Awardees wrote heartfelt cards for each participant at the event, passing on encouragement and support to them. Many participants appreciated the opportunity to connect with awardees, fostering a sense of joy and optimism throughout the experience.











JCI VICTORIA

SDG Enterprise Awards 2024



TACKLING PROBLEMs

- Needs to encourage companies to advocate and act according to the SDGs and benefit society at large

- Needs to educate the public and raise awareness towards SDGs

ROOT CAUSEs

- To the community, we are targeted to ADVOCATE for a better and more SUSTAINABLE world. To RECOGNIZE enterprises that have been

- CONTRIBUTING to integrating SDG in their business practices, meanwhile Connect and MOTIVATE Government departments, Corporations, Partners and JCI members

SUMMARY

1. Junior Chamber International Victoria (JCI Victoria) firmly believed that companies were a bridge between the general public and

2. SDGs. Companies were able to broadcast the values of SDGs to and positively influence their employees, clients, and the general public.

3. To recognise companies' contributions to the SDGs, JCI Victoria has organised the Sustainable Development Goals Enterprise Awards

4. (SDG Enterprise Awards) annually since 2020. SDG Enterprise Awards 2024 builds upon the previous success and continues to recognise

5. companies that actively promote and work towards sustainable development.

RESULTs

The SDG Enterprise Awards 2024 is closely aligned with the 2024 JCI Plan of Action and JCI RISE.

- Brand Awareness and Visibility: The SDG Enterprise Awards signify that JCI strives for a more SUSTAINABLE world. The promotion of SDGEA 2024 enhances fellow Jaycees' sense of belonging through the recognition of the awards' significance through social media, LED wall, press release, etc.

- Leadership Development: The SDG Enterprise Awards offer a PLATFORM to ENGAGE with leaders in business, academia, and politics, facilitating ongoing discussions on SDG development.

- Data Driven Innovation: We implemented suggestions from previous awards to FOSTER COOPERATION opportunities between enterprises, judges, and the Jaycees through initiatives like open forums during the award ceremony.

- Open, Efficient and Sustainable Structure: The SDG Enterprise Awards welcomes enterprises from DIVERSE backgrounds to showcase their SDGs efforts. We encourage enterprises to leverage the Awards to inspire others in fostering solutions for societal needs. We also encourage fellow Jaycees to join our cause to promote SDGs.

- JCI RISE: 2024 marks the year of recovery from COVID for businesses in Hong Kong. We support participating enterprises through various promotional channels and networking opportunities to give them the EXPOSURE they NEED. We also promote SDGs as a means for workforce empowerment.

Besides, our project is also developing the young leaders for this changing world.

OC & Helpers: Over 20 roles were created to provide opportunities for members to acquire new skills and manage a large-scale flagship project. OCs also had the opportunity to COMMUNICATE with LEADERS in business, academia, and politics and learn more about the ongoing development of SDGs in the process. It was inspiring to gain insights from enterprises on how they TACKLE SOLUTIONS of pressing societal needs under the SDGs framework.

Judges: While most of the judges were senior executives and experienced SDG practitioners, there were also ASPIRING young leaders in the field, such as Mr Bien Wong, Honorary Treasurer and Board Governor of Friends of the Earth (HK). Melody Wong, Senior consultant, Arup climate and sustainability, Ranee Cheung, Founder and Advisor, CKP Sustainability Consultants Limited. We provided a platform for young leaders like Mr Wong to voice his opinion and gave practical advice to the participating companies on SDG practices.

Participating Companies: As sustainability became popular only in recent years, companies and organisations like Esquel Group, Renew Environment International, and PureBamboo all sent their young representatives who were passionate about building a sustainable future to participate and present at the Judging Day, giving them a PLATFORM to SHINE.















RELATED SDG GOAL

PARTNERS 100+

AUDIENCE 200+ Corporate Participants

FUND RAISED
HK$ 300,000+ CASH
HK$ 510,000+ CASH

MEDIA 30+
- AM730
- HK Economic Journal
- SingTao Daily

MEDIA REACH
ONLINE 4,252,000+
ADVERTISEMENT ON BUS 675,000+
LED TVC 3,197,000+

JCI KOWLOON

Y(outh) Soul Serious 2024

TACKLING PROBLEMs

The "Y(outh) Soul Serious" program addresses the rising youth suicide rates and the phenomenon of "lying flat." By providing training and activities, it empowers young people to manage psychological pressure, develop resilience, and foster a sense of purpose, ultimately aiming to improve their mental health and overall well-being.

ROOT CAUSEs

The alarming increase in youth suicide cases can be attributed to overwhelming psychological pressure experienced by young people. Many lack the skills and support needed to manage stress and emotions effectively. This pressure often stems from societal expectations, fear of failure, and the gap between their ideal and true selves. The "Y(outh) Soul Serious" program aims to tackle these root causes by fostering a healthy mindset towards stress, enhancing career planning, and providing a supportive environment where young individuals can reconnect with their values and goals. The initiative aims to equip them with tools to navigate life's challenges.

SUMMARY

The "Y(outh) Soul Serious" program is a youth development initiative designed to improve the physical, mental, and spiritual well-being of young people. It aims to empower them by fostering resilience through scenario-based training and career planning. The successful Phase 1 included a Stress Relief Game Workshop attended by over 100 secondary school students. Phase 2 featured a board game day camp, integrating personal development themes in an interactive format. The project is supported by various stakeholders, emphasizing collaboration and community involvement to help young people find passion, hope, and purpose in their lives.

RESULTs

The "Y(outh) Soul Serious" program has made significant strides in addressing youth mental health issues. In Phase 1, the Stress Relief Game Workshop held on May 5, 2024, attracted over 100 enthusiastic secondary school students who engaged in scenario-based training. Participants reported increased awareness of stress management and resilience, with many expressing a newfound understanding of how stress can contribute positively to personal growth. Feedback indicated that students felt more equipped to handle workplace anxiety and were able to identify their strengths and weaknesses through career aptitude assessments.

Phase 2, held in October 2024, the board game day camp offers an innovative approach to personal development, allowing students to explore life situations in a fun and interactive manner. The collaboration with a social enterprise specializing in board game design aims to enhance the learning experience further. The success of this initiative is bolstered by the support of various stakeholders, ensuring that young people receive comprehensive guidance and resources. Overall, the program strives to create a lasting impact on the mental well-being of youth, fostering a generation that is resilient, self-aware, and purpose-driven.

















RELATED SDG GOAL

PARTNERS

5+

Go With Youth Ltd., HKJC Foundation,
New Age Youth Association,
Rotary Club of Aces,
The HK Psychological Society

AUDIENCE

100+

Secondary school students

MEDIA

MEDIA REACH

LOCAL NEWS COVERAGE AND SOCIAL MEDIA PLATFORMS

2024 JCI HONG KONG, CHINA IMPACT REPORT

JCI Island

JCI ISLAND

LEAD to the FUTURE

TACKLING PROBLEMs

The "LEAD to the Future" project addresses the lack of awareness and preparedness for future skills among local youth. By organizing company visits and a business case competition, the initiative equips students with practical knowledge, industry exposure, and mentorship to prepare them for the challenges of a rapidly evolving job market.

ROOT CAUSEs

The root cause of the problem lies in the increasing mismatch between the skills demanded by the evolving job market and the lack of awareness and preparedness among local youth. Reports from the World Economic Forum and McKinsey & Company emphasize the urgent need for upskilling to address the impact of AI and digital advancements. However, local youth lack exposure to real-world industry challenges and mentorship opportunities to bridge this gap. Furthermore, limited collaboration between educational institutions and businesses further exacerbates the issue, leaving students underprepared for their future careers in a competitive global economy.

SUMMARY

"LEAD to the Future" is an initiative by JCI Island aimed at preparing local youth for future job markets through company visits and a business case competition. Supported by sponsors like China Merchants Group and Towngas, the project involves 22 higher education institutions and numerous supporting organizations. Students gain hands-on industry exposure, mentorship, and opportunities to showcase their business solutions. The program concludes with award ceremonies and internship opportunities for participants. By fostering collaboration between businesses, universities, and students, the project addresses skill gaps and empowers youth to build successful careers in a rapidly changing global workforce.

