

**SPECIAL  
PROGRAMMES  
AND PROJECTS**

## 2014 CHINA WEEK

In early summer every year, the Federation organises **China Week**. This year, the focus was on the development of China's rail network. The aim, as with all China Week programmes, is to enhance young people's understanding of Chinese history and culture through activities outside the classroom.



In May and June 2014, 46 teams of 201 young backpackers undertook sponsored train journeys of between four to ten days all over Mainland China. They focused on how China's development, culture and modern history heavily relied upon its rail network.

On their return, they shared this great adventure through photos, videos and talks before a Concluding Symposium which was held on 3 July 2014 with the Hon. Tsang Tak-sing, GBS, JP, Secretary for Home Affairs, as Guest of Honour. Guest speakers included Mr. Zhou Li from the China Railway Corporation, Mr. Shek Kang-chuen from the Hong Kong Economic Times and Mr. Chan Wai-tong, from RTHK's Cultural Heritage Programme.

Over 400 secondary school students and participants attended the event and some of the travellers' teams visited schools to share what they learned.

## CO-CREATE HONG KONG



Co-create Hong Kong is a unique city-wide project that engages thousands of young people in a collective partnership that highlights their creative and positive energy for Hong Kong. The project included four main programmes:

"Very Hong Kong", a Photo and Short Film Competition where young people used visual media to capture heartfelt and poignant features describing what Hong Kong meant to them.

"Dancing for Hong Kong", a Dance Competition and Carnival where young people of different abilities and backgrounds danced together fostering social cohesion and inclusivity in the promotion of a caring community.

"Animating Hong Kong", Animation Workshops and Contest where young people demonstrated their creativity and sense of humour and joy in today's competitive environment.

"Singing Up Hong Kong", a Concert involving local and overseas songwriters, and singers singing greetings and blessings for Hong Kong.

The project engaged around 7,000 young people to share their creativity and passion with an audience participation of over 13,000,000 through different social media.



## MEMBERSHIP DRIVE

To connect and engage the enormous pool of members and volunteers, the newly formed Membership and Volunteer Unit initiated different membership and volunteer drives and campaigns. As of 31 March 2014, there were 397,109 members recorded, of which 21,407 are new. A new membership card and bonus point scheme was launched this year, with the card now reduced to the size of a keychain, and in black instead of orange. More significantly, a unique QR code on each card indicating membership number was introduced which allows members to earn bonus points by using the card. The bonus points can then be redeemed, either for gifts or price reductions.

A new membership portal, 'easymember.hk' (formerly 'uPortal') and e-newsletter was also launched. The new design of easymember.hk makes it simple, neat and easy to use with more functions including checking the balance of bonus points. The e-newsletter is also more stylish with the aim of attracting members to use online channels and social media.

Apart from online platforms and channels, the bi-monthly *Youth S.P.O.T. Magazine* with a circulation of 35,000 copies, was also published to strengthen communication with the members. The magazine continues to feature a wide range of topics that interest young people, and gives them the opportunity to express their thoughts and opinions.



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## NEIGHBOURHOOD FIRST



NEIGHBOURHOOD First is a community building project which incorporates youth leadership training, volunteer services, online connectivity and regional collaboration. Young people formed over 100 NEIGHBOURHOOD Teams and carried out various kinds of caring projects, with the support of The Community Investment and Inclusion Fund (CIIF), The Hong Kong Jockey Club and many other partners.

### NEIGHBOURHOOD Teams

NEIGHBOURHOOD First was launched in 2011. From 50 NEIGHBOURHOOD Teams, there are now over 100 teams throughout Hong Kong.

### Visiting My Neighbours

On 21 December 2013, a territory-wide Visiting My Neighbours was held, teams were encouraged to visit 1,000 families, taking with them homemade cookies or gifts to show love and care.



