

# Webinar:

Integrating Sustainable Development Goals into Corporate Sustainability

# Cross sector collaboration towards sustainable development

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### Remarks:

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# **Cross Sector Collaboration Towards Sustainable Development**



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**Leadership Council Member, SDSN Hong Kong** 



# The United Nations' Sustainable Development Solutions Network (UN SDSN)

- Operates since 2012 under auspices of UN Secretary-General to support implementation of Sustainable Development Goals (SDGs) and Paris Agreement on Climate Change through education, research, policy analysis and global cooperation
- 35 national and regional SDSNs (1200+ organisations from 100+ countries)
- Knowledge sharing and network building platform

### The Hong Kong Chapter of UN SDSN

- Co-hosted by The Hong Kong Jockey Club Charities Trust and The Chinese University of Hong Kong
- Collaborate to work towards SDGs in local context
- Share our experience to other networks over the world
- Build global network and outreach
- Join our network today! For more information, please visit <a href="http://sdsn-hk.org/en/">http://sdsn-hk.org/en/</a> or contact us at <a href="mailto:sdsn@hkjc.org.hk">sdsn@hkjc.org.hk</a>









































### The Trust is Recognised Globally Among Top Foundations

	Organisation	Founded	2018 Donations* (US\$)
1	Bill & Melinda Gates Foundation (USA)	2000	3.77 billion
2	Novamedia /Postcode Lotteries (Netherlands)	1989	882 million
3	The Walton Family Foundation (USA)	1987	596 million
4	Wellcome Trust (UK)	1936	579 million
5	Hong Kong Jockey Club Charities Trust (China)	1884	536 million
6	Ford Foundation (USA)	1936	516 million
7	Lilly Endowment (USA)	1937	500 million
8	The Robert Wood Johnson Foundation (USA)	1972	424 million
9	William and Flora Hewlett Foundation (USA)	1967	417 million
10	Oak Foundation (USA)	1983	357 million

<sup>\*</sup>Based on the figures in the annual reports 2018. HKJCCT's number represents donations in 2017/18 season Source: nfpSynergy, 2019. The full World Charity Donor List methodology can be found here: cityam.com/giving2019

# A More Strategic Approach to Create Broader and Deeper Impact...

While we continue to support a diverse range of projects, the Trust is evolving from a primarily "reactive, grant-approver" approach, to a more "**proactive**, social change catalyst" approach:



- 1. Develop thematic "house views", vision and objectives for donations along **the following focus areas**:
  - Youth
  - Elderly
  - Sports
  - Arts, Culture and Heritage\*



2. Increase donation on programme in addition to hardware

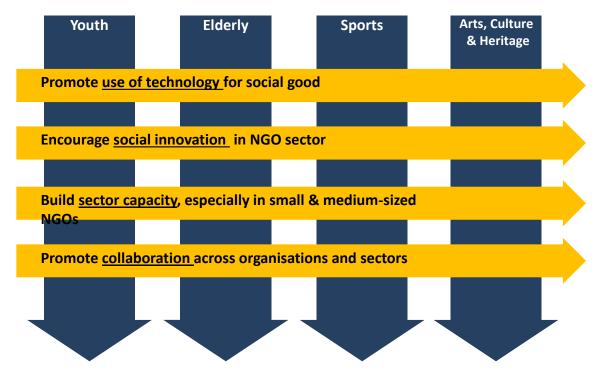


3. Increase donation to first-time grantees, and expand **reach** and support **capacity building** to more credible NGOs

# **Strategic Themes and Sector-Wide Strategies**

## 4 Strategic Themes:

4 Sectorwide Strategies:



# The SDGs

- The Trust's funded projects cover ALL 17 SDGs
- There is one we believe has very special meaning to our projects, and is key to create social impact



### **Encourage Effective Partnerships**

- •Collective wisdom and knowledge sharing
- Expertise
- Network / reach out to target segments
- Long term sustainability

