JCI Hong Kong

70 Years of Serving Humanity

IMPACT REPORT

LEAD CONNECT ACHIEVE

JCI HONG KONG 2020

LEAD • CONNECT • ACHIEVE

JCI Hong Kong

LEAD CONNECT ACHIEVE

70 YEARS OF Serving Humanity

JCI CREED

We believe:

That faith in God gives meaning and purpose to human life;

That the brotherhood of man transcends the sovereignty of nations;

That economic justice can best be won by free men through free enterprise;

That government should be of laws rather than of men;

That earth's great treasure lies in human personality;

And that service to humanity is the best work of life.

JCI MISSION

To provide development opportunities that empower young people to create positive change.

JCI VISION

To be the leading global network of young active citizens.

JCI ABOUT HONG KONG

JUNIOR CHAMBER INTERNATIONAL HONG KONG

Junior Chamber International Hong Kong (JCIHK) (formerly named "Hong Kong Junior Chamber"), inaugurated in 1950, is affiliated with the worldwide leadership development organization – The Junior Chamber International (JCI). JCI has a worldwide membership of over 200,000 from more than 100 countries around the world.

In Hong Kong, we have over 2,000 members representing a network of highly motivated and foresightful young leaders from a wide range of trades and businesses.The active members are between the ages of 18-40, volunteers from 21 local chapters, who make full use of their leisure hours to work for the betterment of the community and themselves.

The purpose of Junior Chamber is to provide development opportunities that empower young people to create positive change.




JCI
HONG KONG

MESSAGE FROM NATIONAL PRESIDENT SENATOR MARIC CHENG

Dear SDGs-activists and JCI members,

2020 marks five years since the launch of the United Nations Sustainable Development Goals (SDGs), leaving just ten years remaining to achieve them. While significant progress had been made since 2015, JCI Hong Kong members are continuing our considerable effort to deliver the 2030 Agenda for Sustainable Development.

This year's Impact Report looks at the increased impact of our various projects have had on achieving the goals in the year and explores what more it needs to do in the next ten to reach these ambitious goals. It also examines the role of JCI Hong Kong has played during the COVID-19 pandemic.

The new platform "SDG Pioneers" has been a great success in creating a platform for young generations to exchange ideas and share thoughts, thus encouraging collaboration and co-creation in SDGs projects and businesses. Echoing with our slogan and theme "LEAD · CONNECT · ACHIEVE" this year, more young entrepreneurial minds have realized the importance to join this global movement of positive change-making.

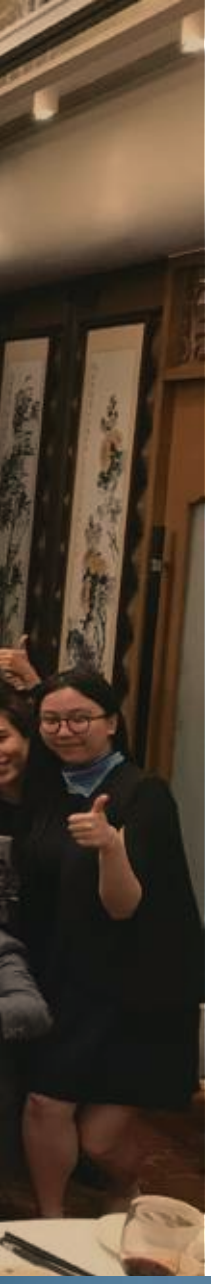
There is no denying the fact that there are still a lot to be done to achieve the SDGs, and that the ten years ahead are going to be difficult, uphill every step to the way. Add to that the unimaginable and large-scale challenge of COVID-19, and we realize that now is the time to mobilize our very best strength and resilience based on our experience and knowhow, while at the same time establishing innovative partnerships and refreshed ways of working.

Still, much more important now is our determination to overcome added obstacles until 2030. Right now, we must commit to do more and to do it faster. In this ever-changing and uncertain world, JCI Hong Kong will maintain its key role as a strong bridge for revived and collaborative partnerships across different industries and the public and private sectors, joining hands together to drive forward progress in achieving the SDGs.

Senator Maric Cheng
2020 National President
JCI Hong Kong


JCI
JCIHK NEW YEAR GATHERING


海港青年商會
JUNIOR CHAMBER INTERNATIONAL HARBOUR
(Affiliated with Junior Chamber International Hong Kong)
第44屆職員就職典禮
A JCI Leader
金沢青年会議所



2096

This number includes 1227 Full members,
718 Senior members and 151 Prospective members

AVERAGE AGE

37.6



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12 JCI Nurtured Leaders

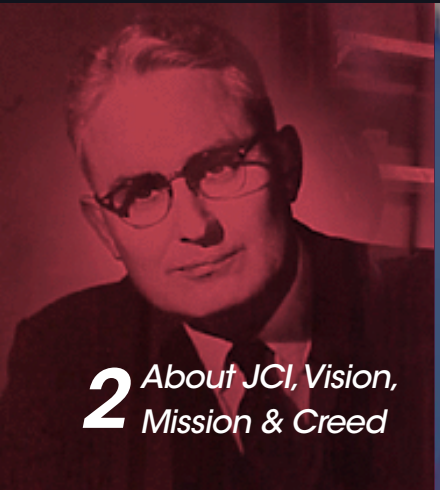

20 JCI Hong Kong Measurable Impact


9 Current Facts of JCI Hong Kong



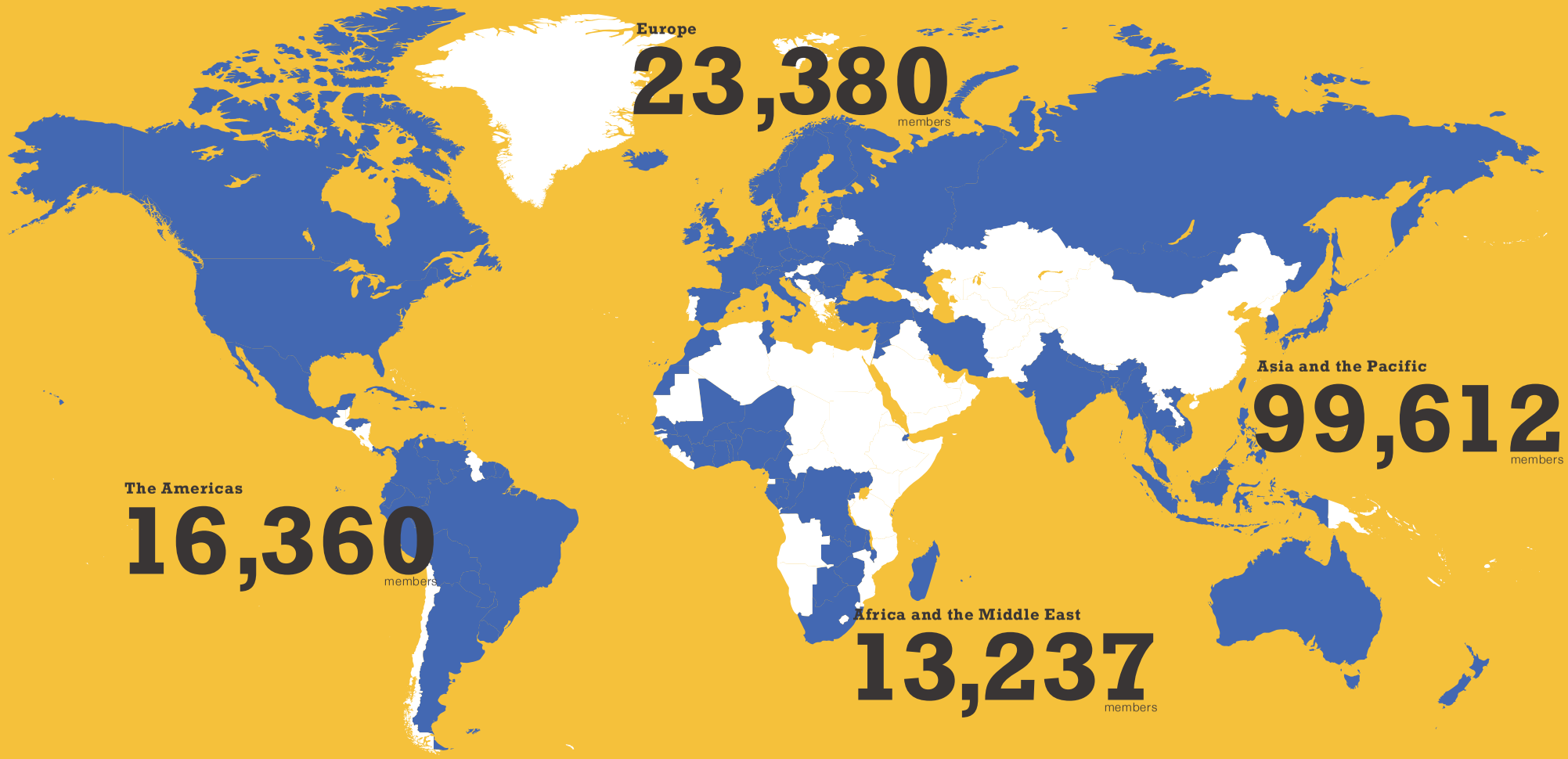
22 National Projects


19 JCI & JCI Hong Kong Partners


2 About JCI, Vision, Mission & Creed


4 Message From National President


26 Local Chapters' Projects



Each JCI National Organization has an official email address to help guide new members to local JCI chapters.

To start your journey with JCI, find your national organization in the list to the right and reach out to **[countryname]@jci.cc**.

For example, **malaysia@jci.cc**.

