

**THE HONG KONG COUNCIL OF SOCIAL SERVICE**  
**Standing Committee on Public Engagement and Partnership**  
**Minutes of the 4<sup>th</sup> Meeting for the Year 2020/21**

Date: August 26, 2021 (Thursday)  
Time: 3:00p.m. – 5:00p.m.  
Venue: Rm 203, 2/F, Duke of Windsor Social Service Bldg., 15 Hennessy Road, Wan Chai

Present:

Chairperson	Ms CHAN Ching Yee, Susan	Hong Kong Association of Gerontology
Vice-Chairperson	Ms TSE Ho Yi, Apple	Hong Kong Christian Service
Members	Mr CHU Sai Ming, Thomas	The New Life Psychiatric Rehabilitation Association
	Ms LI Lei, Lilian	Direction Association for Handicapped
	Ms NG Man Yin, Connie	St. James' Settlement
	Ms NG Suk Ling, Angel	The Boys' Brigade, Hong Kong
	Ms WONG Sau Yee, Carrie	The Hong Kong Federation of Youth Groups
	Mr LEE Pui Tak, Peter	Kerry Group
	Mr LI Man Chiu, Justin	Airport Authority Hong Kong
	Ms LEUNG, Joyce	Fimmick Limited

Apologies:

Mr HO On Tat, Andy	Andy Ho Public Affairs Consulting Company Limited
Mr WONG Chi Kit, Schwinger	The Evangelical Lutheran Church of Hong Kong
Ms CHAN Fung Man, Angel	Christian Family Service Centre
Ms CHEUNG Pui Yee, Pearl	Caritas – Hong Kong
Ms HUI Ching Man, Jasmine	NWS Holdings Limited

In Attendance:

Mr Cliff CHOI	Business Director, HKCSS
Ms Christine KWAN	Senior Manager, WiseGiving
Ms Wendy LUK	Senior Manager, Caring Company Scheme
Mr Eddie TSANG	Senior Manager, Corporate Communications
Ms Lai Wah CHEUNG	Chief Officer, Membership Liaison and Service
Mr Peter KWOK	The then Manager, Membership Liaison and Service
Ms Jane CHUNG	Officer, Corporate Communications – Recorder

**1. Endorsement of minutes of the last meeting held on May 27, 2021**

- The minutes of the last meeting held on May 27, 2021 was adopted with the following amendment:
  - In the list of “Present”, the row of Angel Ng was agreed to be deleted as Angel Ng was absent from the last meeting.

**2. Matters arising**

**2.1 Consultancy Study with McKinsey**

- Cliff reported the progress of the consultancy study:
  - The 1<sup>st</sup> stage on the study was started which was focused on discussing the

- social transformations, the role of HKCSS in society and expectations for HKCSS.
- Approximately 15 focus groups were already conducted. Participants included agency members of HKCSS, members from different committees, business community and funders etc.
- McKinsey was summarizing the content of focus groups and expected to present the findings to Ex-Co members in September.
- After discussion at the Ex-Co, the 2<sup>nd</sup> stage consultation would be started. This stage would engage agency members of HKCSS, stakeholders such as caring company partners and foundations to conduct interviews. While entering into the 3<sup>rd</sup> stage, it was expected that preliminary paper would be formulated at the end of 2021, which helped to plan HKCSS's direction of work in the next decade.
- The result of the study would be presented on 19<sup>th</sup> May 2022 at the HKCSS Convention cum 75<sup>th</sup> Anniversary.

## 2.2 Media Partnership with RTHK for Documentary

- Cliff reported that the documentary series consisted of 8 episodes in total, four of which were already started shooting:
  - Ethics Minorities
  - Community development of Tung Chung New Town
  - PROCruit C traineeship programme
  - Social innovation: young people in residential care service

## 2.3 Platform for CSR Managers

- Cliff reported that the platform for CSR Managers was under planning. More details would be provided after preliminary planning.

# 3. Discussion

## 3.1 Demo of new NGO directory and HKCSS membership renewal system

- Cliff reported that HKCSS had published 3 directories of NGO in 2002, 2005 and 2015 respectively. Each publication consumed large amounts of paper and costly. Therefore, in order to protect the environment and increase work efficiency, HKCSS researched into developing a new online platform for NGO directory few years ago.
- The new platform would allow agency members of HKCSS to renew their membership and update information by themselves. Also, let the public and business sector to understand more about social service sector.
- Peter and Lai Wah presented the platform demo which showcased the interface design so far:
  - Highlights of agency members at the landing page.
  - Basic search function which categorized by NGOs' service targets, social service provisions and responses to social needs.
  - Basic information of agency members including overview of the organization, number of staffs with professional background, annual report, abstract of financial statement, service development and key on-going projects.
- Members' comment:
  - In order to prevent server overload, each agency member was suggested to be allowed to list no more than 5 key projects' information.
  - In terms of user interface (UI)/user experience (UX) design, avoid text heavy content and come up with a vivid and colorful design. Developing some interactive elements would be a plus.

