

Webinar: Integrating Sustainable Development Goals into Corporate Sustainability

Social entrepreneurship and corporate engagement

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Remarks:

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Social entrepreneurship and corporate engagement

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Hong Kong Council of Social Service



Hong Kong Council of Social Service

- A federation of social service agencies of Hong Kong

Establishment (1947)

- with the aim to plan and coordinate large scale relief works and social welfare after the Second World War
- In 1951, we became a statutory body under the ordinance, chapter 1057

Today (2020)

- HKCSS represents more than 460 Agency Members
- provides quality social welfare service through our 3,000 operating units in Hong Kong

Social Enterprise Business Centre

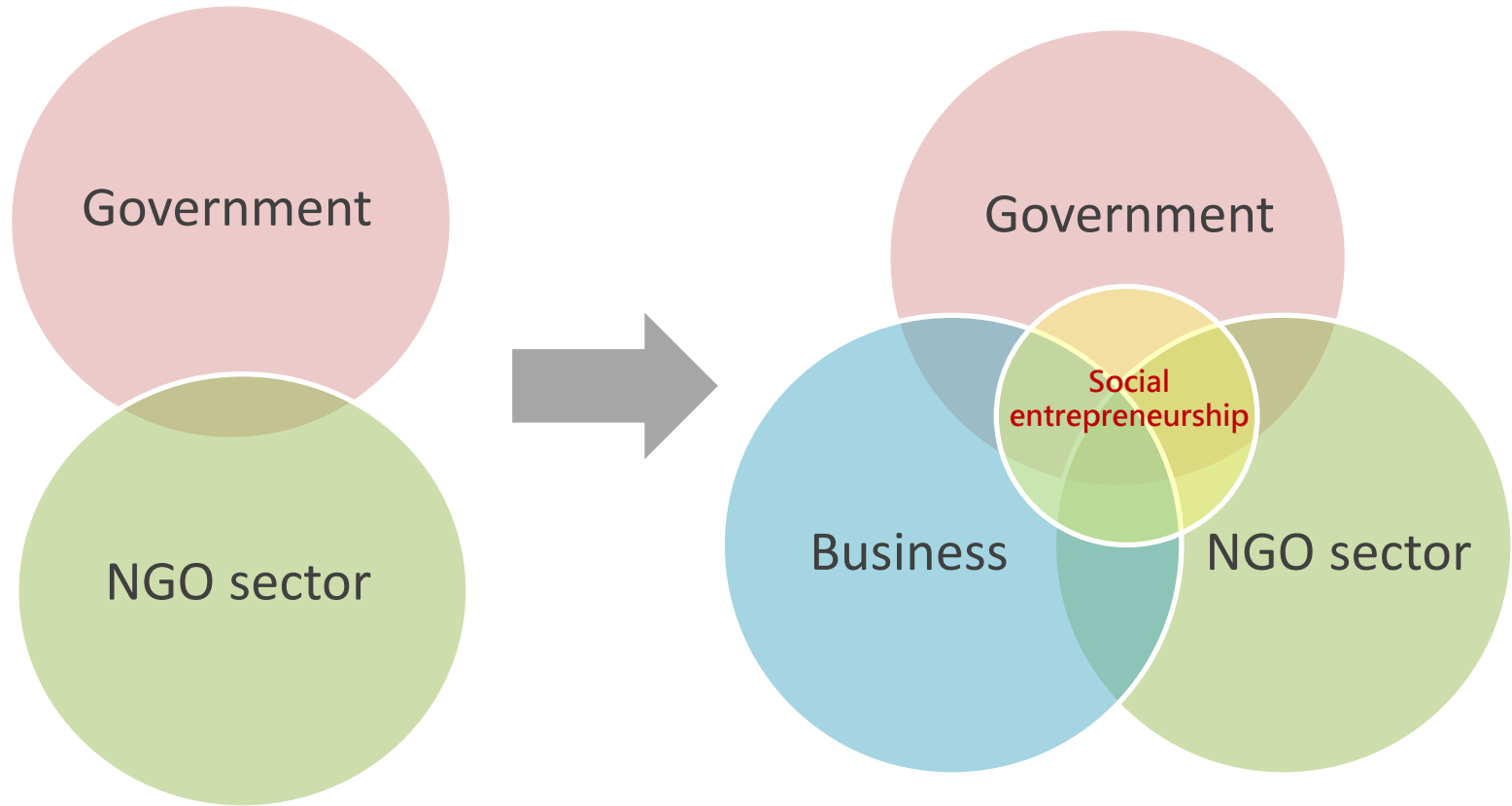
- grant management / social investment / incubation / social procurement / R&D and knowledge transfer