RESULTs

The "LEAD to the Future" project achieved significant milestones in 2024. With 274 teams registering, the competition demonstrated a strong interest among youth to develop future-ready skills. After rigorous evaluations by 17 judges, the top 5 teams in two cases advanced to the finals, presenting innovative solutions to real-world challenges. The event provided students with invaluable mentorship, industry insights, and presentation skills, helping them prepare for their future careers.

The project also strengthened collaboration between businesses and educational institutions, with support from nine local universities, including the University of Hong Kong and Hong Kong University of Science and Technology. It engaged prominent business leaders, such as Mr. Peter Wong and Mr. Wu Chi Wai, to inspire students.

Participants benefited from scholarships, trophies, nomination letters, and over 50 internship opportunities. The closing ceremony, attended by distinguished guests like The Hon Mrs. Regina IP LAU Suk-yee, offered students a platform to interact with industry leaders and expand their professional networks.

Overall, "LEAD to the Future" not only addressed the skill gap but also empowered youth to innovate and collaborate, fostering a new generation of leaders ready to tackle the challenges of the future workforce.

















RELATED SDG GOAL

PARTNERS

16+

7 SPONSORS AND SUPPORTING ORGANIZATIONS:
China Merchants Group, HKJC Foundation, Winson Holdings Hong Kong Ltd., Towngas, GBA Youth Innovation & Entrepreneurship Foundation, Hong Kong Island Youth United Association, Hong Kong Northern Metropolis Outstanding Youth Associations

9 Universities:
University of Hong Kong/ Chinese University of Hong Kong
Hong Kong Baptist University – School of Business, City University of Hong Kong, Hong Kong University of Science and Technology, Hong Kong Metropolitan University, Lingnan University, Hong Kong Shue Yan University, The Hang Seng University of Hong Kong

FUND RAISED

HK$ 240,000
from 7 Companies and Organizations

AUDIENCE

Full-time students from
22 higher education institutions and business leaders, mentors, judges, and government officials

2024 JCI HONG KONG, CHINA
IMPACT REPORT

JCI Peninsula

JCI PENINSULA

Eyecare I Care

TACKLING PROBLEMs

1. Short-sightedness is alarming: with a higher likelihood of severe vision related illnesses. This situation necessitates immediate action.
2. High costs: The cost of short-sightedness control glasses is very high for underprivileged families, making it difficult to access essential vision care.
3. UN resolution: UN has recognized the importance of addressing vision issues through resolutions, highlighting the global commitment to improving eye care.

ROOT CAUSEs

1. Severe Childhood Myopia Epidemic in Hong Kong

Hong Kong has one of the highest rates of childhood myopia globally, with ~60% of primary school students already short-sighted due to early exposure to digital screens and insufficient Outdoor Activity. Myopia increases the risk irreversible complications like retinal detachment or glaucoma.

2. Lack of Eye Care Resources for Underprivileged Families

Most Hong Kong schools lack regular vision screening programs, relying on parental initiative. Many parents mistakenly believe "myopia only requires glasses," overlooking advanced interventions. Eye exams and prescription glasses are costly, with low-income families struggling to afford them.

SUMMARY

We created a sustainable project by investigating the needs of underprivileged children, securing funding, and consulting experts to design impactful interventions.

Subsidizing Short-sightedness Control Glasses: Financial aid was provided to ensure 55 underprivileged children received necessary glasses, effectively addressing their vision challenges.

Educational Initiatives: Over 5,000 children and parents were educated on eye health, the importance of regular check-ups, and strategies to manage and prevent short-sightedness.

Community Awareness Campaigns: Through outreach activities, we engaged Hong Kong citizens to foster a deeper understanding of eye care and the significance of maintaining healthy vision.

RESULTs

1. Impact on Beneficiaries

By fully sponsoring short-sightedness control glasses, providing comprehensive eye checks, and conducting Eye Care Month activities, we directly reduce the risk of serious eye illnesses. This proactive approach ensures that beneficiaries protect their eyesight throughout their lives, leading to better health outcomes and improved quality of life. Over time, these children will benefit from enhanced educational performance and greater opportunities as they grow, creating a ripple effect within their families and communities.

2. Impact on the Community

Our project aims to raise awareness about the importance of eye health and advocate for changes in government policy. We seek to establish a framework for sustainable health practices. This advocacy will not only improve access to eye care services but also foster a culture of health awareness that empowers community members to prioritize their well-being.



3. Impact on Project Branding

Investing heavily in promotion and branding will enhance public awareness of our project. As the community becomes more familiar with our initiatives, engagement will grow, with the public actively seeking to get involved. This increase in participation will strengthen our capacity to expand our reach, fostering a sense of ownership and collaboration within the community.

Local Chapter Projects

JCI Hong Kong, China















RELATED SDG GOAL

PARTNERS 17

5,000+ AUDIENCE

FUND RAISED USD 11,534+

MEDIA 10

MEDIA REACH 2,000,000+

2024 JCI HONG KONG, CHINA
IMPACT REPORT

JCI HONG KONG JAYCEETTES

Business on Stilettos 2024: ShE-Commerce.gba

TACKLING PROBLEMs

ShE-Commerce.gba project confronts the critical digital transformation crisis faced by local businesses and influencers in Hong Kong, particularly in the wake of the COVID-19 pandemic. By empowering entrepreneurs and influencers with essential digital marketing skills, the initiative aims to revitalize their competitiveness and unlock access to the vast Chinese market.

ROOT CAUSEs

The root causes of these challenges are deeply entrenched in a stark lack of digital marketing expertise among local SMEs. Many entrepreneurs were caught off guard by the rapid transition to e-commerce, severely undermining their competitive edge. Furthermore, businesses in Hong Kong and Taiwan face a significant lack of understanding and knowledge about the Chinese market, where marketing tools and strategies diverge markedly from their own. This disconnect hampers their ability to effectively engage with potential customers. Conversely, companies in China often lack the insights needed to market successfully beyond their borders. The pandemic has exacerbated these vulnerabilities, leaving businesses struggling to navigate an increasingly digital landscape. This project aims to dismantle these barriers by empowering participants with essential tools and knowledge, fostering resilience and adaptability in a rapidly evolving environment.

SUMMARY

ShE-Commerce.gba initiative focuses on enhancing the resilience of local businesses through digital marketing and e-commerce training. Created a dynamic network of entrepreneurs who can learn from each other, share best practices, and collectively navigate the challenges and rewards of expanding into China. The project fosters collaboration among SMEs, government entities, and influencers, cross the borders, ensuring a robust support network for participants to thrive in a post-pandemic economy, with the below four main milestones:

1. Opening Ceremony & Business Sharing & Networking
2. “Looking into the digital side of Shenzhen” - GBA Business Exchange Tour (3D2N)
3. “LIVE! To Earn” Livestreaming E-Commerce Workshop
4 .Series of Digital Marketing and Live-Streaming Private Trainings
5. “Local Brands, Hong Kong Stories” Live-Streaming Hackathon & Award Presentation

RESULTs

- **First Carbon Neutral Outdoor Event in Hong Kong:** Certified by the UN, utilizing a compact battery energy storage system from AMPD Energy, achieving an 85% reduction in carbon footprint.
- **First Outdoor Live-Streaming Competition in Hong Kong:** Strong collaboration between Avenue of Stars and K11 Musea.
- **Hong Kong as Borders’ Connector:** Connecting Hong Kong/Taiwan entrepreneurs with Shenzhen’s e-commerce hubs.
- **Enthusiastic Participation:** Over 200 entrepreneurs from offline businesses gained valuable insights into e-commerce, with 30% starting their digital marketing journeys from scratch.
- **Successful Social Media Launches:** 12 entrepreneurs launched their XiaoHongShu business accounts/ 42 created WeChat channels, all still actively managing them.
- **Hackathon Achievements:** Five contestants were invited to be live-streaming KOLs at the Beauty & Wellness Expo 2024, 60,000+ Instagram Reels views via Gen Z-focused campaigns.
- **Local Brand Promotion Success:** 8 brands, including Future Salad, K-Clean, and Viccaci, gained significant exposure through live-streaming events, one brand generated over HKD 13,000 in direct sales.
- **Expert Involvement:** Collaborated with 20+ e-commerce experts, including Mr. Sam Li, Ms. Rachel Fung, and Mr. Cahill Kei.
- **Groundbreaking Partnerships:** Engaged 10 sponsors, 5 strategic partners, and over 30 supporting organizations, along with 3 influencer ambassadors.
- **Extensive Media Coverage:** Featured in various outlets, including AM730, China Economic Times, Tencent online, and PR1 online radio.
- **High-Level Government Support:** Dr. Ko Wing Man, Dr. Bernard Chan (Under Secretary), Honourable CHAN Hoi-yan and HKPC endorsed the initiative.