Cross Sector Collaboration is Key



The Trust Initiated Projects Approach

**Case Sharing:** 

**Jockey Club Age Friendly City Project** 

# **Trust Initiated Projects Approach**

 We have created 14 TIPs, which are multi-year commitment to tackle complex social issues through cross sectoral collaboration

 The TIPs, covering various themes, each contributed to the multiple SDGs











Eoo/Think @x>

賽馬會運算思維教育
Inspiring digital creativity Downward 

Republic 
Repub











# Case Sharing: Jockey Club Age-Friendly City Project

- A 5.5-year TIP adopting a bottom-up and district-based approach to develop Hong Kong into an age-friendly city in partnership with four local universities, 18 District Councils, the government, NGOs, business sector and other community stakeholders
- The objectives of the Project are:
  - to build momentum in districts to develop an age-friendly community;
  - to recommend a framework for districts to undertake continual improvement for the well-being of our senior citizens; and
  - to arouse public awareness and encourage community participation in building an age-friendly city
- Selected as one of the 8 solutions to be presented in the Global Solutions
   Forum 2020 under United Nations' Sustainable Development Solutions
   Network
- Trust's donation: \$191 million









### Collaboration of Various Partners and Stakeholders

#### Hong Kong Jockey Club Charities Trust

#### Roles:

- Initiated, steered and set directions for the project
- Lined up all project partners and stakeholders to join hands in building an age-friendly city
- Gathered Government support to promote AFC and embed AFC concept in its policies
- Engaged and collaborated with District Councils and NGOs to enhance age-friendliness in each of the 18 districts
- Provided funding for various AFC activities and <u>programmes</u> led by NGOs and project partners.

# Advisory government, NGOs, an Roles:

Comprise: Convenor HKJC, members include representatives of the government, NGOs, and principal investigators of project partners

- · Provided advice and set directions for the project
- Endorsed a common framework for assessments, evaluations, reports and other relevant documentations
- Advised strategies on the project's publicity and public education

#### Media partnership

### Comprise: Various mass media and social media platforms Roles:

- Implemented citywide publicity and public education activities to promote age-friendly messages
- Produced TV and radio <u>programmes</u>, videos, advertorials on print and online media, received media interviews, which raised wide public awareness
- Launched official website and Facebook to enhance interaction with the general public in promoting agefriendliness

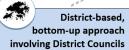
# Engagement with academia as Project partners

#### Comprise:

- CUHK Jockey Club Institute of Ageing, The Chinese University of Hong Kong
- Sau Po Centre on Ageing, The University of Hong Kong
- Asia-Pacific Institute of Ageing Studies, <u>Lingman</u> University
- Institute of Active Ageing, The Hong Kong Polytechnic University

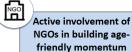
#### Roles:

- Provided comprehensive support for the 18 districts
- Conducted baseline and final assessment
- Organised ambassador training
- Supported district-based programmes organised by NGOs and the university partners



### **Comprise:** 18 District Councils **Roles:**

- Formulated three-year action plans on enhancing the age-friendliness of 18 districts with assistance of the Project partners
- Identified appropriate platforms in 18
   District Councils for ongoing
   discussion of age-friendly initiatives
- 18 districts have successfully joined the WHO Global Network for Agefriendly Cities and Communities
- Collected elderly's opinions at district level, identified age-friendly issues and proposed government to address and improve



Comprise: >70 NGOs and community organisations Roles:

~110,000 people

- Organised 120+ district-based programmes in accordance with baseline assessment findings, directly benefiting
- Trained ~2,260 ambassadors in 18 districts with assistance of the Project partners to convey the AFC message in the community



and <u>organisations</u> from the business and public sectors

#### Roles:

- Launched the Jockey Club Agefriendly City Partnership Scheme since 2018
- Collaborated with 4 major chambers
- Scheme sticker and certificates were given to companies or organisations which have adopted age-friendly practice(s)
- Special Awards were awarded to companies or <u>organisations</u> with outstanding performance on agefriendly practices, services and products



