

滙豐香港社區夥伴計劃  
HSBC Hong Kong Community  
Partnership Programme



# NGO Innovation Hub

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# WHAT IS “NGO INNOVATION HUB”



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“HSBC Hong Kong Community Partnership Programme 2021” (CPP) is now going halfway to completion. 2021 marks the 10th anniversary of the CPP. CPP doubled up the funding to HKD36 million aiming at driving innovative district-based initiatives under the theme “Moving Forward” to offer prompt assistance to the disadvantaged communities to respond to growing and fast-changing challenges and enhance social inclusion. A total of 69 projects were granted with HKD200,000 to HKD700,000 last year.

Growth mindset is the key to transformation, engagement and innovation which is an essential future skill that helps NGOs to be prepared for new challenges. In order to unlock the potential of NGOs and foster innovation, CPP donated additional HKD2 million to launch “NGO Innovation Hub” (NIH) aiming to groom NGOs with a growth mindset culture through cross learning and collaboration. The Social Work Practice and Mental Health Centre, Department of Social Work, Hong Kong Baptist University (HKBU) was invited to become our strategic partner and offer holistic support in the programme. In the year of 2021/22, 10 projects from across different service backgrounds in terms of service target, nature, source of finance, were shortlisted for NIH. Throughout the project year, professional consultants from HKBU have been committed to offering a series of support to these shortlisted projects by providing professional consultancy, workshops, evaluation and creating a co-learning circle for those NGOs. We expect that NIH could enable NGOs to utilise social assets, engage with community stakeholders, other disciplines and across different sectors to make positive change to the communities. It is definitely the essences of community development approach. As such, principles from International Standards for Community Development, which has been widely adopted as a core intervention approach for resolving complicated social problems around the world, served an integral part of NIH. We hope that positive change can be more sustainable and effective in the community with stakeholders’ involvement, use of social assets as well as public awareness raising towards social problems in the change process.

Last but not the least, knowledge and practice sharing platform is always indispensable for driving exchange and mutual learning among practitioners. As such, with concerted effort by HKBU, we would organise a seminar and an international conference for the NGOs involved in NIH to showcase our local community-based projects. We believe that NGO Innovation Hub will finally go beyond an “incubator” for growth mindset and become a hub to export our practice experiences to the world.

# 4 Core Elements of NGO Innovation Hub

LEARNING  
WORKSHOPS

CO-LEARNING  
CIRCLE

KNOWLEDGE  
SHARING  
PLATFORM

PROPAGATE  
ACHIEVEMENT

# 1

## Companions in Adversity Family-Support Project

**Name of Service Unit |** Methodist Centre - Wan Chai Methodist Centre for the Seniors

**Expected Beneficiary |** Children & Youth, Elderly, Families

### Introduction

The prevalence of onset of critical illness in 40-64 aged group is uprising in Hong Kong. In times of adversity, the middle-aged group may suffer from financial, emotional and psychological stress that affect the wellbeing and functioning of the whole family. In view of the current social welfare system, there is lack of formal community services in supporting this age group. Hence the project offers 6 to 9 months psychosocial, day care and home care support as well as volunteer services, aim at support the target group during their treatment and recovery process.

### Goals

- 1** In response to the service group, the project support people who aged between 40 and 64 at the grassroot level with tangible support.
- 2** Train volunteers to provide concern visit and meals on wheels services for families in need to facilitate community mutual support.
- 3** Provide day care and home care support to assist families in need to overcome life adversity.





# Being With You Live Project

**Name of Service Unit** | Hong Kong Young Women's Christian Association - Y.W.C.A Ming Yue District Bleerly Community Centre

**Expected Beneficiary** | Children & Youth, Elderly, Young Olds, Families, Community Inhabitants

## Introduction

As a result of the epidemic, the lives of the community have been affected and changed in different ways, and people have become distant from each other and the community has become indifferent. Retirees are a new force in society, with rich life experience and learning ability, and can use their potential to connect and serve different sectors of the community. The project aims to train young retirees to become “ambassadors”, to engage the community, and to bring them back closer to each other through a variety of activities to enhance their sense of belonging to the community. The project will be implemented in the form of community participation, with the four main themes of “accessibility”, “time”, “action” and “fun”. Through the vitality and talent of retirees, the project will attract the community to explore the characteristics of the local community in order to promote physical and mental health and improve the quality of life. At the same time, the project can increase the contact between the local elderly and the community, so as to expand their social circle and support network.