RELATED SDG GOAL

PARTNERS **45+**

AUDIENCE **1,000+**

FUND RAISED HK$ **93,000** CASH HK$ **510,000+** IN-KIND

MEDIA **30+**

MEDIA REACH **730,000+**

2024 JCI HONG KONG, CHINA
IMPACT REPORT

JCI Lion Rock

JCI LION ROCK

Step out to the world 2024

TACKLING PROBLEMs

We held a project for advocating the Elderly people with physical and painful problems.

ROOT CAUSEs

Since Hong Kong elderly problem is a very big problem and involves many sectors, we decided to advocate the physical painful problem and teach them to help themselves. And also to reduce the workload of the Hong Kong medical system as many elderly used to go to the hospital or clinic no matter any urgent issue. It brought much workload for the medical system and affected the people who had real needs.

SUMMARY

We arranged 3 workshops for teaching the Acupressure to elderly. And educate them, they can help themselves to Relieve stress or painful at home. We did least 3 home visits for the elderly people living alone and follow up their situation. Sice we have a members who is the Traditional Chinese Medicine, during the project, also teaching health care knowledges to elderly and the participants.

RESULTs

This project reached 1000 number of visitors and over 200 person attended to learn the acupressure and get the knowledge. We managed Facebook page for this project, to promote the message “step out to the world, painful bye bye”

And also brought the message to aspac and world congress kn 2024.

We also joined a seminar with our Taiwan sister chapter JCI SanChung to share this project and teach their elderly acupressure.















RELATED SDG GOAL

17 PARTNERSHIPS FOR THE GOALS

PARTNERS 20+

AUDIENCE 1,000+

FUND RAISED HK$ 14,000

MEDIA

MEDIA REACH 7,000,000

JCI HARBOUR

The 45th International Children Drawing Contest cum Photography Competition

TACKLING PROBLEMs

The project addressed limited environmental awareness among children, insufficient platforms for creative expression, and fragmented cross-cultural collaboration. By merging art with conservation themes, it empowered youth to advocate for wildlife while fostering global dialogue and community engagement through international partnerships.

ROOT CAUSEs

Urbanization and digital saturation have reduced children's connection to nature, while education systems often prioritize academics over creative expression. Globalization has paradoxically deepened cultural divides, and economic disparities limit access to artistic opportunities. The project countered these by creating an inclusive, cross-border platform that leverages art as a tool for environmental education. Partnering with schools, NGOs, and governments bridged resource gaps, ensuring diverse participation. By integrating themes like biodiversity and the UNSDGs, it addressed systemic gaps in ecological literacy and cultural exchange, transforming passive learners into proactive "animal guardians" while nurturing empathy and global citizenship.

SUMMARY

The 45th International Children Drawing Contest cum Photography Competition united 5,000+ children from 32 global chapters to promote environmental stewardship through art. Aligning with JCI's 2024 Plan of Action, it fostered enterprising leadership by engaging members in project management, cross-cultural collaboration, and community mobilization. Strategic partnerships with governments, businesses, and NGOs amplified its reach, while workshops and exhibitions enhanced JCI's brand visibility. The project achieved a 35% membership surge, a HKD$53,859 surplus, and enriched participants' creative and emotional skills. Long-term impacts include sustained youth advocacy for conservation, strengthened global networks, and a blueprint for scalable, art-driven social impact initiatives.

RESULTs

1. **Participation & Reach:** Engaged 5,000+ children across 32 international JCI chapters, with 300+ photography entries globally.
2. **Membership Growth:** Increased JCI Harbor's membership by 35% (30 new members), driven by event visibility and hands-on engagement.
3. **Economic Impact:** Generated HKD 231,000 in sponsorships and a HKD 231,000 in sponsorships and a HKD53,859 surplus, reinvested into community programs and member development.
4. **Partnerships:** Collaborated with 16 sponsors, 7 animal welfare NGOs, and government bodies (e.g., Hong Kong's Leisure and Cultural Services Department) for logistical and financial support.
5. **Skill Development:** Enhanced children's creativity and environmental literacy; 85% of participants reported heightened confidence in artistic expression.
6. **Brand Visibility:** Events like the 600-attendee award ceremony and district-wide poster campaigns elevated JCI's local and global profile.
7. **Cultural Exchange:** Cross-border collaborations with chapters in Japan, Singapore, and South Africa fostered mutual understanding of conservation practices.
8. **Long-Term Legacy:** Donations to beneficiary NGOs, sustainable partnerships, and plans for digital expansion (e.g., virtual galleries, online workshops) ensure continuity.
9. **Alignment with JCI Goals:** Advanced leadership development, data-driven innovation (via hybrid event formats), and the UNSDGs, particularly Quality Education and Life on Land.

















RELATED SDG GOAL

PARTNERS 55+

5,000+ AUDIENCE

FUND RAISED HKS 231,000

MEDIA 10+

MEDIA REACH 50,000+

JCI YUEN LONG

Hong Kong Special Administrative Region Outstanding Students Selection

2025 marks the 37th anniversary of HKSAR Outstanding Student Selection (HKSAROSS), one of the most recognized annual events for secondary school student hosted by the Junior Chamber International Yuen Long (a regional branch of the Junior Chamber International Hong Kong), with Hong Kong SAR Outstanding Students Union (OSU) as co-host. The HKSAROSS covers all 18 school districts and entire secondary school population in Hong Kong. Each year, the even garners between 250 to 400 applications. Through series of evaluations, interviews, group discussions, and performance reviews, the top 10 students will be selected as our Outstanding Students of the year. The 20 finalists will be eligible to join OSU. Joining the OSU opens doors for the awardees to be able to participate in events held by OSU, not to mention it is an absolute honour to be part of a very selective group of members who usually have achieved great success in their personal and professional life.

Goals and Objectives

Our primary goal of the OSS is to equip and nurture leaders among the younger generation. Through the selection and its auxiliary activities, JCI Yuen Long hopes to broaden students' vision beyond school subjects and inspire them to lead positive changes.

The OSS selection criteria go beyond academics or extra curriculum. Any of the students' special skills, creativity, civic engagement, sense of citizenship etc. are also considered to encourage students to achieve success beyond academic fields. The themes of each year also revolve around social issues such as economic justice and sustainability, among students and the wider society.

JCI Yuen Long also tries to enhance students' knowledge, understanding about the history of Hong Kong and providing students with one of their first experience and look into their future. We try our best to provide students with opportunities to learn the spirit of people striving for success; to further develop students' leadership with communication skills and active learning attitudes; and to widen our students' horizon and enhance their international exposure. Our previous exchange program includes company visits to industry leaders in industrial machinery, movie and television studio, state of the art recycling facilities, power plant, cultural experiences etc.

The awarded students will join other previous awardees in the HKSAR Outstanding Students' Union (OSU), which inspires students to actively contribute to their communities and make positive changes. The OSU is a quintessential legacy of the OSS as it continues to advance the OSS' objectives.

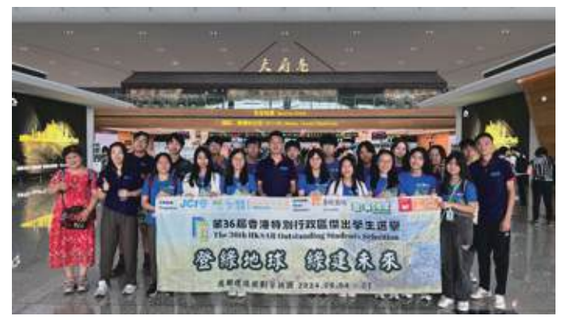
HKSAR Outstanding Students' Union

Formed by awardees of Outstanding Students Selection from each year, the OSU has developed into a 600+ members youth organization since its establishment in 1993. It has become a powerful and long-lasting force that brings about positive influence beyond secondary school and higher educations.