Argentina
Australia
Austria
Bangladesh
Belgium
Benin
Bolivia
Botswana
Brazil
Bulgaria
Burkina Faso
Cambodia
Cameroon
Canada
Catalonia
Colombia
Congo
Cote d'Ivoire
Croatia
Cyprus
Czech Republic
Democratic Republic of the Congo
Denmark
Djibouti
Dominican Republic
Dutch Caribbean
Ecuador
Estonia
Finland
France
Gabon
Germany
Ghana
Guinea
Haiti
Honduras
Hong Kong
Iceland
India
Indonesia
Iran
Ireland
Italy
Jamaica
Japan
Jordan
Korea
Latvia
Lebanon
Lithuania
Luxembourg
Macao
Madagascar
Malawi
Malaysia
Maldives
Mali
Malta
Mauritius
Mexico
Moldova
Monaco
Mongolia
Morocco
Myanmar
Nepal
Netherlands
New Zealand
Niger
Nigeria
Norway
Panama
Paraguay
Peru
Philippines
Poland
Puerto Rico
Romania
Russia
Rwanda
Scotland
Senegal
Serbia
Singapore
Slovakia
South Africa
Sri Lanka
Suriname
Sweden
Switzerland
Syria
Taiwan
Thailand
Timor-Leste
Togo
Tunisia
Turkey
Uganda
Ukraine
United Kingdom
Uruguay
USA
Venezuela
Vietnam
West Indies
Zambia
Zimbabwe

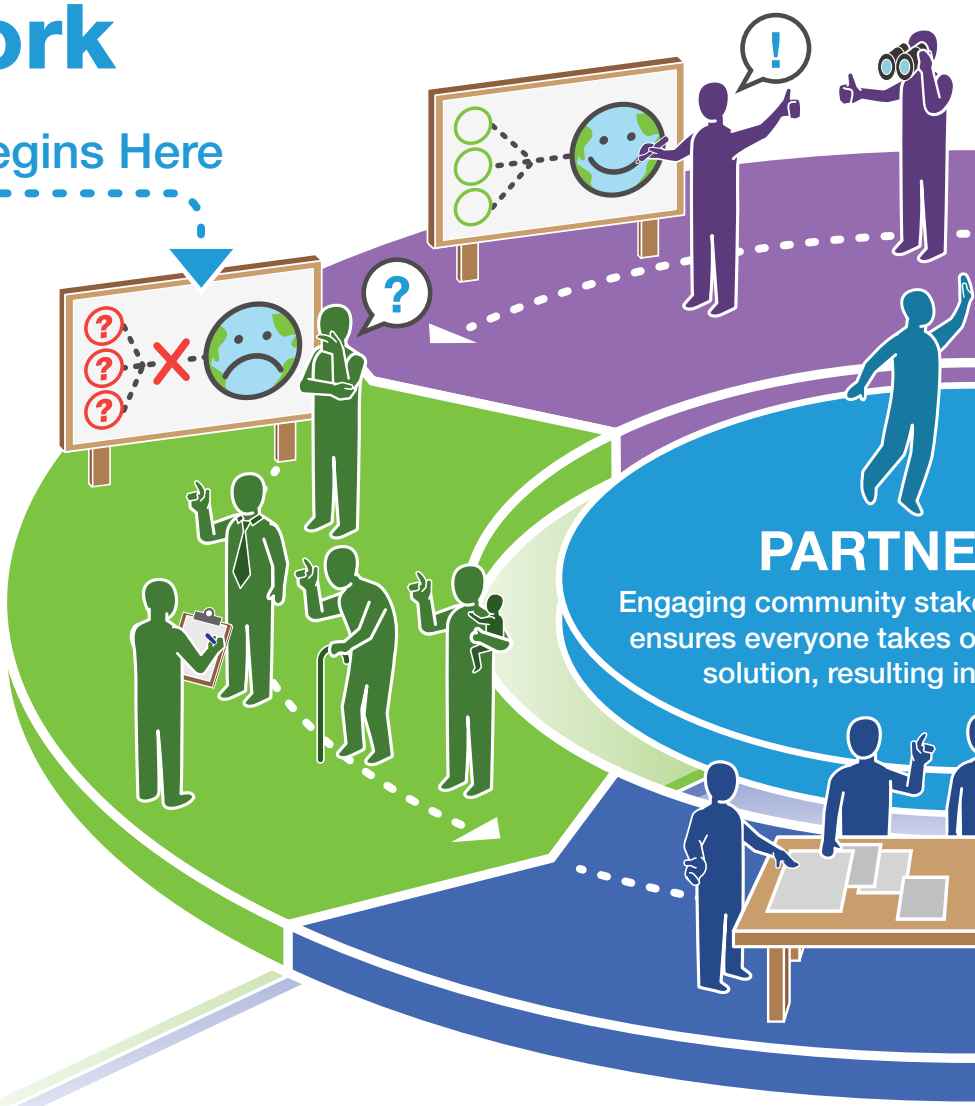
JCI Active Citizen Framework

A Better World Begins Here

ANALYZE

Examine Community Needs

To enable communities to achieve sustainable impact, the community's needs must be analyzed and understood first in order to identify their root causes.



REVIEW | Monitor

It is important to monitor progress t
if the goals and intended impa
Finally, analyze data to measur

PARTNE

Engaging community stak
ensures everyone takes o
solution, resulting in

DEVELOP | Formulat

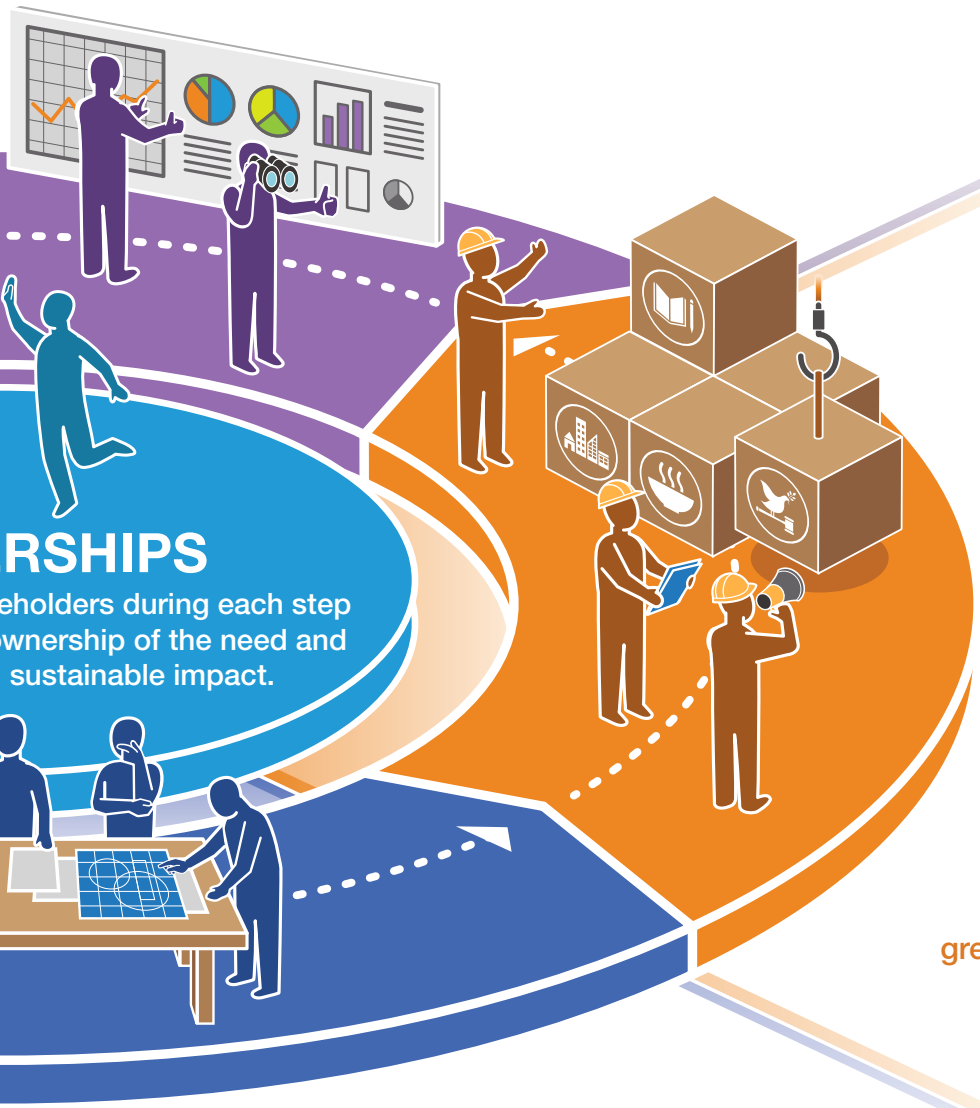
By uniting with stakeholders from all sectors of society, p
needs and their root causes. Collaborators outline a proj
Solutions target three integrated stages of community

1 Health and Wellness

2 Educatio
Economi

and Evaluate Results

throughout the project to determine
ct are on track to be achieved.
e the resulting positive change.



RSHIPS

eholders during each step
wnership of the need and
sustainable impact.

EXECUTE

Take Action

Once the need and root cause have been identified, active citizens take action by mobilizing resources, rallying support and implementing the project plan. By combining resources, the community is enabled to achieve even greater sustainable impact.

te Sustainable Solutions

projects are formulated to address the community's core
ject plan including goals, actions and desired outcomes.
development that drive a community toward prosperity.

n and
c Empowerment

3 Peace, Prosperity, and Sustainability

LEADERS NURTURED BY JCI ARE ACTIVELY INVOLVED IN THE SOCIETY

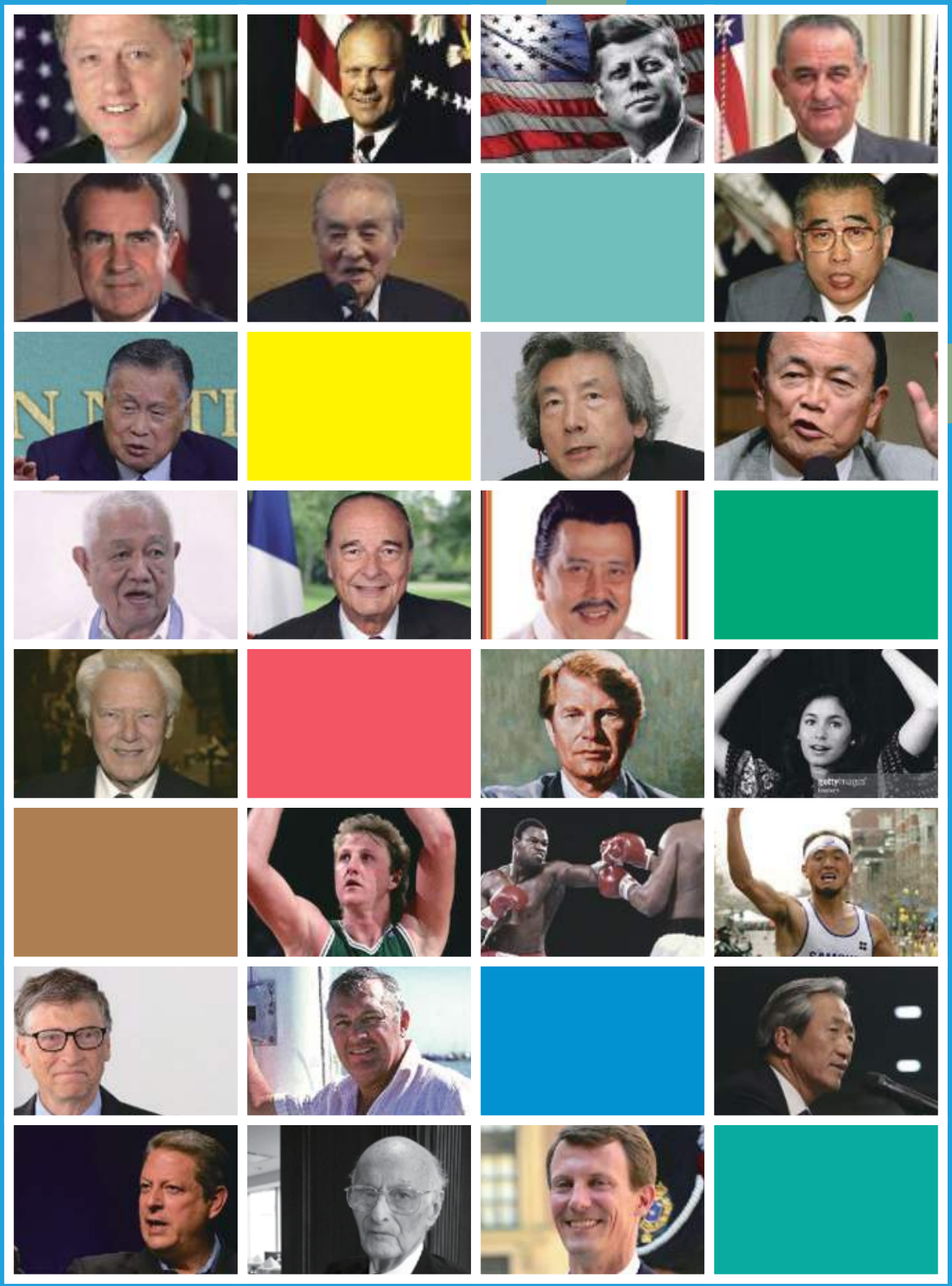
How many of the faces do you recognize from the picture below?

