JCI HONG KONG

IMPACT REPORT 2021

EMPOWERED LEADERS EMPOWER LEADERS

JCI Hong Kong

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 development opportunities that empower young people to create positive change.

JCI VISION

To be the leading global network of young active citizens.

JCI ABOUT HONG KONG

JUNIOR CHAMBER INTERNATIONAL HONG KONG

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

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

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



MESSAGE FROM
NATIONAL PRESIDENT
SENATOR WINNIE YEUNG

If you would like to see where we are going, you need to understand where we came from. Because our future is just a part of the voyage that started long ago. Consider flying, for thousands of years, we have been exploring the skies: first with kites, hot air balloons and now planes.

Each day it brings us closer together. Each time a plane leaves off, hundreds of people land in new places, meet new people. Members from all over the world come together, sharing this thing that we call the JC Experience. But in all of this beauty, it's easy to forget, every time the plane leaves off, the environment pays a price. Each time we start a car, turn on the light, the environment pays a price, a price we can no longer afford to pay. We have to change this, we can change this.

And the changes we make do not require a sacrifice of being disconnected, isolated, unhappier. In JC, we solve problems not by making things worse, but by making them better. We stopped hunting not because we are no longer hungry but we learnt to harvest. So we will not stop traveling and seeing each other. We will find better alternatives.

"Empowered Leaders Empower Leaders" is the theme of JCI Hong Kong this year. Not only do we have to believe that we can do it, it is equally important to help people around us to believe that they can do it. This is what empowerment is all about—believing in others more than they believe in themselves.

Since I was a kid, I learnt that things in life would not always run smoothly. Very often we would be rising towards the heights—then all would seem to reverse itself and start downward. The great fact to remember is that the trend of mankind development itself is forever upward; that a line drawn through the middle of the peaks and the valleys across the years always has an upward trend. All we need is faith, to believe that we can overcome and everything will be alright.

Just when the caterpillar thought the world was ending, he turned into a butterfly. As JC members, we are globally minded young people with rights, responsibilities and shared goals and are empowered to embrace changes. We find targeted solutions to local issues benefitting our communities, our world and our future. By welcoming new ideas, collaboration and diversity, we address the most critical challenges of our time with passion and courage.

I am grateful that I am supported by a strong team of National Officers, our Past National Presidents, 21 Local Chapters and all the like-minded partners in 2021. Thank you for turning Empowered Leaders Empower Leaders into reality!

Senator Winnie Yeung
2021 National President
JCI Hong Kong

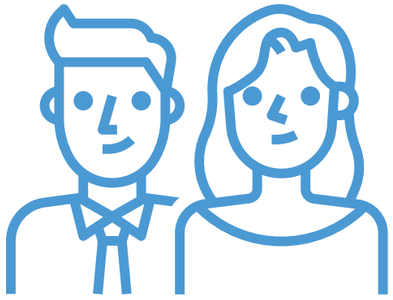




2224

This number includes

1236 Ordinary Members
737 Senior members
251 Prospective members



AVERAGE AGE

MALE **32.9**

FEMALE **32.4**





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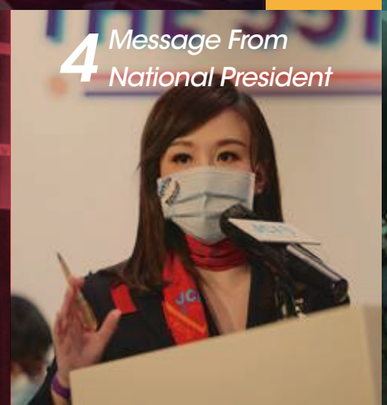














11
Argentina
Australia
Aruba
Bangladesh
Belgium
Benin
Bolivia
Botswana
Brazil
Bulgaria
Burkina Faso
Cambodia
Cameroon
Canada
Catalonia
Chile
Congo
Cote d'Ivoire
Croatia
Cyprus
Czech Republic
Democratic Republic of the Congo
Denmark
Dubai
Dominican Republic
Dutch Caribbean
Ecuador
Estonia
Finland
France
Gabon
Germany
Ghana
Greece
Haiti
Honduras
Hong Kong
Hungary
India
Indonesia
Iran
Ireland
Italy
Jamaica
Japan
Jordan
Kenya
Latvia
Lebanon
Lithuania
Luxembourg
Macau
Madagascar
Malawi
Malaysia
Maldives
Mali
Malta
Mauritius
Mexico
Micronesia
Monaco
Morocco
Myanmar
Namibia
Netherlands
New Zealand
Niger
Nigeria
Norway
Panama
Paraguay
Peru
Philippines
Poland
Puerto Rico
Romania
Russia
Rwanda
Scotland
Senegal
Serbia
Singapore
Slovakia
South Africa
Sri Lanka
Suriname
Sweden
Switzerland
Syria
Taiwan
Thailand
Timor-Leste
Togo
Tunisia
Turkey
Uganda
Ukraine
United Kingdom
Uruguay
USA
Venezuela
Vietnam
West Indies
Zambia
Zimbabwe