## Goals

- 1** Encourage retirees to continue to learn and use their talents to serve the community, thereby enhancing their quality of life and physical and mental health.
- 2** To encourage retirees to use themselves as a bridge to serve the community through a variety of experiential activities to bring the elderly closer to the community and expand their social circle and support network.
- 3** Through the participation of volunteers and community members, we will explore the characteristics and history of the local community and deepen the connection and sense of belonging to the community.



# 3

## Step Out - From ME to Community

Name of Service Unit | Health in Action

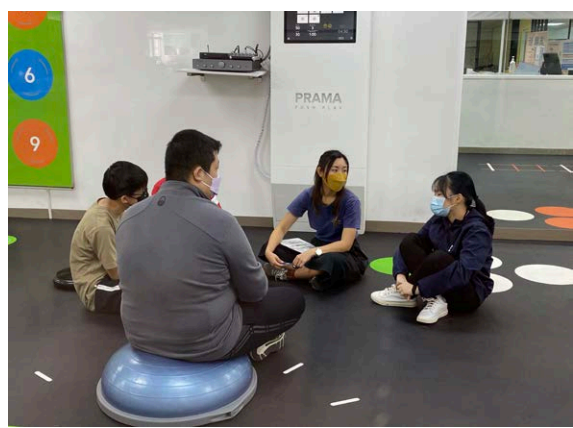
Expected Beneficiary | Children & Youth

### Introduction

Due to the COVID-19, students learn from home instead of going to school, which causes different physical or mental health problems and social difficulties. This project helps youths improve their wellbeing, including physical and psychological health and social capability. It also provides career support with different community experiences. By learning different health knowledge and engaging the community, we will facilitate youths to become community fitness trainers, local healthy food promoters, community reporters.

### Goals

- 1 Improve students' physical and mental wellness and enhance their self-image.
- 2 Raise students' awareness on community health and assets.
- 3 Provide community service to those in need.
- 4 Promote healthy lifestyles in Kwai Tsing District (incl. Schools).
- 5 Establish a medical-social-school support platform to support the health management among grassroot families and working people.



# 4 Wellness Home & Community

**Name of Service Unit** | The Boys' & Girls' Clubs Association of Hong Kong - B.G.C.A JC Shek Yam Child & Youth Integrated Service Centre

**Expected Beneficiary** | Children & Youth, New Arrival, Elderly, Families, The Homeless

## Introduction

Joblessness in Hong Kong worsened and raised to 7.2 percent in Jan 2021, hitting a recording high in 17 years according to the Census and Statistics Department. School closures and learning interruptions causes learning losses and behavioral stress especially to the low-income families and less-educated parents. The economic stress comes from unemployment, under-employment as well as the parent-child conflict which greatly affects the mental wellness of the children, youth and parents. The project Wellness Home & Community promotes the holistic wellness of an individual, family and community on the basis of Health, Harmony and Happiness. Creating a supportive community is essential for promoting holistic wellness.

## Goals

- 1** Facilitate the low-income families to create healthy and happy home by different supports and developments provided for enhancing the physical and mental wellness of their members.
- 2** Equip children, youths and parents to deal with fast-changing society with different skills by different groups, talks and workshops
- 3** Strengthen the bonding between community and our service targets, put the skills learned into practice in the community in order to develop social assets.



# X Generation Co-Learning at Market

**Name of Service Unit** | HSKSH Lady MacLehose Centre - Dr. Lam Chik Suen District Elderly Community Centre

**Expected Beneficiary** | Children & Youth, Elderly, Families, Ethnic Minorities

## Introduction

Personal potentials are essential for new generations to learn future skills. This project employs the ideas from Audrey Tang – the member of Taiwan Executive Yuan. Teenagers should have “3C” Thinking, which means Critical, Creative and Caring Thinking”, to tackle difficulties encountered. Elderly, with rich social experiences, can become enlighteners to assist teenagers. ‘Market’ is the main learning platform in this project. Elderly will accompany teenagers to link up market owners and neighbours by means of internet and face-to-face activities. Such co-learning experiences facilitate inter-generational, cross sectoral interactions, which enhances the abilities of new generations to learn future skills.

