

“Travel for Good – Social Travel Journal Competition”

閒行社企- 社企旅遊札記創作比賽

(A) Background and objective of the competition

The Hong Kong Council of Social Service, a pioneer to promote social inclusion and cross-sectoral partnership between NGO and corporate sector, will launch a public event **‘Travel for Good – Social Travel Journal Writing Competition’** in November 2012. This competition targets to promote social and cultural value of social enterprises in HK to local and overseas visitors from a travel’s perspective.

“Social enterprise”, a new form of business entity which applies entrepreneurial approach to achieve social mission and self-sustainability, is growing its popularity in HK in recent years. Most of these local social enterprises are operated by non-profit organizations in HK which are running a wide variety of businesses such as restaurants, local community shops, experiential programmes, leisure activities. Numerous employment opportunities for disadvantaged groups are created by these social enterprises. HKCSS-HSBC Social Enterprise Business Centre is currently linking up these all social enterprises (SE) which are amounted to about 380 units to date.

With an aim to promote social enterprises to the public and an objective of broadening SE’ market to local and overseas visitors, **‘Travel for Good – Social Travel Journal Competition’** invites local and overseas visitors to discover these SEs, to introduce their touching stories and social value from a tourist’s perspective. By joining this competition, participants will discover new travel spots with social meaning.

This event is sponsored by the Partnership Fund for the Disadvantaged, Social Welfare Department and Hongkong Bank Foundation. It is also supported by the Hong Kong Tourism Board and number of corporations and organizations.

(B) Partners & Sponsors

Organizer 主辦

The Hong Kong Council of Social Service

Co-organizers 協辦機構

HSBC Hong Kong

主要支持機構

Hong Kong Tourism Board

Major Sponsors 主要贊助

Partnership Fund for the Disadvantaged, Social Welfare Department

Hongkong Bank Foundation

Prize Sponsors 獎品贊助

Peninsula Hong Kong

EGL Tours Co. Ltd.

Nikon Hong Kong

Hung Fook Tong Holdings Ltd.

Harbour Cruise – Bauhinia

Good Goods Social Enterprise Concept Store

(C) Judges

Ms. Florence Hui, Under Secretary for Home Affairs, HKSARG

Mr. Cynthia Leung, Corporate Affairs General Manager, Hong Kong Tourism Board

A representative of HSBC Hong Kong

Ms. Christine Fang, Chief Executive, Hong Kong Council of Social Service

Ms. Chan Hui Lui, Famous columnist

Ms. Wong Ching, Chief Editor of *Fleurs des Lettres* 《字花》

Mr. So Man Yuk, Ex-Chairman of Hong Kong Institute of Professional Photographers

Mr. Kee Hui Wan, famous columnist

(D) Key component of the competition



(I) Kick-off Ceremony

Date: 20 November 2012 (Tuesday)
Time: 14:30 – 15:00 Kick-off Ceremony
15:00 – 17:00 Photography Workshop co-developed with Nikon
Venue: Auditorium, 1/F., Duke of Windsor Social Service Bldg.,
15 Hennessy Rd., Wanchai, Hong Kong

Officiating guests invited:

Ms. Anita Fung Yuen-mei, Chief Executive Officer, HSBC Hong Kong

Ms. Cynthia Leung, Corporate Affairs General Manager, Hong Kong Tourism Board

Mr. Patrick Nip Tak-kuen, JP, Director of Social Welfare

Ms. Christine Fang Meng-seng, BBS, JP, Chief Executive, HKCSS

Celebrity tours

Duration: November 2012 to January 2013

Some celebrity tours (with media) will be arranged to promote the events

- Ms. Kearen Pang (彭秀慧), a pop stage performer, will help an activity at Happy Veggies. Green Monday is the co-organizer of this activity
- Ms. Florence Hui (許曉暉), under-secretary of Home Affairs Bureau will help an activity related to local culture and social affairs
- Dr. Gabriel Matthew Leung (梁卓偉), Professor and Head of Public Health, University of Hong Kong, will help a green tour
- A representative from the Photographic Society of HK (香港攝影學會) will help a photo-taking social tour

(II) Public tours and post-competition activities

Duration: November 2012 to April 2013

Some social tours will also be organized to invite public to join, especially for the disadvantaged groups (e.g. elderly, disabled persons, youngsters from low income families'), such as,

- Gourmet tours
- Barrier free tours
- Architectural tours and cultural tours

It targets to recruit over 100 participants to join the celebrity and public tours.

(III) Seminars for social enterprises

Duration: December 2012 – February 2013

Venue: HKCSS

4 training sessions will be arranged for managers of social enterprises. It targets to attract over 100 social enterprise practitioners join the seminars.

- On brand building and hospitality – by the Peninsula Hong Kong
- On customer service and expectation management – by EGL tour
- On promotion through social media – by Praisage 我讚
- On new marketing strategies – by Hong Kong Institute of Marketing

(IV) Launch of competition and submission of journal

Duration: November 21, 2012 – January 21, 2013

The competition will be launched starting from November 3, 2013. SEBC will invite media to report on the competition and various public activities. SEBC will also leverage network of co-organizers and supporting organizations to promote the event.

A mini-website will be developed for applicants to submit their Social Travel Journal (a photo and an article of no more than 1,500 words). It is expected that more than 80 entries will be received during two months of application period.

(V) Training for storytellers and facilitators

Duration: December 2013 – April 2013

To enhance the touring skills of community storytellers (community tour guide), SEBC will also offer 4 training sessions in collaboration with NGOs and community organizations. It targets to train at least 30 community storytellers.

(VI) Vetting and announcement of result

1st screening: 2nd week of January

Meeting for judges: 3rd / 4th week of January

First screening will be conducted by SEBC and representatives of supporting organizations at the week of January 21, 2013. A meeting for judges will be arranged before the end of January to select the awarded journals. Competition result will be announced in February, 2013

(VII) Award Ceremony and Photo Wall Exhibition

Duration: March – May 2013

An award ceremony will take place in March and a photo wall exhibition will be held at public area. This exhibition will showcase the best photos submitted by the applicants.

(VIII) Book Release

Date: Summer 2013

A social travel book containing articles contributed by famous writers and winners of the competition will be published near HK Book Fair 2013

(E) Project Management

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