Each year, the OSU organizes the Hong Kong Future Pioneers for secondary school students, in which participants organize and execute a campaign to tackle a specific social issue, and STEP UP programme to encourage and advise secondary school students.















2024 JCI HONG KONG, CHINA IMPACT REPORT

JCI TAI PING SHAN

Dispose Your Pills Properly

TACKLING PROBLEMs

The project addressed limited environmental awareness among children, insufficient platforms for creative expression, and fragmented cross-cultural collaboration. By merging art with conservation themes, it empowered youth to advocate for wildlife while fostering global dialogue and community engagement through international partnerships.



ROOT CAUSEs

United Nations predicts that by 2050, antimicrobial resistance (AMR) could lead to up to 10 million deaths annually, comparable to the population of Australia (8.9 million), US$ 1 trillion in additional healthcare costs, and up to US$3.4 trillion in GDP losses yearly by 2030.

Recent studies identified Hong Kong as the world's most polluted waterway, containing the highest number of medications among 104 countries and regions.

Regrettably, in Hong Kong, there are no collection services or regulations on the disposal of unwanted household medicines. Citizens can only throw unwanted medicines into toilets or landfills, as local research suggested.



SUMMARY

"Dispose Your Pills Properly" project of JCI Tai Ping Shan is a transformative endeavor aimed at:

1. Combating the looming threat of antimicrobial resistance (AMR) through the proper disposal of medications

2. Rising awareness of environmental risk

3. Preventing potential health risks and economic losses associated with improper drug disposal practices.

Powerful Collaboration Network:

- AS Watsons,
- Janco Holdings,
- Government departments,
- 50+ legislative and district council members,
- 50+ supporting NGOs, charities
- 20+ SMEs
- 100 housing estates,
- Universities and 14 schools
- Public opinion survey (representative sample=1,686)





RESULTs

"Dispose Your Pills Properly" created numerous of positive impacts to society:

- successfully collected a staggering 7.27 million pills in 2024 from 1500+ collection boxes placed at over 500 locations distributed all over Hong Kong, marking a 308% increase from previous efforts.
- 50+ media coverage (newspaper, online media, radio program, TV program, and LIVE news forum)
- reached 4.5 million citizens in Hong Kong and beyond
- influenced policymakers for
- medicine distribution policies
- advocating a household unwanted medication disposal scheme by the government
- contributes to long-term sustainability, economic stability, and public health
- serves as a beacon for global stakeholders - showcasing powerful collaboration in addressing pressing health and environmental challenges.







Politician Engagement

Over 50 Legislative Council and District Council Members' participation



Commercial, Academia and Property Engagement

Over 50 sponsors, partners and supporting organizations' participation

The world's largest international retailer AS Watsons

watsons 屈臣氏

Hong Kong Listed Company Janco

JANCO HOLDINGS LIMITED 駿高控股有限公司

Various SMEs, NGOs, charities & schools



RELATED SDG GOAL

4 QUALITY EDUCATION · 14 LIFE BELOW WATER · 15 LIFE ON LAND · 17 PARTNERSHIPS FOR THE GOALS

PARTNERS 55+

AUDIENCE 5,000+

FUND RAISED HK$ 231,000

MEDIA 10+

MEDIA REACH 50,000+

JCI BAUHINIA

Melody in Mind

TACKLING PROBLEMs

JCI Bauhinia start a new project “Melody In Mind” in 2024. Used music to bring different cultures together, fostering understanding and appreciation.
Addressed the reality that Only 19.7% of people with disabilities in Hong Kong are employed. Collaborated with over 50 local groups like schools and community centers.
Gained attention with support from global figures like Hollywood Producer Adrienne Lau. Provided tailored assistance during 10 music Workshops, ensuring inclusivity. Continued support beyond the concert, creating job opportunities for participants.

ROOT CAUSEs

The statistics reveal a concerning lack of understanding and integration between the local Chinese and ethnic minority communities in Hong Kong. Key insights include:

- Lack Of Common Language, Negative Stereotypes, and Limited Opportunities for Cross-Cultural Exchange Lead To A Lack of Mutual Understanding.
- Nearly Two-Thirds Of Young Yeople (64.3%) report having little to no understanding of ethnic minority cultures and lifestyles.
- Perceptions of ethnic minorities are generally mixed, with similar proportions of young people holding positive and negative views.
- The “Melody in Mind” project directly addresses these challenges by: Keyword: Inclusive Music Education. The Statistics reveal a concerning employment landscape for persons with disabilities in Hong Kong
- Labor Force Participation Rate For Persons With Disabilities is Only 19.7%, Which is just One-Third of the Overall Rate.
- Median monthly income for Employed Persons With Disabilities is 21% lower than the overall median.
  Unemployment rate for persons with disabilities is nearly double the overall rate. Disability discrimination cases at the Equal Opportunities Commission have Increased By 23% over the past 5 years.

SUMMARY

“Melody In Mind”project of JCI Bauhinia is a transformative endeavor aimed at:

1. Usedmusictobringdifferentculturestogether,fosteringunderstandingandappreciation.
2. IncreasingtheemploymentratetodisabilitiesinHongKongandcreatingjobopportunitiesfor participants
3. Gainedattentionwithsupportfromglobalfigures

RESULTs

“Melody In Mind” created numerous of positive impacts to society

- 30+ Training Hours, 5 Rehersal, 7 Music Sessions, 30+ Students, 60+ Volunteer Teachers, Musicians and Helper, 50+ Partnership, 3 Concerts, 1000+ Public Audience, Social Media 65.2k Reaching User, Offline Media Reaching Publics 5 Millions
- Inspires delegates to make positive changes; encourage partners to put aside misconceptions towards disabled abilities
- INVEST in personal and artistic development of participating youth through mentorship. Leverage cross-sector partnerships to ensure sustainability and scalability of initiative.
- Brings together like-minded partners to expand impact invarious sectors under Active Citizen Framework
- Provides first person experience to public to understand disabled abilities by selling delegates’ signature cocktail in partnered bars and restaurants













RELATED SDG GOAL

PARTNERS

50+

FUND RAISED

HKS 46,000

AUDIENCE

5,500,000

JCI DRAGON

Google Cloud - Silver Digital Story : Gerontech Competition

TACKLING PROBLEMs

The "Google Cloud - Silver Digital Story : Gerontech Competition " tackled digital exclusion among the elderly and disabled by promoting digital accessibility and technology education. Through partnerships with Google Cloud and NGOs, the project empowered youth to co-develop solutions that bridge the digital divide, ensuring no one is left behind in the digital era.

ROOT CAUSEs

The root causes addressed by the "Google Cloud - Silver Digital Story : Gerontech Competition" include the systemic neglect of the elderly and disabled in digital innovation, lack of inclusive web design, and limited digital skills among these groups. Despite elderly & PwD representing over 30% of Hong Kong's population, their digital needs remain unmet, creating social isolation and economic exclusion. Additionally, young talents often lack meaningful engagement opportunities to apply their tech skills for social impact. This project identified and tackled these gaps by creating a platform for intergenerational collaboration, promoting digital accessibility awareness, and aligning efforts with ESG, SDG, and UN inclusivity goals.

SUMMARY

The "Google Cloud - Silver Digital Story: Gerontech Competition" is a cross-sector initiative led by JCI Dragon in collaboration with Google Cloud and various NGOs. It united youth and elderly to co-create tech solutions enhancing digital accessibility for the elderly and disabled. Over 30 students received Google Cloud and AI training, resulting in four tech prototypes judged by professionals. The project contributed to business recovery, youth empowerment, and mental well-being. It also expanded JCI's brand, drew government support, and spurred sustainable partnerships. Ultimately, it reinforced the SDG and UN theme "No One Left Behind" through sustainable, socially driven innovation.

RESULTs

The Silver Digital Story yielded measurable impact across economic, social, and organizational dimensions. Over 100 man-hours were dedicated to co-developing elderly-friendly tech solutions, culminating in four award-winning prototypes. Thirty students gained Google Cloud certification and AI training, boosting youth tech capability and employability. Economically, the project promoted web accessibility to over 100 organizations, tapping into the $13 trillion global disability market. It also advocated for digital ESG compliance, increasing awareness of legal responsibilities under the Disability Discrimination Ordinance.

