

# SUSTAINABLE DEVELOPMENT GOALS

**2016 JCI HONG KONG  
SUSTAINABLE DEVELOPMENT GOALS**

**REPORT**

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## MESSAGE FROM THE NATIONAL PRESIDENT OF JCI HONG KONG

Dear SDGs-advocators and JCI members,

### Campaigning for a better world

In 2015, JCI committed to advance a set of 17 Sustainable Development Goals (SDGs), adopted by the countries of the United Nations. JCI Hong Kong has been using them as a blueprint to take action to create positive change.

Ensuring the community is explicitly included in the SDGs, a crucial step has been initiated in 2016 in JCI Hong Kong, to educate our members and partners what SDGs are and implement the goals in the projects of 21 affiliated local chapters.

In this SDGs report, JCI Hong Kong members' effort to "leave no one behind" is fully demonstrated, and we wish to engage individuals and different sectors to participate in this, making our work a crucial piece of the 2030 agenda puzzle.

Developed upon the work we have done in 2016, JCI Hong Kong will continue to focus on the work to alleviate poverty, for the fact that the number of impoverished Hongkongers surged to 1.34 million, reaching a six-year high record. Apart from "Poverty Simulation", we strive to develop programs to find out the root of the problem in Hong Kong. In the National Convention of 2017, we are also planning to adopt a declaration to commit to work to target on "No Poverty", Goal No. 1 of SDGs in the coming 5 years.

It is our mission and vision that we must continue to look for creating positive change of young people that will move our world forward, enhance our quality of life, and eventually, create a harmonized and a better world.

I look forward with great anticipation to see all that we can accomplish in the year to come.

Best Work of Life,

*Teresa Poon*

National President  
JCI Hong Kong





# END POVERTY IN ALL ITS FORMS EVERYWHERE



In a city where the wealth gap is becoming an unbridgeable gulf, there are different types of local poverty identified in Hong Kong:

Working poor, poverty among women and elderly, poverty among ethnic minorities and intergenerational poverty.

In order to transform hopeless to hope, JCI Hong Kong is committed to analyze this issue from all aspects and ease the problems with sustainable solutions.

## 5 FACTS ABOUT H.K. POVERTY



The current poverty line for a one-person household is **HK\$3,800**



**1.345 million** are considered to be officially poor



**477,500 people** are categorised as "working poor" families  
A total of **14,200** are degree holders.

One in five children **208,800** are poor



One in three elderly people **296,600** are poor



The Honorable Leung Chun-Ying, GBM, GBS, JP, Chief Executive of the HKSAR participated in the first Poverty Simulation, hosted by JCI Hong Kong.

## 1<sup>st</sup> STEP: LAUNCHING POVERTY SIMULATION IN HONG KONG

JCI Hong Kong launched the first batch of poverty simulations in 2016 to raise the awareness of local poverty problems. It was a role-playing game that mimicked the daily realities of those living in poverty. Two workshops were successfully hosted with more than 300 primary and secondary school students participating.



### The Impact

Apart from policy making to ease the poverty problem, youngsters are important to take the lead to address the problems and appropriate resource allocations are also essential. We hope to let more young people become aware of the local poverty situation and continue to help reach Goal No. 1 "No Poverty" in 2030 the agenda.



## 2<sup>nd</sup> STEP: FINDING THE ROOT CAUSE

In 2017, JCI Hong Kong would further find out the root cause of local poverty and focus on the different types of poverty problems in Hong Kong: Homeless, McRefugees, Ethnic Minorities. Poverty Simulations would be continued to the next level, gathering more advocators to address the local poverty problems to the public.



### How to End Poverty in 2017



- Press Conference for Poverty Status of Hong Kong
- UNSDG Program - Sustainable Cities and Communities in Housing



- Poverty Simulation Workshop



- Poverty Simulation Workshop
- UNSDG Corporate Training



- UNSDG Corporate Training



- Poverty Simulation Service Day
- UNSDG Program - Sustainable Cities and Communities in Recycling



## 2030 AGENDA: TO TRANSFORM THE WORLD

The Sustainable Development Goals (SDGs) are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity, adopted at the United Nations on Sept 25, 2015. These 17 Goals build on the successes of the Millennium Development Goals, while including new areas such as climate change, economic inequality, innovation, sustainable consumption, peace and justice, among other priorities.

The purpose of SDGs is to improve life, in a sustainable way, for future generations. They make us, JCI Hong Kong members, tackle the root causes of poverty and unite us together to make a positive change for a better world. We strive to connect all sectors in our city with expertise to drive progress and help support each other on the path to sustainable development.

In this 2016 SDGs report prepared by JCI Hong Kong, a variety of project showcase would be demonstrated to show the effort and commitment of every of our members in the contribution to help to “Transform The World!”

In 2016, with 55 local projects, we have focused on Goals No. 1, 3, 4, 5, 8, 9, 10, 11, 12, 13, 16, and 17.

# ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES



## Life Goes On "V" Support Organ Donation

### The Impact

Through our efforts, over 2500 people signed up as donors and JC members were able to work with the Food & Health Department to promote Organ Donation.