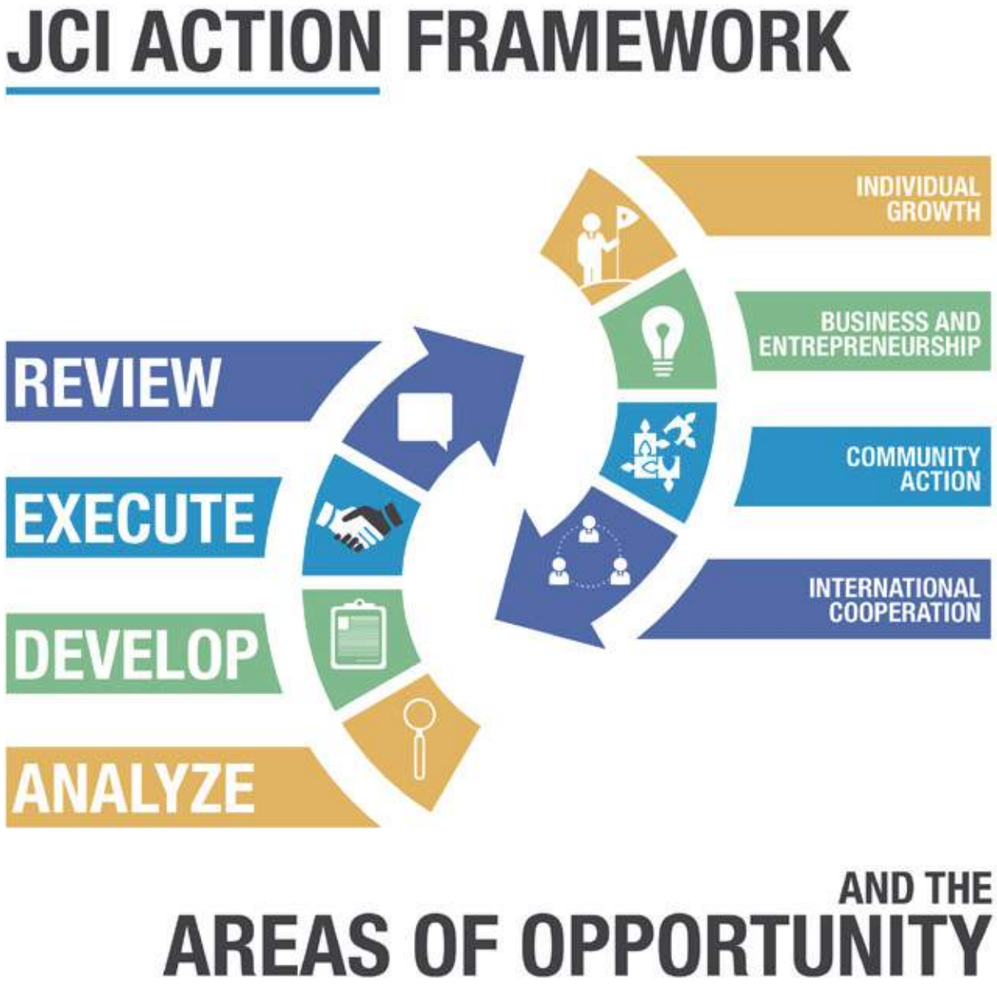


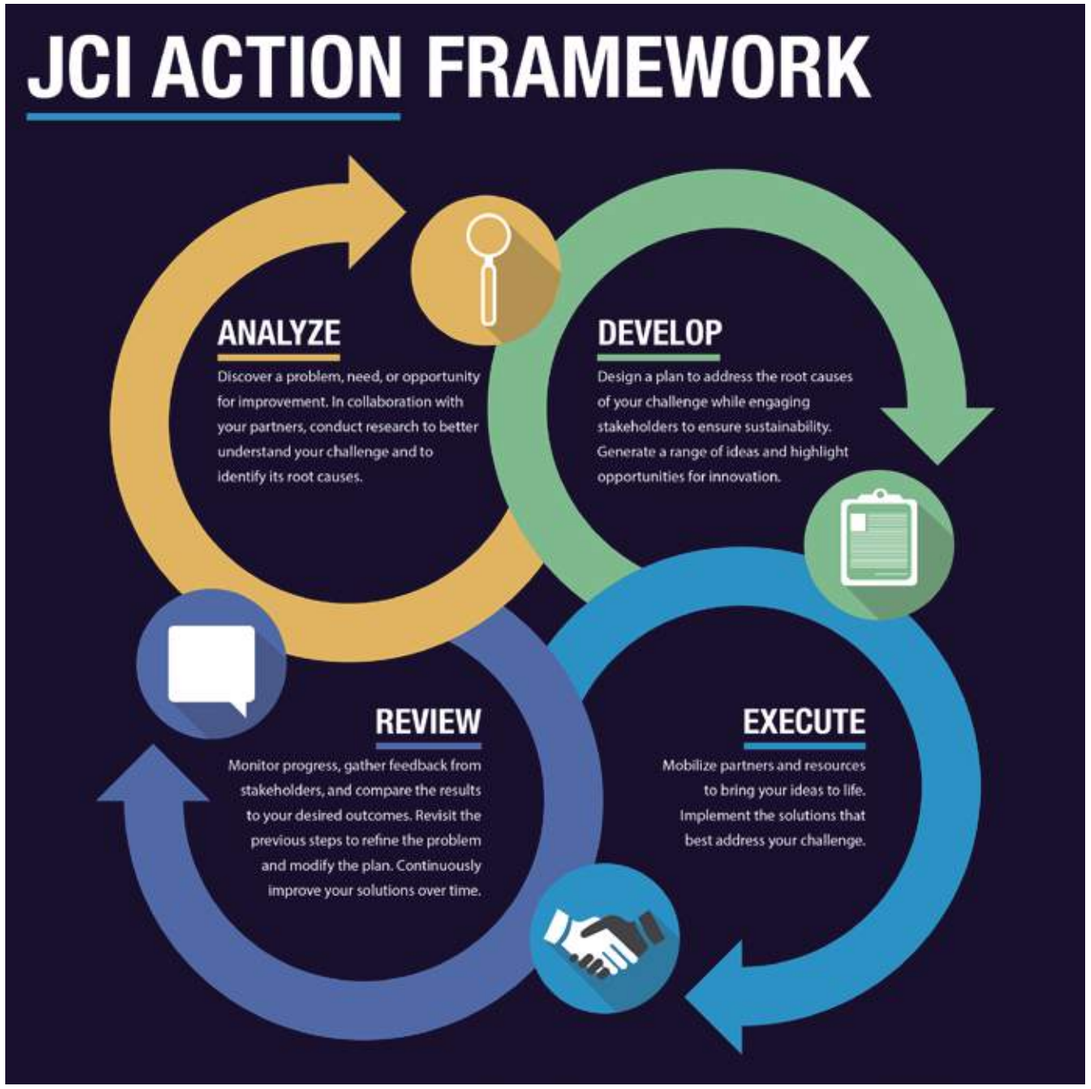
Each JCI National Organization has an official email address to help guide new members to local JCI chapters.
To start your journey with JCI, find your national organization in the list to the right and reach out to **[countryname]@jci.cc.**
For example, **malaysia@jci.cc.**

THE JCI ACTION FRAMEWORK

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

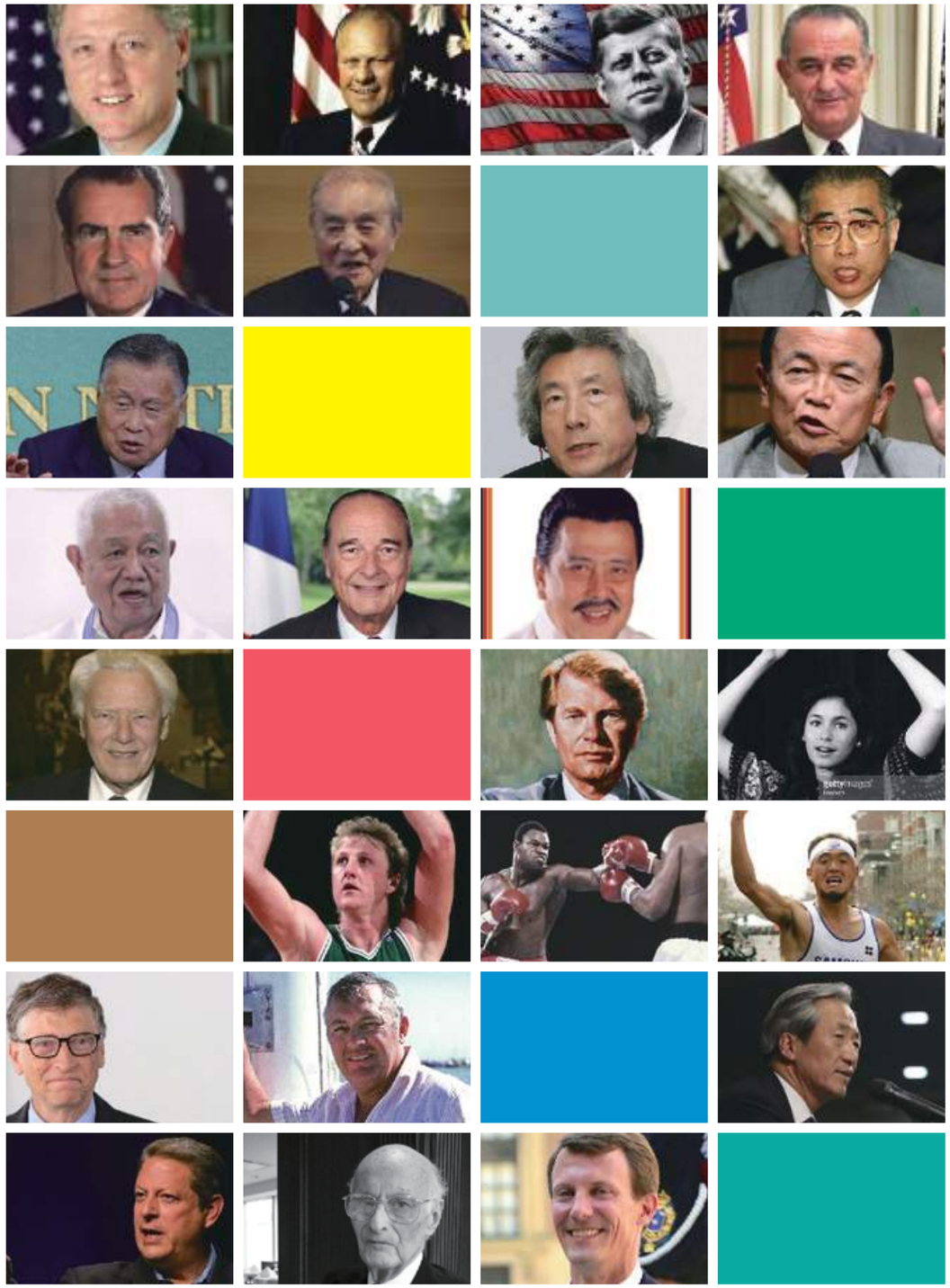
How many of the faces do you recognize from the picture below?

