

TIMELINE

April 9, 2012

Application deadline for CSR seminar to university students

April 11, 2012

CSR seminar to university students

April 15, 2012

Application deadline for CSR case competition

April 30, 2012

Written proposal submission deadline for CSR case competition

May 19, 2012

Announcement of first-round result for CSR case competition

June 9, 2012

CSR workshop for SMEs and final presentation of case competition



The University of Hong Kong
Faculty of Business and Economics



Corporate Social Responsibility (CSR)

New **SME**: Social **M**ission **E**ngagement

Organizer

Faculty of Business and Economics, HKU

Mentor:

Dr. Winnie S.C. Leung

Team Leader:

Li Yifeng, Renee

BEcon&Fin

Team Members:

Chen Chang, Kate

BEcon&Fin

Chen Jiasi, Jessie

BEcon&Fin

Chen Si, Jessie

BBA (Law)

Liu Xili, Shelley

BBA (A&F)

Sun Wen, Sharon

BBA (A&F)

Tian Qiheng, Tiffany

BEcon&Fin

Wang Wanxin, Britney

BBA (A&F)

Yeung Sin Man, Cherry

BBA (A&F)

Project Highlights:

- CSR seminar to university students
- CSR case competition for university students
- CSR workshop for small and medium enterprises (SMEs)

ENQUIRIES

Email: hkusme@gmail.com

Introduction

This project namely “New SME: Social Mission Engagement” is run by a group of business students from the Faculty of Business and Economics in the University of Hong Kong. It is a project supported by HKU Student Knowledge Exchange Project Grant Scheme for promoting CSR (Corporate Social Responsibility) in Hong Kong.

Project Aim

This project aims to strengthen the tie between the community and SMEs (small-medium enterprises) in Hong Kong. Due to limited resources, SMEs may not be able to explore business opportunities which can increase their firm values while addressing community needs. They may not be aware of the potential benefits to their companies by doing CSR (Corporate Social Responsibility) apart from contributing to the society. This project involves university students to serve this role. Students will participate in a case competition to identify community needs and evaluate the feasibility (practically and economically) of providing such needs. The proposals will be communicated to the SMEs for their consideration.

External Partner Organizations



Internships Sponsor



HKCSS – HSBC Social Enterprise Business Centre was established in 2008 by the Hong Kong Council of Social Service (with over 340 social service organizations under it) to advance social entrepreneurship and mobilize social innovation. The Centre is jointly funded by the Hongkong Bank Foundation and the Social Welfare Department's Partnership Fund for the Disadvantaged.

CSR Seminar to University Students

Date: April 11, 2012 (Wednesday)

Time: 6:30 – 8:30pm

Venue: Library Extension Building
LE5, HKU

Content:

1. Introduction to CSR
2. Guest Talk with Q&A
3. Interesting Game
4. Briefing of CSR Case Competition

Application

Deadline: April 9, 2012

Method: Please download the application form from our Facebook page and submit the completed application form to hkusme@gmail.com

Facebook:

<http://www.facebook.com/pages/New-SME-Social-Mission-Engagement/310325165687296>

CSR Case Competition

This competition is open to all university students in Hong Kong. The case materials can be downloaded from our Facebook page.

Time Schedule

April 11	CSR seminar to participants
April 15	Application deadline
April 30	Submission deadline of written proposal
May 19	Announcement of first-round result (5 teams entering second round of final presentation)
June 9	Final presentation and closing ceremony

Awards

Champion	HK\$1,500 + Trophy + Internships
1 st Runner-up	HK\$1,000 + Trophy
2 nd Runner-up	HK\$800 + Trophy
Best Presenter	Trophy
Merit (2 teams)	HK\$500 + Certificate Awards
Shortlisted teams (10 teams)	Certificate Awards



The University of Hong Kong
Faculty of Business and Economics

HKU Student Knowledge Exchange Project – New SME: Social Mission Engagement
Application Form for CSR Student Seminar

Date: April 11, 2012 (Wednesday)
Time: 6:30 – 8:30pm
Venue: Library Extension Building LE5, HKU
Content: 1. Introduction to CSR
2. Guest Talk with Q&A
3. Interesting Game
4. Briefing of CSR Case Competition

Application Instructions

- Please submit the completed application form (via email) to hkusme@gmail.com on or before the deadline of **April 9th, 2012**. Please name the attachment as “Student Seminar Application from [*student name*]” and the title of the email as “New SME: Social Mission Engagement CSR Student Seminar Application”.
- The applications will be processed on a **first-come-first-served** basis due to limited seats.
- Student teams who are going to participate in the CSR Case Competition must send **at least one representative** to attend this seminar. Separate application forms are required for each team member who would like to attend the seminar.