## Doggy Doctor

### The Impact

The survey findings can be used by academic institutions and animal welfare groups for research and policy implementation purposes. The event was reported by 25 local and overseas media, and yielded a total reach of 53,530,000.



## Charisound Concert

### The Impact

Over 1,500 people attended and we raised HKD220,000 to support the mission of Médecins Sans Frontières.



# ENSURE INCLUSIVE AND QUALITY EDUCATION FOR ALL AND PROMOTE LIFELONG LEARNING



## Children's Chinese Calligraphy Competition

### The Impact

Children are able to sustain the Chinese cultural heritage by practising Chinese calligraphy. Participants learn to improve their temper and concentration in hoping to achieving quality education.



## V Support Program

### The Impact

Empowering the young people, two mock interviews were organized for students for helping their future career planning.



# ACHIEVE GENDER EQUALITY AND EMPOWER WOMEN AND GIRLS



## Hong Kong Professional Elite Ladies Selection

### The Impact

In hindsight, it restlessly strives to re-establish the core meanings of "professional", to rebuild our role models for our next generation to up bring their characters, etiquette, manners, values, and societal contributions.



## Breastfeeding, Best Feeding

### The Impact

Benefit breastfeeding mothers and their babies by raising awareness and call for support from the general public, and hence to engage different sectors in community to create the sustainable solution on this issue.



# PROMOTE INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, EMPLOYMENT AND DECENT WORK FOR ALL



## Life Planning for the Hidden Youth

### The Impact

The youth improve their social and interpersonal skills through the program and inspire them with life planning education.



## Golden Life for Middle Age

### The Impact

In the coming 20 years, middle aged people will become the largest proportion, this project arouse the social awareness on the needs and the quality of life for the middle aged people. The program helps to expand the choice and probabilities in their life .



# BUILD RESILIENT INFRASTRUCTURE, PROMOTE SUSTAINABLE INDUSTRIALIZATION AND FOSTER INNOVATION



## innoBrand 2016 - "GOOD SO" Innovative Social Enterprises Award

### The Impact

GOOD SO succeeds to improve the business image of poor operations formerly projected by Social Enterprises while they can still carry out social missions.



## Next Step Challenge

### The Impact

It identifies the potential start-ups businesses and connects various funding to encourage the entrepreneurship spirit and culture for the youth of Hong Kong.



# REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES



## Shelter Dreams

### The Impact

We gave HK youth an opportunity to stay overnight outdoors in a self built cardboard house to experience the effects of poverty in HK.



## Asia Youth Exchange Program



### The Impact

Under this project, 80 young participants, 15 corporate sponsors, more than 60 JCI members, over 500 members from schools and Government authorities from 6 different countries in Asia worked to achieve peace and justice, spreading the value of cultural harmony and OMOIYARI around the World.



## Outstanding Retired Volunteers Award 2016

### The Impact

Recognize and encourage elderly to be volunteers after retiring and to keep going to contribute to the community and help to promote the positive message "Endlessly Retreat" to the society.



# MAKE CITIES INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE



## HKSAR Ten Outstanding Student Selection



### The Impact

Over 200 students participated in the program which encourages them to achieve outstanding academic achievements, balanced development in different areas.



## Hong Kong Hide n Seek - Junior Tour Guide Integrative Experiential Journey



### The Impact

Through putting the elements of local culture and tradition into the tour, this contributes and promotes the preservation of local heritages and aspires to the awareness of conservation of our culture and history.

## Outstanding Family Business Legacy Selection



### The Impact

Providing the opportunity for young people to develop their leadership skills, social responsibility, entrepreneurship, and fellowship necessary to create positive change.

# ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS



## GIGV - Get in Gear, Volunteer

### The Impact

A survey was conducted firstly to demonstrate how using paper towels affect the environment. Around 1,000 students were educated thru a seminar to stop using paper towels and site a visit to a plastic resources recycling centre.



## Hong Kong Food Keeper

### The Impact

Raising public awareness of food waste and promoting source reduction in Hong Kong. Around 100 restaurants have committed to be restaurant partners which provide a "Less Rice" option in their menu.



## Little Hands Love the Earth 2016

### The Impact

Raise awareness of young people towards the food waste problem and identify sustainable solutions. It has reached over 200,000 secondary schools students through the "Other Learning Experience" activity and Life-Wide Learning" strategy.



# TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACT



## Low Carbon Life Series



### The Impact

To promote the way of Low Carbon Life and what you can do in your daily Life including Green Building, Green Life and Green Office, and the trend in the international level. After three events, over 5,000 participants impacted by the message of the project and the way low carbon life was been promoted.



## Leadership Forum Establishing a Green and smart city

### The Impact

The major topics of the Leadership Forum Establishing a Green and Smart City are affordable and clean energy, climate action and how to ensure Hong Kong becomes a sustainable city.



# PROMOTE JUSTICE, PEACEFUL AND INCLUSIVE SOCIETIES



## The Peace Movement



### The Impact

There were approximately 50,000 pedestrians reached. Messages were brought across with more than 500 pedestrians committed to world peace. 3 sponsoring organizations and 1 strategic partner were engaged at a corporate level and have agreed a long term engagement.