- Integrating search engine optimization (SEO) into the platform to increase its presence on search engines.
- It was suggested to reconsider the presentation of “Staff” category such as including displaying the number of volunteer workers, full-time/part-time staffs and professional background apart from social work.
- Members concerned the presentation of each agency member’s financial statements. Lai Wah suggested it was better to keep a consistent presentation of financial statements so as to make it easier for the public to read. While Justin advised to add foot notes for further explanations if necessary.
- Add a disclaimer to the platform.
- Cliff thanked all members for giving advice and would work with MLS team to revise the platform layout.

### 3.2 Proposed sector wide ESG report to be released in 2022

- Cliff proposed preparing an ESG report to summarize social service sector’s achievements and the social impacts/outcomes made by the sector.
  - In the Social aspect, 10 main social service areas were developed to assess what outcomes NGOs created. Areas included residential care services, carer support, mental health and children and youth development. Each of them would have several checkboxes for NGOs to measure their performance.
  - In the Governance aspect, this part could make reference to NGO Governance Health Survey to evaluate the governance of NGOs.
  - In the Environmental aspect, there was a general view that social service sector seldom focused on environmental issue. Cliff mentioned the Blue Sky Project which partnered with several NGOs has good reference value for the sector to consider carrying out similar eco-friendly projects.
- Members’ comment:
  - The idea of ESG report was good but it was hard to define and quantify the social impacts/outcomes.
  - It was suggested to demonstrate the social impacts by storytelling.
  - Since measuring social impacts involved data collection process, it’s suggested to make use of the data to analyze and display an overview of the landscape of social welfare sector.
  - About the environmental part, it was recommended that HKCSS could provide index or guidance on environmental policy for agencies’ consideration.
- Cliff thanked all members for the suggestion and would discuss it with colleagues.

## 4. Progress Report

### 4.1 Caring Company Scheme

- Wendy reported that the Caring Company Scheme 2021/22 was opening for nomination. Early-bird submission for HKCSS agency members and Outstanding Partnership Project Award ended on 24 September 2021. Screening sessions of the Award would be arranged in October and November. Award presentation would be held at the Caring Company Partnership Expo in May 2022.
- The theme of the Expo is community recovery which is expected to be held physically and might be featured online elements.
- Cooperating with Hongkong Land to roll out a two-year programme to support children living in subdivided units. Yau Tsim Mong District would be the targeted service area.

#### 4.2 WiseGiving

- Assistance Programme to Improve the Living Environment of Low-income Subdivided Unit Households:
  - Christine reported that the Programme had already received over 10,000 cases. The data shown that Tsuen Wan, Sham Shui Po and Yau Tsim Mong are the most populated SDU areas.
  - North District and Tsuen Wan required more service units to join operation to cope with the large number of cases.
  - As the Programme will be ended in June 2022, follow-up support would like to be made such as engaging funders or corporates to launch different projects to meet households' needs. While PRA team would help to conduct several surveys to understand more about the needs of low-income households.
- HSBC Hong Kong Community Partnership Programme 2021:
  - 69 funded NGOs under CPP were expected to commence their projects in September.
  - CPP is entering its 10<sup>th</sup> anniversary, the HSBC Hong Kong Community Festival would be held in November.
  - Cooperating with Family & Community Service Team and HKBU to promote community development services in solving community problems.
  - To conclude, CPP is not only a grant-making platform, but has developed into a hub which facilitates service exchange and co-learning across the sector.

#### 4.3 Corporate Communications

- Eddie reported that HKCSS had published a new book named “疫光飛行” in June. The Commercial Press was responsible for production and distribution of the book including promoting and selling it in the Book Fair. This publication, funded by the Community Chest, contained 10 stories which focused in how the underprivileged being affected by the Covid-19 pandemic and the anti-epidemic efforts of social service sector such as dispatching supplies, offering financial assistance and implementing different programmes to support those in need.

#### 5. **Any other business**

No any other business, the meeting was adjourned at 5:30 p.m.