Today's agenda

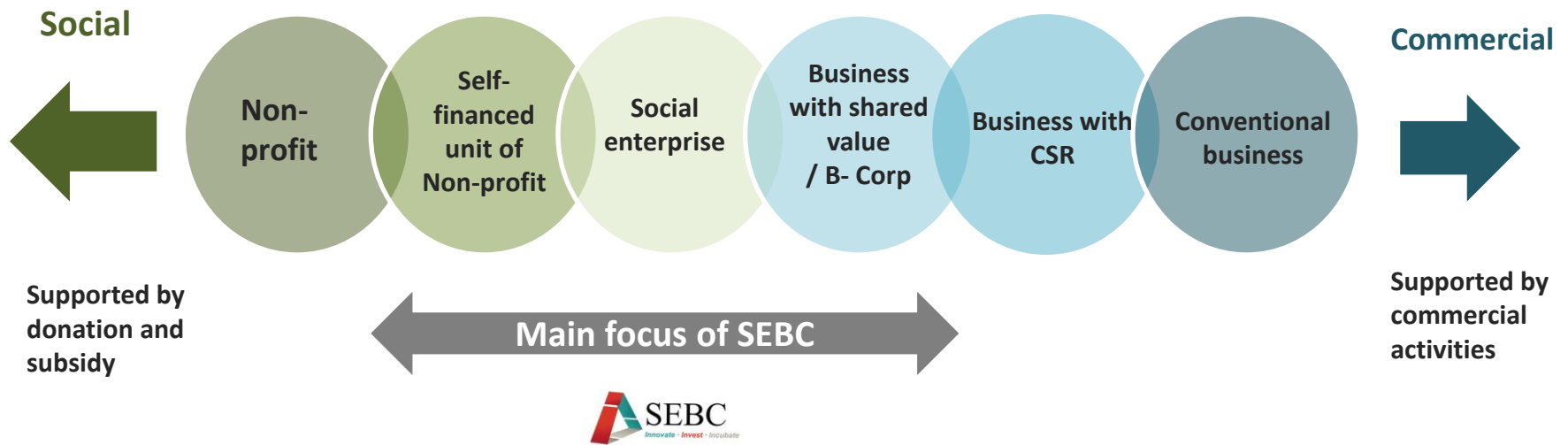
- What is Social Entrepreneurship
- From CSR to CSV
- How social entrepreneurship related to your business? – responsible consumption and business with social objective

Change of Roles in Social Service Delivery



What is Social Entrepreneurship?

Recognizing **social problems** and achieving a **social change** by employing **entrepreneurial principles, process and operations.**