Organizationally, JCI Dragon saw a 32% increase in membership, including a 400% growth in members with disabilities and 700% growth in under-25 youth members. More than 20 NGOs, 6 sponsors, and 3 partner institutions engaged in the initiative. Media exposure, workshops, and hackathons attracted over 100 participants, amplifying JCI's reach.

The project broke even financially while securing over HKD $500,000 in cash and in-kind sponsorships, including HKD300,000 from Google Cloud. Long-term impacts include sustainable collaboration with NGOs, continued tech training for people with disabilities, and planned outreach to vocational institutes. By integrating youth innovation with elderly inclusion, the initiative strengthened community resilience, promoted digital justice, and cemented JCI's leadership in fostering equitable digital transformation.

















RELATED SDG GOAL

3 GOOD HEALTH AND WELL-BEING

8 DECENT WORK AND ECONOMIC GROWTH

11 SUSTAINABLE CITIES AND COMMUNITIES

PARTNERS 29+

AUDIENCE 100+

FUND RAISED HK$ 500,000

MEDIA Workshops, hackathons, seminars, promotional videos, posters

MEDIA REACH 100+ attendees per event; expanded through Google, HSBC, EOC, HKIRC, and 50 schools

JCI EAST KOWLOON

Safety Series - Information Safety

TACKLING PROBLEMs

In today's digital age, cybersecurity awareness remains critically low among youth and the general public. Our project addresses the urgent need to educate young individuals in Hong Kong about online safety, data protection, and cyber threats through hands-on STEM-based learning experiences that empower future-ready digital citizens.

ROOT CAUSEs

Cybersecurity threats are growing rapidly, yet digital literacy and awareness remain underdeveloped in schools and among the public. Traditional educational methods often fail to engage younger audiences, leaving them vulnerable to online risks. Our project identified this gap and sought to bridge it through interactive, engaging, and challenge-based learning that resonates with students. By leveraging STEM education and simulating real-world IT scenarios, the program promotes not only technical knowledge but also critical thinking and problem-solving abilities necessary to navigate a connected world. The initiative also reflects the rising demand for cybersecurity talent and aims to inspire career interests in IT security.

SUMMARY

The Information Safety Challenge is a flagship project of JCI East Kowloon designed to raise cybersecurity awareness among youth and the public through interactive workshops and challenges. With support from leading partners including HKJC Foundation, HKPC, and the Cybersecurity Association, the project combined STEM education with practical digital safety applications. Held across two sessions in August 2024, the program included workshops on information safety, blockchain, and AI, attracting over 150 participants from secondary schools, universities, and the public. The initiative successfully built participants' confidence in identifying and addressing digital threats and nurtured a generation of responsible digital citizens.

RESULTs

The Information Safety Challenge successfully blended education and innovation to enhance cybersecurity literacy among over 150 participants. The project was co-hosted and supported by eight partners, including HKJC Foundation, HKPC, and Meta Dot Limited, showing strong cross-sector collaboration. It featured two major events—a STEM workshop and a blockchain/AI seminar—equipping attendees with both theoretical knowledge and practical cybersecurity skills.

The workshops encouraged participants to explore real-world digital safety challenges, including phishing, data encryption, and blockchain verification, through group exercises and hands-on activities. Feedback indicated that participants felt more confident in identifying cyber risks and understanding how digital infrastructures function.

The event empowered secondary school and university students to pursue further learning in IT and cybersecurity, helping bridge the education-to-career gap in the digital economy. It also provided valuable leadership opportunities to over 10 JCI members and volunteers in organizing large-scale educational events.

Additionally, the event received positive attention from local education and IT networks, reinforcing JCI East Kowloon's role as a community leader in technology-driven education. The project aligns with multiple SDGs including Quality Education, Industry Innovation, and Partnerships for the Goals, strengthening Hong Kong's future resilience against cyber threats.













RELATED SDG GOAL

PARTNERS 8+

AUDIENCE 80+

FUND RAISED HKS 30,000

MEDIA 10+

MEDIA REACH Estimated 20,000+
Partner newsletters, WhatsApp groups, school emails, and social media

JCI CITY

The 28th Innovative Entrepreneur Award

TACKLING PROBLEMs

IE2024 is a dynamic platform designed to empower Hong Kong entrepreneurs by fostering connections, collaboration, and growth. It provides opportunities for businesses to showcase their innovations, share inspiring success stories, and engage with potential partners and investors. Join IE2024 to expand your network and elevate your entrepreneurial journey in Hong Kong's vibrant market.

ROOT CAUSEs

Hong Kong holds a unique regional and financial position, serving as a global business hub and a gateway to the Greater Bay Area. This advantage enables entrepreneurs in Hong Kong to expand their ventures worldwide. However, the current economic downturn has created challenges, including limited resources and technological gaps, hindering business growth. To address these issues, IE2024 aims to support entrepreneurs by fostering collaboration and innovation. Through the establishment of the Innovative Entrepreneur Association (IEA), IE2024 seeks to connect entrepreneurs, provide essential resources, and promote business development. This initiative will empower local businesses to overcome obstacles, leverage opportunities, and thrive in the competitive global market.

SUMMARY

Theme: 'Hong Kong Business Sway, City Tales Play'

Project Timeline:

January 2024 - Meeting Honorary Advisor Dr. Allan Zeman, GBM, GBS, JP

February 2024 - Opening Ceremony and Beginning of Application
Guests of Honour: Dr. Hon NGAN Man-yu

March 2024 - JCI City x Innovative Entrepreneur Association Happy Hour
Create business matching opportunities, Share networks and resources

April 2024 - Meeting with Mr. Hon SHUI Ka-fai, BBS, JP

April - May 2024 - Coffee with CEOs x 4
8 past awardees as sharing guests
Inspired:
Dan Chan - Winner of Creative Young Entrepreneur (CYE)
Arthur Chung - Awardees of IE2024
Amy Kwan - Awardees of 2024 Hong Kong Professional Elite Ladies Selection

June 2024 - Judging Day

July 2024 - Award Presentation Ceremony
Guest of Honour: Dr. Hon TIK Chi-yuen, SBS, JP
Book <Hong Kong Innovative Entrepreneur 28> Publishment

August 2024 - On air of Viu TV Program <Invest Smarter>
LED Wall in MongKok / Sing Tao Newspaper



RESULTs

Number of Applicants: 72
Number of Awardees: 13
Total Participants of all activities: more than 500
Supporting Organisations: More than 70
Including 3 Members of Legislative Council, 3 Government Officials
Amount of Sponsorships: HK$2,520,000
Promotional Audiences: over 11,000,000 view counts / pedestrians

Additionally, the event received positive attention from local education and IT networks, reinforcing JCI East Kowloon's role as a community leader in technology-driven education. The project aligns with multiple SDGs including Quality Education, Industry Innovation, and Partnerships for the Goals, strengthening Hong Kong's future resilience against cyber threats.















RELATED SDG GOAL

PARTNERS 70+

AUDIENCE 500+

FUND RAISED HK$ 2,520,000

MEDIA 6+

MEDIA REACH Estimated 11,000,000+

2024 JCI HONG KONG, CHINA IMPACT REPORT

JCI Queensway

JCI QUEENSWAY

Care for Left-behind Elderly

TACKLING PROBLEMs

Hong Kong faces an aging population (30% above 65) and an emigration wave (7% population left), leaving many elderly socially isolated. The suicide rate among elders is the highest in a decade. Loneliness and lack of family support are critical issues. This project addresses isolation, mental health, and sustainable assistance for left-behind elderly.

ROOT CAUSEs

The left-behind elderly crisis stems from minimal societal attention, difficulty in communicating with overseas families, and insufficient accessible community resources. Over 60% of elderly with children abroad face high isolation risks. Many lack awareness of available support, and existing services are underutilized. The emigration wave exacerbates loneliness, as traditional family care structures weaken. Without intervention, mental and physical health deteriorates. Our hypothesis identified three gaps: low awareness, poor family communication, and inadequate community engagement. Addressing these through direct interaction, technology workshops, and government collaboration can bridge support gaps and improve elderly well-being.