Do you know Bill Clinton is only just one of the five Jaycee members who have been the presidents of United States? Do you know six Japan Prime Ministers have been the members of JCI?

Being a global organisation with the mission to provide development opportunities to empower the young generation to create positive change for over 100 years, JCI has nurtured many socially recognized leaders around the globe. The faces of the picture above are comprised of former leaders of different nations, the most successful entrepreneurs in the world, champions of various sports and a beauty queen. Though they come from different backgrounds and nations, they all have one thing in common: they are all formers members of JCI!

Now JCI has compiled a comprehensive list of famous JCI alumni around the world. What could be a better way to experience the diversity and the positive changes that JCI brings about? Go and check out the list and dive into your JC life!

JCI (Junior Chamber International) provides leadership training to individuals throughout the world. The impact and importance of this training is demonstrated by the large number of JCI members who are holding or have held high positions in their respective countries and international bodies. Although incomplete, here is a list of members whom we would like to recognize:



LEADERS NURTURED BY JCI HONG KONG ARE ACTIVELY INVOLVED IN THE SOCIETY





The Hon. A. de O. Sales, GBM, JP

- 1956 JCI President
- 1952-54 National President
- Hon. Life President of the Sports Federation and Olympic Committee of Hong Kong
- Chairman of the Urban Council (1973–1981)



Sir Rogerio Lobo, CBE, LLB, JP

- 1954-1955 National President
- Unofficial Member of the Executive Council of Hong Kong (1967 - 1985)
- Member of the Legislative Council of Hong Kong (1972 - 1985)
- Chairman of the Hong Kong Broadcasting Authority (1989 - 1997)



George Lung BBS MH JP

- 1993 National President
- Member, the 13th National Committee of the Chinese People's Political Consultative Conference
- Founding Chairman, Hong Kong Youth Exchange Promotion United Association
- 1995 Ten Outstanding Young Persons Selection Awardees



Dr. Y K Pang GBS JP

- 2015-17 JCI Hong Kong Honorary Advisor
- Chairman of Hong Kong Tourism Board
- 2018 - 2020 Ten Oustanding Young Persons Selection Chief Judge
- 1995 Ten Outstanding Young Persons Selection Awardees



Shih Wing Ching

- Founder of Centaline Property Agency Limited
- Founder of AM730
- Chairman of the board of Governors of Hong Kong Sinfonietta
- Council Member of Oxfam Hong Kong



Philip Chen Nan-lok, GBS, SBS, JP

- Chief Executive Officer of Hang Lung Group Limited and Hang Lung Properties Limited
- Former Deputy Chairman of Cathay Pacific Airways Limited
- Former Executive Director of Swire Pacific Limited





Paul Yin SBS JP

- 1979 National President
- Member of the People's Political Consultative Standing Committee of Qingdao City
- President (2008 - 2009) & Permanent Honorary President of The Chinese Manufacturers' Association of HK



Kennedy Wong, BBS, LLD, DCL, JP

- 2019 JCI Hong Kong Youth Advisor
- 1998 Ten Outstanding Young Persons Selection Awardees
- 2003 World Ten Outstanding Young Persons Selection Awardees



Betty Yuen So Siu Mai

- Group Director & Vice Chairman – CLP Power Hong Kong





2020 National Board of Directors

National President	Senator Maric Cheng
National Immediate Past President	Senator Zenith Lin
National General Legal Counsel	Senator Jessica Lee
National Executive Vice President	Senator David Luk
National Executive Vice President	Senator Kenneth Yu
National Secretary General	Mandy Lam
National Honorary Treasurer	Zoe Mo
National Vice President	Senator Joel Li
National Vice President	Senator Ronald Chang
National Vice President	Senator Jackal Ho
National Vice President	Senator Bess Li
National Vice President	Senator Thomas Wong
National Vice President	Daryl Lin

National Vice President	Alex Tse
National Vice President	Jonathan Wong
National Corporate Communication Director	Elaine Tang
National Digital Development Director	Calvin Chan
National Global Affairs Director	Terrence Tang
National Global Goals Director	Ezgine Chong
National International Affairs Director	Davy Hui
National Leadership Development Director	Dickson Lo
National Mainland Affairs Director	Rafael Wong
National Membership Director	Cheryl Yeung
National Publication Director	Tiffany Leung
National Records and Recognition Director	Benson Pang



Affiliated Chapters

JCI Victoria
JCI Kowloon
JCI Island
JCI Peninsula
JCI Hong Kong Jayceettes
JCI Lion Rock
JCI Harbour
JCI Yuen Long
JCI Tai Ping Shan
JCI Bauhinia
JCI Dragon
JCI East Kowloon
JCI City
JCI Queensway
JCI North District
JCI Ocean
JCI Sha Tin
JCI Apex
JCI City Lady
JCI Tsuen Wan
JCI Lantau

JCI Hong Kong™

LEAD CONNECT ACHIEVE

70 YEARS OF Serving Humanity



2021 National Board of Directors

National President	Winnie Yeung	National Secretary General	Patricia Loo
National Immediate Past President	Maric Cheng	National Honorary Treasurer	Benjamin Lee
National General Legal Counsel	Ben Mak	National Admin & Publications Director	Jessie Cheng
National Executive Vice President	Naomi Chan	National Digital Development Director	Amy Li
National Executive Vice President	Kelvin Lam	National Economic Development Director	Zion Fu
National Vice President	Fiona Bar	National International Affairs Director	Zacharias Cheng
National Vice President	Marco Chan	National Leadership Development Director	Winnie Chu
National Vice President	Ellen Chung	National Mainland Affairs Director	Ken Cheng
National Vice President	Jackie Lam	National Membership Director	Jessica Lam
National Vice President	Cyrus Tang	National Public Relations & Corporate Communications Director	Jesty Cheung
National Vice President	Freddy Tse	National Records & Recognition Director	Carol Wong
National Vice President	Wai To Wong	National Sustainable Development Goals Director	Alyse Chu
National Vice President	Kendrick Yuen		

Affiliated Chapters

JCI Victoria
JCI Kowloon
JCI Island
JCI Peninsula
JCI Hong Kong Jayceettes
JCI Lion Rock
JCI Harbour
JCI Yuen Long
JCI Tai Ping Shan
JCI Bauhinia
JCI Dragon
JCI East Kowloon
JCI City
JCI Queensway
JCI North District
JCI Ocean
JCI Sha Tin
JCI Apex
JCI City Lady
JCI Tsuen Wan
JCI Lantau

JCI PARTNERS

ORGANIZATIONS THAT WE HAVE WORKED WITH

Chamber of Commerce

- American Chamber of Commerce in Hong Kong
- Chamber of Hong Kong Computer Industry
- Chinese General Chamber of Commerce
- Chinese Manufacturers' Association of Hong Kong
- Federation of Hong Kong Industries
- Hong Kong General Chamber of Commerce
- International Chamber of Commerce - Hong Kong, China
- Hong Kong General Chamber of Young Entrepreneurs
- World Federation Chinese Entrepreneurs Organization

Universities & Tertiary Institutions

- Chinese University of Hong Kong
- City University of Hong Kong
- Education University of Hong Kong
- Hang Seng University of Hong Kong
- Hong Kong Baptist University
- Hong Kong Polytechnic University
- Hong Kong Shue Yan University
- Hong Kong University of Science and Technology
- Lingnan University
- Open University of Hong Kong
- University of Hong Kong

Charities

- Tung Wah Group of Hospitals
- Yan Oi Tong
- Po Leung Kuk
- Pok Oi Hospital
- Yan Chai Hospital

Professional Institute

- Hong Kong Management Association
- Hong Kong Institute of Human Resource Management
- Hong Kong Institute of Marketing
- Hong Kong Institute of Planners
- Hong Kong Institute of Architects
- Hong Kong Institute of Bankers
- Hong Kong Institute of Certified Public Accountants
- Law Society of Hong Kong

Business Companies

- Alipay
- Baby Kingdom
- Centaline Property Agency Limited
- DHL Express (Hong Kong) Limited
- Hong Kong Science and Technology Parks Corporation
- HK Electric
- Ingrid Millet
- Lan Kwai Fong Group
- MTR Corporation Limited
- New World Development Limited
- Pacific Coffee
- PwC Hong Kong
- Ritz Carlton Hong Kong
- R-One Space
- Shell Hong Kong Limited
- Sino Land Company Ltd
- Sunrider International (HK) Limited
- The Star Ferry Company Limited
- H6 Conet
- TVB
- Zalora

Government and Non-Profit Organization

- Agency For Volunteer Service
- AIESEC in Hong Kong
- Better Hong Kong
- Breakthrough Foundation
- Dialogue in The Dark
- Education Bureau
- Equal Opportunities Commission
- Hong Kong Federation of Youth Groups
- Hong Kong Girl Guides Association
- Hong Kong Playground Association
- Hong Kong Red Cross
- Hong Kong St. John Ambulance
- Hong Kong Society for Rehabilitation
- Hong Kong United Youth Association
- Hong Kong Youths Unified Association
- Junior Achievement Hong Kong
- Lions Club International District 303
- Mental Health Promotion Association
- New Home Association
- Polar Museum Foundation
- Rotary International District 3450
- Saint James' Settlement
- Scout Association of Hong Kong
- Social Ventures Hong Kong
- UNESCO Hong Kong Association
- The Y. Elites Association
- Wofoo Social Enterprise
- YMCA
- Women's Commission
- Women's Service Association

499 PROJECTS

In 2020, we have 499 projects hosted by 21 Local Chapters, including impactful initiatives, training and meetings.

