

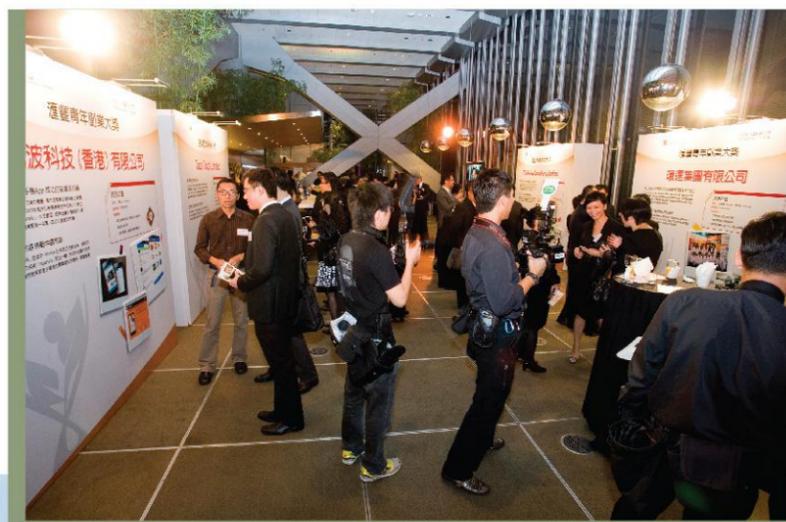
HSBC Youth Business Award

滙豐青年創業大獎



Acknowledging business potential

An app that attracts over one million worldwide smartphone users connecting over 20,000 online forums; a clinic that promotes physical health fusing traditional Chinese medicine with a modern management style and a restaurant that provides authentic and quality Mexican snacks at affordable prices. These are just three of the great achievements of innovative and pro-active young enterprises.



The HKFYG launched the first HSBC Youth Business Award solely sponsored by HSBC Business to recognise young entrepreneurs. This year, five outstanding youth businesses were selected out of over 80 remarkable applications. The public was encouraged to engage in the exciting award by voting online.

The winners were awarded a total of HK\$200,000 in cash, trophies, free magazine advertisements and online search marketing services. The Gold Award Winner will also enjoy a free trip to attend the HSBC International Insights Event for SMEs 2012 in London.



肯定營商成果

連繫世界各地超過二萬個網上論壇和過百萬手機用戶的智能手機應用程式、結合傳統中醫與現代管理模式的中醫診所、提供大眾化墨西哥菜式的食肆……要數青年企業的創意和鬥志所帶來的成就，又何止這三個？

香港青年協會主辦，滙豐中小企業全力策動的「滙豐青年創業大獎」，正是旨在嘉許青年企業。是年，五間優秀企業從逾80份具水準的申請中脫穎而出。此外，透過公眾網上投票，亦選出「網上最具人氣企業大獎」，進一步推動創業文化。

得獎公司獲得總值港幣20萬獎金及獎盃、免費雜誌廣告及網上搜尋推廣服務；金獎得主更獲機會出席滙豐在倫敦舉辦的國際中小企交流峰會2012，與各國中小企分享營商之道。



“Born and raised in Hong Kong, it's a fabulous experience to be involved in this meaningful Award. Thanks so much to the HKFYG and HSBC Business for enabling us to share our work with other entrepreneurs and the public.”

Quoord Systems Ltd., Gold Award Winner

「作為土生土長的香港創業家，我感謝青協及滙豐中小企業舉辦是項大獎，肯定了我的努力，亦讓我們有機會與本地其他青年企業家和媒體分享創業故事。」

金獎得獎公司 尼波科技(香港)有限公司



Sole Sponsor	HSBC Business
Supporting Organisations	Support and Consultation Centre for SMEs, Trade and Industry Department, Hong Kong Trade Development Council
Professional Consultant	Hong Kong Productivity Council
Media Partner	iMoney Magazine
全力策動	滙豐中小企業
支持機構	工業貿易署中小企業支援與諮詢中心、香港貿易發展局
專業顧問	香港生產力促進局
媒體伙伴	iMoney 智富雜誌

Life Banking

人生理「才」計劃



Preparation and planning for the future

“What should I write on my CV?”

“How can I perform better in an interview?”

“Why does it matter when I am just 10 minutes late for work?”

