



## The Launch of SERA “World Social Entrepreneurship Summit & Social Caring Pledge Scheme Ceremony” in Hong Kong

*International Social Entrepreneurs and local Hong Kong business leaders come together to draw awareness of Corporate Social Responsibility in Asia and potential transformation to Social Business.*

Hong Kong – 17 December 2018 (PR Newswire)

Earlier on December 15<sup>th</sup>, “World Social Entrepreneurship Summit” (the Summit) with “Social Caring Pledge Scheme Ceremony”, was held at Hong Kong Convention and Exhibition Centre, hosted by Social Enterprise Research Academy (SERA). In the presence of over 250 guests, including members from political, academic and business communities, as well as overseas entrepreneurial experts, SERA directed a summit with “Social Entrepreneurship” as its theme of the discussion and called 40 corporate leaders upon action through Social Caring Pledge Scheme Ceremony, agreeing the protocol of driving social responsibility in both corporate and individual level, taking initiatives to promote the betterment in communities, and amplifying the impact brought by social innovation.

The principal goal of the Summit is to provide a cross-cultural platform for corporate decision makers to discuss upon the benefits of involving socio values in the business model and how solving socio-environmental issues could maximize corporate value. This event has invited the Member of Executive Council and the Chairman of the Community Investment and Inclusion Fund Committee Executive **Dr The Honourable LAM Ching-choi, BBS, JP** as the officiating guest and to have welcomed Former President of United Nations Global Compact Network Mr. Gustavo Pérez Berlanga from New York, Managing Director of The Big Issue Group Mr. John Montague from UK, Co-founder & CEO of myHarapan & the Youth Trust Foundation Ms. Nurfarini Daing from Malaysia, and Co-founder & CEO of Instellar & UnLtd Romy Cahyadi as guest speakers at the summit. In addition, in attendance at the ceremony were **Dr. Wingco Lo JP** Honorary President of The Y.Elites Association, **Ms. Pauline Ngan BBS JP** Deputy of the 13th National People's Congress of the People's Republic of China, **Mr. Addy Wong MH** Chairman and CEO of Centaline Property Agency Ltd Asia Pacific, **Dr. Chow Pak Chin BBS JP** Founding Chairman of The HKMA Charitable Foundation, **Dr. Mona Chau** Chairman of Hong Kong Chinese Women's Club, **Mr. Wayne Chan** Director of Savills Project Consultancy Limited, and et al.



## World Social Entrepreneurship Summit

The Executive Director of SERA, Ms. Bonnie Liao was present to give an opening speech. During the opening speech, Ms. Liao brought out a comparative scene of the worldwide social enterprises while introducing the status quo of social entrepreneurship in Asia, encouraging all the attendees to support the social responsibility together.

With a speech titled “Sustainable Supply Chain and Social Enterprises”, Mr. Gustavo Berlanga shared with the audience his journey in social responsibility and sustainability in *Toks*, a multi-unit restaurant chain based in Mexico. He addressed the 3 stages in the evolution of Corporate Social Responsibility: Philanthropy, Social and Environmental Impacts, Supply Chain Sustainability. Moreover, through the specific example of the Santa Rosa facility and Sustainable Coffee Project, Mr. Berlanga demonstrated that “Responsible business is Good business”.

In the speech named “The Story of UK’s first ‘Social Merchant Bank’”, Mr. Montague presented his insightful elaboration on the upgrade of *The Big Issue*’s business model. According to Mr. Montague’s report, with *The Big Issue Invest*, *The Big Issue Group* has been empowered to benefit the society more effectively, by managing the social impact investment funds and providing social impact loans. The value of social businesses could be better realized through the integrated access to network, funding and business support.

The lady guest speaker, Ms. Nurfarini Daing, had her speech titled “The Value of Social Innovation and Entrepreneurship”, sharing her precious experience from various angles. She demonstrated that the powerful influence of Social Innovation could be directed not only to the society but also to the individuals’ development, especially for the youth; moreover, *myHarapan* has helped developing social entrepreneurs among the grassroot communities, with a focus on nurturing a mutually supported and benefited ecosystem among Schools, Citizens, Business Community and Government.

As the final guest speaker, Mr. Romy Cahyadi integrated different points of view to deliver a mind-refreshing speech called “Social Enterprises Landscape in Indonesia”. Mr. Cahyadi introduced 52 important players in the Indonesian social entrepreneurship space; then the challenges and opportunities existed in Indonesia had been thoroughly examined. Finally, the strategic positioning of Instellar was explained.



The presentation section was followed by an interactive discussion among guest speakers and audiences, with Dr. Ilex K.K. Lam as the moderator. Dr. Lam had directed a comparative and profound discussion, while letting several thoughtful questions from the audience get answered by the guests.

## Social Caring Pledge Scheme Ceremony

SERA also hosted the Social Caring Pledge Scheme Ceremony, witnessed by the international guests and local leaders from diverse fields. The pledge embodies the promise of devotion to the communities and making every stakeholder better off. **Near 40 corporates/entrepreneurs enrolled into the scheme** and agreed dedicating their effort to protecting morals and rights in efficient and innovative ways.

The main thrust of the pledge is amplifying the impact bought by social innovation, promoting social awareness among corporates and individuals, and sustaining the confidence of social enterprises as to proceed further. The participants committed to the following statements:

Pledge 1: We will undertake initiatives to promote environmental protection.

Pledge 2: We will eliminate the discrimination of employment and occupation.

Pledge 3: We will eliminate all forms of forced and compulsory labor.