HKD 4.6M

TOTAL INVESTMENT ON PROJECTS

306 Media Reported

SOCIAL IMPRESSIONS

8,996,445

Views of Live Broadcast

4,102,057



NATIONAL PROJECTS

2020 JCI World Congress | JCI RISE VIP Program

JCI Hong Kong Sessions

Oct 24 - Nov 15, 2020

(Pre-Program) | SATURDAY, October 24

Workshop *: Workshop: SDG Pioneers Go Global: Integrating SDGs in Project Planning and Execution, Presented by: JCI Hong Kong*

: 6:00 – 8:00am CST | 8:00 - 10:00pm HKT

: Live Session | Zoom Meetings | 100 People | # 4 Breakout Rooms

During this exciting workshop, participants will hear from current SDG Pioneers sharing their project ideas and how they integrate SDGs in project planning and execution. Breakout discussions will be centered around planning and execution for projects to accomplish real goals!

Day 1 | TUESDAY, November 3 | RISE with JCI!

SDG Workshop *: Sustainable Goals – Sustainable Life – Hack the Box for a Sustainable Life Online Workshop, Presented by: JCI Hong Kong*

: 6:00 - 8:00am CST | 8:00 - 10:00pm HKT

: Live Session | Zoom Meetings | 50 People | 10 People Per Breakout Room

In this innovative and interactive workshop, participants will have the chance to come together in an online forum to discuss, reflect, explore, challenge, ideate and transform their thinking and behaviors around what sustainability means and the role each of us have to play.The session will be broken down into times of self-reflection, small group discussions and creating models for changing future behaviors.

JCI Business Airtime, Presented by: JCI Hong Kong

: 7:00 - 9:00pm CST | 8:00 - 10:00pm HKT

Looking to promote your business, find a global partner, or simply curious about what opportunities are out there? Join us at this session dedicated for JCI members to showcase their products and services. We will also a series of sharing on market trends and industry insights, along with a 30-minutes webinar on eCommerce development in Asia.

If you are a VIP package registrar and would like to feature your business in this session, please click here to register and prepare a one-minute video by 23 October. We have limited space available so secure your seat today!

Remark for internal reference only

120 mins program rundown:

40 company commercial video, 1 min each

6 videos related to industry trends, 5-10 mins each

One 30-minutes Webinar on eCommerce development in Asia

Day 2 | WEDNESDAY, November 4 | RISE with JCI and REBUILD with ICC

Virtual Company Visit, Presented by: JCI Hong Kong

: 6:00 - 7:00am CST | 8:00 - 9:00pm HKT

Tour a corporate office in this innovative virtual business tour! Company tour guides will be answering questions from the pre-recorded audience during this visit, where viewers can learn about how a corporate run their business in China or Hong Kong !

Day 3 | THURSDAY, November 5 | RISE with JCI and INVEST with BNI

Entrepreneur 101 – Session 1, Presented by: JCI Hong Kong

: 6:00 - 7:00am CST | 8:00 - 9:00pm HKT

Learning from strong and inspiring business leaders is an important part of developing leaders for tomorrow! In this keynote, registered participants will be able to view an impressive speech from an international entrepreneur, learning about what it takes to become a great business leader.

Day 4 | FRIDAY, Nov 6 | RISE with JCI and SUSTAIN with AIESEC

Entrepreneur 101 – Session 2, Presented by: JCI Hong Kong

: 6:00 - 7:00am CST | 8:00 - 9:00pm HKT

Learning from strong and inspiring business leaders is an important part of developing leaders for tomorrow! In this keynote, registered participants will be able to view an impressive speech from an international entrepreneur, learning about what it takes to become a great business leader.

(Post-Program) | SATURDAY & SUNDAY, November 14 - 15

SDG Hack-Day, Presented by: JCI Hong Kong

: 5:00 - 6:00am CST | Briefing Session 7:00 - 8:00pm HKT, November 14

: 6:00 - 9:00am CST | Presentation 8:00 - 11:00pm HKT, November 15

: Live | Zoom Meetings

Interested in learning about how the SDG's apply in the commercial world? This hackathon will allow participants to gain an understanding of how businesses can use the SDGs to manage long-term risks and find opportunities to grow and develop their business. With a judging panel of successful business leaders from rising industries, teams will receive comments and hear judges share their experiences on how to apply SDGs in business.

NATIONAL PROJECTS

2020 Ten Outstanding Young Persons Selection

Official Facebook Page:

PAGE LIKE	FOLLOWER	TOTAL REACH	ENGAGEMENT
3,466	3,575	26,874	4,880

Media Coverage & Social data by event: over 200 media coverages in total

EVENT	MEDIA COVERAGE	VIDEO VIEW	VIDEO ENGAGEMENT
Kick off ceremony (May 11)	7 Newspaper: 4 / Online media: 3	7,905	304
TOYP Awardee live streaming interviews program (7 episodes)	2 Newspaper: 2 (1 full page personal interview of Mr Pasu Ng, after interview)	13,983	674
Result Announcement Press Conference (Oct 3)	134 Newspaper: 13 Full page: 4 2/3: 3 1/2: 2 < 1/2 : 4 TV news: 7 TVB 6:30pm news : 2.30mins Now TV : 1mins iCable: 30sec		



Dr. NG Ka Wing, Dr. TSO Wan Yee, Winnie, SIU Hoi Yan, AU Hoi Shun, Stephanie, Chan Pak Hei, CHOU Sai Kit



(BEHIND)
2020 TOYP Awardees

(FRONT)

Ms. Karen Yeung
The Chairperson of the Organizing Committee of 2020 TOYP Selection

Dr. Tang Chi-kit Jacky
TOYPA Chairman

Dr. Pang Yiu-kai, GBS, JP
The Chief Judge of TOYP Selection 2020

Mr. Maric Cheng
JCI Hong Kong National President

Mr. Ringo Choi
Managing Partner of China South Pacific IPO Leader of Ernst & Young, , Selection Consul in tant of TOYP Selection 2020

Mr. Zenith Lin
JCI Hong Kong National Immediate Past President

NATIONAL PROJECTS



SIU Hoi Yan

Category: Performing Arts/ Sports/ Culture & Arts

- *a visually impaired soprano singer*
- *the first visually impaired to graduate from the Department of Music of the Chinese University of Hong Kong.*



Dr. TSO Wan Yee, Winnie

Category: Professionals

- *A paediatrician*
- *Clinical assistant professor at the Department of Paediatrics & Adolescent Medicine, LKS Faculty of Medicine, University of Hong Kong.*



Dr. NG Ka Wing

Category: Civil & Social Services

- *Manager at the Department of Patient safety and risk management at Hospital Authority*
- *Chairperson of Hong Kong Federation of Handicapped Youth*



CHOU, Sai Kit

Category: Performing Arts/ Sports/ Culture & Arts

- *Development Director – Xiangqi of Hong Kong China Chess School*
- *Ranking holder of World Mind Sports Games*



AU Hoi Shun, Stephanie

Category: Performing Arts/ Sports/ Culture & Arts

- *The first four-time Olympian representing Hong Kong*
- *12 Hong Kong records holder*



CHAN, Pak Hei

Category: Performing Arts/ Sports/ Culture & Arts

- *Professional Origami Artist*
- *Founder of Hong Kong Origami Academy*



YUNG Cho Yee, Joey

Category: Performing Arts/ Sports/ Culture & Arts

- *Hong Kong Singer*
- *The record holder with the most award at the Hong Kong Media Awards*



NATIONAL PROJECTS

JCI HONG KONG

SDG Pioneers



TACKLING PROBLEM(S)

"SDG Pioneers was set up to:

1. Create a platform for members in different NOMs to discuss SDG together

2. Exchange ideas and cultivate opportunities for joint chapters cooperation

3. Cultivate friendship across other Asia-Pacific NOMs"

ROOT CAUSE

Help boost and support members' businesses by encouraging win win spending

SUMMARY

"Total 5 events of the project.

1. SDG Pioneers Online Gathering "Drink Monday"

National Presidents attended:
Senator Maric Cheng from JCI Hong Kong , Senator Luciano Conceicao Goncalves from JCI Macau, China, Mark Joseph David from JCI Philippines and King Wong from JCI Taiwan. Over 40 participants attended the gathering and shared their working progress on the project.

2. SDG Pioneers Hong Kong participants Online Gathering

14 JCIHK members who participated in SDG Pioneers gathered online to share their experiences and comments. Most of them were enthusiastic about joining the project because they could meet new friends from different NOMs and worked together on SDG.

3. SDG Pioneers - Experience Sharing Session with JCI President Senator Itai Manyere

The sharing session was conducted on Zoom and live streamed on JCI HK facebook page. The session was attended by many other distinguished guests including JCI Executive Vice President Senator Ryubun Kojima, JCI Vice President Senator Seongjae Glen Kim and National Presidents from participating NOMs. The sharing session was attended by 70 people on Zoom and our facebook live streaming video of the sharing session has reached more than 5,500 people. One of the key takeaways from the sharing session would definitely be an advice given by JCI President on how to motivate LOM member to be more active in participating JCI events and his response was:
"Do you invite people to attend an event, or do you invite people to do an action"
JCI President Senator Itai Manyere
SDG Pioneers Happy Hour
Total 18 SDG Pioneers Hong Kong participants + OC team first time physically met up in 2020. A number of them didn't meet before even though they are in the same SDG group. It was a precious moment for them to know each other and build friendship.
SDG Pioneers Online Summit
The Judging of Most Favourable Project: Likes on Facebook Post + No. of Personal Tasks completed and;
The Judging of Most Outstanding SDG Pioneers Team: Awarded by invited panel of judges

NATIONAL PROJECTS

RESULTS

Total 106 JCI members from 14 NOMs joined the project, including JCI Australia, JCI Bangladesh, JCI Cambodia, JCI India, JCI Indonesia, JCI Macau, China, JCI Malaysia, JCI Mongolia, JCI Nepal, JCI Philippines, JCI Singapore, JCI Taiwan and JCI Vietnam with hosting chapter JCI Hong Kong.