# Project Key Achievements (updated as of end April 2020)

**Building AFC** momentum in 18 districts

18

districts joined WHO AFC Network as members

(submit AFC good practices to WHO online database each year)

2,260+

**AFC Ambassadors** trained

~80

NGOs and community organisations engaged

128

district-based programmes approved

110,000

elderly people directly benefited Establishing evidencebased knowledge and good practices

11

programmes

programmes



68 programmes



67 programmes



53 programmes



37 programmes



30 programmes



Transportation & Employment

10 programmes



& Buildings

Developing crosssectoral collaboration network to promote AFC culture

**80+** 

companies / organisations participating in **City Partnership** Scheme

~5,000

Facebook fans

1,867,000+

Facebook reach

885,700+

general public participated in publicity and public education activities

# Project Key Achievements (updated as of end April 2020)



Pioneer Service Model with Great Impact



Capacity-Building for the Community



Knowledge Transfer and Community Legacy



Public Education to Raise Awareness

- Collaborative efforts of Government, district councils, academia, NGOs and the community to promote the concept of age-friendly city
- AFC concept adopted in the 2016 Policy Address stating that the Government will make continuous efforts to develop Hong Kong into an age-friendly city and promote active ageing.
- 18 districts have already joined the WHO Global Network for Age-friendly Cities and Communities
- 128 district-based programmes organised/ to be organised in 18 districts, directly benefiting over 110,000 citizens including older people
- Over 2,260 AFC ambassadors have been recruited and trained in 18 districts. More than 130 ambassador activities have been organised, engaging over 4,300 participants
- Set up platforms for ongoing cross-stakeholder partnerships
- AgeWatch Index for Hong Kong 2014, 2015, 2016, 2017 and 2018 have been completed
- Baseline assessment studies on age-friendliness conducted for 18 districts
- Three-year action plans for 18 districts have been prepared
- Some districts has already set up platform to collect the opinion of older people on community issues and their comments will be further reflected to respective DCs
- RTHK Radio 5, as media partner of the Project, has continued to incorporate age-friendly messages into its regular radio programmes
- JCAFC Facebook has been launched
- Jockey Club Age-friendly City Partnership Scheme, which aims to engage different stakeholders, including business community and public sector, to adopt age-friendly practices in Hong Kong, was launched
- Conducted AFC Public Forums to discuss possible solutions on the key observations coming up from the baseline assessment studies



# **Case Sharing:**

**COVID-19 Responses** 

# COVID-19 initiatives: The Club quickly responded to the COVID-19 challenge with a total commitment of HK\$346 million to support a series of initiatives



Agility: Supported the community to alleviate panic and provide essential services





Empowerment: Supported 219 partners to provide urgent support to community







Funded \$53 million of care packs and anti-epidemic packs for home-bound frail elders, persons with disabilities, disadvantaged families and individuals through a broad network of NGOs



Distributed **14.8 million surgical masks** to the community, incl. Hospital Authority, vulnerable groups, frontline care professionals, residents in subdivided flats, underprivileged people from ethnic minority communities, and patients with severe illness



Committed a total of \$100 million for the COVID-19 Emergency Fund to provide over 240 emergency grants to local organisations:

- To support urgent access to hygiene and protective supplies
- To support urgent access to safety and educational information
- To support urgent assistance to cope with disruptions



**\$150** million Community Sustainability
Fund to support non-subvented NGOs and sports organisations to carry out service programmes for those in need



Provide free mobile internet data bandwidth with \$42.68 million to over 102,000 underprivileged primary and secondary school students to facilitate online learning during the school closure period via mobile SIM card



Further facilitated provision of free Zoom licenses to enable video conference online learning for over 700 schools for 4 months



# Looking ahead...