Non-profit driven SE



Profit making SE



green monday

每週一素

活出健康、環保、低碳綠色生活



Culture Homes 文化村 X 軟餐學堂 呈獻

軟餐學堂

帶領軟餐新潮流

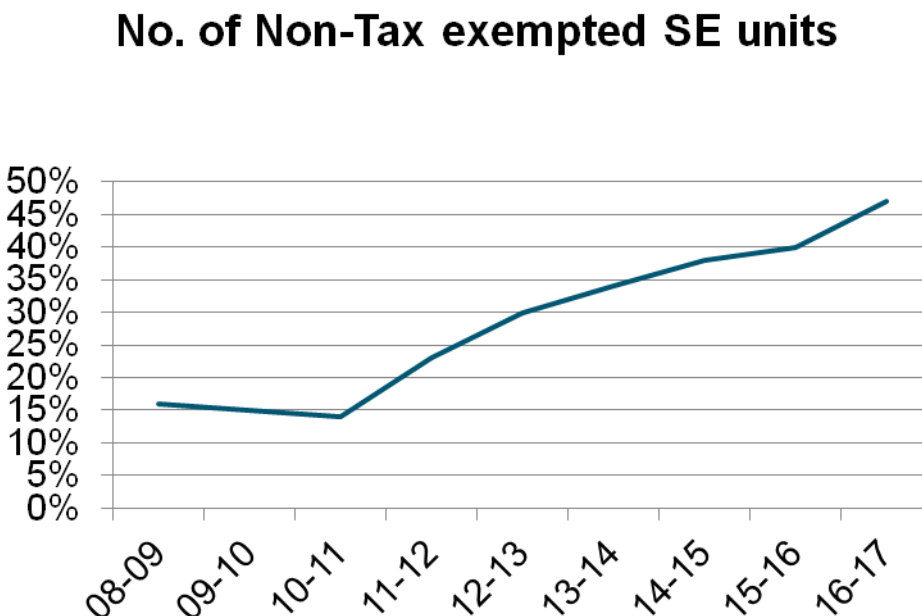
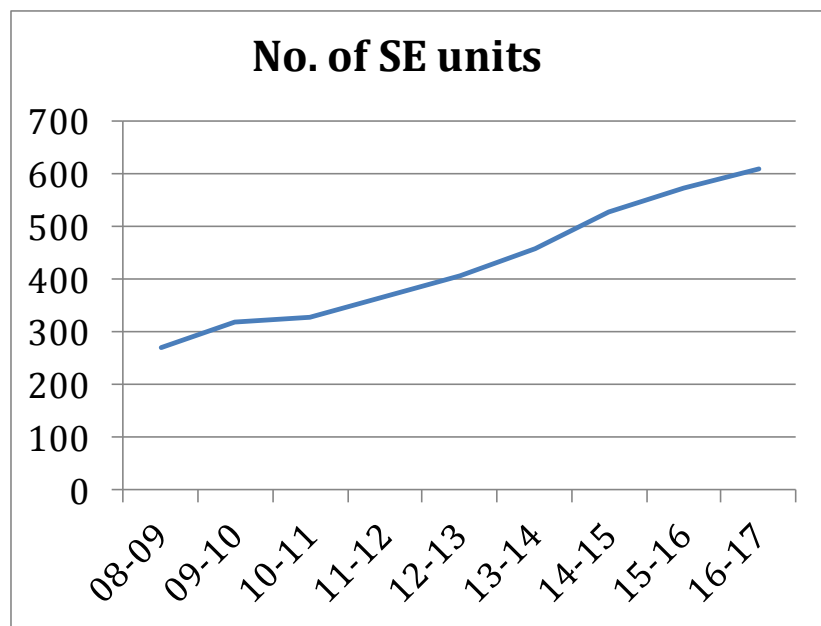
港式燒味
菜遠切雞飯軟餐製作班

強勢回歸

The graphic features a white circular logo with a heart and a chef's hat. To the right, there's a cartoon illustration of a chef and two children in a kitchen. Below that is a bowl of food with green vegetables and yellow slices. The text is in various colors and fonts, including a yellow speech bubble with '強勢回歸'.

Non-profit SE vs profit-making SE

	08-09	09-10	10-11	11-12	12-13	13-14	14-15	15-16	16-17	17-18
Total no. of social enterprise projects	269	320	329	368	406	457	527	574	610	654
Mother organization was not tax exempted (%)	16%	15%	14%	23%	30%	34%	38%	40%	47%	51.2%