Two team awards and one special personal award were presented during the SDG PIONEERS ONLINE SUMMIT. The team award is the "Most Outstanding SDG Pioneers Team", which is judged by our panel of distinguished judges which included (1) Chief Judge, Under Secretary for Commerce and Economic Development, HKSAR Government, Dr. Bernard Chan, (2) Judge, JCI President Senator Itai Manyere, and (3) Judge, JCI Ambassador, Katherine Sparkes. The award is judged according to the Active Citizen Framework, with five sectors Analyze, Develop, Execute, Review & Partnership, each weighing 20%. The Most Outstanding SDG Pioneers Team award was awarded to Group 5 and their SDG Goal is Gender Equality.

The award is the "Most Favourable SDG Pioneers Project", which is judged by the highest number of 'likes' on JCI Hong Kong Facebook Page and the total number of Personal Tasks completed by each group. The Most Favourable SDG Pioneers Project award was awarded to Group 13 and their SDG Goal is Climate Action with their project topic as TAKE A BRAKE. The award winning team has got 1,317 Facebook Likes and have completed 388 Personal Tasks (1,705 total likes) with the total reaches over 16,000 audiences. 2 groups are awarded merit for the Most Favourable SDG Pioneers Project award, the 2 groups are firstly, Group 12 and their SDG Goal is Responsible Consumption and Production with their project topic as THE3CAMPAIGN and, secondly Group 9 and their SDG Goal is Industry, Innovation and Infrastructure with their project topic as DIGITAL EDUCATION.







Partners: *0*

Audience: *106*

Media: *1*

Online Reach: *34,000*

Total Fund Raised: *HKD20,000*

NATIONAL PROJECTS

JCI HONG KONG

Win Win Jet So



TACKLING PROBLEM(S)

Help boost and support members' businesses by encouraging win win spending

ROOT CAUSE

Businesses have been facing difficulty to survive and sustain due to COVID-19 situation

SUMMARY

National Partnership and Sponsorship Commission launched Win-Win Jet So Program in March 2020, all JCIHK members can find various offers on website: jcihk.org/jetso

We aim at providing a business platform to promote the businesses of JCIHK members, encourage ""win-win cooperation"" spending among JCIHK members.

We introduce members' businesses through social media and connect JCI Hong Kong to various SMEs in order to increase business opportunities.

Let's BOOST our Business! Members supporting members!

RESULTS

Over 150 businesses joined our Win Win Jet So program.

Over 200 members have used and enjoyed the special offers provided by different SMEs and businesses.

More than 30 entrepreneurs stories have been promoted on our social media platform.

We have received many good feedback about Win Win Jet So program.The program helped boost "win-win spending" among JCI members. Members are happy with the offers provided by various kinds of businesses. It also help expanded JCI Hong Kong network by engaging with more partners and vendors.



NATIONAL PROJECTS



















- **Partners:** *160*
- **Audience:** *5,000*
- **Media:** *1*
- **Online Reach:** *100,000*
- **Total Fund Raised:** *HKD10,000*

LOCAL CHAPTER PROJECTS

JCI VICTORIA

SDG Share Love•Love Sharing



TACKLING PROBLEM(S)

- Raise people's awareness on SDG

- Enhance people's expression of love

- Empower Enterprises to Engage More

ROOT CAUSE

According to UNESCO, the deterioration for some SDGs can seriously threaten the achievement of the Agenda 2030. Through the program, we aim to increase the enterprises' knowledge and understanding on SDG.

SUMMARY

SDG Share Love • Love Sharing is a new flagship project of JCI Victoria. This community project is one of the flagship projects of JCI Victoria. It aims to promote UNSDG (United Nations Sustainable Development Goals) by sharing 'Love' among business industry to care the community together throughout this year. We encourage every enterprise to join hands to achieve a better and more sustainable future for all.

RESULTS

- *Highest reached 186 views on LIVE*
- *First SDG Enterprise Awards ever, world-breaking record*
- *First Animated MC on LIVE*
- *Received over 80 companies' application; reached over 800 employees and employers*
- *Reached 1.8K total views*
- *Received over 700 questionnaires; 100% positive feedback after the event from employers and employees; gained more knowledge on SDG*







Partners: *50*

Audience: *20,000*

Media: *25*

Online Reach: *186*

Total Fund Raised: *HKD12,100*

JCI KOWLOON

Together We Care 2020 - 「兒」家心思



TACKLING PROBLEM(S)

Emotional problems are getting more and more serious in Hong Kong. Many parents may have little knowledge about the mental healthiness of their children, while children are also sometimes unable to express themselves properly. This project aims to encourage quality communication between parents and children.

ROOT CAUSE

Lack of quality communication in families may deepen the problem of children's mental health illness. As an ounce of prevention is worth a pound of cure, education is one of the best approaches to tackle the issues.

SUMMARY

Together We Care 2020 consisted of various activities on improving children's mental health and family communication. A questionnaire was conducted to examine parents' knowledge about children's mental care and to study communication patterns within the families.

「兒」家心思 Board game was created for primary school children and parents. It aims to encourage quality family communication and enhance mutual understanding. It can also be used as a teaching material in o schools and for social workers to promote children mental health and well-being. An online Yoga workshop was held to help the audience to relieve pain and mental distress.



RESULTS

- *Together We Care 2020 has raised public awareness on children's mental health and well being.*
- *Through playing our「兒」家心思 board game, families can enjoy happy moment together and at the same time learn the ways to manage emotions which they often encounter in daily lives.*
- *Our board game experience day and activity day have provided practical, innovative and professional advice to strengthen families' communication. Many participants and the audience highly appreciated the board game design.*
- *In the parent-child yoga workshop, the audience has learnt how to reduce stress and enhance family interaction with stretching and relaxing yoga poses.*



Partners: *8*

Audience: *100*

Media: *1*

Online Reach: *14,000*

Total Fund Raised: *HKD16,500*



LOCAL CHAPTER PROJECTS

JCI ISLAND

JC Sports Begin @ Home Challenge



TACKLING PROBLEM(S)

Provide opportunity to ENGAGE more people to do Sports Challenge exercise in order to KEEP FIT and DEVELOP HEALTH messages despite the pandemic.

ROOT CAUSE

As Cap. 599F Prevention and Control of Disease (Requirements and Directions) (Business and Premises) Regulation is in effect, public sport facilities are forced to close. We therefore have developed this programme to encourage people continuing workout and exercising.

SUMMARY

Location is either your home / outdoor Area.Time was from 4 May to 24 May 2020. Participants could choose their preferred difficulty levels, between level one to three. Level 1 – workout 6 days out of 21 days; Level 2 – workout 9 days out of 21 days; and Level 3 – workout 12 days out of 21 days.

Finally, there were 179 JC members from 17 chapters joined. They are 112 gentlemen and 67 ladies (14 prospective members, 149 full members and 16 senior members). Among all the participants, 25 have chosen Level 1, 31 have chosen Level 2 and 123 have chosen Level 3.



RESULTS

- *6 of them have finished Level 1, 13 of them have finished Level 2 and 68 of them have finished Level 3. 32 are from Large-sized chapters, 14 are from Medium-sized chapters and 41 are from Small-sized chapters.*
- *The organising committee received >1,200 videos and it is equivalent to >18,000 minutes of exercise (>167 football matches) To maintain fair play, participants have to submit all videos to OC.*
- *Congratulations to JCI Harbour, JCI East Kowloon and JCI Victoria for winning both "The Most Participation Award" and "The Highest Score Award" in large-sized chapter, medium-sized chapter and small-sized chapter categories respectively.*



Partners: *6*

Audience: *179*

Media: *1*

Online Reach: *5,100*

Total Fund Raised: *HKD6,000*



JCI PENINSULA

Be Healthy, Act Healthy - Mind Decoder



TACKLING PROBLEM(S)

As the mental health problem is getting worse in HK under COVID-19, we would like to encourage corporations to take care of employees' mental wellness by considering setting up policies about mental health in the workplace and providing more support to the staff.

ROOT CAUSE

Due to the long working hours, 60% employees in Hong Kong reflect that they are under high pressure. With the negative economic consequences caused by COVID-19, many employees' income and prospects are being affected. Stress is the major reason of Anxiety Disorder and almost half of the suicide cases are related to mental illness.

SUMMARY

The whole project will be divided into 3 stages:

Stage 1, invite employees to perform a screening test of anxiety disorder and a questionnaire about working habits and lifestyle.

Stage 2, 4 workshops and seminars were held - Zentangle Workshop, Meditation Workshop, Music Therapy Workshop, Workplace Mental Health Seminar.

In the final stage, a closing ceremony is organised to alert employers and employees on theinfluences of stress. We target to raise more awareness in the public with extensive media coverage.



RESULTS

- *Raised public awareness*

Over 27 media exposure with more than 60 million readerships (Source from Meltwater, social research platform), including radio broadcast, TV news, newspapers & online news report. On social media, the word "Relaxpedia" (tips for alleviating stress) has attracted more than 25,000 views. Meanwhile, 3 event ambassadors with their 900,000 followers further maximize the reach of the message. More than 800 surveys were collected and analysed by CUHK Dept. of Psychiatry professor and over 3,000 employees have attended online workshops.



Partners: *23*

Audience: *3,000*

Media: *27*

Online Reach: *23,870*

Total Fund Raised: *HKD28,000*



LOCAL CHAPTER PROJECTS

JCI Hong Kong Jayceettes

JCI HONG KONG JAYCEETTES

SDG Junior Ambassador Programme 2020 - MiCity



TACKLING PROBLEM(S)

With the observation of scarce land resources in Hong Kong and the potential imbalance of commercial, residential and environmental land utilization in Hong Kong, SDG Junior Ambassador Programme 2020 - MiCity targeted to educate our future generation on UNSDGs and Town Planning fundamentals for them to exert a positive impact onto our future Hong Kong.

ROOT CAUSE

With the increasing population in Hong Kong and scarce land resources, there is an emerging and pressing need to strike a balance between commercial, residential and environmental land utilization.

SUMMARY

The theme of SDG Junior Ambassador Programme 2020 - "MiCity" is Sustainable Town Planning. Through organizing a Town Planning Competition and series of online workshops, we strived to equip primary and secondary school students with fundamental knowledge on town planning and how to incorporate UNSDGs in the process of designing our future city.



