



By E-mail

26 January 2021

Mr Daniel SIN
Clerk
Panel on Information Technology and Broadcasting
Legislative Council Complex
1 Legislative Council Road
Central, Hong Kong

Dear Mr Sin,

**Legislative Council
Panel on Information Technology and Broadcasting**

**Supplementary Information requested under Agenda Item IV
“Introduction of and Proposed Injection into
the Social Innovation and Entrepreneurship Development Fund”
at the Meeting held on 11 January 2021**

At the meeting of the Panel on Information Technology and Broadcasting held on 11 January 2021, Members requested supplementary information on the "Social Innovation and Entrepreneurship Development Fund" ("Fund"). Our reply is as follows.

Amount Paid for the 1 600 Jobs

The research team of the University of Hong Kong ("HKU") has conducted social impact assessment of 130 innovative projects/ventures at more advanced stage funded by the SIE Fund. As at end February 2020, more than 1 600 jobs were created by those projects/ventures and the salary paid for those jobs amounted to about \$60 million during the funding period of the projects/ventures, which ranged from 9 to 24 months.

Evaluation and Projection of the Effectiveness of the Fund in the Coming Five Years

The Fund will, in future, continue to promote the development of social innovation and entrepreneurship, and launch and support more programmes and projects conducive to the development of the social innovation ecosystem. When engaging the second batch of intermediaries in 2020 to run “Innovative Programmes”, the Fund has set the working targets of generating over 700 innovative ideas and funding over 170 innovative projects in three years.

Following the completion of the first round of evaluation study conducted by the HKU last year, we are in the process of engaging a consultant to conduct the second round of evaluation to assess the performance of the Fund comprehensively from July 2020 to end 2023 in terms of (i) financial and non-financial impacts of the Fund; (ii) the intermediaries; and (iii) the projects and initiatives supported by the Fund. Appointment of the consultant is expected to complete within the first quarter of 2021. Performance evaluation report on the future work of the Fund will be published in a timely manner after completion of the evaluation by the appointed consultant.

Performance of the First Batch of Intermediaries

When engaging the first batch of intermediaries in 2015, the Fund had set the working targets of funding 100 innovative projects, generating 700 innovative ideas and nurturing 2 700 social entrepreneurs in three years. All the targets were achieved within the specified period.

In addition, each intermediary was required to appoint an independent consultant to conduct annual review on the services and performance of its “Innovative Programme”, including, among others, collecting the views of the participants in the programme. According to the relevant review reports, the “Innovative Programmes” run by the first batch of intermediaries had on the whole achieved the objectives/targets of the Fund and relevant programmes. Furthermore, most of the participants in the programmes were satisfied with the services, incubation and support rendered by the intermediaries.

Examples of Projects that are Successful and Worth Continued Support by the Fund

The Fund has been engaging intermediaries to run “Innovative Programmes” to provide funding, incubation and other support for social entrepreneurs and innovative projects at different stages of development. A total of 218 innovative projects have so far been funded under the programmes. Of them, 128 have been completed and some have continued their operation after the funding period. Of those completed projects, 17 with good performance and the potential for scaling have received further funding support from the Fund for pursuing their next stage of development. Examples of those projects are set out at **Annex**.

Yours sincerely,

A handwritten signature in blue ink, appearing to be 'Elsa Hung', with a stylized flourish at the end.

(Elsa HUNG)
for Commissioner for Efficiency

**Examples of Projects
Receiving Further Funding Support from
the "Social Innovation and Entrepreneurship Development Fund"
("Fund")**

1. Festyle

	First Stage	Expansion into Next Stage
Project Name	Festyle	Festyle – HOME-trepreneur Programme
Stage of Project Development	Prototype	Late Prototype
Project Duration	9 months	1.5 years
Project Summary	Recruit low-income women in the production and sales of ready-to-cook cuisine packages via an online platform, so as to develop their strengths and unleash their productivity.	Recruit and incubate low-income women with training and other support, so as to further develop their potentials and turn them into entrepreneurs with their own food brands.
Approved Funding Amount	\$100,000	\$300,000
Details of Project Expansion	<p>At the end of the first stage of the project, the project team had achieved the following impact/outcome:</p> <ul style="list-style-type: none"> • launched ready-to-cook cuisine package services; • unleashed the potentials of 13 low-income women by employing them to assist in recipe design and preparation of cuisine packages; and • promoted healthy dining culture. <p>During the first stage of project implementation, the project team noticed that the recipes of many underprivileged women had market potential. However, there were insufficient support and platforms for those women to develop further. Through providing them with training on management, food production and sales, etc., the project team sought to further unleash their potentials and help them turn into entrepreneurs with their own micro-brand products (e.g. home-made sauces and soup packs).</p> <p>The project continued to operate for around two years after the funding period of its first stage, and then received further funding from the Fund for pursuing its next stage of development.</p>	

2. Beyond Vision Projects

	First Stage	Expansion into Next Stage
Project Name	Beyond Vision Projects	
Stage of Project Development	Prototype	Start-up
Project Duration	8 months	1.5 years
Project Summary	Promote the Tactile Audio Interaction System (TAIS) to allow the visually impaired (VI) to receive visual information by means of “seeing by touching and hearing” and enhance “visibility”; and raise public awareness on the needs of VI.	Provide TAIS service to VI and facilitate their social integration through organising exhibitions and training workshops, providing consultancy service, and developing the Tactile Visual Vocabulary System (TVVS).
Approved Funding Amount	\$100,000	\$438,535
Details of Project Expansion	<p>At the end of the first stage of the project, the project team had achieved the following impact/outcome:</p> <ul style="list-style-type: none"> organised four exhibitions, including a pilot “Blind Date with Mona Lisa” exhibition, a teaser exhibition cum workshop at PMQ, the “Hong Kong Beyond Vision” exhibition, and the “Tactile-Audio Art” exhibition cum workshop held at the Ebenezer School and Home for the VI. 10 pieces of TAIS exhibits were shown at the exhibitions, attracting around 5 000 visitors; and partnered with the Asian Art Museum in San Francisco to provide TAIS for eight pieces of their permanent exhibits. Income was thus generated for the project. <p>Riding on the success of the first stage of the project, the project team sought to continue the project in different aspects, including organisation of exhibitions and training workshops, provision of TAIS consultancy service, and development of TVVS, so as to further facilitate social integration of VI.</p> <p>The project continued to operate for around one year after the funding period of its first stage, and then received further funding from the Fund for pursuing its next stage of development.</p>	