### NEIGHBOURHOOD First Reunion Lunch

The NEIGHBOURHOOD First Reunion Lunch was held on 25 January 2014. With support from the 18 District Councils, the officiating guests, including the Hon. John Tsang, GBM, JP, Financial Secretary, community leaders and celebrities, over 1,000 tables in 18 districts were hosted by youth members of the 100 NEIGHBOURHOOD Teams. Over 12,000 neighbours came together to celebrate the Chinese New Year.

### NEIGHBOURHOOD Rice Giving Scheme

With funding support from the Au Bak Ling Charity Trust, NEIGHBOURHOOD Teams visited and delivered rice bags to underprivileged families on a monthly based throughout the year. A total of 3,684 families with 11,433 people benefited.

### “Disney Friends for Change”: Youth Grant

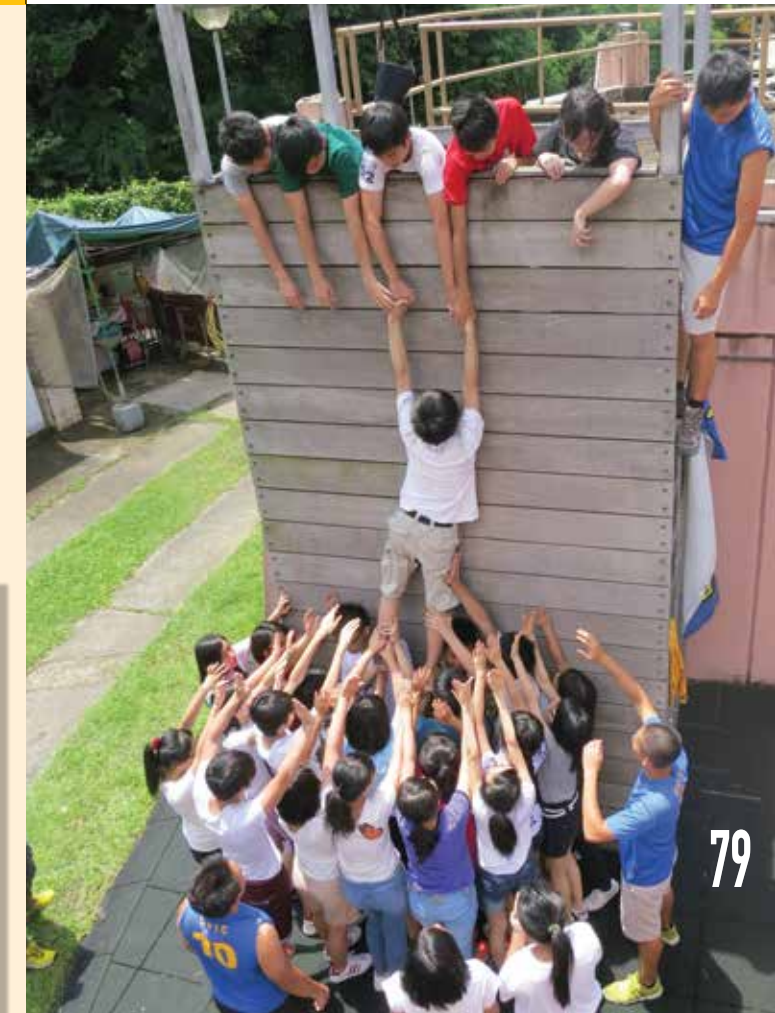
The Federation, in a first time collaboration with Hong Kong Disneyland Resort and Youth Service America, encouraged young people to submit proposals on a community project which would be carried out over the summer. The “Disney Friends for Change” Youth Grant Launch Ceremony, along with the NEIGHBOURHOOD First Volunteering Award Presentation, was held on 13 April at Hong Kong Disneyland. 50 winning projects were given a grant of HK\$8,000 to see their chosen projects through.

## SUMMER YOUTH PROGRAMMES

Over 4,500 classes and activities were organised by the 22 Youth S.P.O.Ts and other service units during the summer.

The theme of this year is *To Experience*, and the aim was to encourage young people to join something which interested them and gain valuable experience. Special activities which echoed the theme, included a Wudang camp in Hong Kong organised by the Youth Exchange Unit where young people learnt about Chinese culture, Wudang martial arts and also Taoism and “Treasure Food” at the Organic Farm, where participants of all ages tried farming and cooking freshly picked products and learnt more about where the food we eat comes from.