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 Committee of 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, 2021-22 JCI Hong Kong Honorary Advisor
- 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 Hang Lung 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 – CLP Power Hong Kong





2021 National Board of Directors

National President	Senator Winnie Yeung
National Immediate Past President	Senator Maric Cheng
National General Legal Counsel	Senator Ben Mak
National Executive Vice President	Senator Naomi Chan
National Executive Vice President	Senator Kelvin Lam
National Secretary General	Senator Patricia Loo
National Honorary Treasurer	Senator Benjamin Lee
National Vice President	Senator Marco Chan
National Vice President	Senator Ellen Chung
National Vice President	Senator Jackie Lam
National Vice President	Senator Cyrus Tang
National Vice President	Senator Wai To Wong
National Vice President	Senator Kendrick Yuen
National Vice President	Fiona Bar
National Vice President	Freddy Tse
National Administrative & Publication Director	Jessie Cheng
National Corporate Communications Director	Jesty Cheung
National Digital Development Director	Amy Li
National Economic Development Director	Zion Fu
National International Affairs Director	Zacharias Cheng
National Leadership Development Director	Winnie Chu
National Mainland Affairs Director	Ken Cheng
National Membership Director	Jessica Lam
National Records & Recognition Director	Carol Wong
National Sustainable Development Director	Alyse Chu

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



2022 National Board of Directors

National President	Karen Yeung	National Secretary General	Susan Lai
National Immediate Past President	Winnie Yeung	National Honorary Treasurer	Olivia Cheung
National General Legal Counsel	Kenneth Yu	National International Affairs Director	Hob Lau
National Executive Vice President	Victor Lam	National Mainland Affairs Director	Francis Kwan
National Executive Vice President	Jonathan Wong	National Leadership Development Director	Carl Chan
National Vice President	Goffy Chan	National Sustainable Development Director	Hei Leung
National Vice President	Philip Cheng	National Membership Director	Steven Chu
National Vice President	Lucy Jiang	National Corporate Communication Director	Gigi Tsui
National Vice President	Alan Lam	National Digital Marketing Director	Justin Tse
National Vice President	Michael Lee	National Publication Director	Jimmy Yiu
National Vice President	Rachel Ng	National Records & Recognition Director	Davina Wong
National Vice President	Rosanna Wong	National RISE Affairs Director	Kevin Cheung
National Vice President	Luis Yip		

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

ORGANIZATIONS THAT WE HAVE WORKED WITH

Chamber of Commerce

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

Universities & Tertiary Institutions

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

Charities

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

Professional Institute

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

Business Companies

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

Government and Non-Profit Organization

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

2021 Ten Outstanding Young Persons Selection

The TOYP Selection 2021 had gained around 200 media coverage, allowing the public to witness this well-known selection in Hong Kong and understand the stories of each awardee aiming to encourage young people to uphold their beliefs.

EVENT	MEDIA COVERAGE	
Kick off ceremony	*17*	*TV:1 (ViuTV)* *Online Video News: 1* *即時新聞 : 15*
Result Announcement Press Conference	*55*	*TV:4 (TVB, iCable, NowTV, etc)* *Online Video News: 7* *Newspaper: 7* *即時新聞 : 37*
CS Day	*4*	*Newspaper: 3 (東方 On.cc, 文匯報)* *Online News:1 (HK01)*

Radio Interview

Media and Radio Interviews with Awardees



Media Coverage









List of 2021 Awardees



Chiu Yin To, Ricky

招彥燾

CATEGORY 界別
Professionals 專業工作

PROPOSER 提名人
Mr. Tsang Yok Sing, Jasper, GBM, GBS, JP
曾鈺成先生 GBM, GBS, JP



Lio Kuokman

廖國敏

CATEGORY 界別
Performing Arts / Sports / Culture & Arts
演藝、康體、文化及藝術

PROPOSER 提名人
Mrs. Vennie Ho
何黎敏怡女士



Dr. Teoh Yuen Chun, Jeremy

張源津 醫生

CATEGORY 界別
Professionals 專業工作

PROPOSER 提名人
Prof. Simon Ng Siu Man
吳兆文教授



Chui Man Wai, Ray

徐汶緯

CATEGORY 界別
Commerce and Industry
工商業

PROPOSER 提名人
Prof. Wong Kit Lung, Simon, BBS, JP
黃傑龍教授 , BBS, JP



Dr. Lam Ka On

林嘉安 醫生

CATEGORY 界別
Professionals 專業工作

PROPOSER 提名人
Dr. Tsang Wing Hang, Janice
曾詠恆醫生



Kan Yu Him, Ronald

簡汝謙

CATEGORY 界別
Performing Arts / Sports / Culture & Arts
演藝、康體、文化及藝術

PROPOSER 提名人
Mr. Chan Wing Kee, GBM, GBS, JP
陳永棋先生 , GBM, GBS, JP



Kong Man Wai, Vivian

江旻憓

CATEGORY 界別
Performing Arts / Sports / Culture & Arts
演藝、康體、文化及藝術

PROPOSER 提名人
Prof. Yung Shu Hang, Patrick, MH, JP
容樹恒教授 , MH, JP

SDG PIONEER PROGRAM 2021

JCI Hong Kong has 600+ project ideas per year to invigorate community and business communities. Sustainable Development Area would like to continue last year's success, organised SDG Pioneer Program 2021 to seek the root cause as the key solution to complex universal issues, implement projects with partnership for sustainable impact.

SDG Pioneer Program 2021 Kick-off Ceremony





SDG Pioneer Program 2021 Kick-off Ceremony was successfully held on 30 January 2021 (Sat). We are pleased to have around 120 online and offline guests, including 31 SDG Pioneers, to grasp this unprecedented chance of learning and hearing from business leaders and community leaders about how to make our SDG ideas actionable and sustainable under JCI RISE.

It was our great pleasure to have Guest of Honor JCI Executive Vice President Senator Teresa Poon and our Guest JCI Vice President Senator William Kouch Pheng to share the global vision and plan of JCI; and we also glad to have 8 distinguished mentors, Prof. Danial Cheng, BBS, MH, JP, Mr. Alan Cheung, MH, Dr. Ilex Lam, Prof. Alan Chow, Mr. Albert Au, Mr. Gary Wong, Ms Nicolette Tong and Mr. Steven Tsoi, to share new mindset and strategic approach to addressing urgent needs of the society, through tri-sector partnership, creating shared value (創造共享價值) and practical business and community insight during Open Forums. Moreover, pioneers had a golden chance to receive feedback and advice from mentors during discussion. Our Guest Speaker, Mr. Gary Fung from New World Development Company Limited also shared how CSV generates greater innovation and business growth, while creating self-sustaining community solutions. Starting from late 2020 with Mr. Teddy Liu's sharing on Change Management, the program has now officially entered the stage of ideation and idea design.









Empowerment Day

SDG Pioneer Program 2021 Empowerment Day was successfully held on 6 March 2021 (Sat). 20 SDG Pioneers participated and shared their project ideas with each other. All of them were enthusiastic to exchange feedback to every idea through the process of "IDEATION". They also had a chance to prepare their own storyboard and presented their plan to audiences.

It was our great pleasure to have our External Advisor, Dr. Thomas Tang and Guest Speaker, Mr. Sam Szeto from Hong Kong Playground Association with us to share practical real-life examples and inspiration of incorporating Creating Shared Value (CSV) and Tri-sector Partnership into the project ideas. Moreover, thank you 8 distinguished mentors: Prof. Daniel Cheng, BBS, MH, JP, Mr. Alan Cheung, MH, Dr. Ilex Lam, Prof. Alan Chow, Mr. Albert Au, Mr. Gary Wong, Ms Nicolette Tong and Mr. Steven Tsoi for arranging private mentoring sessions with pioneers and guiding them to think deeper for the society.

SDG Pioneer Program will go global in June and explore SDG with 13 NOMs from Asia-Pacific and Europe.

















International Exchange Day



International Exchange Day was held on 12 June 2021 (Sat). We were pleased to have around 86 online and offline guests and participants, including 23 SDG Pioneers and 43 overseas SDG Fellows, to share the solutions to tackle some social issues and exchange constructive feedback with each other. We would like to take this opportunity to express our gratitude to 13 participating NOMs, including JCI Australia, JCI Cambodia, JCI India, JCI Indonesia, JCI Japan, JCI Malaysia, JCI Mongolia, JCI Nepal, JCI Philippines, JCI Taiwan, JCI Thailand, JCI Turkey and JCI Vietnam.