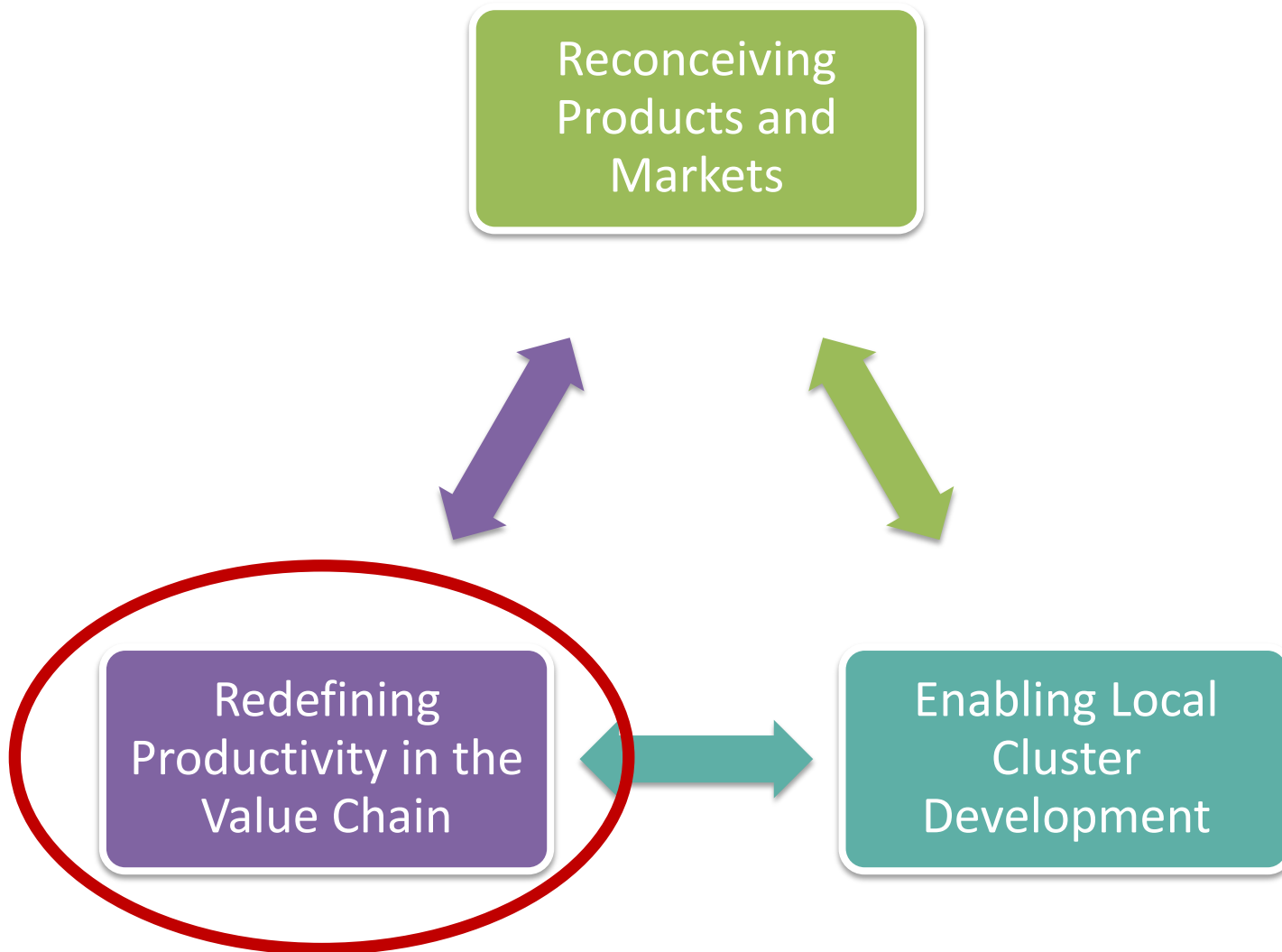


From CSR to CSV

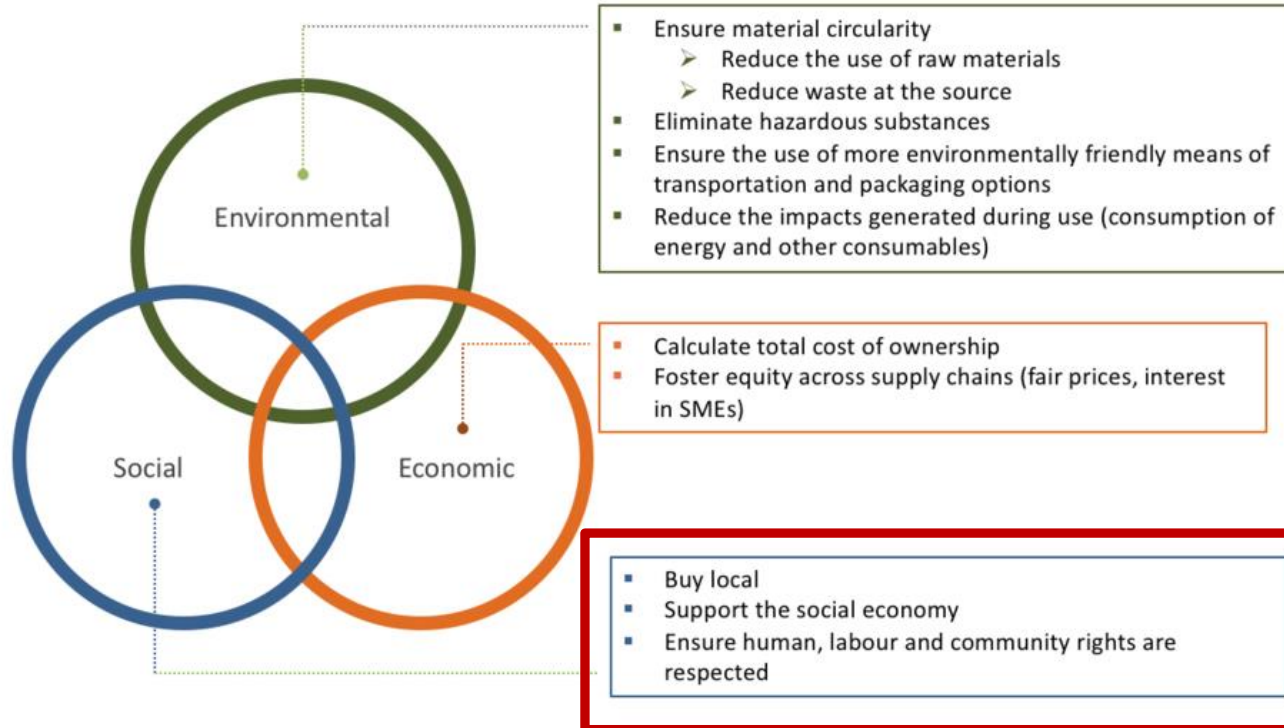


Shared Value is different from traditional CSR





Responsible consumption and procurement



Source: ECPAR

<https://www.ecpar.org/en/sustainable-procurement>

Buy Social – local made, fair-trade, organic

- Consider products of higher social value
- Consider other criteria (e.g. employment of disadvantaged staff, eco-friendly operation etc.) for your vetting other than 'price' only
- Expand your vendor list by including social enterprises and local businesses
- Turn 5% of your daily consumption is good enough



