

Introduction of Corporate Social Capital Implementation Guidance Document

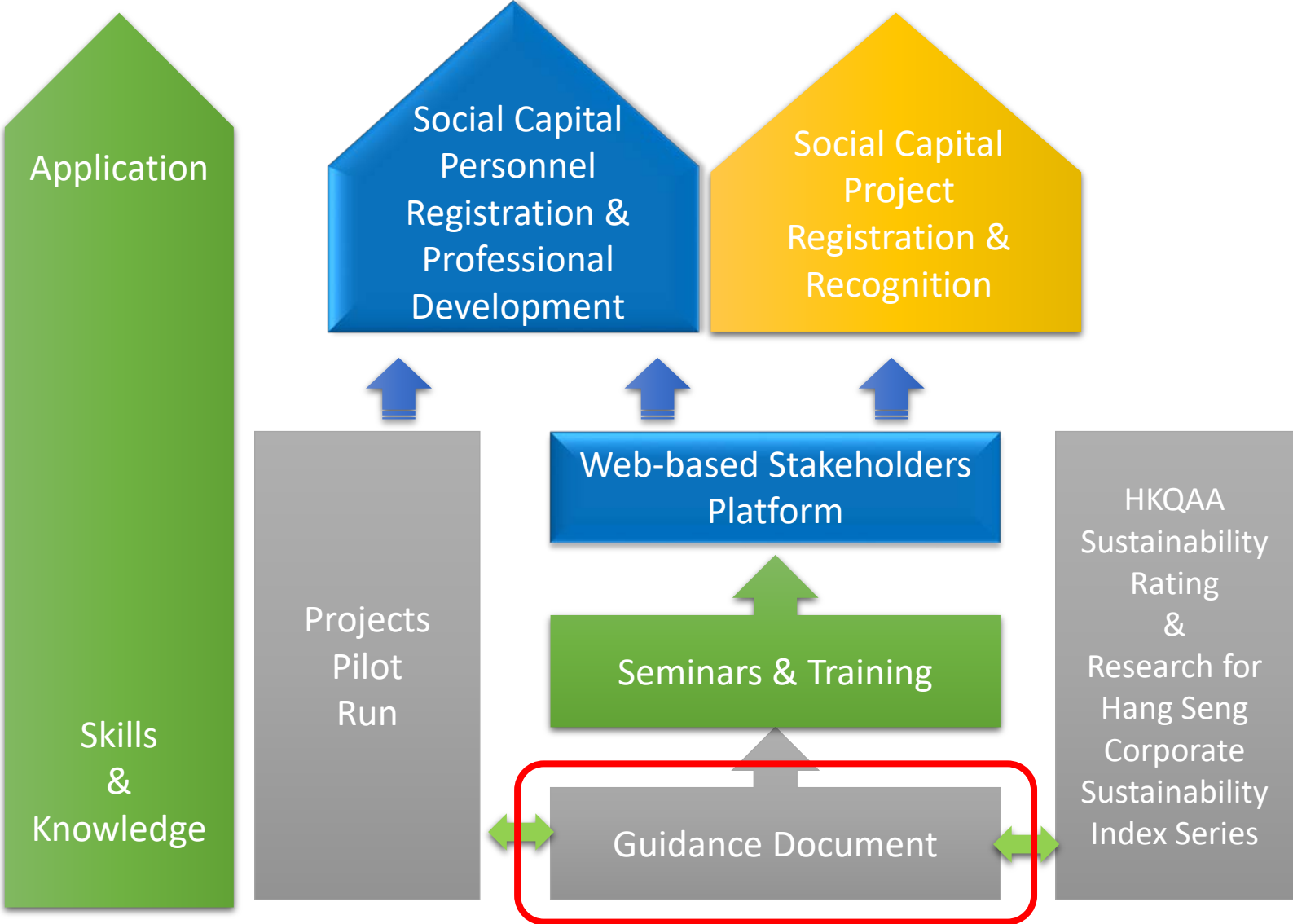
企業社會資本實踐指導文件簡介

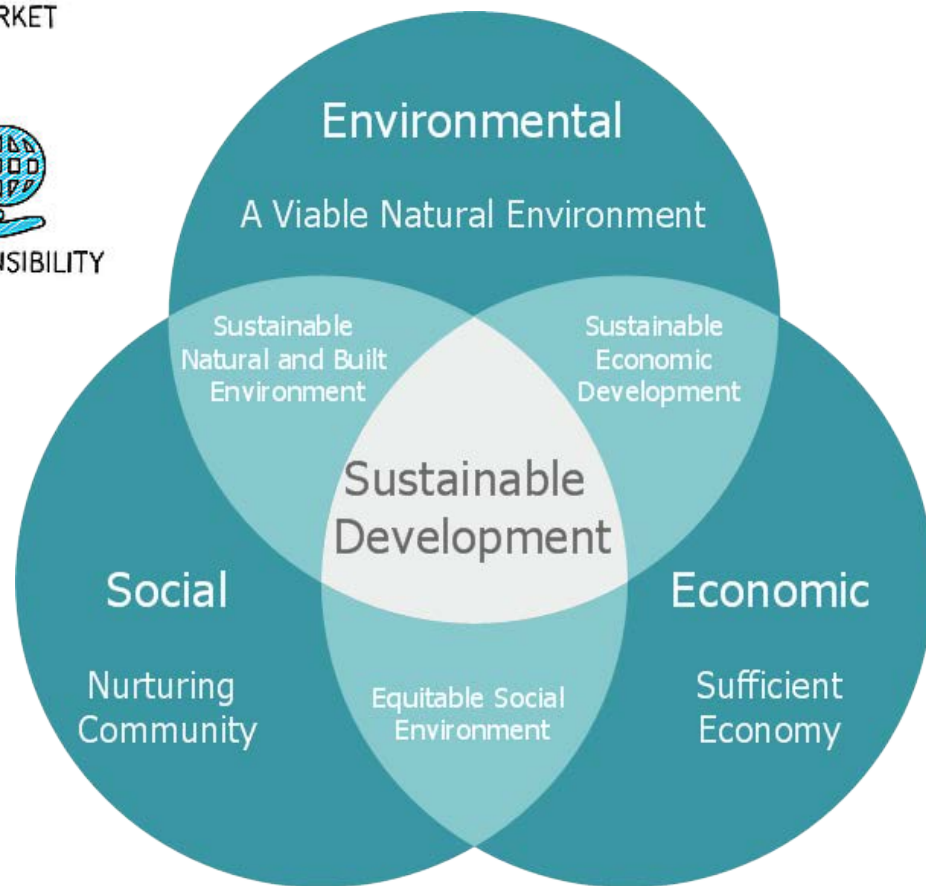
Mr. W K Wong 黃偉國

Bridging and Bonding – To Create Measurable Social Benefits

「共・商・善舉」社會資本計劃

Project Activities 計劃項目





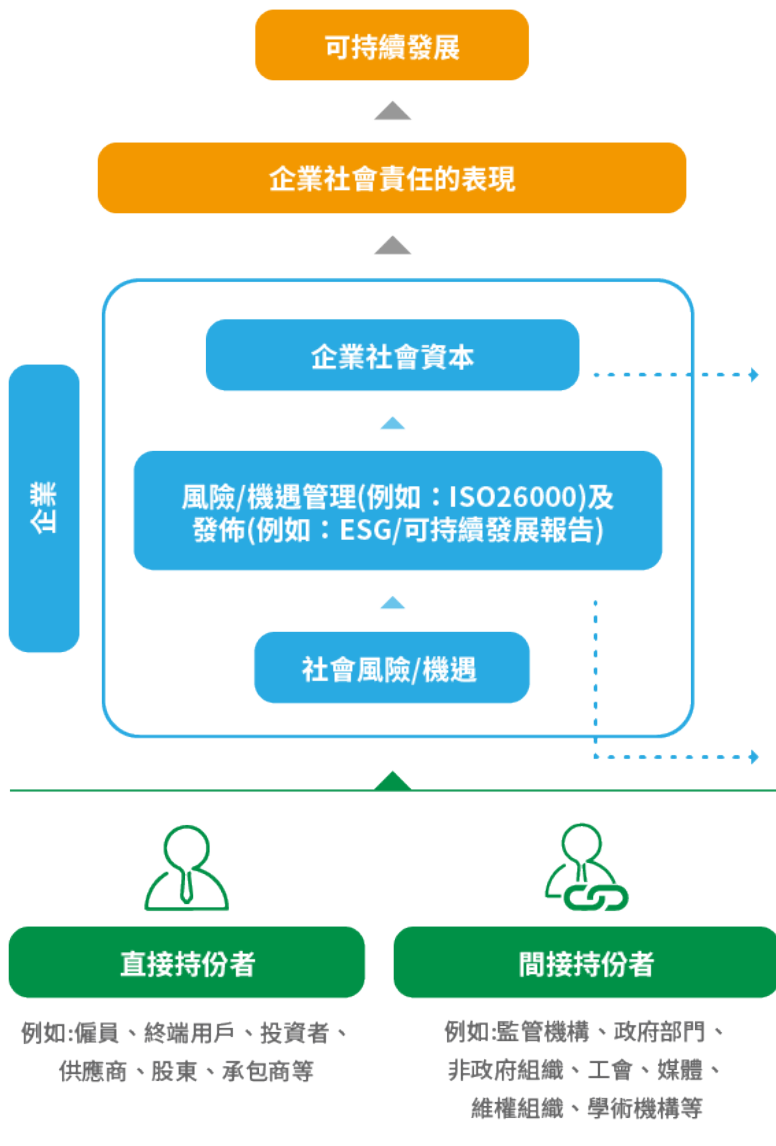


Sources: United Nations Industrial Development Organization, www.unido.org

Objectives 目的

- To enhance the awareness of HK corporations towards the concept of **Social Capital building**
提升香港企業對**建立社會資本**的認識
- To enable HK corporations to understand the methodologies of implementing Social Capital projects in a **continuous, sustainable, systematic and objective-driven** manner