Participant’s Information

Name of Participant:	
Name of University / College / Education Institution:	
Year of Study:	
Curriculum (e.g. Accounting and Finance):	
Phone no.:	
Email:	
Have you applied for the CSR Case Competition?	Yes / No If Yes, please indicate your team name and team number here: _____

New **SME**: **S**ocial **M**ission **E**ngagement

Supported by HKU Student Knowledge Exchange Project Grant Scheme



Corporate Social Responsibility (CSR) Case Competition

Organizer:



The University of Hong Kong
Faculty of Business and Economics

Internship Sponsor:



HKCSS - HSBC
Social Enterprise
Business Centre
社聯·滙豐社會企業商務中心
Innovate · Invest · Incubate
創新·投資·孕育

HKCSS – HSBC Social Enterprise Business Centre

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1. Introduction

As one major part of the project “New SME: Social Mission Engagement” (supported by HKU Student Knowledge Exchange Project Grant Scheme), this case competition provides a platform for all Hong Kong undergraduate students to share their ideas about strengthening the tie between our community and the local SMEs (small and medium enterprises). Students can utilize their past experience and innovation to help SMEs explore business opportunities which can increase firm value while addressing community needs. The competition includes two stages. In the first stage, students are required to write a CSR (Corporate Social Responsibility) proposal based on the background information provided. Fifteen proposals will be shortlisted. The top five will be invited to make a final oral presentation to compete for the championship in the second stage. The judges include academic professors, representatives from our internship sponsor (HKCSS – HSBC Social Enterprise Business Centre) as well as representatives from SMEs in Hong Kong. We believe the local SMEs, the university students in Hong Kong as well as our community will all benefit from this interactive learning process.

2. Background Information

Sweet Home Ltd, established in 2006, is one of the middle-grade furniture manufacturing companies in Hong Kong. It has several product lines including bed, wardrobe, sofa, table, chair and children furniture with its major market in the local region. Sweet has 62 employees in total: 25 in Hong Kong and 37 in mainland China. The Hong Kong office mainly handles the marketing and administration work while the two manufacturing plants situated in Shenzhen and Guangzhou are responsible for production. The company’s mission is to provide middle-class citizens in Hong Kong a comfortable and enjoyable home environment. It has its own brand “Sweet Home” and currently all of its fashionable furniture is designed by British and Japanese designers. In targeting the local market, Sweet Home has been building its strengths to produce space-saving, multi-function as well as custom-made home set furniture. Due to its high quality and continuous innovation, Sweet Home has achieved a market share of almost 5% by end of 2011. As Sweet Home gradually establishes its reputation in the market, the company’s CEO is thinking about what Sweet Home can do in Corporate Social Responsibility (CSR). He is thinking of some proposals which can increase firm value while addressing community needs.

3. Instructions

With the above background information, please develop a campaign, an event or a business project for Sweet Home to fulfill its CSR to our local community. To be concise, your proposal should include the following elements:

1. Identification of one or several CSR issue(s) that you would like to address in our local community of Hong Kong;
2. Innovative and effective solutions to your identified CSR issue(s);
3. A detailed implementation plan and evaluation of its feasibility;

4. Detailed explanations on how Sweet Home's firm value (tangible or intangible) can be enhanced and how the local community can be benefited through the proposed campaign, event or business project.

There is no limit on the scope of your proposal. You are encouraged to gather your wisdom and knowledge to help connect Hong Kong SMEs with the community. Be innovative and get started!

4. Competition Activities (calendar year 2012)

1. Registration deadline for student seminar (introduction of CSR and briefing session of the case competition): **April 9th (student teams who are going to participate in the case competition must send at least one representative to attend this seminar)**
2. Student seminar (introduction of CSR) and briefing session of the case competition: **April 11th**
3. Application deadline for the case competition: **April 15th**
4. Submission of written proposal: **on or before April 30th**
5. Announcement of first-round result (15 shortlisted teams of which the top 5 will enter the second-round of final oral presentation): **May 19th**
6. Second-round final oral presentation: **June 9th**

5. Rules and Regulations

- ***Eligibility and team rules:***

1. The competition is open to all full-time undergraduate students studying at universities, colleges or any education institutions in Hong Kong;
2. Maximum 4 members in each team (but there is no minimum requirement) and a student cannot be a member of more than 1 team;
3. Members may be from the same or different universities/colleges/education institutions and alteration of team members after registration is not allowed.