Please stay tuned to our SDG Pioneer Summit, which will be held in November in hybrid format. 13 groups of finalists will present their project executions and impacts and pitch the award judges. We will present the Most Sustainable Idea Award & Most Outstanding SDG Pioneer Award in the Summit.

JCI HONG KONG 2021
EVENTS AND PROJECTS HIGHLIGHTs



2021 Inaugural Ceremony of JCI Hong Kong



JCI World Public Speaking and Debating Championship (Hong Kong) 2021



JCI Hong Kong's Media Forum 2021



Meeting with Secretary for Home Affairs



JCI Hong Kong Executive Acedemcy 2021



JCI Hong Kong Digital Development Workshop 2 - Instagram Marketing



Shall We Talk SDG- From Stress to Success- Secrets of Happy Leaders, Happy Team in Challenging Times



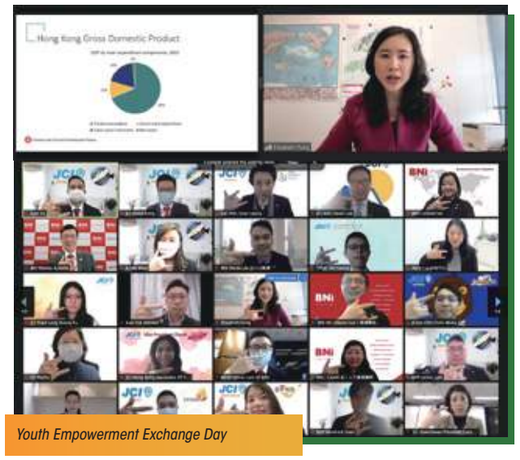
Hello JC 3.0



How To Conduct a Successful Online PMO



Hello World II - JCI Hong Kong x JCI Germany "Cook-To-Gather"「港」「德」又煮得



Youth Empowerment Exchange Day



2021 Trainer Mentorship Program Summit



2021 Hong Kong Night



2021 JCI ASPAC Taichung

LOCAL CHAPTER PROJECTS

JCI VICTORIA

SDG Enterprise Award 2021



TACKLING PROBLEM(S)

193 countries around the world have jointly signed the Sustainable Development Goals (SDGs), drawing up a vision for a better peace in 2030 for the world. The framework of these 17 SDGs is both an international common language and a blueprint to build a better society, allowing public and private organizations around the world to fully understand the most pressing issues yet to be solved around the globe. JCI Victoria believes that participation from enterprise is one of the key to achieve SDGs.

ROOT CAUSE

1. TO RAISE AWARENESS of SUSTAINABLE DEVELOPMENT GOALS (SDG 4)
- by educating the public on sustainability issues and their solutions through our organized events like, SDG Ideation Workshop, SDG Game Night and many other activities, which in turn implement their contribution towards SDGs

2. TO RECOGNIZE ENTERPRISE that PROMOTE and ADVOCATE SDGs (SDG 8,17)
- by encouraging enterprise to take actions on achieving and developing SDGs at work

3. TO ENHANCE COMMUNITY ENGAGEMENT (SDG 11)
- by launching different SDGs messages or advertisements in the community











SUMMARY

We launched 6 events including SDG GAME NIGHT , SDG V BUDDIES RUN , SDG IDEATION WORKSHOP , SDG CANDLE WORKSHOP , SDG JUDGING DAY & SDG ENTERPRISE AWARDS CEREMONY. Successfully call for action to sustainable solutions by educating the general public, recognize enterprises from the world which have the best practice and to maintain, rebuild the economy, to promote sustainable development to more companies and organisations, as well as encouraging behavior that matches the three pillars of JCI RISE.

PARTNERS:
50 Partnership and 20 Sponsorship, 12 Government officials

AUDIENCE:
Reached 46,000,000+ People in Total
• Facebook Promotion REACHED OVER 40,000 PEOPLE
• Instagram Promotion REACHED OVER 1,200 PEOPLE

MEDIA: *18*

RESULTS

Successfully aroused public awareness of SDGs through 6 events, with reach of Over 5,000 JCI members were involved and actively participated Involved 95% active members of JCIV, Involved 19 Local Chapters.

• Collect around 700+ Surveys from Enterprises, gathering the data of how much do the employees know about SDGs and the number of enterprises which have involved SDGs at work

• Around 200 people shared the 'SDGEA Gesture' on Social Media; Calling people to take an Action to build a better future together

• 8 Sister Chapters involved but also Overseas Enterprise from Papua New Guinea has joined our project

• Received over 100 company applications, as well as 100 nominators Participants are all willing to share their achievements on media platforms

• Strong support from Government: Involved 12 Departments

• Strong partnership with 20 Sponsors, Corporate Sponsors Est. HK$2,600,000

JCI KOWLOON

Shelter Dreams 2021 – Green Avengers



TACKLING PROBLEM(S)

The problem of Municipal Solid Waste (MSW) is getting worse in Hong Kong. So we would like to promote the usage of Hong Kong Government's green recycling facilities, to educate and strengthen the community on recycling techniques and to raise the awareness of teenagers on recycling.



ROOT CAUSE

The amount of Municipal Solid Waste (MSW) is around 4 millions tonnes which is equal to 320,000 double decker buses in Hong Kong every year. Urbanization and growth in prosperity have inevitably increased the level of waste in developed cities. Reduce, reuse and recycle are the three pillars to waste reduction.

SUMMARY

Actually there are many recycling techniques and ways in Hong Kong. People can't build up good behavior to protect the environment because they lack information and education from society. This project has raised awareness to the community on recycling.



RESULTS

Participants have the chance to gain more knowledge about environmental protection from our video and a rare tour - visit glasses recycling factory and they can have a great impression in the project and we can promote more information about the environment protection as an active citizens organization on Facebook. Also, they can produce craft items from joining the events as well as to build-up environmentally friendly habits.

PARTNERS: *6*

AUDIENCE: *222*

MEDIA: *2*

ONLINE REACH: *7,000*

TOTAL FUND RAISED: *HKD10,250*



LOCAL CHAPTER PROJECTS

JCI ISLAND

O! Love Sen Phone 2021



TACKLING PROBLEM(S)

- *Provide opportunity to promote love sharing and care to single elderlies.*
- *Linking up people for cross-generation harmony.*
- *Sincere calls with the single elderlies*
- *Partnerships with NGOs, the youth, the elders and JCI community*



ROOT CAUSE

Due to the epidemic, everyone is recommended only stay at home, and the activities of single elderly people are even more affected. After reducing social activities, their interaction with people dropped to almost zero. The depression rate among them increases. Many senior citizens in Hong Kong may feel lonely and helpless due to insufficient social interaction under pandemic, the most important thing they need is caring.

SUMMARY



"O! Love SEN Phone 2021" is one of the Stay at Home Challenge initiatives launched by JCI Island. We deeply understand the situation that many senior citizens in Hong Kong may feel lonely and helpless due to insufficient social interaction. We also understand that many young people are devoted to contributing their time and energy to show their care to those senior citizens in need. In this connection, JCI Island would like to achieve the following objectives amid the COVID-19 pandemic. There are a series of elderlies service including 6 phone call volunteer service days, 1 workshop with 1 opening ceremony and 1 closing ceremony.

PARTNERS: 6

AUDIENCE: 250

MEDIA: 1

ONLINE REACH: 6,600

TOTAL FUND RAISED: HKD10,000

RESULTS

Love sharing and cross-generation harmony are essential to making Hong Kong a sustainable city and community. Through our intensive phone call training, our volunteers are educated to interact with the elderlies tactfully. The call provides our volunteers with a practical platform to apply what they have learnt in the intensive training.

Collaborated with Elderly Community Service Centers, and recruited 44 volunteers to have phone call the elderly every weekend within 3 months. By delivering care and love by phone calls in total 15120 minutes to 250 elderlies, they can link Up people for Cross-Generation Harmony and decrease Elderly depression rate.



JCI PENINSULA

Care for Carer



TACKLING PROBLEM(S)

Carers are the backbone of a family. However, In Hong Kong, mental health of carer is largely neglected by society, particularly during COVID-19. Our project aims at arousing public awareness of the significantly worsened mental wellness of carers, as well as providing professional help in relieving stress and supporting emotional need of carer amid COVID-19. Through that, carers' chance of suffering from mental illness will be greatly reduced.



