

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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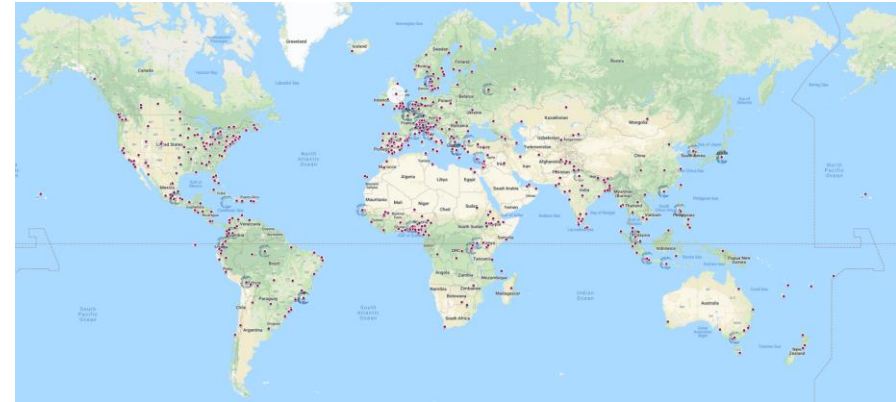
香港賽馬會

The Hong Kong Jockey Club

同心同步同進 RIDING HIGH TOGETHER

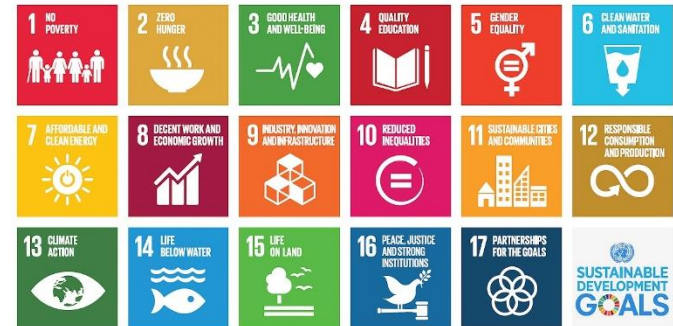
The United Nations' Sustainable Development Solutions Network (UN SDSN)

- 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 <http://sdsn-hk.org/en/> or contact us at sdsn@hkjc.org.hk



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

*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

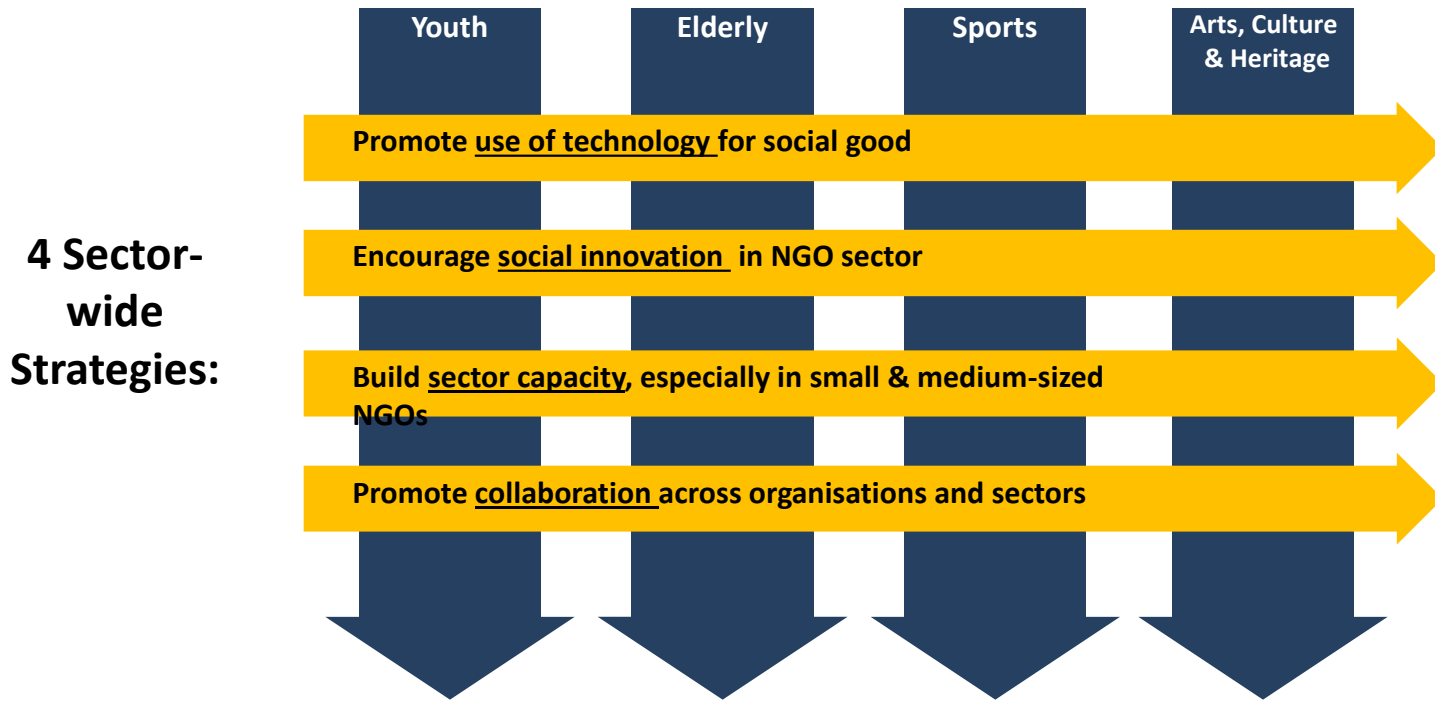


3. Increase donation to first-time grantees, and expand **reach** and support **capacity building** to more credible NGOs