3. Teach4HK

	First Stage	Expansion into Next Stage
Project Name	Teach4HK	Teach For Hong Kong Global Vision Fellowship Program
Stage of Project Development	Start-up	Start-up (Growing)
Project Duration	3 years	3 years
Project Summary	Recruit graduates of higher education institutions with passion and leadership talents to become fellow teachers of the programme, and receive teaching and leadership training for one year. Fellow teachers would be deployed to serve on a full-time basis at the partner schools with students mainly coming from grassroots families to design diverse learning topics and lead life and career planning programme for the grassroots students.	Develop a specialised programme which recruits graduates of higher education institutions with overseas/multicultural background to assist students coming from grassroots families in enhancing English proficiency and developing a global vision, and provide the students with the necessary guidance.
Approved Funding Amount	\$991,597	\$3,291,343
Details of Project Expansion	<p>At the end of the first stage of the project, the project team had achieved the following impact/outcome:</p> <ul style="list-style-type: none"> partnered with 23 schools to implement the teaching fellowship programmes and recruited 72 graduates of higher education institutions to become fellow teachers, benefitting more than 20 500 students coming from the grassroots family from the 2015/16 to 2018/19 academic years; and organised an Education Symposium which attracted over 400 attendees. <p>During project implementation, the project team noticed that the English foundation of those students coming from the grassroots families were relatively weak due to low learning motivation and inadequate academic support. Besides, grassroots families might not be able to provide their children</p>	

	<p>with opportunities for global exposure. The team therefore proposed to develop a specialised programme to address the needs of the grassroots students in English learning and broadening of global exposure.</p> <p>The project continued to operate for around one year after the funding period of its first stage, and then received further funding from the Fund for pursuing its next stage of development.</p>
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4. A Better Life in Inadequate Homes

	First Stage	Expansion into Next Stage
Project Name	A Better Life in Inadequate Homes	Home Modification: An Education Support Project for Children Living under Poverty
Stage of Project Development	Start-up	Scale-up
Project Duration	1 year	2 years and 1 month
Project Summary	Apply architectural design to ameliorate public and communal spaces and improve the living environment of the underprivileged community through home modifications.	Provide home modification services to improve the living environment of low-income families in sub-divided flats, particularly the study space of their children. The project aims to provide those children with a better environment to study and hence enhance their learning performance.
Approved Funding Amount	\$200,000	\$1,947,770
Details of Project Expansion	<p>At the end of the first stage of the project, the project team had achieved the following impact/outcome:</p> <ul style="list-style-type: none"> • conducted home modification works to improve the living environment of 55 households of fishermen's cooperative houses in Sai Kung, 21 households of squatter houses in Pokfulam Village, and 33 families of sub-divided flats in Sham Shui Po; • designed and produced a cubical bed tailored for sub-divided flats, and installed it for 20 tenants of sub-divided flats; and • produced publication materials to introduce the project and organised six exhibitions to share the project outcomes. <p>The project team was comprised of a team of architects and designers with the vision of improving the living environment of the underprivileged in Hong Kong. In view of the success in applying architectural design to improve the living environment of more than 100 low-income households in the first stage of the project, the team sought to improve the living environment of more low-income households living in sub-divided flats through provision of home modification services and suitable</p>	

	<p>furniture. In particular, the team sought to improve the study environment of children, with the aim of enhancing their learning performance and in turn promoting their upward mobility in the long run.</p> <p>The project continued to operate for around one year after the funding period of its first stage, and then received further funding from the Fund for pursuing its next stage of development.</p>
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5. OHH Dear Communications

	First Stage	Expansion into Next Stage
Project Name	OHH Dear Communications	
Stage of Project Development	Start-up	Scale-up
Project Duration	2 years	2 years
Project Summary	Provide training and job opportunities for elderly to become models and product ambassadors, so as to enhance their engagement in the silver economy and promote active ageing.	Continue to engage silver models and expand the business from modelling service into a talent agency cum media firm where one-stop marketing solutions will be provided for corporate clients, so as to further promote active ageing.
Approved Funding Amount	\$445,900	\$1,992,602
Details of Project Expansion	<p>At the end of the first stage of the project, the project team had achieved the following impact/outcome:</p> <ul style="list-style-type: none"> recruited and trained 54 silver models and employed 35 of them as the company's models; and completed nearly 140 modelling jobs, generating an income of over \$864,000 for the project. <p>During project implementation, the project team observed that silver modelling service only took up a minor and passive role in the advertising industry. The team therefore considered it essential to provide a wider range of marketing services in order to enhance its market competitiveness and project sustainability. Taking into account the views of their previous clients and different marketing strategies, the team sought to, at the next project stage, expand the business into a talent agency cum media firm and launch a lifestyle-oriented online platform targeting at silver generation, so as to offer digital media service and one-stop marketing solutions for corporate clients.</p> <p>The project continued to operate for around six months after the funding period of its first stage, and then received further funding from the Fund for pursuing its next stage of development.</p>	