## Family Harmony

### The Impact

More than 1,300 kindergarten students participated in the housework mission and as a result family relationship is enhanced and children are motivated to build responsibility and commitment to the family.

# REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT



## In Dialogue with SDGs” APAC I4A Annual Conference

### The Impact

Through the SDG Conference, we connected over 23 different sectors and provided a collaborative space for interactions between corporates, social initiatives and aspiring delegates, the event seeks to inspire economic solutions towards the SDGs.



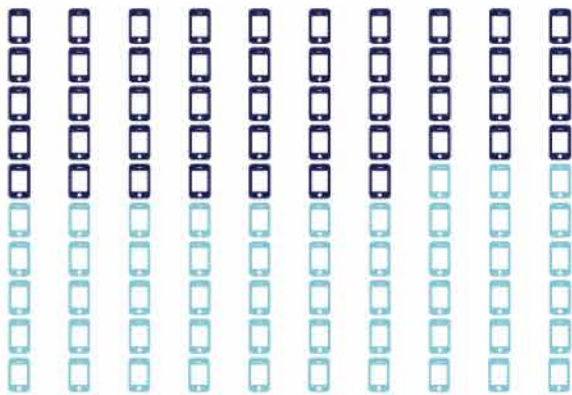
## Global Entrepreneur Forum

### The Impact

Global Entrepreneur Forum invites business owners and management of famous global start-up companies to share their experiences with young people.

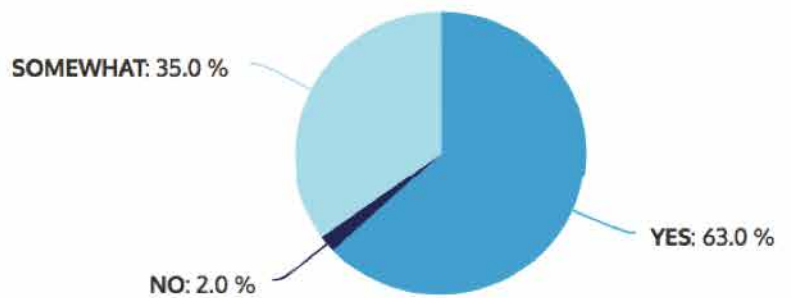


## Global Goals Survey Results 2016

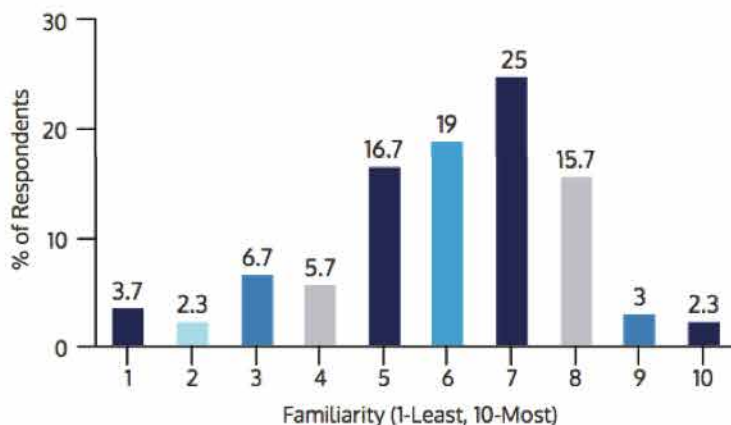


- Survey was released in March and completed in May
- 300 Surveys collected
- 53% Female Respondents, 47% Male Respondents

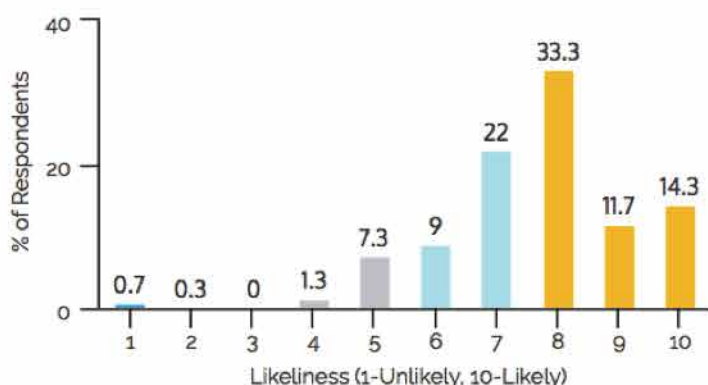
Will you be able to contribute to the attainment of the Global Goals?



How familiar are you with the concept of Global Goals for Sustainable Development?



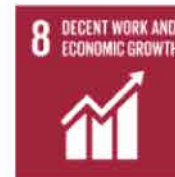
If you knew that a company or organisation had signed up to the UN's Sustainable Development Goals, would that make you more likely to use their goods or services?



### Sustainable Development Goals Most Important PERSONALLY



### Sustainable Development Goals Most Important for HONG KONG



### On which SDG would JCI Hong Kong have the greatest impact?