協助香港企業採取**長遠、可持續、有系統和目標為本**的方式來實踐社會資本項目



企業社會資本實踐指導文件

目標

為企業提供指引，協助他們在履行社會責任時建立更多社會資本

建立及加強企業社會資本

- 將企業社會資本的發展融入企業的企業社會責任履行計劃中
- 訂立企業社會資本使命和可量度的願景和目標
- 辨識企業社會資本的元素以評估企業社會資本的發展

香港品質保證局可持續發展評級與研究

- 根據國際標準 ISO26000 及規劃 - 執行 - 檢查 - 行動管理成熟度模式，企業管理及評估其在貢獻社會可持續發展時的社會責任

Key Elements 重要元素

- Concepts of Social Capital and Corporate Social Capital
社會資本及企業社會資本的概念
- Corporate Social Responsibility and ISO 26000 Guidance on social responsibility
企業社會責任與ISO 26000 社會責任指引
- Plan-Do-Check-Act (PDCA) management maturity model
「規劃—執行—檢查—改善」管理模式
- Case Studies of Corporate Collaborators
企業夥伴個案分析
- HKQAA Sustainability Rating and Research (HKQAA SRR)
香港品質保證局可持續發展評級與研究
- Hang Seng Corporate Sustainability Index Series (Index Series)
恆生可持續發展企業指數系列

Pilot Collaborators 合作夥伴

- Alliance Construction Materials Limited
友盟建築材料有限公司
- Hong Kong Broadband Network Limited
香港寬頻有限公司
- Hysan Development Company Limited
希慎興業有限公司
- **New World Development Company Limited**
新世界發展有限公司
- Swire Properties Limited
太古地產有限公司



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企業社會資本實踐指導文件

Case Study

**New World Development Co. Ltd. (NWD) –
New World Springboard**

個案分析

新世界發展有限公司—「飛躍新世界」

NWD'S SUSTAINABILITY STRATEGY

新世界的可持續發展策略

PLAN: set a long-term vision to build a better society through innovation and sustainable growth

規劃： 定立長期願景，通過創新和可持續增長建立更美好的社會

DO: promote local social development through community programmes such as the New World Springboard, etc.