Pledge 4: We will promote community involvement and development.

Pledge 5: We will work against corruption in all its forms, including extortion and bribery.

Pledge 6: We will provide quality, health and safety products and/or services to customers.

The Social Caring Pledge Scheme Ceremony, hosted by SERA, has received ongoing support greatly from different sectors. The Pledge Scheme is signed and recognized by Nobel Laureates Professor Harald zur Hausen and Professor Kurt Wüthrich, and is also supported by Mr. Gustavo Berlanga, Former President of UN Global Compact and SERA Honorary President. Being widely supported by leaders from all aspects, the scheme has accumulatively welcomed over 300 enterprises. The Pledge Scheme award presentation ceremony is an industry-wide, well-received biannual occasion which will surely proceed further based on its solid foundation.



Photo download:

[https://drive.google.com/drive/folders/1gDXML4zaAWqdw7e92BBQ3sNDIVKGcu\\_u?usp=sharing](https://drive.google.com/drive/folders/1gDXML4zaAWqdw7e92BBQ3sNDIVKGcu_u?usp=sharing) (Refer to Appendix 1 for Photo Caption)

Reference webpage: <http://www.seriasia.org>

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## 附件 1

### Appendix 1

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| <p>圖一<br/>Photo1</p> |  | <p>社會企業研究院總幹事與一眾主禮嘉賓進行 2018/19 社會關愛企業約章推動儀式 (前排右 3 : 香港菁英會榮譽主席盧金榮博士 JP、右 4 : 社區投資共享基金委員會主席林正財醫生 BBS, JP、右 5 : 第十二、十三屆全國人民代表大會港區代表顏寶鈴 BBS, JP、右 6 : 香港中國婦女會主席周梁麗芬博士、右 8 : 中原地产亞太地區主席兼行政總裁黃偉雄先生 MH、右 9 : 社會企業研究院總幹事廖珮而女士、右 10 : 香港醫學會慈善基金會創會主席周伯展醫生)。</p> | <p>The 2018/19 Social Caring Pledge Scheme Ceremony (First row: Right3: Honorary President of The Y.Elites Association Dr. Wingco Lo JP; Right4: Chairman of the Elderly Commission and the Community Investment and Inclusion Fund Committee Executive Dr. LAM Ching-choi BBS JP; Right5: Deputy of the 13th National People's Congress of the People's Republic of China Ms. Pauline Ngan BBS JP; Right6: Chairman of The Hong Kong Chinese Women's Club Dr. Mona Chau; Right8: Chairman and CEO of</p> |
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|               |   |   | <p>Centaline Property Agency Ltd Asia<br/>Pacific Mr. Addy Wong MH; Right9: Director of Social Enterprise Research Academy<br/>Ms. Bonnie Liao; Right10: Founding Chairman of The HKMA Charitable Foundation Dr. Chow Pak Chin BBS JP)</p> |
| 圖 2<br>Photo2 |    | <p>嘉賓與觀眾共同參與社會關愛企業約章推動禮。</p>                                      | <p>The guests and audiences were together showing the support to the 2018/19 Social Caring Pledge Scheme Ceremony.</p>   |
| 圖 3<br>Photo3 |  | <p>社會企業研究院總幹事廖佩而女士致開幕辭。</p>                                       | <p>Executive Director of Social Enterprise Research Academy Ms. Bonnie Liao was giving the opening speech.</p>   |
| 圖 4<br>Photo4 |  | <p>主禮嘉賓香港行政會議非官守成員兼社區投資共享基金委員會主席林正財醫生 BBS, JP 為社會關愛企業約章推動禮致辭。</p> | <p>Chairman of the Community Investment and Inclusion Fund Committee Dr. LAM Ching-choi BBS JP was giving the speech.</p>  |



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| <p>圖 5<br/>Photo5</p> |    | <p>聯合國全球契約網絡前主席 Mr. Gustavo Berlanga 發表演講「可持續發展的企業供應鏈及社企」。</p>                           | <p>Former President of UN Global Compact Mr. Gustavo Berlanga was giving the speech <i>Sustainable Supply Chain and Social Enterprises</i>.</p>                             |
| <p>圖 6<br/>Photo6</p> |    | <p>The Big Issue Invest 董事總經理 Mr. John Montague 發表演講「英國第一間社會商業銀行的誕生」</p>                 | <p>Managing Director of The Big Issue Invest Mr. John Montague was giving the speech <i>The Story of UK's first 'Social Merchant Bank'</i>.</p>                             |
| <p>圖 7<br/>Photo7</p> |   | <p>myHarapan 和 the Youth Trust Foundation 的聯合創始人兼行政總裁 Nurfarini Daing 女士發表演講「社會家的價值」</p> | <p>Co-founder and CEO of myHarapan and the Youth Trust Foundation Ms. Nurfarini Daing was giving the speech <i>The Value of Social Innovation and Entrepreneurship</i>.</p> |
| <p>圖 8<br/>Photo8</p> |  | <p>Instellar 及 UnLtd 聯合創始人兼首席執行官 Romy Cahyadi 先生發表演講「東南亞社企概況」</p>                        | <p>Co-founder and CEO of Instellar and UnLtd Mr. Romy Cahyadi was giving the speech <i>Social Enterprises Landscape in Indonesia</i>.</p>                                   |



圖 9  
Photo9



Ilex K.K Lam 博士主持與四位講者的研討會。

Dr. Ilex K.K Lam (Right1) was leading the panel discussion with 4 guest speakers.