ROOT CAUSE

According to WTO's research in 2020, COVID-19 pandemic has disrupted or halted critical mental health services in 93% of countries worldwide while the demand for mental health is increasing. In Hong Kong, there is around 5.7% people suffering from anxiety disorder and if they did not receive proper treatment in long term, around 40-50% patient can turn into depression disorder and commit suicide. 81% of carers provide more care than before COVID-19 while their support received has reduced. Insufficient mental support caused significant increase of suicidal act and family tragedy in carer families.

SUMMARY



The project engaged 500+ citizens and served 80+ carer families in Hong Kong through:

ONE survey cum press conference: measure the stress and emotionally distressed level of carer and their tendency of having mental health disorder to raise the public's awareness

TWO community service days: To mobilize sponsors and qualified practitioners to educate carers to be mindful of their emotions to avoid emotional breakdown. By recruiting young active citizens from our sponsors as volunteer in events, we shared the burden of carer temporarily as well as allowing more people understands the carer's burden

THREE theme seminars / workshops: To demonstrate to the public of carers' difficulties in daily lives so to mobilize more stakeholders to join in supporting carer in COVID-19

PARTNERS: 14

AUDIENCE: 1,000

MEDIA: 14

ONLINE REACH: 20,000

TOTAL FUND RAISED: HKD135,000

RESULTS

With the professional support from Dept. of Psychiatry of CUHK, the Mental Health Association of Hong Kong and mental health practitioners, we:

- equipped 80+ carer families with techniques to be mindful of their emotional need to avoid emotional breakdown in future

- empowered 30 members of public to join our volunteer program to have in-depth understanding of carer's difficulties, so to cultivate a compassion culture to care for carer in long-run.

- over 14 online & print media exposure with more than 30 millions of views / readership (source from Meltwater, social research platform)

- event ambassador with their 10,000 followers to amplify our message

- 300+ surveys were collected and analysed by CUHK Dept. of Psychiatry to give a holistic view and advocate for policy change



LOCAL CHAPTER PROJECTS

JCI HONG KONG JAYCEETTES

Business on Stilettos 2021: APAC Female Entrepreneur Award



SUMMARY

Connecting with 11 JCI Female Local Chapters from 7 countries, BOS2021 has successfully held more than 13 events, from skills development, networking to knowledge transfer event. Rewarded 10 outstanding Female Entrepreneurs as leading examples in Asia Pacific Area. Equipped female entrepreneurs and ladies who are interested to start up their own business in fundamental knowledge of social marketing, business development, sustainability, businesses expansion techniques and strategies.



PARTNERS: 25

AUDIENCE: 2,700,000+

MEDIA: 3

ONLINE REACH: 37,673

TOTAL FUND RAISED: HKD40,000

TACKLING PROBLEM(S)

Establish Asia-Pacific female entrepreneur network and community. Provide resources to female entrepreneurs and foster business development and opportunities. Reward distinguished and outstanding female entrepreneur as leading examples.



ROOT CAUSE

The rising of women's economic power and social status have drawn the public's attention. Women are now playing an active role in the government, business, and the community. However, Female entrepreneurs are said to encompass approximately 1/3 of all entrepreneurs worldwide. Although female entrepreneurship and the formation of female-owned business networks are steadily rising, there are several challenges and obstacles that female entrepreneurs face:

- *Traditional gender stereotypes and views;*
- *Entrepreneurship is still considered as a male-dominated field;*
- *Lack of resources;*
- *Difficulties in balancing between Family and Work, which are very difficult to surpass.*

RESULTS

Female entrepreneurs were inspired and connected across Asia Pacific Area, despite the situation of COVID-19. BOS2021 has collaborated with 11 female chapters from 7 countries, all chapters are either the only female chapter in the country or the strongest female chapter in business affairs. Worked with over 50 Chapter to promote the Award further to the local level. Partnered with 14 organisations with similar vision to co-create on the project, reaching to more audience. Connected with 13 Guest Speakers from 8 countries/areas and 7 Judges from 7 countries/areas. As well honoured to have JCI President Senator Ryubun Kojima as our Guest of Honour during Award Presentation and JCI Executive Vice President Senator Teresa Poon. Total organic reach online via Facebook/ Instagram: 37,673; Total reach for events: 2.7+ Million; Total ONLINE, OFFLINE & READERSHIP REACH: 19 Million.



JCI LION ROCK

KOL Dream Hunter



SUMMARY

- KOL Dream Hunter provides concrete and systematic trainings for participants in order to professionally reconvert themselves into Corporate KOL.

- SME entrepreneurs also learn how to transform their business from traditional business model to e-commerce.

- Both Listed companies and SME have immediately invited some of our outstanding KOL contestants to start the livestream for promoting their products and services right after the competition.

- The Large-scale exhibitions and some of the KOL Dream Hunter supporting organizations and SME, have also invited our KOL contestants to help different exhibitors for promotion via livestream.

- The government representative, Dr. CHAN Pak Li, Bernard, JP agreed to be our officiating guest and helped promote KOL Dream Hunter on his social media platform. Dr. Chan also referred other listed companies to support the project.

PARTNERS: 200

AUDIENCE: 4,000,000

MEDIA: 7

ONLINE REACH: 500,000

TOTAL FUND RAISED: HKD100,280

TACKLING PROBLEM(S)

KOL Dream Hunter would like to act as an "Corporate KOL" incubator and accelerate the KOL industry evolution. Most importantly, we hope to achieve a Win-Win Situation by connecting the corporate and the contestants.

ROOT CAUSE

Covid-19 has posed extraordinary challenges in every business and society, the Hong Kong unemployment rate hitting the recent record high of 7% in 2020.The economic downturn has led to a series of redundancy in many companies and factories. From teenagers' perspective, the job hunting prospect is daunting. Moreover, many traditional retail businesses are exploring the new business model to cope with the post covid economy.



RESULTS

40+ KOLs capitalized on their popularity to promote the project, over 200,000 fans.

-100+ SME owners helped promoting our project via their own network

-Around 40+ Livestream

-360 Posters in 87 MTR stations

-7 positive press reports





JCI HARBOUR

Digital and Youth, Save the Local 2021



ROOT CAUSE

Local small shops especially have suffered from the lack of resources and power to survive under a dilemma. On the other hand, the digital-native Youth also affected by the declining job opportunity because of the economic dropdown.



JCI Harbour aims to be the leading organization to start helping Youth and local small shops by maximizing the resources and providing practical trainings in Digital Transformation to activate the ecosystem.

SUMMARY

This project aims to start helping Youth and local small shops by maximizing the resources and providing trainings in Digital Transformation to activate the ecosystem with objectives clearly set below:

- *Provide Training for Youth to assist the digital transformation of small shops*
- *Establish a platform for Z-generation to Develop their Creativity and gain Practical Experience*
- *Promote the public to Pay Attention to the value of local small shops*





PARTNERS: 32

AUDIENCE: 5,000

MEDIA: N/A

ONLINE REACH: 532,000

TOTAL FUND RAISED: HKD12,820

TACKLING PROBLEM(S)

The Policy address 2020 announced the Funding Scheme for YOUTH ENTREPRENEURSHIP to meet the trend of young people starting their own business.

Besides, the physical small shop owners are suffered from the lockdown during the pandemic COVID-19.

According to the data from the Census and Statistics Department HKSAR, the GDP decreased by 6.1% in 2020 and the net output in the information and communications sector increased by 2.1%. Therefore, it's a GOOD CHANCE TO assist shop owners to go DIGITAL TRANSFORMATION to fit the NEW NORMAL.