執行： 通過社區計劃促進本地社會發展，如「飛躍新世界」等。

CHECK: conduct regular review with internal and external stakeholders including participants and supporting NGOs

檢查： 與內部和外部持份者（包括參與者及合作機構）進行定期評估

ACT: establish baseline for potential future enactment after executing adjustment induced from review

改善： 從評估中進行調整，為未來可能制定的政策訂立新標準

Objectives of New World Springboard 「飛躍新世界」的計劃目標

- Offer under-resourced youth long-term support and unleash their potential through seven years' professional and disciplined sports training
透過為期長達七年的專業運動培訓，讓來自缺乏資源社群的青少年發揮自我潛能
- Help under-resourced young people develop a positive outlook on life
為受助的年青人建立正面人生觀
- Improve the social mobility of under-resourced youth
為缺乏資源社群的青少年創造向上流動的機會
- Discover new budding sports talents across Hong Kong
為香港體壇發掘生力軍

PDCA of New World Springboard 「飛躍新世界」的PDCA

PLAN: target to offer under-resourced youth long term support and unleash their potential

計劃：為來自缺乏資源社群的青少年提供長期支持，讓他們發揮潛能

DO: provide free professional sports training to under-resourced students in different districts

執行：在不同地區為來自缺乏資源的學生提供免費的專業運動訓練

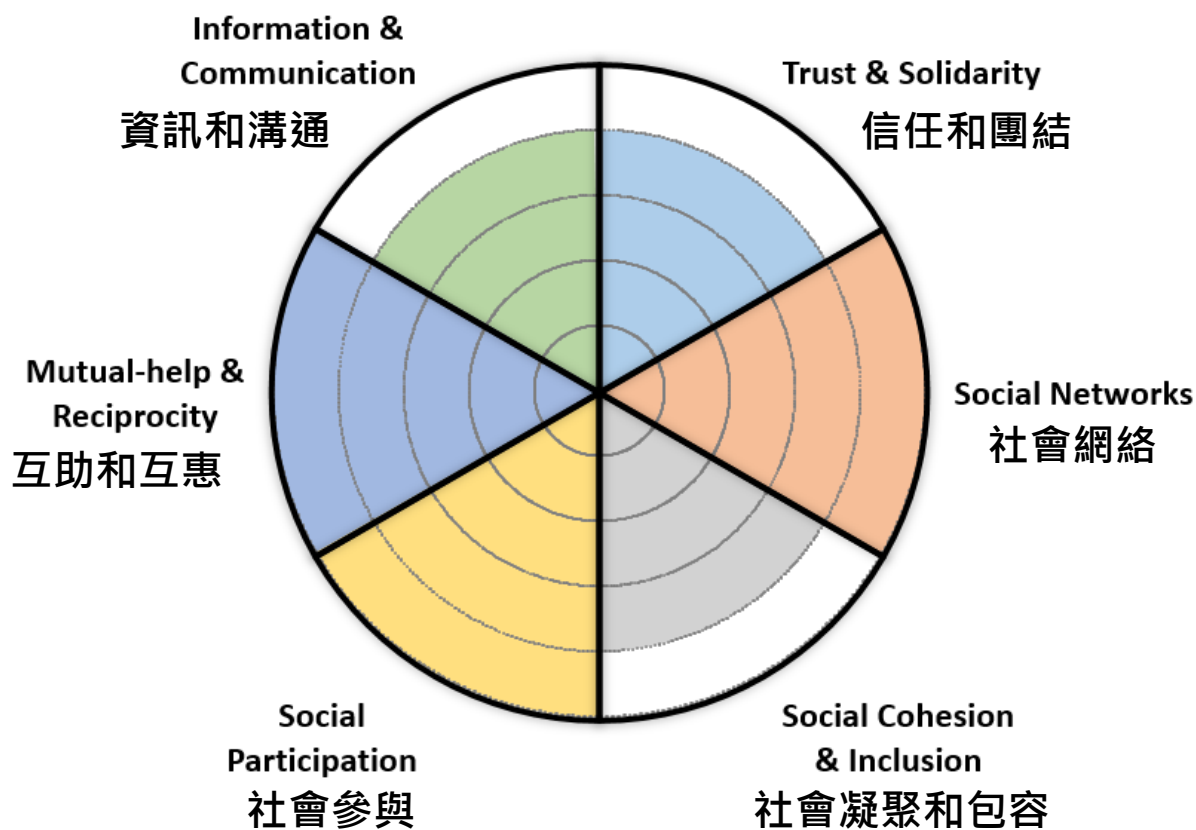
CHECK: conduct regular review with participants and NGO partners to ensure the programme has met its annual goals