SUMMARY

The Care for Left-Behind Elderly project combats Hong Kong's elderly isolation crisis through awareness campaigns, intergenerational bonding, and sustainable support systems. We organized Yum Cha gatherings, home visits, tech workshops, and a large-scale survey with PolyU, identifying 122 isolated elders. A press conference with government and academic leaders highlighted findings, while media coverage amplified reach. Over 100 elders, 40 students, and 10 youths participated in events, fostering connections and mental health support. Partnerships with NGOs, schools, and care homes ensured long-term impact. The project successfully increased visibility of left-behind elders and provided actionable solutions for community support.

RESULTs



The project achieved significant impact through multi-faceted interventions:

Community Engagement:

Over 100 elders, 40 students, and 10 youths participated in events, fostering intergenerational connections and raising awareness.

Direct Assistance:

4 elderly home visits in Kwun Tong identified 40+ isolated elders, linking them with community care centers for sustained support.

Research & Advocacy:

A PolyU-endorsed survey of 200+ elders identified 122 left-behind elderly, revealing critical gaps in mental health and social support. Findings were presented at a press conference with Dr. Hon. Dik Chi Yuen SBS JP and academic experts.

Media Impact:

60+ media exposures (local and international) reached a potential 200 million audience, amplifying the issue's urgency. Online, radio, and TV interviews further disseminated findings.

Sustainable Solutions:

Technology workshops empowered elders to connect with overseas families, while partnerships with Caritas, Leo Club, and scouts ensured ongoing volunteer support.

Government Collaboration:

Cooperation with Kwun Tong District Council integrated elders into government welfare programs.

The project not only provided immediate relief but also established a framework for long-term elderly care, proving that community involvement, research-backed advocacy, and cross-sector collaboration can mitigate Hong Kong's elderly isolation crisis.







Local Chapter Projects

JCI Hong Kong, China











RELATED SDG GOAL

PARTNERS

80+

Legislative Council
(Dr. Hon. Dik Chi Yuen SBS, JP, Dr Hon NGAN Man-yu)
Academic Institutions
(PolyU, Tung Wah College, Good Hope School)
NGOs & Charities
(Caritas, Hong Kong Christian Service, Leo Club)
Media & Corporate Sponsors
(HKJC Foundation, Wofoo JCIHK Empowerment Fund)
Youth Organizations
(Scouts of Hong Kong, SALEM-Immanuel Lutheran College)

AUDIENCE

500+

230+ elders from 18 Hong Kong districts
40+ students (Potential JCI Members)
26 secondary students (Good Hope School)
13 university students (Tung Wah College)
8 Youth (Scouts of Hong Kong)

FUND RAISED

HK$ **206,800+**

Total Income: HK$47,608
Sponsorships: HK$30,600
HKJC Foundation (HK$10,000)
Wofoo JCIHK Empowerment Fund (HK$8,000)
Individual & corporate donors (HK$12,600)
Registration Fees: HK$17,008
Expenses: HK$43,786.50
Surplus: HK$3,821.50
In-Kind Sponsorships: HK$33,390
Food, medical supplies, event materials

MEDIA

60+

Local Print (6): HK Economic Times, Oriental Daily News, Wen Wei Po
Local Online (40+): HK01, Yahoo, Ming Pao, RTHK
International (5): Sing Tao (USA/Canada), Australian Chinese Daily
TV & Radio (4): RTHK, TVB, podcasts
Social Media: Facebook, Threads, Instagram (4,900+ followers)

MEDIA REACH

Potential Audience **200M+**

Local (Hong Kong): 7M+ residents
International: Coverage in USA, Canada, UK, Australia, Malaysia, Macau
Digital & Social Media: Viral sharing via news portals, podcasts, and influencer promotions

JCI NORTH DISTRICT

Thermal Green 熱感綠印 (2024)

TACKLING PROBLEMs

The Thermal Green initiative addressed the harmful effects of BPA-laden thermal paper, widely used for receipts in Hong Kong. The project aimed to raise public awareness, encourage businesses to adopt BPA-free alternatives, and advocate for sustainable practices through the **Thermal Green Charter 熱感友善約章**, public education campaigns, and laboratory testing of thermal paper.

ROOT CAUSEs

The root cause of the identified problem lies in the widespread use of thermal paper containing Bisphenol A (BPA), a harmful chemical linked to health risks such as hormonal disruption and cancer. Businesses prioritize thermal paper due to its low cost and convenience, while consumers remain unaware of its dangers. Additionally, limited local regulations on BPA usage contribute to its continued prevalence. The initiative identified a lack of awareness and alternatives as key factors, addressing these through public education, collaborations with businesses, and laboratory testing to provide data on BPA content. These efforts empowered stakeholders to adopt safer and sustainable practices.

SUMMARY

The Thermal Green project tackled the health and environmental risks of BPA-laden thermal paper. Through the Thermal Green Charter, 22 companies with 160+ branches pledged to transition to BPA-free alternatives, with commitments increasing after the Hong Kong Receipt Free! and Thermal Green Charter Award Ceremony. A Questionnaire Survey collected 1,155 responses to gauge public awareness, while laboratory testing of 10 thermal paper samples provided evidence of BPA content. Public education efforts included two street interviews and an exhibition during the ceremony, engaging businesses, hospitals, and the community. The initiative's reach exceeds 10 million, driving awareness and action toward sustainability.

RESULTs

1. **Thermal Green Charter:**
   - 22 companies with 160+ branches joined the charter before the Hong Kong Receipt Free! and Thermal Green Charter Award Ceremony, with commitments continuing to grow.
   - 4 public hospitals agreed to promote receipt-free practices among their 1,000–1,500 employees, raising internal awareness about thermal sensitivity-friendly practices.
2. **Questionnaire Survey:**
   - Successfully collected 1,155 responses, with 90.4% from individuals and 9.6% from businesses (111 entities).
   - The survey highlighted low public awareness of BPA risks in thermal paper, guiding future educational campaigns.
3. **Laboratory Testing:**
   - Ten thermal paper samples were tested for BPA content by SGS Hong Kong Limited, providing critical data that supported the project's advocacy efforts.
4. **Public Engagement:**
   - Two street interviews engaged >50 individuals, raising awareness directly.
   - The Award Ceremony on August 17, 2024, attracted 364 thermal paper samples for collection in 4 hrs and featured educational booths and exhibits.
5. **Media and Reach:**
   - Total reach: 10,181,458+ through 37+ media outlets in Hong Kong and 154+ international publications.
6. **Volunteerism:**
   - 80 volunteers from corporate partners, NGOs, and other organizations contributed to the success of the project.

By integrating business commitments, public education, and scientific data, the Thermal Green initiative achieved meaningful progress toward reducing BPA usage and promoting sustainability.



















RELATED SDG GOAL

PARTNERS **36+**
22 companies,
4 public hospitals,
10 supporting organisationss

AUDIENCE **10,182,640+**
10,181,458+ total reach,
1,155 survey respondents,
27 street interview participants

FUND RAISED HKS **30,000**

MEDIA **191+**
37+ local outlets,
154+ international publications

MEDIA REACH Estimated **10MILLION+** impressions

2024 JCI HONG KONG, CHINA
IMPACT REPORT

JCI Ocean

JCI OCEAN

Green Ocean 2024

TACKLING PROBLEMs

The “Green Ocean” project directly addresses the urgent issue of marine pollution in Hong Kong, especially debris and contaminants originating from land-based activities. By focusing on SDG 14.1, the initiative strives to significantly reduce all forms of marine pollution, protecting local marine ecosystems and communities.

ROOT CAUSEs

Ocean pollution in Hong Kong stems primarily from improper waste disposal, urbanization, and a lack of public environmental awareness. Land-based activities, such as plastic use and nutrient runoff, contribute significantly to the accumulation of marine debris. These issues are exacerbated by insufficient collaboration among government, businesses, and citizens, as well as limited education on the long-term impact of marine pollution. Addressing these root causes requires targeted education, multi-sectoral partnerships, and robust community engagement.