RESULTS

- *Established FIRST EVER SEED FOUNDATION for students to Executive the digital transformation for the local shops.*
- *CONNECT Z-Generation to attend 3-month training, Site Visit, Interview with Owner, and participate in the competition.*
- *Cover 100% of University Students in different stages of project operation and engagement.*
- *Invited 12 Market Experts from Commerce, University, and Global Business Association to design both practical and conceptual interactive training for Over 150 Z-generations and around 200 suffered local shop owners.*
- *Conducted 7 Hours of Live Training and 10 Hours of Video education material which engaged over 5000 targeted audiences.*
- *"YUSOBEIT", a Hong Kong indie band is invited to to write a theme song"THE BAND" for the project to encourage the youth and small shop owners to work together to create a new business environment.*
- *The Under Secretary of Commerce and Economic Development Bureau, Dr. Bernard Chan Pak-li, JP is invited as our Guest of Honor, who played an important role in promoting our project to the general public as well as the government.*
- *Celebrity Elaine Tang,is invited to be project Ambassador as she is the "media catching idol" who also running two businesses and affected by pandemic. She fits to demonstrate a good example of SLASHER LIFE STYLE.*

JCI YUEN LONG

33rd Hong Kong SAR Outstanding Students Selection



ROOT CAUSE

From 2020 February, students in Hong Kong are living under the shadow of the COVID-19 Pandemic. Students' study and social lives became a big challenge, their extracurricular activities and interpersonal communication have been greatly restricted. As a result, opportunities for students to obtain proficiency certification have been greatly reduced.



PARTNERS: 20

AUDIENCE: 1,000

MEDIA: 7

ONLINE REACH: 8,000

TOTAL FUND RAISED: HKD10,000

TACKLING PROBLEM(S)

The 33rd HKSAR Outstanding Students' Selection hope to encourage local students to face up to the challenges brought by the COVID-19 pandemic and become breakout performers.



SUMMARY

JCI Yuen Long has organized the "HKSAR Outstanding Students Selection" for 33 years. We aim to recognize and award students' achievements in and beyond academics and equip and nurture leaders among the younger generation. Through a series of evaluations, interviews, group discussions, and performance reviews, the top 10 F.4-6 students were selected as our Outstanding Students of the year to encourage students to achieve success beyond academics!

RESULTS

- *Around 200 students applicants from all 18 school districts*
- *Awarded students are eager to actively contribute to the community and make positive changes*
- *Top Ten Outstanding students were interviewed by local media to speak about their ambition to make a positive impact to the society and received 8,000+ readings.*



JCI TAI PING SHAN

The Peak 2021 – ConsidEarth



TACKLING PROBLEM(S)

GREEN Industries are getting more important around the world. As a leading global network of young active citizens, JCI Tai Ping Shan aims to provide a platform to assist in building the GREEN Industries by holding THE PEAK 2021.

• EMPOWER GREEN entrepreneur with business mindset and enhance their sustainability

• CONNECT GREEN entrepreneur with potential partners to enhance the scale of GREEN industry

• RAISE publicity of GREEN entrepreneur in order to attract more newcomers to GREEN industry

ROOT CAUSE

With less awareness of GREEN Industries and the consequence of environmental crisis, the progress of GREEN consumption and sustainable lifestyle is still room for improvement.



RESULTS

In this changing world, THE PEAK 2021 developed young GREEN leaders by empowering them with enterprising skills and connecting them with various parties.

• Increase Publicity of GREEN entrepreneur including Government, business establishment, design industry, Academia, NGOs

• Empower GREEN entrepreneur with Marketing, Pitching, Presenting Skills

• Provide Marketing resources to GREEN entrepreneur for further develop their business

More than 50% of awardee in THE PEAK 2021 found their business partners and got marketing resources for developing their green business.





PARTNERS: 14

AUDIENCE: 50,000

MEDIA: 10

ONLINE REACH: 15,000

TOTAL FUND RAISED: HKD13,000

JCI BAUHINIA

Sustainable Fashion:The story behind my dress



TACKLING PROBLEM(S)

"Sustainable Fashion: The story behind my dress" promotes sustainable fashion culture in Hong Kong, advocating the public to establish a lifestyle of reducing waste from source and consider "eco-friendly " when buying clothes. Also, it encourages the public to cherish and extend the life of clothing.



ROOT CAUSE

We noticed the seriousness of waste under the "Fast Fashion" & "Online Shopping" crisis through "Hong Kong Solid Waste Monitoring Report". A total of 143,000 metric tons of textile waste has been observed, which has doubled in 7 years. Meanwhile, the recovery rate dropped half to 4.3%. The public must raise awareness of "Rethink before purchase".



SUMMARY

We launched 6 events including guest sharing, parent-child clothing upcycling workshop, green fashion children catwalk show, upcycling product exhibition and educational booth. Successfully call for action to sustainable solutions by educating the general public, especially women and children to train "Buy Smart" & "Wear Smart" habits. 100% of the on-site participants indicated our project has increased their knowledge of environ-



PARTNERS: 30+

AUDIENCE: 10,200

MEDIA: 30

ONLINE REACH: 18,000

TOTAL FUND RAISED: HKD95,000

RESULTS

• Successfully aroused public awareness of the seriousness of clothing waste issues through 6 events, with reach of over 300 on-site participants and over 9,900 online participants.

• 400+ online survey responses collected re sustainable fashion in Hong Kong, Japan and Taiwan.

• 6 times promotional video reached 10,000+ views.

• 2600+ downloads of WhatsApp stickers designed by a hearing impaired designer.

• Connected 30+ organizations and corporations with great continuous support.

• Famous female celebrities recognised and supported our project including Ms. Ali Lee, Ms. Christy Leung and Ms. Celine Yeung.

• Strong support from Government: Government fundings granted, and Secretary for the Environment attended our Closing Ceremony to support our project.

• 30+ of Media reports from TV, radio broadcast program, online media, newspaper and magazine and viewed 18,000,000+ readers

LOCAL CHAPTER PROJECTS

JCI DRAGON

Best Employee and Employer Award



TACKLING PROBLEM(S)

The mission of "Best Employee and Employer Award" is to recognize outstanding employers and employees who contributed to enhance strong labour relations. Promoting the importance of labour relations could definitely strengthen Hong Kong's workforce and hence speed up its business recovery.

ROOT CAUSE

Due to pandemic situation in the past two years, many employees reflected a weaker confidence in their job security. Despite difficult business situation, a lot of caring bosses insisted to put their human resources as their priority and maintained a harmonious work environment.











SUMMARY

The award was classified as "Honorary Employer Award", "Best Employer Award" and "Best Employee Award".

RESULTS

This year we have awarded 3 "Honorary Employers", 11 "Best Employers" and 6 "Best Employees"

PARTNERS: 34

AUDIENCE: 20

MEDIA: 8

ONLINE REACH: N/A

TOTAL FUND RAISED: HKD50,000



JCI EAST KOWLOON

Family Harmony





TACKLING PROBLEM(S)

- Build up harmony and quality bonding between family members.

ROOT CAUSE

Generation gap.

SUMMARY

Family Harmony is a flagship project under the community development sector in JCI East Kowloon. Project of 2021, "Smart Choice, Live Healthy, Share Love" is designed to cultivate quality family bonding time through planting, coming up with creative family dishes, overcoming challenges, and doing exercise together as ONE family. It aims to improve the physical and mental well-being of all family members, especially children and seniors under the pandemic.



RESULTS

There were over 100 family groups to join our project.

Through this project, they learn to build or strengthen their positive family relationships based on quality time, communication, teamwork, and appreciation of each other. Through this project, we could directly interact with those 100 families, provide positive energy to the participants, and promote JCI by showing our passion. Besides adults, kids also felt secure and loved, and having the confidence to explore this world – be a little tour guide to introduce and explain a place in Hong Kong which is a great weekend-to-go place, try new things, take responsibility, and learn

to share the love – bean sprouts growing by this project organized by JCI.

PARTNERS: 6

AUDIENCE: 100

MEDIA: 11,100

ONLINE REACH: 11,100

TOTAL FUND RAISED: HKD30,000

JCI CITY

Never Quit On Daddy



SUMMARY

This project is monumental in addressing the issue of mental health in fatherhood, clarifying the role of fatherhood in terms of both "parenthood" and "husbandhood", and uphold relationship dynamics in a household.

In collaboration with our Partnering Organization, Hong Kong Marriage and Family Therapy Association, we assembled the 'Daddy Pressure Questionnaire' (爸爸壓力問卷) consisting 31 questions to fathers for their self-assessment of pressure level in relation to fatherly role. It was developed based on currently available valid academic components, to further dissect stress contributing factors beyond clusters that previous studies have identified, name: Parent-Child Relationship Quality, Spousal Sentiment and Coordination, Parenting/ Disciplinary Challenges, Financial Factors, Physical and Emotional Health Conditions.