檢查：與參與者和合作機構進行定期評估，以確保計劃達到年度目標

ACT: meet with NGO partners to evaluate the needs and performance of the participants, and act accordingly

改善：與合作機構會面以評估參與者的需要和表現，並做出相應行動

CSC Outcomes of New World Springboard 「飛躍新世界」的企業社會資本成果



CSC Outcomes of New World Springboard

「飛躍新世界」的企業社會資本成果

- Forged relationships among participants and their families to build social and mutual help networks in the community
通過建立參與者之間的關係以及其家庭與其他家庭之間的關係，在社區建立社交和互助網絡
- Role transformation by promoting community participation
通過鼓勵社區參與，達至角色轉變
- Established sustainable partnerships with various NGOs
與不同的非政府機構建立可持續的伙伴關係
- Strengthened the bonds among NWD employees and their families through volunteering in project activities
通過參加計劃的義工活動，加強了新世界員工及其家人之間的聯繫
- Promoted corporate image and built brand trust
提升公司影像，並建立品牌信任



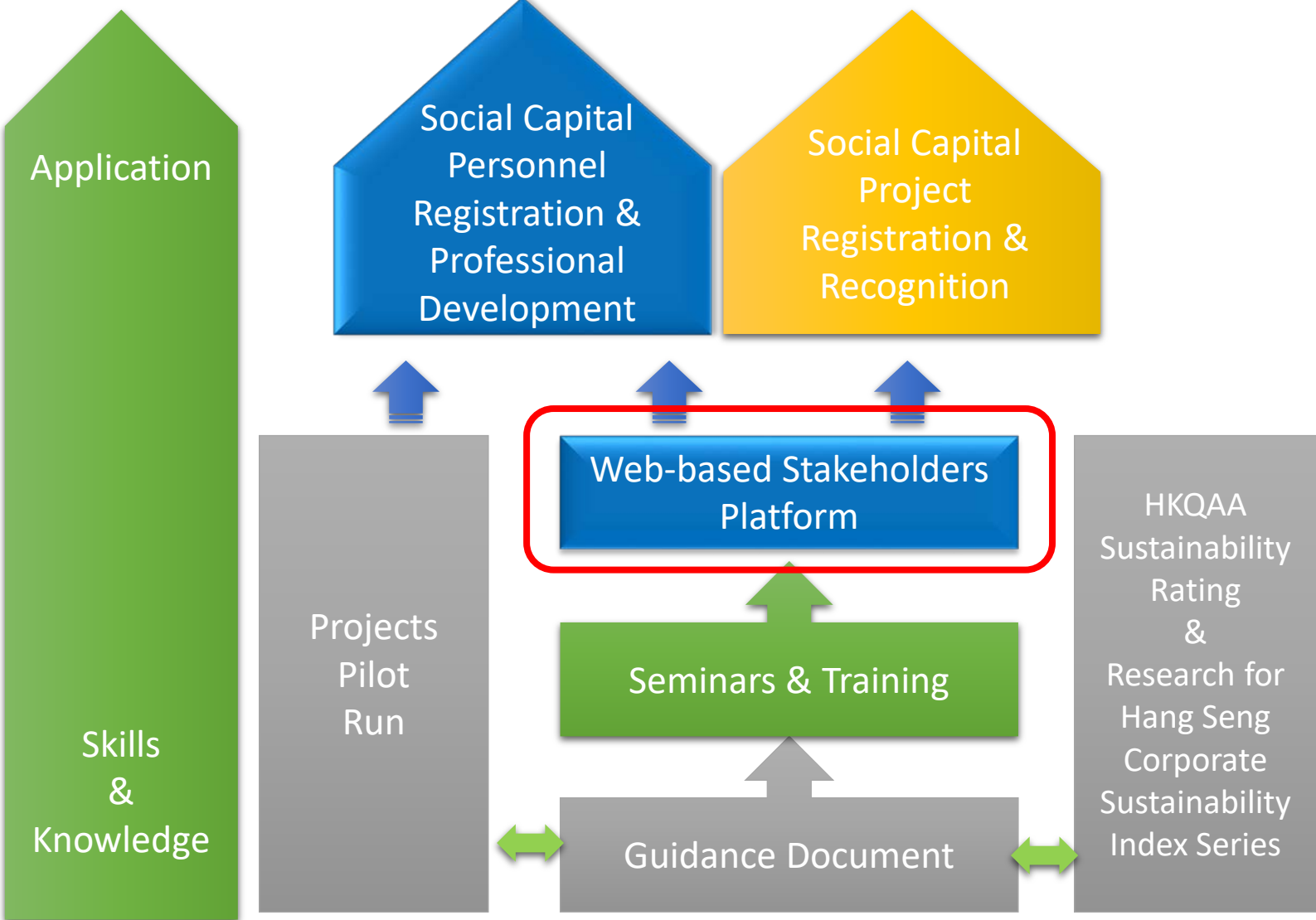
孩子五年

看不見的美麗

Invisible Beauty Nurtured Over Five Years



Project Activities 計劃項目



SEARCH WHAT YOU NEED

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KEYWORDS: Social Capital | CSR | Sustainability

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About the Community Investment and Inclusion Fund