SUMMARY

The “Green Ocean” was designed to address the pressing challenge of marine pollution in Hong Kong waters by translating the United Nations SDG 14.1 into tangible, local action. Recognizing that large-scale global goals can feel distant or abstract to individuals, the project established clear, achievable objectives centered on public awareness, conservation mindset cultivation, community participation, and strengthened collaboration. Through immersive events such as coastal clean-ups, marine ecosystem visits, and educational workshops, the project engaged children, youth, and adults, fostering respect for the ocean and a sense of collective responsibility. Partnerships were formed with multiple government sectors, social enterprises, NGOs, and businesses, amplifying both reach and impact. The initiative also leveraged social media and district council involvement to spread its message to tens of thousands. Ultimately, “Green Ocean” not only mitigated immediate environmental harm by removing debris, but also initiated a lasting shift in community attitudes—laying the foundation for sustainable, long-term marine protection in Hong Kong.

RESULTs

The project built strong collaborations with three government sectors and 17 social enterprises and NGOs, secured cash and arena sponsorships, and donations totaling HKD35,000. It engaged over 60 children and reached more than 23,000 people through social media and district council channels. More than 100 participants joined learning adventures, 40 kilograms of debris were removed, and advanced technologies enriched immersive, nature-focused experiences.














RELATED SDG GOAL

PARTNERS 70+

AUDIENCE 500+

FUND RAISED HK$ 2,520,000

MEDIA 6+

MEDIA REACH Estimated 11,000,000+

JCI SHA TIN

V-Support Sha Tin We Care 2024

TACKLING PROBLEMs

"V-Support Sha Tin We Care 2024" is dedicated to addressing the vital issue of Family Caregiving for the Elderly within the Sha Tin District. The initiative is designed to improve the caregiving capabilities of family members looking after the elderly and facilitate connections between seniors and the necessary support services.

ROOT CAUSEs

The 2021 Hong Kong Population Census reported that 330,000 elderly aged 60 and above require long-term care, with 81.5% living only with their spouse rather than their children. This situation raises concerns about elderly carers facing psychological stress due to their advanced age and lack of professional caregiving skills. Without proper support, they may struggle to provide adequate care, potentially leading to neglect, accidents, or even higher mortality rates for both carers and care recipients. The findings highlight the growing need for community-based elderly care services, caregiver training, and respite care programs to support aging couples managing long-term care needs independently. Strengthening social and healthcare policies could alleviate caregiver burden and improve the well-being of Hong Kong's elderly population.

SUMMARY

JCI Sha Tin partnered with multiple Sha Tin District organizations and the District Office to amplify our community impact. These collaborations demonstrate how JCI empowers seniors to foster a more resilient and sustainable society.

Key Events:

1. Sha Tin District Home Visit (13 April 2024)
2. Sha Tin District Home Visit (20 April 2024)
3. Visit to Jockey Club "Age at Home" (14 May 2024)
4. Caring Skills Workshop (11 June 2024)
5. Closing Ceremony & Carnival (3 August 2024)

RESULTs

JCI Sha Tin successfully engaged 1,000+ participants across five impactful events, including home visits, skills workshops, and a vibrant Closing Carnival. Our efforts were honored by the presence of Mr. Herman Hui, Chairperson of the Social Workers Registration Board, and Miss Carmen Tsang, Assistant District Officer (Sha Tin), who commended our innovative approach to elderly empowerment and the exceptional dedication of our volunteers. The initiative garnered significant media attention, with features on TVB, NOW, RTHK, and On.cc, alongside six press releases—enhancing JCI Sha Tin's reputation for fostering professional, purpose-driven volunteerism.

Through strategic collaborations with 18 sponsoring and 20 supporting organizations, we optimized partnerships to deliver meaningful experiences for elderly participants. By working closely with Sha Tin District stakeholders, we strengthened ties with local NGOs, businesses, and government bodies—laying the foundation for sustained community engagement.















RELATED SDG GOAL

PARTNERS 38+
20 Supporting Organizations
18 Sponsors

AUDIENCE 1,000+

FUND RAISED HKS 60,000+ CASH

MEDIA 6+

MEDIA REACH Estimated 2,000,000+

JCI Apex

JCI APEX

Love Without Boundary – You're Not Alone

TACKLING PROBLEMs

The project addressed Hong Kong's rising elderly suicide rates (44% of total cases), public stigma toward mental health disorders, and social isolation among seniors. It aimed to bridge intergenerational gaps, educate on mental health, and foster community care through collaborative initiatives.

ROOT CAUSEs

Hong Kong's aging population faces systemic neglect, with depression being prevalent due to loneliness and lack of support. Societal misconceptions about mental health perpetuate stigma, discouraging open dialogue. Limited public education on mental wellness and insufficient youth-elderly interaction deepen isolation. The project targeted these gaps by raising awareness, dismantling stereotypes, and reconnecting generations through structured activities. Root causes also included fragmented community networks and inadequate global collaboration to address mental health as a shared societal challenge.

SUMMARY

The project employed the C.A.R.E. framework (Collaborate, Alleviate, Reconnect, Educate) to tackle elderly mental health issues. Collaborations with 9 sister chapters, influencers, and NGOs amplified outreach via 18 promotional videos (31.7k views) and a global survey (1,300 responses). Events like workshops, VR mental health simulations, and intergenerational activities engaged 2,550+ participants. Media campaigns (520 features, including FOX and TVB) and partnerships with organizations like AIESEC and Rotary boosted visibility. The initiative educated the public on mental health, reduced stigma, and strengthened community bonds, while fostering leadership among 75 young JCI members through hands-on roles.

RESULTs

The project achieved measurable success:

- Awareness & Engagement: Reached 60,000+ people via social media and 1.1M through marketing (MTR, Star Ferry ads). Hosted 9 hybrid/ physical events (1,208 attendees) and facilitated 877 elderly-youth interactions.
- Stigma Reduction: 520 international media features and celebrity endorsements (e.g., Janice Vidal, Alfred Hui) shifted public perceptions.
- Data-Driven Impact: Global surveys revealed gaps in mental health support, guiding tailored interventions.
- Membership Growth: 90% PM-to-FM conversion rate, 80% member participation, and 4 OC members joining the 2025 JCI Apex Board.
- Financial Success: Secured $288,750 in sponsorships (39 sponsors), with surplus funds allocated to leadership training and future projects.
- Long-Term Goals: Launched "World Elderly Companionship Day" to institutionalize annual awareness efforts, aiming to increase weekly companionship hours from 0 to 14 by 2026.
- Leadership Development: Provided 5 chairmanship opportunities, enhancing skills in 75 members.
- Global Collaboration: Partnered with chapters in Taiwan, Malaysia, and Japan, fostering cross-border solutions.

The project not only addressed immediate mental health challenges but also built a sustainable framework for ongoing advocacy, positioning JCI Apex as a leader in community-driven mental health solutions.













RELATED SDG GOAL

PARTNERS 55+
20 Supporting Organizations
18 Sponsors

AUDIENCE 5,000+

FUND RAISED HKS 288,750+ CASH

MEDIA 520+

MEDIA REACH Estimated 1,000,000+

JCI CITY LADY

2024 Hong Kong Professional Elite Ladies Selection

TACKLING PROBLEMs

The project addressed gender inequality and lack of recognition for women leaders by developing a platform to celebrate their achievements. It also tackled challenges in fostering female leadership, enhancing JCI brand visibility, and engaging the community through mentorship, networking, and collaborative activities aligned with post-pandemic recovery and ESG goals.

ROOT CAUSEs

The root causes included societal gender inequality, lack of opportunities for female leaders to showcase their capabilities, and insufficient platforms to inspire future generations. Limited community engagement and outdated perceptions of women's roles further hindered progress. Additionally, many organizations struggled with membership retention and lacked effective outreach strategies to attract new members. Post-pandemic challenges amplified these issues, emphasizing the need for recovery efforts and sustainable development. To address these, the project utilized high-profile events and extensive media outreach to elevate the recognition of women and promote leadership development while fostering a supportive, collaborative environment.