These are questions students frequently ask as they enter the world of work. Some of the issues are unfamiliar, as they have little experience of job related requirements.

The Life Banking Project aims to improve the competitiveness and employability of young people by teaching them about career planning and giving them the necessary tools to make the transition from school to work, especially in the area of planning and making choices.

The Project is comprised of two activities. “Working Reality” gives secondary school senior students a taste of a real workplace, by requiring them to set up a small business of their own. They then have to conform to the required responsibilities and attitudes. Since July 2011, over 2,000 students from 15 schools have been served.

“Job Shadowing” gives 30 senior students an opportunity to experience a real work environment by working for four days in three partnership companies. They have to work as normal employees in different areas, including taking minutes to making cold calls, all under the mentorship of the company staff.



準備就緒、規劃未來

「履歷表上要寫甚麼？」

「見工時有甚麼要注意的地方？」

「遲上班才10分鐘有甚麼要緊？」

這些都是學生初次接觸工作世界時會面對的問題。事實上，他們根本甚少面對和工作相關的要求，難免感到無從入手。

有見及此，青協青年就業網絡為高中學生設計了「人生理才計劃」，旨在透過一連串的生涯規劃活動，提升其競爭力及就業能力，以作出最適切的就業選擇，順利走過「從校園到工作世界」這個轉變階段。

計劃由兩個活動組成。「Working Reality」把工作世界的現況帶入中學，讓中五學生模擬創業、營運、招聘等過程，了解甚麼是就業需要及就業能力。由2011年7月起，已有來自15間中學的2,000多名學生獲得這寶貴體驗。

「影子計劃」則讓30位高中學生在暑假期間，到三家公司實習四日。在「一師友一學生」的配對下，他們要執行不同職務，如撰寫會議紀錄、聯絡潛在客戶等，零距離地感受工作的現況。

“This is a programme that not only benefits placement students, but our staff as well. It gives us a golden chance to work with youngsters and get a lot of innovative ideas from them. It is really interesting.”

Ms. Vivien Hui, Assistant Training Manager,
Human Resources & Administration, Ricoh Hong Kong Ltd.

「這個計劃不僅幫助了高中生，我們的員工同樣受惠。能夠和青少年一同工作，從他們的創新思維獲得啟發，實在是難能可貴的機會。」

理光（香港）有限公司
人力資源及行政部助理培訓經理 許嘉達小姐

Funder

Working Reality: Love Ideas, Love HK

Supporting Organisations

Job Shadowing: Ricoh Hong Kong Ltd., Vanda Group, CITIC Telecom International CPC Ltd.

贊助機構

Working Reality：李嘉誠基金會香港仁愛香港計劃

支持機構

影子計劃：理光（香港）有限公司、中聯電腦服務（香港）有限公司、
中信國際電訊（信息技術）有限公司

The HKFYG Organic Farm

香港青年協會有機農莊



Growing for health

Is eating “organic vegetables”, living a “low carbon lifestyle” and believing in “sustainability” simply a fashion statement of the middle class?

The HKFYG Organic Farm believes everyone in the community can live a green life once they have the chance to learn more about organic farming as a means to environmental protection and sustainable development. This is one of the aims of the Organic Farm, to liaise with partners in different sectors and promote an “organic message” to the whole community.

With support from different organisations and corporate partners, children and youth from ordinary families have had the opportunity to get their hands dirty with actual farming. Our partners not only support us financially, but also recruit their staff as volunteers to lead activities, especially for children from deprived families.

Big shopping malls such as Langham Place also help to promote organic products. The promotion of Organic Daikon Cakes for Chinese New Year and Organic Strawberries for Valentine’s Day helps popularise organic products to the public.



栽種健康生活

享用「有機蔬菜」、追求「低碳生活」、相信「可持續發展」，是否中產階級的專利而已？

香港青年協會有機農莊相信，只要有機會了解有機耕作對環境保護和可持續發展的重要性，每個人都可以過一個綠色生活。在過去幾年，農莊一直以此為己任，並成功連繫各界合作伙伴，向社會宣揚有機訊息。



在不同團體和企業伙伴的支持下，許多來自普通家庭的兒童和青少年都來到農莊，得到了親身體驗有機耕作的機會。除了提供資助，各伙伴更招募員工義務為來自低收入家庭的兒童主持活動，讓他們感受到人間有情。

大型商場如朗豪坊，也協助推廣青協有機農莊的有機產品。我們在農曆新年推出的有機蘿蔔糕，以及在情人節推介的有機草莓，均透過商場接觸市民大眾，而且大獲好評。

“I learnt a lot at the Organic Farm despite the heat on the activity day. I will not waste food anymore after seeing the farmers working so hard to grow us vegetables. I also realise that I can help save the earth with good daily habits!”