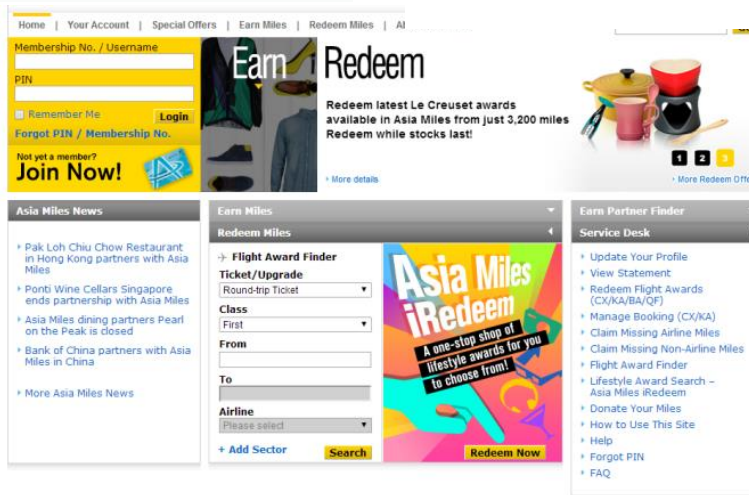
香濃港心意！「香港好手信」由社聯、香港半島酒店及三間本地社企同心策劃，為您送上創意祝福，與本地弱勢社群同享幸福滋味！



[SE Directory: https://www.socialenterprise.org.hk/en](https://www.socialenterprise.org.hk/en)

[Good Goods: https://www.goodgoods.hk/zh-hant](https://www.goodgoods.hk/zh-hant)

Social enterprise coupon



- Corporate gifts to customers and staff
- 200+ social enterprises and fair-trade organizations benefited
- Cover a wide range of products and services such as catering, retail, personal care (e.g. beauty and haircut), medical services, education programme etc.