On a qualitative scope, we have held a handful of events, namely our Opening Workshop (做人老實甚艱難) and Engaging Lecture (DAD Talk - 老實有話兒) to convey our message to the public, where an intimate and stable marital relationship and parental company is the best gift possible a father can ever offer. Furthermore, we presented a video series 'Untold Tales of Daddies' (爸爸戰鬥的故事) interviewing unique fatherhood stories on social media for a comprehensive, systematic and holistic approach in maintaining good mental health, individually and collectively in the fatherhood and household context.





PARTNERS: 11

AUDIENCE: 2,000

MEDIA: 12

ONLINE REACH: $45,599.10

TOTAL FUND RAISED: HKD13,000

TACKLING PROBLEM(S)

Studies have found that couples from Hong Kong tend to exhibit passive aggression and demand-withdraw interactions in negotiation conversations. Over 70% of parental conflict discussions generated an arousal in the children.

Moreover, while the husband may seem occasionally emotionally unavailable to his wife, he could be quite responsive to the child. Narratives from children can also create the intensity required for parents to face their interpersonal dilemmas.

ROOT CAUSE

Clusters of conflicting themes in couple relationships and interactions identified in studies include 'Couple Relationship Issues' (37%), 'Children's Issues' (34%), 'Employment & Finances' (15%) and 'Household Responsibilities' (5%). Such factors are direct contributors towards the fact that NO children have been emotionally immune to the exposure of parental conflict.





RESULTS

• The median of Daddy Pressure Questionnaire was identified to be rated at 64 out of a score of 100.

• Alarmingly however, 35.2% of respondents scored 70 or higher, indicating a significant level of stress and anxiety; 12.2% of respondents scored 80 or higher, implying stress overload that requires prompt professional intervention.

• Our Questionnaire Results Announcement earned a generous media coverage on 12 Major Channels.

• MTR-sponsored advertising project poster was displayed in 85 MTR Stations.

• Facebook Page contents captured a total of organic impressions and engagement counts at 30,592 and 4,942 respectively.

JCI QUEENSWAY

Extraordinary Branding Awards 2021



ROOT CAUSE

Many enterprises and organizations faced difficulties during COVID-19

SUMMARY

Working with 10 well-known supporting organizations and 8 honorable judges, 23 companies, organizations and business leaders are selected as the awardees of "Extraordinary Branding Awards 2021". By sharing their success stories during COVID-19, we inspired leaders and organizations in Hong Kong to breakthrough and strive for excellence.





PARTNERS: 33

AUDIENCE: 3,000,000

MEDIA: 28

ONLINE REACH: 300,000

TOTAL FUND RAISED: HKD152,450

TACKLING PROBLEM(S)

COVID-19 brings in huge challenges to different businesses and organizations around the globe. In light of the situation, JCI Queensway launch the Project "Extraordinary Branding Award" aims to commend enterprises for actively seeking changes in the ever-changing challenges, surpassing challenges, flying higher, creating better quality and diversified services, and sharing their successful cases with all walks of life to empower entrepreneurs, aspiring entrepreneurs, and young citizen to builds their own brand, overcomes obstacles, and develops into a high-quality company. At the same time, it strengthens exchanges between Hong Kong large enterprises, SMEs, startups and NGOs to create high-quality and efficient products and services to promote economic development in various regions.

RESULTS

1) 8 honorable judges joined the judging panel

2) More than 120 people attended the Awards Ceremony held on Cruise

3) 23 Awardees from 5 categories

4) 28 media coverages reached 50,000,000 + patronage

Promotion in multiple channels to increase JCI's brand awareness and project results:

• Reached 30,000,000 + patronage via MTR poster promotion

• Reached 50,000,000 + patronage via media coverage from online article, physical newspaper, magazines

• Reached 120,000 + connections via outstand elites and their belongs organization activity promote

• Reached 62,000 + connections via awardees spontaneity promote

• Reached 2,700,000+ business owners and individual members via 10 influential regional supporting organizations



JCI NORTH DISTRICT

The 30th Hong Kong Children Silver Tongue Contest



TACKLING PROBLEM(S)

Suffering from COVID-19 pandemic situation and students' normal life was greatly affected, made students having less opportunities to communication with others, some of them might suffering depression.

Our society is now in a tough situation, JCI North District wish to promote positive thinking through our flagship project The Hong Kong Silver Tongue Contest" this year.

ROOT CAUSE

We found our students are getting bored with all virtual learning, and what they need was not another virtual event. They needed more face-to-face interpersonal communication opportunities. Therefore, we decided "The 30th Hong Kong Silver Tongue Contest" should be a physical event.



SUMMARY

10 students were selected as finalists and had to interview an entrepreneur in the contest final. Not only testing their language skills, but the most important thing is that we would like to test their interpersonal communication skills. At the same time, based on student participants' writing themed "My Dream", we matched them with our partners and sponsors, so that each student will be interviewing a successful person very similar to his/her own dream.





PARTNERS: 68

AUDIENCE: 200

MEDIA: N/A

ONLINE REACH: 71,500

TOTAL FUND RAISED: HKD50,000

RESULTS

• Raised the awareness of the importance trilingual skills, and quality education is essential to community rebuild and workforce motivation

• Successfully promoted the idea of "Building Dream" via this project, and having a motivation of "Building Dream" is the key to success, and "Dream" might be a key for people to overcome any obstacles, meanwhile, having a positive mindset is also good to mental health

JCI OCEAN

Hong Kong Sustainability Impact Series



TACKLING PROBLEM(S)

During COVID-19 outbreaks, it gives us time to reflect on what are the urgent problems in glocal area. We are working toward reducing carbon emission and working towards carbon neutrality in Hong Kong.

SUMMARY

To achieve the goals we have three approaches in the whole programme. Education, Action and Collaboration. These three approaches aim to promote awareness in UNSDGs application and raise awareness in public towards carbon neutrality. We picked to solve the plastic pollution in Hong Kong shoreline, which increases the amount of plastic recycled to help reduce the carbon footprint and help beautify the polluted shoreline.

ROOT CAUSE

Carbon footprint is increasing by human activities, during COVID-19, it gives us room to come up with solution to reduce the carbon footprint and work towards SDGs goal,

The project aims to identify the stakeholders including local community, corporate and government to create projects to work towards the same goal, raising awareness in carbon neutral.







RESULTS

For the education part, we approached schools with a STEAM background, and created a new set of courses with SDG elements to educate the students using STEAM to solve real life problems. For this particular project, students are teached to design and make a solar powered ship to clean up the plastic in the ocean. With the aid of SDGs, students are easier to align the real life problem with their projects. There were 20 groups of students who took part in this project, involving 80 students with different backgrounds.

Action, we encourage action. We mobilize JCI Ocean members and recruit volunteers to do shoreline cleanup with local community leaders. For the plastic collected, we will clean and rinse the plastic, most likely bottles, then we will let our volunteers bring back the bottles to their neighbourhood and recycle in government green collection points. The whole project lasted for four months, we did shoreline cleanup seven times and the total number of volunteers involved is more than 300s, and plastic collected is more than 2 tons in the time period.

Collaboration, we create partners. We connected corporations that follow the SDGs in their business with local green technology suppliers to create sustainable impact. We collaborate with our supporting organisation, STARS foundation, to organise a forum for this purpose. After the forum, we connected the stakeholders with the green technology sector, the forum involved 14 partner organisations. At the end we hosted the award ceremony with totally 81 companies including listed companies who have participated in the Sustainable Impact Assessment and fulfilled all the requirements. During the award ceremony 13 of them have won the Sustainability Impact Corporate Excellence for UNSDGs (SICE) and 20 of them have achieved Sustainability and Impact Corporate performance for UNSDGs (SICP). And we have provided a Networking section for those companies representatives and have created many corporations after that which makes this program more sustainable.

PARTNERS: 20

AUDIENCE: 1,500+

MEDIA: 300,000

ONLINE REACH: 240,000

TOTAL FUND RAISED: HKD50,000

LOCAL CHAPTER PROJECTS

JCI SHA TIN

Come Shine not Shy



TACKLING PROBLEM(S)

to address the youth unemployment problem in the society after COVID-19.

ROOT CAUSE

Student did not receive sufficient job exposure to help them plan the career path.