SUMMARY

The 2024 Hong Kong Professional Elite Ladies Selection, themed "Be Like Jade," celebrated women's leadership and achievements across professions. It aimed to empower women by fostering resilience, self-love, and collaborative growth while enhancing the JCI brand image. Key activities included community service days, mentorship programs, networking events, and high-profile ceremonies, engaging stakeholders like awardees, sponsors, and government representatives. The project achieved sustainable membership growth, strengthened community impact, and positioned JCI as a champion of women's empowerment. Through innovative outreach strategies and strong partnerships, it addressed gender inequality, built leadership capacity, and inspired positive societal change.

RESULTs

The project successfully achieved key objectives, including enhancing JCI's brand, fostering membership growth, promoting women's empowerment, and driving community engagement. High-profile events, such as opening and closing ceremonies, attracted over 205 participants, including government officials and industry leaders, raising JCI's visibility. Media campaigns reached 13 billion impressions, with 6,000 total participants, and increased social media engagement rates by over 200%.

The project secured US$40,860 in sponsorships, surpassing its financial goal, and utilized resources effectively to maximize community impact. It celebrated 10 awardees, including outstanding figures across professions, inspiring others to pursue leadership roles. Membership grew by 25%, with 12 new members joining, including the chapter's first Indian teacher, enhancing diversity and sustainability.

Through mentorship programs, workshops, and networking events, members developed essential leadership and project management skills, strengthening their personal and professional capacities. Community service days fostered relationships with local stakeholders, advancing post-pandemic recovery and ESG initiatives.

Overall, the initiative left a lasting impact by promoting gender equality, enhancing JCI's reputation as a leader in women's empowerment, and creating a culture of collaboration and growth. These outcomes established a strong foundation for future projects and sustainable organizational development.















RELATED SDG GOAL

PARTNERS

70+

including Non-Governmental Organizations, government entities, and businesses.

AUDIENCE

114+

2024 Awardees & Past Awardees

6,000+

Including 5,000 overseas participants engaged through events and promotions

FUND RAISED

USD **40,860+**

MEDIA

70+

MEDIA REACH

Estimated **130,000,000**

Local Chapter Projects

JCI Hong Kong, China

JCI Tsuen Wan

JCI TSUEN WAN

Tsuen Wan Children's Play Rights

TACKLING PROBLEMs

Since 2017, JCI Tsuen Wan has been holding a flagship project called **"Children's Play Right (**遊戲權利我有 **SAY)"** to promote **"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.
Like sport, music and drama, children have the right to play and relax by doing things.
We promote a message:

- Awareness & Engagement: Reached 60,000+ people via social media and 1.1M through marketing (MTR, Star Ferry ads). Hosted 9 hybrid/
- Fight for play time for kids, and help them to better develop their analytical skills, communication skills & creativity
- Echo with UNICEF's CRC and message of "EAT, PLAY, LOVE"
- Promote the importance of FREE PLAY TIME
- Educate locals the United Nations definition of PLAY
- Make "free play time" as a NORM, not "waste of time"
- Remind everyone that electronic games CANNOT replace FREE PLAY
- Every child has the right to play. No matter of their skin color and cultural background
- Raise the awareness of Children's Mental Health

ROOT CAUSEs

Aas life returns to normal after the pandemic, our Children's Play Rights project has resumed in-person events.
Despite this, our previous survey shows that children are now more anxious than in past few years, likely due to less outdoor activity and more screen time; and since then, we are concerned about the mental health of the children in HK. We would like to investigate the relationship between the quality of play and the mental health of children.

SUMMARY

From the PLAY TIME & MENTAL HEALTH survey we conducted last year, we noticed that children are more anxious during the epidemic. The lack of outdoor activities and more video games at home would be the main course.
In 2024, CPR aims to:

1. Advocate at least 1 hour per day Free Play for every child.
2. Improve Free Play quality to prevent mental health issues emerging from early age.
3. Connect Children's Mental Health to Free Play.
4. Promote the "International Play of Day" 11 June which launched in 2024

RESULTs

This year's project included a kick-off ceremony cum LEGO® SERIOUSPlay® workshop, a Summer PLAY-RIGHTS Carnival, and METAL HEALTH press conference, engaging over 5,000 children and parents, and collaborating with more organizations than last year. Building on the idea of creating a co-designed playground offline in 2023, we teached children in workshop how to design their own toys and imaginary playgrounds using an online metaverse platform. We aim to share this concept with not only Asian kids but also ethnic minority children in Hong Kong. In this workshop, children will create their playgrounds using LEGO and learn to use generative artificial intelligence technology to design their toys and play areas in the metaverse.

Like previous studies, the 2024 survey aims to explore the quality and duration of children's play in Hong Kong. This year, we are also focusing on children's mental health and have gathered information from children in Malaysia, Cambodia, the United States, Toamasina, and Indonesia. Our findings indicate that nearly 60% of students experience significant psychological stress, with over 30% showing signs of depression. A key factor contributing to these negative feelings is believed to be the limited opportunities for free play. The data suggests that children who have more time and freedom to play tend to be more resilient and happier.

This year's carnival featured booths for new sports, STEM activities, arts, music, and games, allowing children to choose their favorite activities. Over 40+ youth and parent volunteers helped out, and more than 2,500 people attended at its peak. There were also performances where kids could showcase their talents, such as taekwondo and dance. Additionally, the ceremony created a space for politicians, educators, and parents to discuss children's right to play, emphasizing the importance of focusing on play rights and mental health in the Hong Kong community.










RELATED SDG GOAL

PARTNERS 50+

80,000+ AUDIENCE

FUND RAISED HK$ 50,000+

MEDIA 10+

MEDIA REACH Estimated 127,000,000

2024 JCI HONG KONG, CHINA
IMPACT REPORT

JCI Lantau

JCI LANTAU
Tai O City Hunt「素嶼你」

TACKLING PROBLEMs

When it comes to Lantau Island, what comes to mind? Yes, The Big Buddha. However, We often forget about the nearby fishing villages. 「素嶼你」 aims to promote vegetarian culture while also delving into the other valuable aspects of Lantau Island.

ROOT CAUSEs

「素」 refers to vegetarianism, which not only promotes personal health but also contributes to the health of the planet. Environmental sustainability has always been an important development goal for humanity.

「嶼」 refers to Lantau Island, the largest island in Hong Kong. It offers many places for us to explore and discover.

「你」refers to all of you. We need your help, your support, and your efforts to showcase the value of Lantau Island to the world.

SUMMARY

Through the "Tai O City Hunt", we cultivated a group of future leaders among the youth who possess leadership, collaboration, problem-solving, and communication skills, and promote the development of local Tai O culture and environmental vegetarian culture. Through the event, we strengthened the youth's awareness of local culture and enhanced their affection for Hong Kong. Protecting Hong Kong or the Earth is our responsibility, contributing to the planet is contributing to ourselves with love. By understanding vegetarianism, we hope to enlighten more young people about what vegetarianism is, the philosophy behind it, appreciate the beauty of a simple life, and consider how to live in an environmentally friendly and sustainable way.

RESULTs

1. Through vegetarian workshops, participants understood what the 5Ws of vegetarianism are.
2. In the urban veggie hunting activities, we provided a series of clues for participants to not only explore designated locations but also gained a deep understanding of the unique aspects of places like Tai O and Tung Chung.
3. Participants used their creativity to create their own vegetarian diaries, which were in the form of photo albums, reflections, or adventure narratives.
4. Through this flagship project, the board of directors engaged into the organizing committee and the bonding between the team has strengthened. Communication skills has enhanced a lot.

This project combines vegetarian workshops, urban veggie hunting, and vegetarian diaries to create a diverse and colorful vegetarian exploration experience for participants.

While enjoying the activities, everyone increased their awareness of vegetarianism in Lantau Island and Hong Kong, as well as promoted a healthy, environmentally friendly, and sustainable lifestyle.

















RELATED SDG GOAL

PARTNERS 7+

60+ AUDIENCE

FUND RAISED HK$ 24,000+

MEDIA 3+

MEDIA REACH Estimated 10

Thank You!

JCI Hong Kong, China continues to create positive change globally through the diligent work accomplished by our members. It is through contribution from our supporters, collaborative effects with local, national and international partners as well as the dedication and hard work of JCI members that made 2024 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 JCI Hong Kong, China in 2024.



和富社會企業服務單位 Service Units of Wofoo Social Enterprises

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