Community Investment and Inclusion Fund (CIIF) was set up by the Government of the Hong Kong Special Administrative Region in 2002 to implement diversified social capital development projects in the community, promote reciprocity between the public and different sectors, and build together a cross-sectoral collaborative platforms and social support networks. The Fund seeks to build social capital – to garner mutual trust, spirit of cooperation and social cohesion, and enhance mutual support among individuals, families and organisations so that our community can grow from strength to strength.

Energise the Community Build a Caring Society!

Community Investment and Inclusion Fund Secretariat
|| Labour and Welfare Bureau

www.ciif.gov.hk

www.facebook.com/ciif.hk

[f](#) [t](#) [v](#) CIIF充滿人情味的基金

NEWS & EVENTS

7
Nov

Brownbag Luncheon Talk

[more](#)

Building Social Capital: Successful Corporate and NGO Partnership
Date: 7/11/19 (Thu)
Venue: HKQAA

10
July

Training Workshop on Corporate Social Capital in Practice

[more](#)

Date: 10 & 11/7/19 (Wed & Thu)
Venue: HKQAA

Seminar on

[more](#)

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 Ricky (Private organization) 2018-09-03  4  5  403

想問大家如果想搵活動，邊到有場地資訊可以睇到?

[Mutual-help & R...](#)

[Social Particip...](#)

 admin (NGO/Social Enterprise) 2018-11-16  0  2  130

想問大家對研討會主題的意見 Any suggestions on seminar topics?

 Kanchiwai (NGO/Social Enterprise) 2019-04-25  1  1  98

有什麼好的撥款申請，適合細NGO?

[Social Particip...](#)



THANK YOU 謝謝 😊