RESULTS

Students were inspired to identify the key social and environmental issues in addition to understanding the needs of the Hong Kong community in order to design models of 2030 Hong Kong. Their videos had generated 11,700+ reach, 6,000+ views and 3,000+ engagement in a 10-day Facebook voting campaign. Students have contributed in spreading the idea of a sustainable city to 700+ family and friends for greater impact. Their intense amount of preparation on the social environment and fundamentals of town planning for the competition have enabled them to equip themselves with new skills such as video editing and coding while demonstrating positive change within themselves All of the students committed to advocate UNSDGs and sustainable cities development.



Partners: *17*

Audience: *50,000*

Media: *2*

Online Reach: *11,700*

Total Fund Raised: *HKD3,000*



JCI LION ROCK

Love in Time



TACKLING PROBLEM(S)

To remind the public of cherishing their loved ones, expressing care and love before it is too late.

ROOT CAUSE

Since the end of 2019, the world has been undergoing various tragedies and natural disasters, such as the worst ever Australian bushfire crisis, unprecedented Covid-19 pandemic outbreak, plus the sudden death of Kobe Bryant, causing intense despair and fear among people worldwide.

SUMMARY

FOUR activities were used step-by-step to promote the "Love in Time" message:

- *"Now or Never" Video - OC members planned through online video for the first step to promote the "Love in Time" message.*
- *Free Advertising - We pitched MTR, Radio 903, Star Ferry, artist Sammy Leung (森美), Bob (林盛斌), Barry Ip (葉文輝) and some KOLs to promote "Now or Never" video in different channels to spread the "Love in Time" message.*
- *"Love in Time" Postcard - 4 postcards were designed with themes of "Family", "Couples", "Friends" and "Medical Front-liners", collaborated with NGOs and private corporations to deliver the postcards to the public and spread the "Love in Time" message.*
- *"Love in Time closing cum postcard mailing ceremony"*

RESULTS

- *Impact: Over 2000 pieces of hand-written postcards were distributed and mailed out. Our project poster, online video and radio interview has reached over 4 million viewers through different channels such as MTR, Star Ferry, Taxi Hong Kong, Radio 903, artists and KOLs' Facebook pages.*
- *Motivate: We drove members by providing development opportunities within our activities. 70 local and overseas JCI members involved. 5 organizing committee members were inspired to accomplish the JCI Mission by deploying the Active Citizen Framework to create positive change.*
- *Invest: We kept pitching NGOs, artists, KOLs and corporate sponsors for this project at all levels to maximize alternative sources of income. An amount of HKD 31,000 was raised from private corporations and the public. We have effectively allocated financial and human resources to achieve our objectives.*

- Collaborate: We partnered with 3 public transport corporations, 2 private enterprises, 4 artists and KOLs, 2 NGOs, 1 educational institution, 1 mass media, etc. Through strategic partnership, our message of "Love in Time" was widely spreaded to create sustainable impact in the community.

- Connect: We engaged over 110,000 views from JC and non-JC locally and internationally through online video and our "Chain of Love" Facebook campaign; connected 500 local and overseas JCs and over 1500 non-JCs through hand-written postcards to spread love and care worldwide.

Partners: *13*

Audience: *40,00,000*

Media: *1*

Online Reach: *500,000*

Total Fund Raised: *HKD31,000*







LOCAL CHAPTER PROJECTS

JCI HARBOUR

The 41st International Children Drawing Contest cum Photography Competition



TACKLING PROBLEM(S)

To educate children about climate change and its effect to the earth, to increase their environmental awareness and to guide children to take practical actions in daily life to tackle the problem.

ROOT CAUSE

In recent years, large-scale wildfires and extreme weather have continued to occur all over the world, and that "believing that others will save our planet" is the biggest threat to her.

SUMMARY



- *PROMOTE SUSTAINABLE WORLD*

- ART is a global language - participants can express themselves through drawings & photography which transcend language and cultural barriers

- *ECHO UNSDGs*

- This year's theme is "Go Go Earth Rangers", targeting SDG Goal 13 Climate Action, aiming to educate children to take actions to combat CLIMATE CHANGE.

- *EXPAND THE INTERNATIONAL EXPOSURE OF ICDC*

- 10 countries from 10 JCI Chapters participated, including new participation as National Organisation Member (NOM) from France & Myanmar allowing the brotherhood of man to transcend the sovereignty of nations.

- Showcasing of online pitching & promotion for drawing theme & education to over 10,000 participants from over 10 regions.

RESULTS

Community Impact was measured in the five ways:

- *NUMBER OF PARTICIPANTS: The Drawing Contest, Photography Competition, online forum, online International Summit with 4 different countries (Myanmar, Taiwan, Malaysia, Japan), MTR exhibition and We Love Earth Seminar attracted more than 10,000 participants.*
- *DEMOGRAPHICS OF PARTICIPANTS: Participants aged from 4 to 15. "Teen" and "Family" groups are newly included this year to cater for children aged 13 - 15 and to encourage family participation. The "Caring" group is also included for children with special needs.*
- *NUMBER OF REGIONS: Organizations spanned from the Asia Pacific to Africa, the Americas, Europe and East Asia, with 9 JCI Chapters pooling their efforts for the 41st ICDC.*
- *NUMBER OF PARTNERSHIPS: Received support from over 75 sponsors, collaborators, co-organizers and supporting organizations.*
- *COMMUNITY COVERAGE: 461272 readiness from 8 media publications and 26 online videos;*

20,000,000 impressions from 10 advertising campaigns through public transportation, online media and other channels; 102,356 audience for local exhibition in MTR stations.

- *FEEDBACK FROM PARTICIPANTS: Up to 95% of the interviewed children indicated that participation in the ICDC enhanced their relationships with family and increased their awareness of climate change, consistent with our aims and goals.*

Partners: *75*

Audience: *10,000*

Media: *8*

Online Reach: *20,000,000*

Total Fund Raised: *HKD200,000*



JCI YUEN LONG

Be Healthy, Act Healthy - Mind Decoder



TACKLING PROBLEM(S)

As the mental health problem is getting worse in HK under COVID-19, we would like to encourage corporations to take care of employees' mental wellness by considering setting up policies about mental health in the workplace and providing more support to the staff.

ROOT CAUSE

COVID-19, the disease caused by the virus, was first detected in late 2019. By January 25, 2020, there were already more than 1,000 reported cases in nearly a dozen countries. With the rapid spread of life-threatening disease, people are not well prepared with sufficient stock of sanitizing supplies and face masks.The cost of face masks has spiked sharply across Hong Kong due to the high demand.

SUMMARY

We have successfully acquired 10,000 face masks and 500 bottles of cleaning materials after enormous efforts and shall distribute 10 face masks and 1 pack bottles pair of cleaning materials to each elderly for free on the event day.

We sincerely hope that this could relieve the urgent needs of people and keep our Hong Kong people away from the threat of the coronavirus.

RESULTS

In the above 4 activities, a total of 12,000 masks and 300 sticks of bleach were sent to the community and sister clubs.

The total fund-raising received was $9,860, 8,000 masks and 500 hand sanitizers were raised.

The success of the event requires special thanks to the support and encouragement of the Yuen Long district organizations, and a group of enthusiastic Yuen Long Youth Chamber of Commerce

Chairman, senior members, and members.







Partners: *10*

Audience: *300*

Media: *2*

Online Reach: *5,000*

Total Fund Raised: *HKD9,860*

LOCAL CHAPTER PROJECTS

JCI TAI PING SHAN

Flipping Dream



TACKLING PROBLEM(S)

Provide opportunity to ENGAGE more people to do Sports Challenge exercise in order to KEEP FIT and DEVELOP HEALTH messages despite the pandemic.

ROOT CAUSE

It is because the society is having a narrow definition of 'being 'successful'. Every parent is expecting their children to step on a well-designed growing path and hoping they can be so-called successful.

SUMMARY

By engaging in this project, our target audience (especially youngsters) will have the chance to voice out their thoughts and realize the importance of their true passion. This can lead to an active positive change such as starting to pursue what they really want. And for parents, hopefully, they realise it is crucial to let their children follow their dreams and give them opportunities to make their dreams happen. We hope to bridge the gap between parents and children.



RESULTS

Besides getting inspired by showing the importance of dream pursuing and reading other stories of dream achievers, members have gained valuable knowledge and various skills:

- *30 short clips of inspiring stories, 7000+ views in total*
- *30 famous quotes shared on social media*
- *100 street interviews*
- *More than 35,000 people reached on social media*
- *Feb + May MFG 2000 views in total*
- *Interview of Key Opinion Leaders (KOL), well established public figures and TOYP honorees*
- *Interviewing, filming, video editing, holding online event, MC, pitch deck and press release skills of members have been developed*





Partners: *4*

Audience: *100*

Media: *1*

Online Reach: *35,000*

Total Fund Raised: *HKD10,000*

JCI BAUHINIA

Circle Care 2020: Women Time Project



SUMMARY

- *Conducted 2 roadshow interview to promote ME TIME in Taiwan and Japan*
- *Launched women life status questionnaires in Hong Kong*
- *Launched 9 times ME TIME Videos and 3 times ME TIME online games to arouse awareness and promote the practice of at least 30 mins ME TIME daily*
- *Launched "Me Time x Coaching" 3 months sessions to help women reschedule their time table*
- *Launched "Global Declaration" invite Corporates pledged to implement policies to support Female Employees*
- *Collaborated with Government Departments and External Partners to maximize influence*
- *Non-stop rolling out Videos and Posts to draw attention and manufacturing discussion*

RESULTS

- *"Global Declaration" received 2,298 Corporations response from 86 Countries & 2 SARs, benefited 700,000+ Female Employees in global*
- *3 times Me Time Online Games 280+ women participated*
- *9 times Me Time Videos benefited 110,000+ Audiences*
- *"Me Time x Coaching" 3 months sessions benefited 70+ women*

Partners: *50*

Audience: *705,000*

Media: *13*

Online Reach: *575,000*

Total Fund Raised: *HKD252,000*

TACKLING PROBLEM(S)

Arouse awareness of the importance of women ME TIME and promote the practice of at least 30 mins ME TIME daily, empower women with quality ME TIME methods to achieve sustainable work-life-family balance.

ROOT CAUSE

Based on Circle Care Survey data from previous year , over 57% Hong Kong Women have worked over 50 hrs per week which is 38% more than the World average of 36.23 hrs, over 65% Women have less than 30 mins personal time (ME TIME) per day. Under social unrest and the snowballing effect from the uprising mental health issue, and social problems arising from unharmonized families due to high stress levels of working mothers in between different roles at work and in family.