<https://www.goodgoods.hk/en/content/ses-gift-certificate>

Good Goods SE sales platform - Over 100+ corporate customers



Good Goods: <https://www.goodgoods.hk/zh-hant>



Overseas experience vs HK context



for a Better World



Social
Enterprise UK



Department for
Digital, Culture
Media & Sport

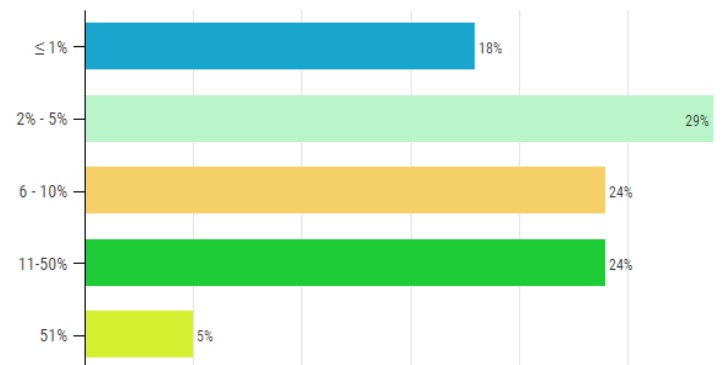
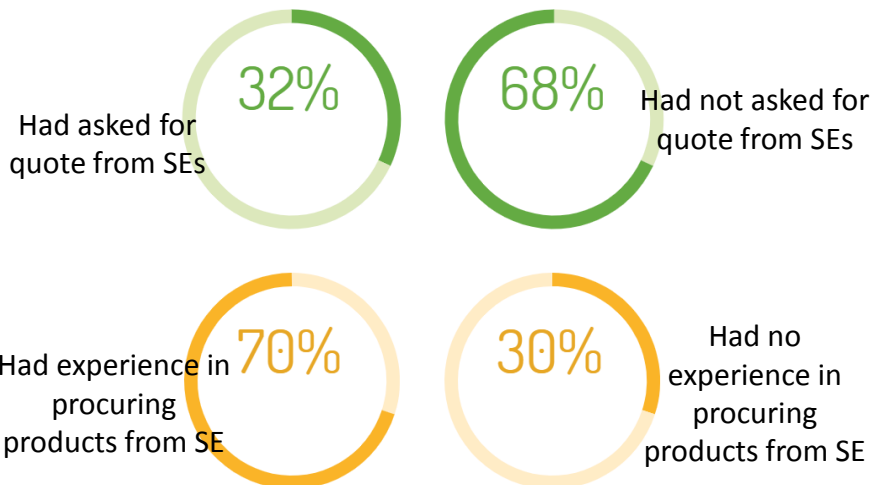
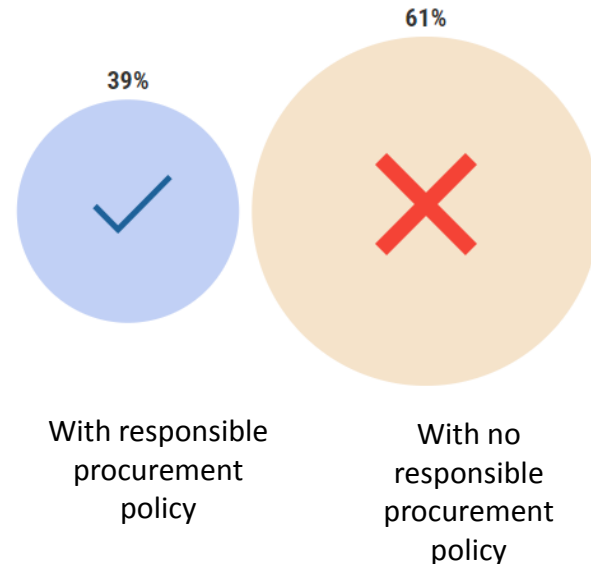


“The **Social Value Act** can help us to improve the quality of public services, achieve wider **benefits for the community** and get the **greatest value for every pound of public money**”