In order to ensure that underprivileged young people could participate in the Summer Programmes, they were supported by a price reduction scheme.



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## THE DRAGON FOUNDATION

Since 2000, the commitment of The Dragon Foundation has been in bringing together young Chinese people from around the world, nurturing their sense of identity, building networks and helping develop leadership potential. Managed by a Board of Directors, the Secretariat of the Foundation is provided by the Federation. The Foundation's annual events include:

### Global Citizens Programme

The *Global Citizens Programme* is about broadening the global perspective of young people, while also inculcating in them a sense of responsibility to the community. 2013 was the first year that the Foundation collaborated with Stanford Center for Professional Development (SCPD), Stanford University in organising this programme. This customised programme developed by SCPD under the theme of "*Social Media in Action*" was designed for local undergraduate students to gain a comprehensive understanding of the trends and impacts of social media. In June, a group of 30 undergraduates selected from Hong Kong universities went to San Francisco for a ten-day study tour in Stanford University and Silicon Valley. Delegates visited the headquarters of Google, LinkedIn and Tencent in the Bay Area, as well as organisations supporting startups, such as StartX and YouNoodle.

### Dragon 100 Young Chinese Leaders Forum

This annual flagship programme of the Foundation selected 100 outstanding ethnic Chinese young leaders, nominated from 18 regions around the world to participate in a nine-day forum and exchange tour. 2013 saw the programme celebrate its 10th anniversary, an Anniversary Conference and Reunion Dinner



was held in Hong Kong for both present and past delegates. Led by Ms. Shelley Lee, GBS, JP, Director of the Foundation, and with the support and liaison from Taipei Economic and Cultural Office (Hong Kong) and Junior Chamber International Taiwan, the 100 delegates went to Taiwan from 13 to 17 August 2013. The theme they focused on, "Chinese Culture: Continuity and Innovation" saw them visiting the National Palace Museum, the Chio-Tian Folk Drums and Arts Troupe, the Hushan 1914 Creative Park, the Taiwan Hakka Culture Development Center, the Tzu Chi Foundation and Taipei National University of the Arts. Delegates also participated in a dialogue session with representative from the Ministry of Culture to discuss the future cultural development in Taiwan.

### Golf Tournament at Mission Hills Golf Club

With continued support from Mr. Tenniel Chu, Programme and Fund Raising Committee Member, the Mission Hills Golf Club once again provided venue sponsorship for a Charity Golf Tournament in April. The Hon. Jeffrey Lam, GBS, JP,



Non-Official Member of the Executive Council, Mr. Ambrose Lee, GBS, IDSM, JP, Hong Kong Deputy to the National People's Congress of the People's Republic of China, Dr. Vincent Lo, GBS, JP, Chairman of Shui On Holdings Ltd., Mr. Michael Wong, Director of Marine and Mr. Robert Chan, Chairman of Hong Kong Economic Journal Co. Ltd. were Officiating Guests. Aside from also being Team Patrons, many companies supported this Tournament through advertisements or in-kind sponsorship.

## WHEN C GOES WITH G7



In 2013, the Federation produced its first movie "When C Goes with G7" with the sponsorship from The Dragon Foundation. Made by young people for young people, the film focused on the challenges all young people face when growing up, whether in love, career or friendships, centering on a ground of musically talented young friends.

Starring Ben Lau, Carlos Chan, Roy Chow, Oil Chan, Cathy Leung, Liu Kai-chi, Tats Lau and Anjaylia Chan, the film was chosen to be screened at the 2013 Hong Kong Asia Film Festival. There was also a charity screening at AMC Pacific Place and public screenings at The ONE - Broadway Circuit. In addition, there were also five special screenings for primary and secondary students.

"When C Goes with G7" was directed by Lawrence Kan who won the short video *Hang Seng Bank - Chinese Youth Film Contest* organised by the Federation in 2011.



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