*Added in 2016

Strategic Themes and Sector-Wide Strategies

4 Strategic Themes:



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

SUSTAINABLE DEVELOPMENT GOALS



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

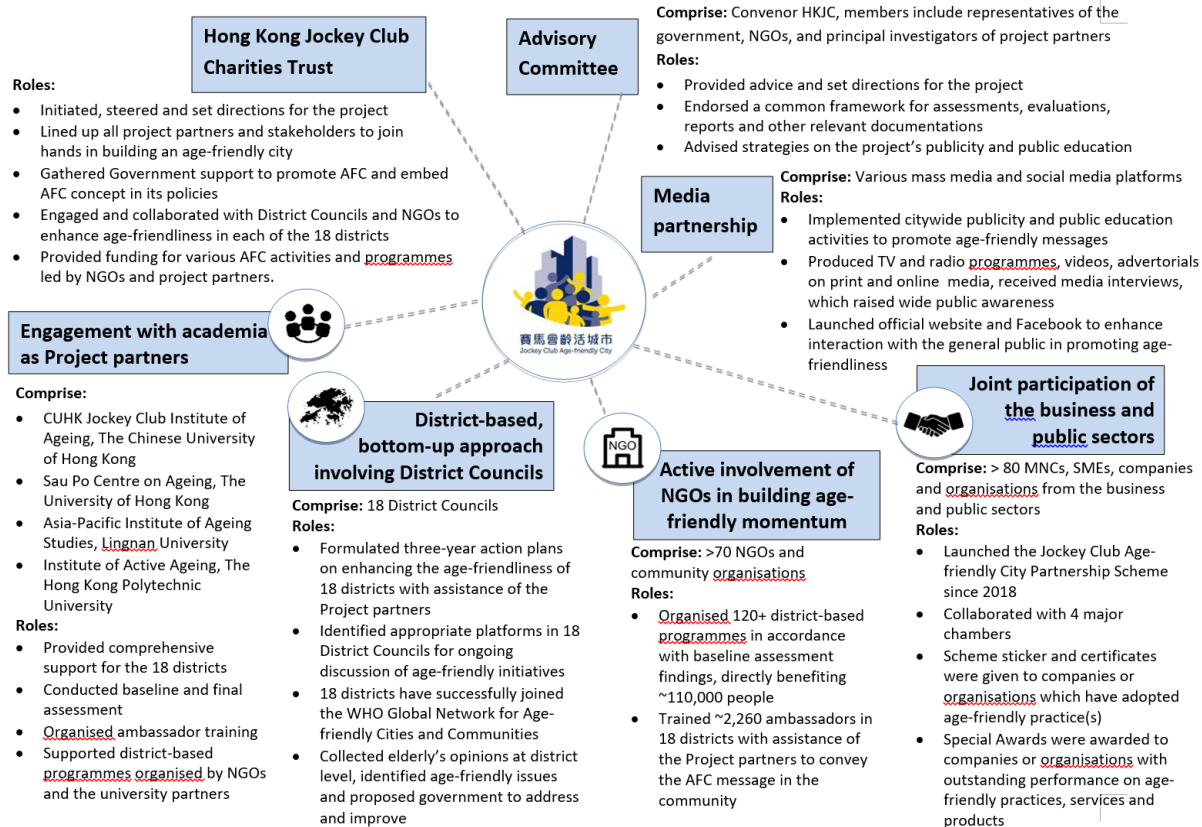


Case Sharing: Jockey Club Age-Friendly City Project

- 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



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

Developing cross-sectoral 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

~80
NGOs and community organisations engaged

128
district-based programmes approved

110,000
elderly people directly benefited

Establishing evidence-based knowledge and good practices

71 programmes

Community Support & Health Services

68 programmes

Respect & Social Inclusion

67 programmes

Social Participation

53 programmes

Communication & Information

37 programmes

Housing

30 programmes

Civic Participation & Employment

11 programmes

Transportation

10 programmes

Outdoor Spaces & Buildings

Project Key Achievements (updated as of end April 2020)



- **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

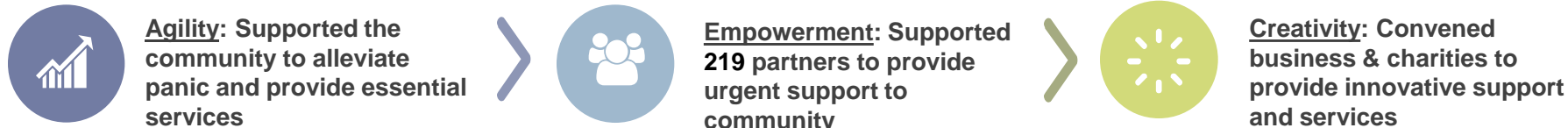


- **RTHK Radio 5**, as media partner of the Project, has continued to incorporate age-friendly messages into its **regular radio programmes**
- **JCAFC Facebook** has been launched
- **Jockey Club Age-friendly City Partnership Scheme**, which aims to engage different stakeholders, including business 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



✓ 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-subsented 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...