Minister for Civil Society, 2017

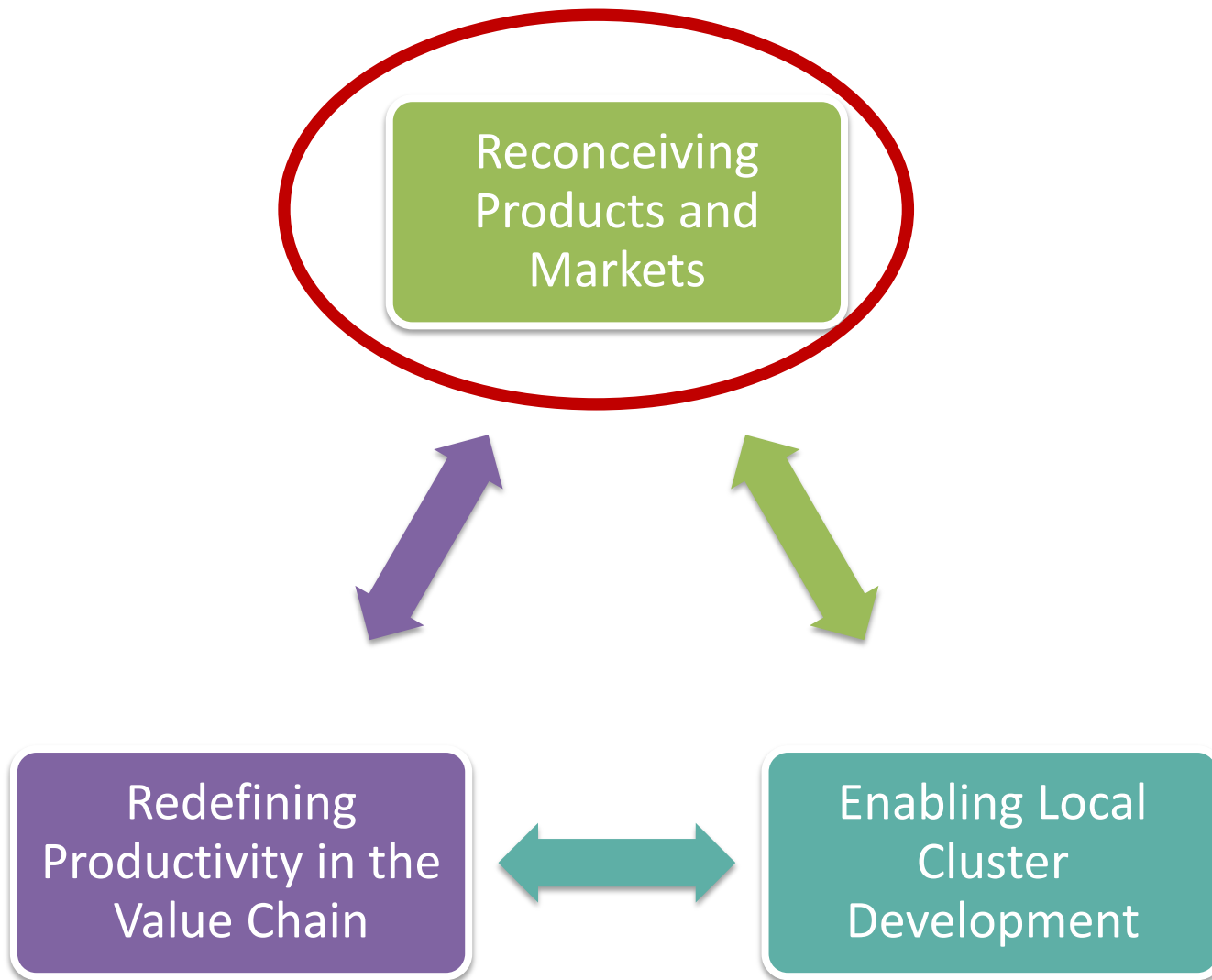
Overseas experience vs HK context

- A survey on social procurement has been conducted between May – Jun in 2019 by SEBC, HKCSS
- 196 companies and public utilities have been surveyed
- Majority of them have heard about the concept of social enterprise. 70% had experience in procuring SE products or services, but about 70% has not asked for quotation from SEs.
- SE procurement mostly constituted 2-5% of total consumption of the whole company



SE consumption constitutes mostly 2-5% of total consumption of the whole company

Source: <https://socialenterprise.org.hk/en/content/result-survey-social-procurement>



Example: care food for elders and people with swallowing difficulties



- Increasing no. of aged population and limited suitable products available in market
- Raising demand of decent food for elders and people with chewing and swallowing difficulties
- Some corporations have revamped their businesses and introduce new products for this special target group – e.g. Culture Home 文化村, Nine to Five (under Kerry group) etc.
- Incorporate social mission into mainstream business



<https://www.socialenterprise.org.hk/en>

<https://socialinnovation.org.hk/en/>

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Thank you