Yin, Programme Participant

「雖然活動當天很熱，但帶給我很多感受：農夫們為我們辛苦地種出蔬菜，我一定不會再浪費任何食物了；導賞姐姐的分享則讓我明白到，原來只要從生活習慣著手，就可以成為保護地球的一分子。」

活動參加者 賢仔

Sponsors

Musketeers Education and Culture Charitable Foundation Ltd., Mr. Shek Kang-chuen, The Lanson Foundation, The Verdant Foundation Ltd.

Partners

The Goldman Sachs Group, ING, Garnier, Del Monte, U Magazine, Langham Place, Amway, World Wide Fund for Nature Hong Kong, Shek Kip Mei Estate Management Advisory Committee, Tsuen Wan District Board

贊助

同心教育文化慈善基金會有限公司、石鏡泉先生、The Lanson Foundation、翠菊基金有限公司

伙伴機構

高盛集團、ING、Garnier、地捫、U旅遊周刊、朗豪坊、安利、世界自然基金會香港分會、石硤尾邨屋邨管理諮詢委員會、荃灣區議會

Lunar New Year Bazaar Award Scheme

營「宵」有道獎勵計劃

Developing business potential

On this occasion, even the crowds cannot dampen the smiles and enthusiasm. It is Chinese New Year and Victoria Park is packed; packed with people, packed with stalls selling everything from T-shirts, accessories, table-lamps, flowers ... in fact, selling everything to entice even the most seasoned buyer.

The "Lunar New Year Bazaar Award Scheme" is the flag ship event of "LiveWIRE". Founded by the Shell Group to enhance young people's entrepreneurial spirit, LiveWIRE is an international social investment programme set up in Hong Kong in 2002 and jointly organised with the HKFYG. This past "Lunar New Year Bazaar Award Scheme" saw 12 teams competing against each other, while putting their business knowledge in practice.



提供創業實戰平台

此時此刻，人人都滿臉笑容，充滿節日情懷。在期待已久的農曆新年，維園年宵市場水洩不通，擠滿了人、密鋪了各類攤位：賣T恤的、賣佩飾的、賣鐘表的、賣年花的……

「營『宵』有道獎勵計劃」是「創業奇兵」的焦點活動項目。「創業奇兵」是一項國際性社會投資計劃，由蜆殼集團創立，2002年引入香港，並與青協合辦。2011年共12隊中學及公開組隊伍參加「營『宵』有道」，籌組及營運年宵攤位，在維多利亞公園互相比併，同時累積創業經驗，增潤營商智慧。

"The Award provided the opportunity to receive media coverage through interviews. Seeing our products on TV was a great satisfaction and I hope it brings in the business!"

Yip Cheuk-yin,
a member of the Champion Team (Open Section) 2010-2011

「透過『營宵有道』第一次接受媒體採訪，見到自己及作品在報紙及電視上出現，是一份無價的認同！」

2010-2011年公開組大獎得勝隊伍成員
葉卓賢

Sponsor and Co-organiser
贊助及合辦機構
Shell Hong Kong Ltd.
香港蜆殼有限公司

Shepherd's Dream

少年牧羊人尋夢之旅

Discovering talents

It is not always easy to know what to do after graduating from secondary school. How about becoming a photographer? Or finding the motivation to become a positive contributor to the workplace?

The HKFYG Jockey Club Cheung Wah Youth S.P.O.T. launched a two-year employment project in North District whereby over 130 15-24 year olds referred by schools were matched with corporate volunteer mentors. With over 50 hours of job training, 10,000 hours of on-job guidance and 190 job placement opportunities, 50 job vacancies have now been filled.

Completed in December 2011, those who participated developed good working habits and became more confident. Over 70% said that they had found their career paths and decided to continue studying or pursuing employment. Together, they have established a mutual support group, the "Shepherd's Dream Committee".