LOCAL CHAPTER PROJECTS

JCI Dragon

JCI DRAGON

Youth Can Code 2020 – SDG Asia Innotech Challenge 24-Hour Hackathon



TACKLING PROBLEM(S)

Only 10 Years left for SDGs 2030 and changing the world rapidly. Asian youths need more awareness and understanding of the SDGs.

ROOT CAUSE

Hong Kong, a world-class science and technology city, has been actively promoting the importance of science and technology education recently.

SUMMARY

Youth Can Code: SDG Asia InnoTech Challenge 2020 is a program for incubating future Innotech talent, through SDG, Innotech and design thinking workshops, webinars with industry top players and hackathon competition with talents from the Asia Pacific.

TEN EVENTS were held from November 2019 to August 2020. One of the most vital events was that the 30 continuous hours on 11-12 July 2020, JCI Dragon and JCI Nishinomiya brought JAPAN and HONG KONG together.

1. 80 Japan and Hong Kong young people gathered around the same passion and gave their best to find unique solutions to global problems
2. Onsite 24-hour SDG hackathon held in Hong Kong and Nishinomiya Japan simultaneously
3. 30-hour Facebook LIVE and Zoom LIVE conference connected the event to the world
4. 11 feasible SDG solutions judged by Microsoft , UNICEF and NGOs addressing 4 SDG goals by leveraging revolutionary technologies.



RESULTS

1. EMBRACED JCI Impact strategy, students/guides were inspired to identify the key environmental and well-being issues through SDGs, to understand the needs of the community in order to propose a sustainable solution using their CREATIVITY and PROBLEM-SOLVING skills.

2. 80+ Students enrolled and EMPOWERED YOUNG MINDS on SDG goals, to make positive changes in their daily school life by incorporating design thinking, computational thinking and smart application

3. Partner with supporting organisations to create a close relationship with community organisations.

4. ENGAGED in the closer partnership with the government and UN organisation to JCI DRAGON MEMBERS, YOUTH-CAN-CODE was promoted via EXTENSIVE SOCIAL MEDIA by our projects' supporting organisations in HK and Japan.



Partners: *24*

Audience: *200*

Media: *3*

Online Reach: *1,000*

Total Fund Raised: *HKD32,500*



JCI EAST KOWLOON

CEO 101



TACKLING PROBLEM(S)

Unemployment, uncertainty

ROOT CAUSE

Covid-19, social movement



SUMMARY

Students from 13 local universities are invited to apply for the program and meet other students to brainstorm and submit business plans, providing innovative proposals on their business idea. Facilitators were volunteered and assigned to share useful business topics to our students.

RESULTS

Supporting Facebook post written by Dr. Bernard Chan Pak Li, JP Under Secretary for Commerce and Economic Development, HKSAR Government with - 5 supporting organisations, - 8 Facilitators seminar speaker,1 Lead Judge and speaker,10,000 students from 13 local Universities reached.





Partners: *4*

Audience: *32*

Media: *10,000*

Online Reach: *10,000*

Total Fund Raised: *HKD2,500*

LOCAL CHAPTER PROJECTS

JCI City

JCI CITY

Eat All, Can You?

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



TACKLING PROBLEM(S)

Food wastage is a serious problem. Therefore, we dig deep into understanding the reasons why people are wasting food at home, in restaurants, especially All You Can Eat restaurants.

ROOT CAUSE

People are not aware of the amount of food that was wasted.

SUMMARY

Food Challenge was carried out from March to May 2020, on Social Media Platforms, encouraging participants to Clear their Plates in every meal. Eat All Can You Survey was conducted during April to August 2020, to understand the root cause of food wastage.

A campaign called "Eat All Can You Recipes" was organised between May and August 2020, participants are invited to demonstrate how they can practically utilise food waste.



RESULTS

i. Learning to Eat them All

With our food challenge, one of the most frequent received comments is that "I didn't realise I ordered/cooked that much food until I was told to eat them all" This provides a lesson to all participants and they would think twice before they order again.

ii. Learning to Use them All

With our Eat All Recipe Campaign, many participants demonstrated great creativity and produced very high quality food with potential food wastes. This creates an atmosphere that more people are willing to think, how can we make use of food or food waste that we use to throw into the rubbish bin.

iii Getting Used to Take them All

With the advocacy of using environment friendly lunch-boxes, we encourage everyone in the banquet to take away unconsumed food.

iv Advocating Creative ways to use food waste

Food waste can also be utilised in other forms, including coaster and soap, etc. Working in hands with these partners, the creative ways of utilising food was further promoted.





Partners: *2*

Audience: *2,000*

Media: *100,000*

Online Reach: *240,000*

Total Fund Raised: *HKD3,000*

JCI QUEENSWAY

Lovemoji



SUMMARY

JCI Queensway has been dedicated to improving mental health for the community by the annual campaign called "Listen, Connect, Accept". Through the community development programs, members learnt to identify social needs and take action to improve the well-being of the community. This year, our team has achieved a lot to make a positive impact in our community.

This year, we collaborated with JCI KL Mandarin to conduct a survey on harmony in March, an Emoji design and slogan competition in April and a Facebook event in August. We aimed to raise the public awareness of positive thinking and improve problem solving skills for friendly and harmonious societies.

RESULTS

Over 150 survey responses were received from Malaysia and Hong Kong residents. The Emoji design and slogan competition was held successfully in April and May. The promotion of the competition was launched in Facebook, Whatsapp and other channels and reached over 1,300 people. 300 bookmarks in Chinese and English versions with the winner's design were printed and had been distributed to non-governmental organizations and JCI members. A Facebook event, which attracted over 300 participants, was organized to the public with the help of different speakers to promote harmony and effective ways of positive thinking and mindfulness. The taxi advertisement of 'Lovemoji' was also launched from 1st August for one month

Partners: *50*

Audience: *705,000*

Media: *13*

Online Reach: *575,000*

Total Fund Raised: *HKD252,000*

TACKLING PROBLEM(S)

Nearly 75% of Hongkongers showed moderate to severe depressive symptoms following unrest and COVID-19. Poor social sentiment has led to mental distress of many people in Hong Kong. Harmony is a central ideal in Chinese culture. The stress may even exacerbate their emotional health and have a profound effect on their personal development.

ROOT CAUSE

In the social unrest, conflict with family (49.4%) and friends (26.1%) were found to be the major stressors. As for the pandemic, 67% of respondents in Hong Kong said they felt lost about the future while some are fear of job loss and a lack of personal protective equipment.







LOCAL CHAPTER PROJECTS

JCI NORTH DISTRICT

Game or gamble



TACKLING PROBLEM(S)

To address an emerging problem affecting the global community during the COVID-19 pandemic in 2020: increased in-game spending addiction caused by city lockdown and social-distancing measures. The project aims to arouse the awareness of excessive in-game spending behavior.

ROOT CAUSE

Excessive in-game spending has become a new problem within the society. This year, the COVID-19 pandemic requires more people to stay home, only to worsen the problem. Despite occasion news about victims of in-game spending addiction committing suicide, no actions have been taken by the community addressing the problem.

SUMMARY

To let the community know the dangers of excessive in-game spending addiction.

Personal Level (Participants)

1. To enable self-discovery of in-game spending addiction
2. To provide assistance for victims of in-game spending addiction

OC team & JCI North District members:

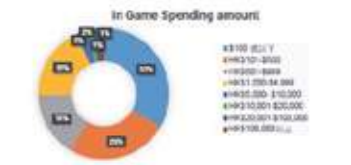
1. Empower the OC team and members to obtain skills in media relationship management, social media management, and communications.
2. To cultivate our members with the sense of Active Citizenship by emphasizing the importance of personnel involvement and impact on our society.

Community Level

1. To arouse the awareness of excessive in-game spending behavior
2. To advocate self-control on in-game spending behavior to prevent addiction







RESULTS

Impact: to create sustainable impact on the community

- *Around 400 respondents aged 15 - 40 filled questionnaires regarding their gaming behavior, in-game spending behavior, and mental conditions*
- *Our result publication day has been covered by more than 15 mass media companies in almost 40 media channels including major TV channels, newspapers, mobile news apps, websites, and online discussion forums. The project was able to be covered by a wide spectrum of mass media channels such that the project's message may have potentially reached 7 million population worldwide.*





Partners: *2*

Audience: *7,000,000*

Media: *40*

Online Reach: *7,000,000*

Total Fund Raised: *HKD12,000*

LOCAL CHAPTER PROJECTS

JCI OCEAN
Long March 2020



TACKLING PROBLEM(S)

Hong Kong has experienced the new coronavirus in 2020, and the economy and society are facing unprecedented challenges again, so with the spirit of the Long March project, we want to understand what the generation of youths think of the future.

ROOT CAUSE

During the Covid-19 pandemic, Hong Kong was one of the first regions combating the Covid-19 pandemic. With this pandemic, many people are suffering economically and emotionally.

SUMMARY

The project aims to identify the underlying cause and understand the current status of young people and what they think of the future. There are three steps in achieving this. First, set up a questionnaire to investigate the issue; Secondly, interview youths from all walks of life to understand what they are thinking and; Finally, provide a musical and press release to spread the message we found in the questionnaire and provide positive energy back to society.

We set up a questionnaire as the first step to figuring out what the youths think for the future. The questionnaires are distributed digitally with email, WhatsApp and physically with roadshows in a different area. Data was collected and analysed.

Besides the questionnaire, we also interviewed some youths from different backgrounds. Most of them are past participants of Long March Projects from 2009 till now. We want them to share and compare the current situation with their experience when they joined the past Long March Projects and express their thoughts about Hong Kong.

We organised the press release with a music concert to spread positive messages to society. There are a total of four parties that support the music concert. The music concert has streamed online, and it reaches a large amount of audience via Facebook.



RESULTS

There are approximately 600 people took part in the questionnaire

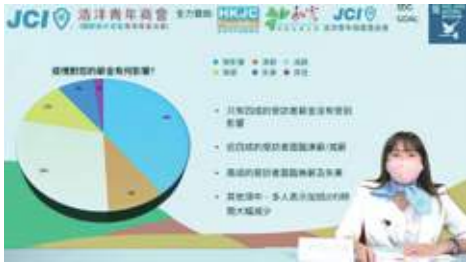
For the result of the questionnaire, it reflects the following:

1) More than 60% of people who took part in the questionnaire are pessimistic about the future.

2) More than 80% of people who took part in the questionnaire livelihood is affected by the Covid19 pandemic.

3) More than 70% of people who took part in the questionnaire think the government should provide more relief or reformation solutions to the economy.