- ***Application:***

1. Complete the application form on page 7 of this case material (you can also download the application form (in WORD format) at our facebook page:
<http://www.facebook.com/pages/New-SME-Social-Mission-Engagement/310325165687296>;
2. Submit the completed application form (via email) to hkusme@gmail.com on or before the deadline of April 15th, 2012. Please name the attachment as "Case Competition Application from [team name]" and the title of the email as "New SME: Social Mission Engagement CSR Case Competition Application".
3. Successful application for the competition will be confirmed by email from the event organizer within three days upon receipt of your application. If you receive no email confirmation, please contact the event organizer at hkusme@gmail.com on or before April 20th or else it is presumed that your application to the case competition is failed.

- ***Terms and conditions:***

1. Any non-compliance with the rules and regulations of the competition will result in disqualification of participation and/or forfeit of prizes;
2. Any kind of plagiarism is strictly prohibited and will lead to disqualification of participation;
3. Participants who miss the deadline of any competition activities will be automatically disqualified;
4. The event organizer has the right to make final decisions in the case competition.

6. Guidelines for Written Proposal and Final Oral Presentation

- ***Written Proposal:***

Your team is required to submit a written proposal to highlight the distinctive features of your ideas, an implementation plan as well as an evaluation of its feasibility. The format requirements are as follows:

1. 10 A4 pages in maximum for all texts, graphs, tables and appendices;
2. Written in English;
3. 12 fonts in Times New Roman;
4. Double-line spacing, 1 inch margin for each side (top, bottom, left and right);
5. Format in PDF, DOC or DOCX;
6. Team number at the top of each page (you will receive the team number upon successful application of the competition). Do not include any other personal or team information, e.g. the names of your team members and the name of university, in any part of your proposal.

- ***Final Oral Presentation:***

Shortlisted teams (top 5) are required to make an oral presentation in the afternoon of June 9, 2012 (Saturday) at the University of Hong Kong (HKU). The requirements are as follows:

1. 15 minutes' presentation in maximum and 10 minutes' Q&A;
2. Each team has one (and only one) rehearsal in the morning of June 9, 2012 at the venue where the final oral presentation is to be conducted;
3. All members must be present for the final oral presentation, absence of any member may result in disqualification of the team unless prior approval has been sought from the event organizer;
4. All presentations must be conducted in English and presented using MS PowerPoint 2007.

- ***Submission:***

A softcopy of written proposal must be submitted by email as an attachment to hkusme@gmail.com on or before 23:59, 30th April, 2012. Please name the attachment as "CSR Case Competition Team [team number]" and the title of the email as "New SME: Social Mission Engagement Case Competition Written Proposal Submission".

7. Judging Panel

- ***Written Proposal:***

Faculty members, Faculty of Business and Economics of the University of Hong Kong

- ***Final Oral Presentation:***

- Faculty members, Faculty of Business and Economics of the University of Hong Kong
- Representatives from the internship sponsor: HKCSS HSBC Social Enterprise Business Centre
- Representatives from SMEs in Hong Kong

8. Prizes

Champion: HK\$1,500 Cash Prize and Trophy for the whole team + Certificate Awards and Internships for every team member

First-runner-up: HK\$1,000 Cash Prize and Trophy for the whole team + Certificate Awards for every team member

Second-runner-up: HK\$800 Cash Prize and Trophy for the whole team + Certificate Awards for every team member

Merit teams (2 teams): HK\$500 for the whole team + Certificate Awards for every team member

Best presenter: Trophy

Shortlisted teams (10 teams): Certificate Awards for every team member

9. Contact Method

Should you have any inquiries, please email to hkusme@gmail.com.



The University of Hong Kong
Faculty of Business and Economics

HKU Student Knowledge Exchange Project – New SME: Social Mission Engagement
Application Form for CSR Case Competition

Instructions

Please submit the completed application form (via email) to hkusme@gmail.com on or before the deadline of **April 15th, 2012**. Please name the attachment as “Case Competition Application from [team name]” and the title of the email as “New SME: Social Mission Engagement CSR Case Competition Application”.

Team Information

Team Name:	
No. of Members:	
Team Leader:	
Contact Person:	
Phone no.:	
Email:	

Individual Team Members' Information

Name (Team Member #1):	
Name of University / College / Education Institution:	
Year of Study:	
Curriculum (e.g. Accounting and Finance):	
Phone no.:	
Email:	

Name (Team Member #2):	
Name of University / College / Education Institution:	
Year of Study:	
Curriculum (e.g. Accounting and Finance):	
Phone no.:	
Email:	

Name (Team Member #3):	
Name of University / College / Education Institution:	
Year of Study:	
Curriculum (e.g. Accounting and Finance):	
Phone no.:	
Email:	

Name (Team Member #4):	
Name of University / College / Education Institution:	
Year of Study:	
Curriculum (e.g. Accounting and Finance):	
Phone no.:	
Email:	