SUMMARY

JCI Sha Tin has been working with different partners including local NGOs to have 1 press conference, 8 seminars/workshops, 3 company visits and 2 career fairs for post-secondary school in addressing our current society's needs. We empowered students for career development and enriched our relationship with partners.











RESULTS

Developed a clear career path with students via different seminars, workshops, company visits and career fairs. We released job-seeking tension in the society.

- PARTNERS: 31
- AUDIENCE: 7,000+
- MEDIA: 20+
- ONLINE REACH: 4,500,000+
- TOTAL FUND RAISED: HKD103,500

JCI APEX

Starters, GO! To New Heights!



ROOT CAUSE

Many enterprises and organizations mainly relied on traditional face-to-face promotion method

SUMMARY

Starting from October 2020, efforts were taken into gaining support from various partners, such as Governmental departments, NGOs, Enterprises, Mainland Partners, Universities, JCI Twinning Chapter and Media in promoting the flagship

program, "Starters, GO! To New Heights!".

A series of 10 events targeting different ASEAN regions to take "Starters, GO! To New Heights!" were held, which included online survey, business owners and experts sharing, online consultation, cross-nation online pitching and physical business meetings.

- PARTNERS: 68
- AUDIENCE: 3,350
- MEDIA: 6
- ONLINE REACH: 300,000
- TOTAL FUND RAISED: HKD58,000

TACKLING PROBLEM(S)

COVID-19 has imposed catastrophic impacts on the economies around the globe. Numerous enterprises are devastated, the traditional business model has sounded the alarm bells.

In light of the situation, JCI Apex launched "Starters, GO! To New Heights!" which aims to equip Hong Kong SMEs and startup businesses with adequate conditions and professional knowledge to expand to overseas markets by providing RESOURCES and CONNECTIONS. We strive to be the master key of the door through overseas markets and an encyclopedia of business management.



RESULTS

A series of 10 events to take "Starters, GO! To New Heights!" were held, which included business owners and experts sharing, online consultation, cross-nation online pitching and physical business meetings.

Total 3,350 audience, including JC members and young SME Starters, have joined. Young SME Starters are more willing to reach out.

Equipped with hard and soft skills of working online and in the ASEAN markets.





▲ 晉峰青年商會2021年會長陳曦曦表示，有中小企反映不了解政府支援到海外的計劃。（港媒攝）

LOCAL CHAPTER PROJECTS

JCI CITY LADY

2021 Hong Kong Professional Elite Ladies Selection



TACKLING PROBLEM(S)

There is perception in the society that women should focus on family and should give up their career and opportunities to pursue their own dream. We would like to promote gender equality and empower female to be leaders in the society by recognizing their excellence performance in career and social contribution and setting up role models to the society.

ROOT CAUSE

There is no vibrant ecosystem/platform recognizing female leadership, innovation, excellent performance and social contribution.



SUMMARY

The objectives and achievement of HKPELS 2021 are as below:

1.To deliver the message of "Soar Against Headwind" and encourage women to pursue their dream in the face of adversity.

2.To recognize women's achievement, leadership, excellent performance and social contribution.

3.To cooperate with different organizations and past awardees to create public impact and enhance the image of JCI and JCI City Lady with sustainable and stable branding.

4.To train up and inspire JCI City Lady members in all aspects of personal growth by connecting to external networks.

RESULTS

1) 9 awardees are selected this year with a total number of 88 ladies being recognized since 2011.

2) Build up collective powers by engaging awardees and partners, over 50% of all awardees participated in the 2021 Selection and show their support.

3) Increased recognition of our selection in the public and historical high application number was recorded this year.

4) Engaged government sector: Dr.Bernard Chan from CED, Equal Opportunities Commission Chairman Mr.Ricky Chu attended our events and showed support.

5) Over 50 corporates, local social brands and organizations participated in the 2021 Selection.



6) This year over 120 guests attended the opening ceremony under the situation of COVID-19.

7) Video of 4 past awardees sharing their inspirational stories have reached over 278,000 views.

8) Over 550 people involved in in-depth participation, including all the Digital Campaigns, Opening and Closing ceremony, Female Leadership Sharing and Service Day.



9) Overall 145 pieces of online +printed media coverage throughout the project. Including: Apple Daily, Oriental Daily, RTHK, Hong Kong Economic Journal, TVB, HKEJ, Sing Tao Daily, Ming Pao, Sky Post, Business Focus, Jessica Hong Kong , Capital, , Wen Wei Po, HKS Media, and other HK and international mainstream media . Over 3.5 million local and international audiences were reached.

10) Over 2,500,000 people reached in the MTR advertising video.

11) Over 1,000,000 people reached in the newsletter advertisement.

PARTNERS: 58

AUDIENCE: 3,500,000

MEDIA: 145

ONLINE REACH: 278,000

TOTAL FUND RAISED: HKD279,420

JCI TSUEN WAN

Children's Play Rights



TACKLING PROBLEM(S)

Since 2017, JCITW 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:

• 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 Nation's 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



ROOT CAUSE

• Children in Hong Kong are not getting enough outdoor playtime. Nearly half of the kids were taken to outdoor playgrounds fewer than four times a month, prompted the Hong Kong Society for the Protection of Children to warn against the detrimental effects on children's social, cognitive and physical developments.

• In this year, children cannot play outside due to the COVID-19 pandemic.

SUMMARY



Studying from UNICEF, Children's Play Rights, we learnt the importance of CRC (Convention on the Rights of Child, 1989). After conducting more research based on our society in Hong Kong, we believe it deserves a higher level of public awareness. Best way to do so are by educating parents and raise public awareness together with inter-organizations, and by encouraging parents to spare free play time for children. At the same time, we would also want local children to appreciate what they have by sharing facts that there are a lot of children in developing countries do not even get to play at all due to health care and war issues.

RESULTS

We successfully launched 3 programmes in 3 different directions. For the kids, due to the COVID-19 pandemic, they only can play in their home, so we organise a new event, "Make Your Own Game" Online competition, to let children unleash their creativity to make their own games/ toys and share online. On 26th June, we held a Award Ceremony to celebrate our awardees. For the parents, we started a YouTube Channel to make lots of video clips related to Children's Play Rights and invite different guests for sharing. The Channel more likely be an educational channel, to inspire parents how important to let children have free play time and health awareness. For the society, we did a questionnaire survey in July and successfully held a Press Conference to send a message to the public that we have made two-third Hong Kong children have one hour or more time to play.



PARTNERS: 31

AUDIENCE: 650+

MEDIA: 11

ONLINE REACH: 11,700,000

TOTAL FUND RAISED: HKD38,000

LOCAL CHAPTER PROJECTS

JCI LANTAU
Happiness Survey



TACKLING PROBLEM(S)

In response to the recent impact of COVID-19, JCI Lantau is trying to awaken the public's attention to a healthy life through a series of events in the "Living in a Healthier and Smarter World" series.

ROOT CAUSE

The pandemic lasted for over a year. While some are blindly using excessive hygiene products without considering potential consequences, some are at anti-pandemic fatigue and pretend to do just enough to please others.

SUMMARY

The series includes health talks, questionnaires, hackathon competitions on products analysis, and press conferences and awards ceremonies. We target to increase participants' knowledge of healthy living. We co-hosted a webinar with 1-Source Limited and World Green Organization. With the presence of Dr. William Yu (CEO of WGO), Mr. Russell Yau (Founder & CEO of 1Sourse Limited), and Prof. Lam Hon Ming (School of Life Science, CUHK). They shared with us various topics including the impact of anti-epidemic products on human health and the environment, how to avoid harmful substances in daily necessities, and relations between soybeans and healthy life.

The Survey is still in progress at the time of writing and is designed to raise awareness on healthy living and anti-pandemic fatigue.



PARTNERS: 3

AUDIENCE: 100

MEDIA: 145

ONLINE REACH: 1,000

TOTAL FUND RAISED: N/A

RESULTS

We raised awareness of healthy living and got to know deeper on product safety. We have delivered a message of the importance to pay attention to various areas to deal with all the difficulties we are faci

THANK YOU!

JCI Hong Kong 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 2021 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 in 2021.

EDITORIAL TEAM:



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2021 National Partnership and Sponsorship Affairs Commission Vice Chairman
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