4) The press conference of these results were streamed online with a music concert, the program reached approximately 900 people and created a great impact in the community.





Partners: *5*

Audience: *1,500*

Media: *2*

Online Reach: *575,000*

Total Fund Raised: *HKD252,000*

LOCAL CHAPTER PROJECTS

JCI SHA TIN

Love of the Earth



TACKLING PROBLEM(S)

Addressed the community needs during the outbreak of coronavirus (COVID-19).

ROOT CAUSE

The outbreak of coronavirus (COVID-19) has caused a global public health emergency and economic slow-down.



SUMMARY

Love of the Earth focuses on impacting the community by organizing projects, empowering members to attend/support local events, meeting with external partners and inspiration through local leaders on local policy. We distributed care packs including masks and hand sanitizers in the local community with partners and friends. We also worked with our sister chapter JCI Wakayama in delivering masks to 3 different child care centers.

RESULTS

We raised public awareness about the needs of the community. 9,838 people in the community are reached and inspired. 3,000 residents in Hong Kong are benefited and 500 residents in Wakayama (Japan) are benefited. In our chapter, 32 ordinary numbers (67%) attended and understood the community needs. At the same time UNSDGs (3 and 17) are being promoted.





Partners: *35*

Audience: *3,500*

Media: *8*

Online Reach: *6,000*

Total Fund Raised: *HKD11,500*

JCI APEX

Kids E.Y.E Care



TACKLING PROBLEM(S)

1) To AROUSE the awareness of children's eyes health to the family and society.

2) To HELP parents and children understand how to prevent children's eye health problems and treatment methods

3) To PROVIDE children's vision screening services to children from low-income families

ROOT CAUSE

The awareness of children's eyes health is not enough.

SUMMARY

Our program integrates all sectors in the community to create sustainable impact on children's eyes care and focuses on children's eyes health knowledge, and providing useful information to parents to empower our next generation with good eye health practice. It creates a sustainable impact on children's eyes health for long-term in Hong Kong.

RESULTS



A) Recognition from the professional parties.

B) Impact on Public

i) Over 800 primary school students were registered to participate the Kids Eye Screening
- provide eye screening for children (sponsored and supported by CUHK Jockey Club Children Eye Care Programme)
- Sow the seeds of protection of children's eyes care for parents
- Empowered participants to share eyes care message with family
ii) One of the biggest parents groups supported our project (over 250,000 followers on Facebook) and became our supporting organization to share our Kids Eye Care video. It helps promote the Kids Eye Care message to the target parents. And provide useful eyes health care information to the parents
iii) Compose a theme song "鬆鬆雙眼"
- raised the awareness and importance of children's eye care
iv) One of the global NGO "Orbis International" supported our project and became our supporting organization. We cooperate to:
- Issue " JCI Apex X Orbis - Eyes Protection Charter", Orbis helped promote in their online platform
- Issue "JCI Apex X Orbis - Parent-Child Interactive Gamebook", 300 pcs of gamebooks were printed and distributed to our participants in the screening service. Online version is also available on our JCI Apex online platform for download.

C) Impact on children in low-income family

CUHK Jockey Club Children Eye Care Programme supported our project and became a supporting organization. They provide Kids Eye Screening service free of charge for 6-8 aged children (sponsored by Jockey Club funding). Our project is one of the channels to apply for the Screening service. Committee emailed over 1,000 primary schools in Hong Kong to invite children to join the screening service.

Partners: *10*

Audience: *260,000*

Media: *1*

Online Reach: *145,000*

Total Fund Raised: *HKD290,000*





LOCAL CHAPTER PROJECTS

JCI CITY LADY

Hong Kong Professional Elite Ladies Selection



TACKLING PROBLEM(S)

Society is somewhat missing the point of feminism that women have to prove that they can do the same things as assertive and courageous as men.

ROOT CAUSE

There is no vibrant ecosystem/platform recognizing female leadership, innovation, excellent performance and social contribution, as well as inherit and create sustainable impacts.

SUMMARY

The objectives and achievement of HKPELS 2020 are as below:

1. To deliver the message of "Women Value of Uniqueness" and encourage women to admire their own value by retrospecting and prospecting the successful stories of past 9 years elite ladies.

2. To promote a vibrant ecosystem and recognize female leadership, innovation, excellent performance and social contribution.

3. To connect with both corporate and organization networks to co-create public impact and enhance the image of JCI and JCI City Lady with sustainable and stable branding.

4. To train up and inspire JCI City Lady members in all aspects of personal growth by connecting to external networks.

5. To inherit and create sustainable impacts on society among all Hong Kong Professional Elite Ladies Selection Stakeholders.

RESULTS

1) Build up collective powers by engaging awardees and partners, over 50% of all awardees participated in the 2020 Selection and show their support.

2) Over 78 corporates, local social brands and organizations participated in the 2020 Selection.

3) A 100% increase in nomination form applied.

4) 10 awardees are selected this year with a total number of 79 ladies being recognized since 2011.

5) This year over 100 guests attended the opening ceremony under the situation of COVID-19.

6) Video of Facebook live on online award presentation ceremonies has reached over 25,000 views. A 1,525% increase in "New Page like" on the HKPELS Facebook page after that.

7) Over 550 people involved in in-depth participation, including all the digital campaigns, opening ceremony, Distribution Day of Anti-Epidemic Materials, Female Leadership and Entrepreneur Sharing, Leadership training workshop, Online Award Presentation Ceremony and Service Day.

8) Over 517,030 audiences in digital promotional campaigns, including Facebook videos, posts, ambassador promotions, with 26,000 views.

9) Overall 68 pieces of online +printed media coverage throughout the project.

Including: Apple Daily, Oriental Daily, RTHK, Hong Kong Economic Journal, TVB, HKE… ca Hong Kong , Capital, chairmen.hk, Dou Yin, Wen Wei Po, HKS Media, BeauBee, a… 8,672,000 local and international audiences were reached.

10) Over 3,200,000 people reached via taxi roadshow advertisement.

11) Over 4,930,000 people reached in the MTR advertising video.

12) Over 2,750,000 people reached in the newsletter advertisement.







Partners: *78*

Audience: *8,000,000*

Media: *68*

Online Reach: *8,672,000*

Total Fund Raised: *HKD78,000*

JCI TSUEN WAN

Children's Play Rights



TACKLING PROBLEM(S)

Children in Hong Kong are not getting enough playtime. Half of the children population are getting less than 1 hour of playtime a day which is recommended by the Hong Kong Society for the Protection of Children which warns against the detrimental effects on children's social, cognitive and physical developments.

ROOT CAUSE

- *16% of the respondents spent more than three hours a day on homework, while nearly 30% needed two hours.*
- *More than 20% of the respondents said they had barely an hour of playtime a day while 24% of the respondents had less.*
- *Nearly 10% of the respondents did not have any playtime.*

SUMMARY

In this connection, we would like to hold a series of activity under our flagship project in order to spread the message of letting our kids play activities freely every day with adequate time and leaning positive personality, like patience and persistence

(1) Meeting with sister chapters regarding children's play right - achieve more leveraging the strength of partners and the action of JCI members

(2) Distribution of hygiene products to grass root family in Sham Shui Po

(3) Video Shooting - educate parents how they can play with their children

(4) Street Interview - invite parents to fill in questionnaires for our analysis

(5) Teaching material with 童創文化 - design puzzle games for our FB page and promotional materials

(6) Photo Competition - parents can apply free play theory during attending competition

(7) Questionnaire Result Announcement with HKPA and give suggestions to parents

RESULTS

- *OVER 1000 children and their parents view on our events and around 30 parents participated in our photo competition*
- *OVER 50 Volunteer involved*
- *OVER 6000 PLAY Hour for children*
- *Over 1,000 likes on Facebook Page*
- *OVER 300,000 post engagement on Facebook and Instagram*
- *OVER 12,400,000 impressions reached throughout the campaign*

Children's Play Rights Taxi Advertisement 2020 - 4 taxi

- *OVER 2,360,000 people reached DAILY*
- *WE motivated 100% of Tsuen Wan DISTRICT COUNCILLOR to support this project, and they disseminate the message via whatsapp and distribute poster everywhere in their division and via their connections*

-OVER 300,000 Tsuen Wan resident impressions reached

-ENGAGED Dr. CHAN Pak Li, Bernard, JP Under Secretary for Commerce & Econ Dev to be our Guest of Honor

-ENGAGED Wofoo Foundation and VQ Foundation as our sponsor



Partners: *50*

Audience: *705,000*

Media: *13*

Online Reach: *575,000*

Total Fund Raised: *HKD252,000*





LOCAL CHAPTER PROJECTS

JCI LANTAU
Happiness Survey



TACKLING PROBLEM(S)

The main objective of this survey is to compare the opinions of Hong Kong and Malaysia residents, 18 years and older, towards happiness and its relationship with COVID-19 pandemic, and to understand the causes of factors that affect the happiness index and how to improve the quality of life satisfaction.

ROOT CAUSE

The pandemic situation enhanced and enlarged the problems of separation, economy, etc.

SUMMARY

2020 is not an easy year worldwide. We are all suffering from different situations, like separating from your closest friends and families, health concerns, food concerns and income concerns etc. In such a difficult time, we should keep ourselves mentally strong to face it all. Without a positive heart, we can all easily be depressed or a serious situation of giving up your life. In the past months, we have been busy tackling different issues and may not be able to spend time on our mental health. This project is to raise the awareness of mental health, which is especially important to maintain when we are dealing with hard situations. We have done a survey researching the point of views from citizens and getting to know their concerns with a press conference releasing results. In the meantime, we organised an online seminar with psychologists for citizens to understand ourselves better and learn how to be positive in this pandemic situation.



RESULTS

We raised awareness of our mental health and got to know deeper reasons for the frustration of our citizens. Especially when we were doing the street survey, it enabled us to talk to our Lantau residents and shared a lot of their stories to us.

We have delivered a message of the importance to pay attention to mental health in order to deal with all the difficulties we are facing.





Partners: *4*

Audience: *500*

Media: *4*

Online Reach: *4,000*

Total Fund Raised: *HKD1*

THANK YOU

JCI Hong Kong continues to create positive change globally through the diligent work accomplished by our members. It is through contribution from our supporters, collaborative effects with local, national and international partners as well as the dedication and hard work of JCI members that made 2020 a phenomenal year of impact.

As an organization, we are dedicated to ending poverty, inequalities and climate change by advancing the Global Goals for Sustainable Development. A special thank you to all sponsors, partners and supporting organizations for supporting JCI Hong Kong in 2020.

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