發掘潛能與夢想

許多中學畢業生都對前路茫然失措。有沒有打算成為專業攝影師？或最起碼做個敬業樂業的職場新人？

北區「低學歷、低動機」的青少年就業問題一直備受關注，有見及此，青協賽馬會祥華青年空間舉辦了為期兩年的關注青少年就業計劃項目。超過130名由學校轉介的15-24歲青少年，透過多間伙伴機構合共提供逾50小時工作訓練、10,000小時在職指導、190個工作實習機會及50個職位空缺。

計劃已於2011年12月完成，參加者均建立了自信心及正面工作態度。超過七成的參與青少年已找到人生方向，繼續於升學及就業上發展；另外，他們亦成立了「少年牧羊人同學會」，發揮互相支持、關懷社區的作用。



"There is a strong relationship between student development and academic results in our society. However, this project helps those who are not academically inclined, by telling them that they are important too. I appreciated this project as it assists many of our students to develop their potential based on their talents and dreams. I think joining this project was really a turning point for many."

Mr. Chan, Teacher, Caritas Fanling Chan Chun Ha Secondary School

「這個社會常把分數跟學生的成長掛勾，但這個計劃卻是以『沒有不好，只有不同』這個概念去幫助我們的學生。其實只要因材施教，便能讓他們發展他們所想的，參與這個計劃正是能帶給他們改變的轉捩點。」

明愛粉嶺陳震夏中學 陳老師

- Funders** Community Investment and Inclusion Fund, Labour Department
- Partners** Hung Fook Tong Holdings Ltd., DCfever.com, Baby-Kingdom.com Ltd., Sofamark Ltd., Kuka Home Ltd., Jebson & Company Ltd., Wine Kiosk Company Ltd., Goldex Technology Ltd., Hong Kong Automobile Association, Caritas Fanling Chan Chun Ha Secondary School
- 資助機構** 社區投資共享基金、勞工處
- 伙伴機構** 鴻福堂集團有限公司、DCfever.com、親子王國有限公司、梳化倉有限公司、顧家香港、捷成洋行有限公司、葡萄亭有限公司、圓方科技有限公司、香港汽車會、明愛粉嶺陳震夏中學

Start the Engine

「職場」接班人



Facilitating employability

In the deep of night, when most people are fast asleep, there are a few who burn the midnight oil or surf the Internet. There are others still who, under cover of darkness, are preparing their futures.

A one-year project called “Start the Engine” was launched in August 2010 by the HKFYG Extended Services for Young Night Drifters. Designed for those young people who have little self esteem, low

motivation to work, who lack of life goal and who could have deviant or delinquent behaviour, the purpose is to spur them onto something positive.

These young night drifters have been approached by social workers in parks, street corners and other public areas, often after midnight. With the help of mobile technology and I.T. equipment, they learn how to look for jobs, write their resumes and even create personal videos to learn interview skills. Then invited to join Project's Facebook account, these young people are now connected and so can receive up-to-date vocational information. The Project successfully assisted 95 young night drifters to improve their working motivation and facilitated their employability.



強化就業動機和能力

夜已深，多數人都在呼呼大睡，也有些人在挑燈苦戰或漫遊網絡世界。但原來，月光下，還有一群年輕人在努力裝備自己，夢想一個更加美好的未來。

青協深宵青年服務於2010年8月舉辦為期一年的「職場接班人計劃」，針對低學歷、低動機及欠缺生活目標的深宵青少年，提升他們的就業動機及個人能力，強化他們正向發展的機會。

深宵外展社工於深宵時分到區內公園、街角及不同的休憩場所接觸有關青少年，透過流動數碼科技器材，協助他們製作個人履歷短片或一般履歷表，並為他們提供模擬面試訓練；進而指導他們使用勞工處的職位搜尋器、及鼓勵他們加入本計劃的網上交友平台，登記成為職場接班人，以定期接收最新就業資訊。計劃成功協助95名深宵青少年提升就業動機及求職能力。



“The service gave me hope, I learnt how to use Internet resources to look for jobs and more than that, I learnt what was necessary to find employment. My self confidence and hope in the future has definitely increased.”

Yan, Participant

「這次活動令我學會如何使用網上工具求職，並讓我更深一層了解求職所需的準備，增強了我的自信心。」

參加者 嘉茵

Funder Digital Solidarity Fund

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