## Goals

- 1** Engage with community stakeholders and use the theme of “Wet market” with activities to enhance the sense of belonging of people of different age groups to their community in order to enhance community cohesiveness and establish harmonic neighbourhood.
- 2** Link families, schools and community with the real living experiences by a series of thematic activities and nurture children and youth with “3C” and sense of achievement by having them involved in accumulation of relevant experiences.
- 3** Facilitate interaction and collaboration between elderly and different age groups in order to develop age inclusiveness and positive spirit.
- 4** Strengthen mutual help spirit in the community by caring the vulnerable



# 6 3D Printing Inc.



**Name of Service Unit** | The Hong Kong Federation of Youth Groups - Jockey Club Ping Shek S.P.O.T.

**Expected Beneficiary** | Children & Youth, Elderly, Community Inhabitants

## Introduction

3D printing technique, which is popular and widely adopted in different fields in recent years, increases youngsters' competitiveness and upward mobility. Project spots 6 future skills advocated by HKFYG, including holistic managing, digital skills, life planning, innovative problem solving, resilience to cope with different aspects. Upon social needs, Kwun Tong has huge amount of low-income and elderly population with highest poverty rate. During epidemic, elderly put emphasis on home hygiene and safety. Learning mode for children changed. Project aims to nurture children with hard skills like 3D printing, AI programming, design thinking, and soft skills like problem solving, and co-work capability. By designing and producing home hygiene, safety and educative products, the deprived groups can reduce burden with low-cost and best-fit items.



## Goals

- 1** Involve younger generation to learn hard skills like 3D printing, programming and product design from 3D printing specialist, product design, STEM teachers etc.
- 2** Organise community services so as to enable the targets to acquire soft skills including problem identification, solving and collaboration.
- 3** Facilitate health improvement and reduce the chance of home accident of the elderly by deployment of the products designed by the teenagers like 3D water filter, automated UV towel disinfection device etc for enhancing home hygiene and safety.
- 4** Design home learning kits for children in low-income families with 3D printing technique to enrich their home learning experience and develop their mathematical / scientific logic to tackle future challenges.
- 5** Establish self-administered 3D printing platform and network and provide maintenance service for home appliances for the elderly.
- 6** Cultivate caring spirit by developing mutual-help network in the community.

# 7 Second ChancExit

**Name of Service Unit** | Caritas Hong Kong - Caritas Community Centre - Ngau Tau Kok

**Expected Beneficiary** | Children & Youth, New Arrival, Elderly, Young Olds, Families, Ethnic Minorities, Unemployed Persons

## Introduction

Due to the impact of the COVID-19, working people are facing dismissal or requested to take no pay leave. They may want to switch to other industries, but are limited by lack of relevant skills and qualifications. Either how to assist the unemployed to get re-employed or change career becomes a social issue that the project expects to tackle. Therefore, this project assists jobless people aged 30 to 60 by re-recognizing their abilities and finding the most suitable career path with training on future skills. The project helps with skills training, workplace visiting, vocational aptitude test, simulative online business platform, etc. that fill up the gaps of existing courses.

## Goals

- 1 Enable participants to enhance self-understanding and acquire future skills, so as to raise their self-confidence for re-entering job market or changing career.
- 2 Strengthen the sense of security and control over future life with real case example of re-employment and career change by ways of learning, observation and simulative on-line business platform.
- 3 Replicate the support model in other districts so as to assist the unemployed facing the challenge of re-employment and career changing under the pandemic era.





用力呼氣，雙手提高

# 8

## Happy Elder KOL Channel

**Name of Service Unit** | International Church of the Foursquare Gospel Hong Kong District Limited - Lung Hang Elderly Centre

**Expected Beneficiary** | Children & Youth, Elderly, Young Olds, Persons with Disability, Families with elderly members, Community Inhabitants

### Introduction

Because of the epidemic and continuous social distancing, the elderly could not attend activities physically at centre for long time. Feelings of loneliness and depression was resulted. The previous HSBC project “Happy Senior KOL Team” had trained the elderly to produce online programs. This year, we hope to use the previous experience to set up a “Happy Network Channel”, which is mainly directed by the elderly. The elders will be involved from program conception, shooting to post-production. Main themes of the Channel include travel, health, care-giving information, social integration and daily funs. Hence, elder volunteers can increase their knowledge and skills in IT application.

### Goals

- 1 Provide training on video editing to the elders and work together with the younger generation in video production for sharing the daily living and mentality of the elderly and vulnerable community via YouTube.
- 2 Encourage the elders to maintain positive learning attitude and self-enhancement under the pandemic.
- 3 Mobilise the elderly, people with hearing difficulty and youth with SEN to become volunteer, fight the virus and enhance the cohesiveness in the community with mutual-help spirit.



# Home Play at Tai Po

**Name of Service Unit** | Playright Children's Play Association

**Expected Beneficiary** | Children & Youth, Families

## Introduction

Hong Kong's families had barely enjoyed a normal life since 2020 under Pandemic. It has been a challenge for families with children. The suspension of school and children's facilities would lead to loss of normality, loss of routine, decreasing outdoor activities, and increasing the Parent-child interaction time at Home. To release the pressure both on parent and children, it is important to create a happy home environment for the family at such a time. Many studies support that free play could improve children's physical and psychological health as well as enhance the parent-child relationship. By working with parents and community partners and aiming to transform Home into a playful space in Tai Po District. a playful space in Tai Po District.

