

# LiveWIRE

## 創業奇兵計劃

### Sponsor and Co-organiser 贊助及合辦機構

Shell Hong Kong Limited  
香港蜆殼有限公司



### Supporting business development

Set up in Hong Kong in 2002 and jointly organised with the HKFYG, "LiveWIRE" is an international social investment programme founded by the Shell Group. The programme is multi-dimensional with about 5,000 youth people being offered training in enhancing their entrepreneurial spirit and business competencies.

One aspect of LiveWIRE is the participation of young people at the "Lunar New Year Bazaar Award Scheme". The Bazaar gives them the chance to test themselves and to compete against each other by putting their business ideas into practice. Last year, more than 250 young people joined in.



### 支援有志創業青年

蜆殼集團與青協合辦「創業奇兵」，將是項國際性社會投資計劃於2002年首次引入香港。透過多元化創業支援服務，協助培養本地青年人的創業精神，提升其營商觸覺及能力，近5,000名青年人因而受惠。

本計劃每年均舉辦「營『宵』有道獎勵計劃」，讓青少年利用籌組及營運年宵攤位的機會，實踐所學所得，累積創業經驗。2010年度共有逾250名青少年參加。

*"The valuable experience to start our own business and to enhance team-building meant a lot to us. The people-skills developed and entrepreneurial experiences gained were worth more than the profit. What made us excited was our efforts were recognised by others awarding us the Championship."*

SKH St. Simon's Lui Ming Choi Secondary School,  
Champion of the Secondary Category (2010)

「能夠親嘗創業滋味，令我們無悔青春。營運年宵所賺到的不單是金錢，更是學懂如何建立團體精神，這都不是金錢可以衡量的；而自己的努力得到賞識並獲得大獎，更讓我們喜出望外。」

中學組大獎優勝隊伍(2010) 聖公會聖西門呂明才中學



# Life Banking 人生理『才』計劃

## Supporters 支持機構

AIA  
美國友邦保險(百慕達)有限公司  
Bank Consortium Trust Company Limited  
銀聯信託有限公司  
Calbee Four Seas Company Limited  
卡樂B四洲有限公司  
CITIC Telecom International CPC Limited  
中信國際電訊(信息技術)有限公司  
CMM International Group  
CMM 蒙妮坦美髮美容學院  
CWCC  
陳黃鍾蔡會計師事務所  
DCL Communication Limited  
軒宇通訊有限公司  
DLA Piper Hong Kong  
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EcoSage Limited  
衡睿有限公司  
Eutechnyx  
Excelsior Hotel Hong Kong  
香港怡東酒店  
Hong Kong Airlines Limited  
香港航空  
Hong Kong Broadband Network Limited  
香港寬頻網絡有限公司  
Hong Kong International Airport  
香港國際機場  
Hop Inn

I Love Istanbul  
我愛伊斯坦堡  
IKEA  
宜家傢俬  
Job Market Publishing Limited  
求職廣場  
Jumpin Gym U.S.A. Limited  
美國冒險樂園  
KPMG  
畢馬威會計師樓  
Kum Shing Group  
金城營造集團  
Noble Apex Advisors Limited  
御峰理財  
Ocean Park Hong Kong  
香港海洋公園  
Prudential Hong Kong  
英國保誠  
U.C. (Asia) Services Limited  
亞洲聯合速遞服務有限公司  
Visa  
Vow Production Limited  
Winsome Fashion  
穎生時裝



## Making transition work

The aim of the Life Banking Project is to improve the competitiveness and employability of young people by teaching them about career planning.

In effect, Life-Banking is equipping young people with the necessary tools to make the transition from school to work, especially in the area of planning and making choices.

By opening up opportunities for secondary school students to make workplace visits or to "job shadow", they are able to experience a work environment, with its responsibilities, attitudes and requirements.



## 由學校順利過渡到職場

「人生理『才』計劃」旨在透過一連串的生涯規劃活動，提升青年的競爭力及就業能力。

計劃帶領青少年建立規劃概念和做好準備，以作出最適切自己的就業選擇，順利走過「從校園到工作世界」這個轉變階段。

當中的「影子計劃」和「職場透視」等活動，能夠讓參加的高中學生走出校園，參觀不同類型的公司和親身體驗一天的工作，從而了解實際工作環境、不同行業的概況，以及對工作態度及技能的要求等。



"The participants (on the Job Shadowing Programme) worked very hard. They had a good attitude and were enthusiastic. It was a good experience all around"

Catherine Lo, Vice President, Human Resources and Administration of CITIC Telecom International CPC Limited

「(影子計劃)參加者的投入、認真及勤力等工作態度，極為值得欣賞。整個活動也非常富有意義。」

中信國際電訊(信息技術)有限公司人力資源及行政部副總裁 盧苑琦女士

# The HKFYG Organic Farm

## 香港青年協會有機農莊

### Sponsors 贊助

Musketeers Education and Culture Charitable Foundation Limited  
同心教育文化慈善基金會有限公司  
Mr. Shek Kang-chuen  
石鏡泉先生  
The Lanson Foundation  
The Verdant Foundation Limited  
翠菊基金有限公司



### Growing for health

Established in 2010, the over 150,000 square foot Organic Farm is located in Yuen Long. A first step into the world of farming, the HKFYG's aim is to promote the link between healthy living and the environment. The Farm, being up on a hill, has a good natural supply of water, fresh air, and fertile soil – perfect for growing organic and healthy produce. In fact, it is the only local farm certified organic by the Department of Agriculture of The United States (USDA) National Organic Programme.

The Farm grows seasonal vegetables and focuses on local specialty crops. Its contribution to a greener environment is enhanced by reducing unnecessary transportation, lowering food mileage and carbon emissions.

The Farm also serves as an educational venue, inviting young people to come and get their hands dirty by planting and harvesting. The participants of the various programmes are also encouraged to share a green message to the wider community, while leading healthy lifestyles.

Address: No. 1 Family Walk, Ho Pui Reservoir, Pat Heung, Yuen Long, N.T.



### 栽種健康生活

香港青年協會有機農莊於2010年開始營運，致力推動香港有機農業的發展和普及有機農產品，向社會人士推廣有機及可持續發展的生活模式。農莊佔地逾150,000平方呎，位置和水質俱佳、土地肥沃、空氣清新，是種植優質有機蔬菜的不二之選，更是全港唯一獲美國農業部國家有機標準認可的有機農場。

農莊因應不同季節栽種和收割新鮮時令蔬菜，尤其專注提供本地特色作物。本地種植有助減省因長途運輸而產生的食物里程及碳排放。

農莊更透過鼓勵及訓練青年認識有機耕作，參與不同的教育項目，向社會大眾進一步推廣和體驗有機生活，並學習珍惜和尊重大自然資源，建立健康人生。

地址：新界元朗八鄉河背水塘家樂徑一號



"My son and I find it very meaningful to volunteer our services at the Farm. We are able to deepen our relationship, while also learning more about organic farming and healthy living. I am pleased that my son also learns how to cherish nature."

Janet Chan, Volunteer

「我和兒子到農莊參與義工服務時，能認識有機耕作及健康生活，覺得十分有意義；亦能藉著這個溝通平台，增進親子關係。我的兒子也學會了珍惜大自然。」

義工 陳玉蘭