## Goals

- 1** To raise parents' awareness of the values and benefit of free play at home through district wide promotion programmes.
- 2** To share Home Play ideas through different empowerment and training programmes.
- 3** To empower district partners to adopt the ideas and practices of Home Play Demonstration in their settings to extend the impact.



# 10

## Nufriends Project



**Name of Service Unit** | People Service Centre Limited

**Expected Beneficiary** | Children & Youth, New Arrival, Elderly, Young Olds, Families, Community Volunteers

### Introduction

Nufriends integrated a cross-sectoral collaboration model of society, welfare, and medicine. By linking resources from different sectors to support the nutritional needs of children in sub-divided units in Kowloon City with a series of nutrition education and support services to promote physical and psychological health, encourage the participation of families from SDUs in community activities. At the same time, the project trains parents to be nutrition ambassadors to assist in nutrition / health-related and community care activities, to become cooking class instructors etc., to establish a community support network to relieve their food consumption pressure and emotional pressure.

### Goals

- 1** Alleviate the financial burden of low-income families by offering nutritive food packs.
- 2** Enhance the resilience of families in financial hardship through counselling and support.
- 3** Increase the motivation and ability of parents in balanced diet for children with nutritional problems.

# Increasing Popularity of Community Development Practice in Local and Global Communities

## Author

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Community development as a perspective and strategy has been adopted by different organizations to facilitate social development and promote the well-being of disadvantaged communities (see Fisher & DeFilippis, 2015; Gilchrist, 2003; Midgley & Conley, 2010; Pawar, 2009; Popple, 2015). In Hong Kong, community development has also been adopted by the social work profession and many social service organizations as a major intervention approach in service delivery. Documented in the Community Development Resource Book 2019 published by The Hong Kong Council of Social Service, community development projects were organized by NGOs to engage the communities and facilitate changes (HKCSS, 2019). For example, there were projects which were promoting elderly friendly community, advocating for housing policy changes, and organizing residents living in remote areas to identify and develop community asset for mutual support. Community development approaches have also informed the innovation of social services for different target groups through the past twenty years. Examples of innovative services published in the book include organizing community members to preserve and revitalize cultural heritage, and organizing young people to launch social innovation projects. The increasing popularity of community development practice in different service areas is echoing the global trend. In 2015, the International Association for Community Development (IACD) conducted a global mapping survey and identified that community development has been very widely appropriated by practitioners from various disciplines across the globe, in both developed and developing countries (IACD, 2018).

To promote high standard of practices, IACD adopted a new global definition of community development in 2016. It is defined that as “a practice-based profession and an academic discipline that promotes participative democracy, sustainable development, rights, economic opportunity, equality, and social justice, through the organization, education, and empowerment of people within their communities, whether these be of locality, identity or interest, in urban and rural settings” (IACD, 2018). To facilitate professional development by bringing together the skills, knowledge and values that underpin the work, the IACD launched the International Standards for Community Development Practice (International Standard) in 2018 to reflect a shared understanding of the purpose, processes, and key roles of community development. It is claimed that the purpose of community development practice is “to work with communities to achieve participative democracy, sustainable development, rights, economic opportunity, equality, and social justice” while “(the) organiza-

tion, education and empowerment of people within their communities...” are the central methods and process (IACD, 2018). Furthermore, **eight themes are identified as common across practices of community development in different parts of the world which include putting values into practice; engaging with communities; ensuring participatory planning; organizing for change; learning for change; promoting diversity and inclusion; building leadership and infrastructure; and developing and improving policy and practice (IACD, 2018).**

In Hong Kong, in order to contribute to the development of local community development practice, the HSBC Hong Kong Community Partnership Programme has funded the project of NGO Innovation Hub organized by the Community Development Initiative (CDI) of the Social Work Practice and Mental Health Centre, Department of Social Work, Hong Kong Baptist University. The CDI, being a strategic partner of the HKCSS which administer the Programme, through delivering professional consultation to two batches of selected NGO projects (2021-2022 and 2022-2023), facilitates cross-learning among NGOs and different disciplines, fosters innovation to address complex social needs, and conducts evaluation research to study the effectiveness of the intervention models. In addition to consultation, advanced workshops and follow-up meetings are also conducted for the NGO project staff. The NGO Innovation Hub, on the whole, targets at facilitating the innovation of local community development practice and social services in order to respond to the changing needs and characteristics of the communities.

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