



Social Investing in Hong Kong

香港社會創投基金

Francis Ngai | Founder & CEO | July 2014

Social Ventures Hong Kong Brief Introduction

- ▶ Founded since 2007
- ▶ First Venture Philanthropy Organization in Hong Kong
- ▶ 20+ Portfolio Social Ventures
- ▶ 500+ Professional Volunteers
- ▶ >40,000 Volunteer Hours
- ▶ >HK\$100M Impact Capital Invested/ Leveraged



“SVhk dedicates to provide financial and extra-financial support to Social Purpose Organizations (SPO) in Hong Kong.”

Social Innovation: New Mechanism for Social Change

By cross-sector collaboration, we re-organize social capital into brand new impact ventures to solve unmet social need.

Professional Volunteer: New Minds to Make a Difference

Inspired minds will put into action for the betterment of the world, with their expertise and network.

What we do ?

Financial Support
+
Professional Expertise
+
Network Resource

How it works ?

Create Sustainability
+
Build Capacity
+
Maximize Impact

Difference we make !

Recycle of Fund
X
Impact: ROI + SROI
X
Sustainable Social Capital

Our Board & Advisors



Our Directors & Members



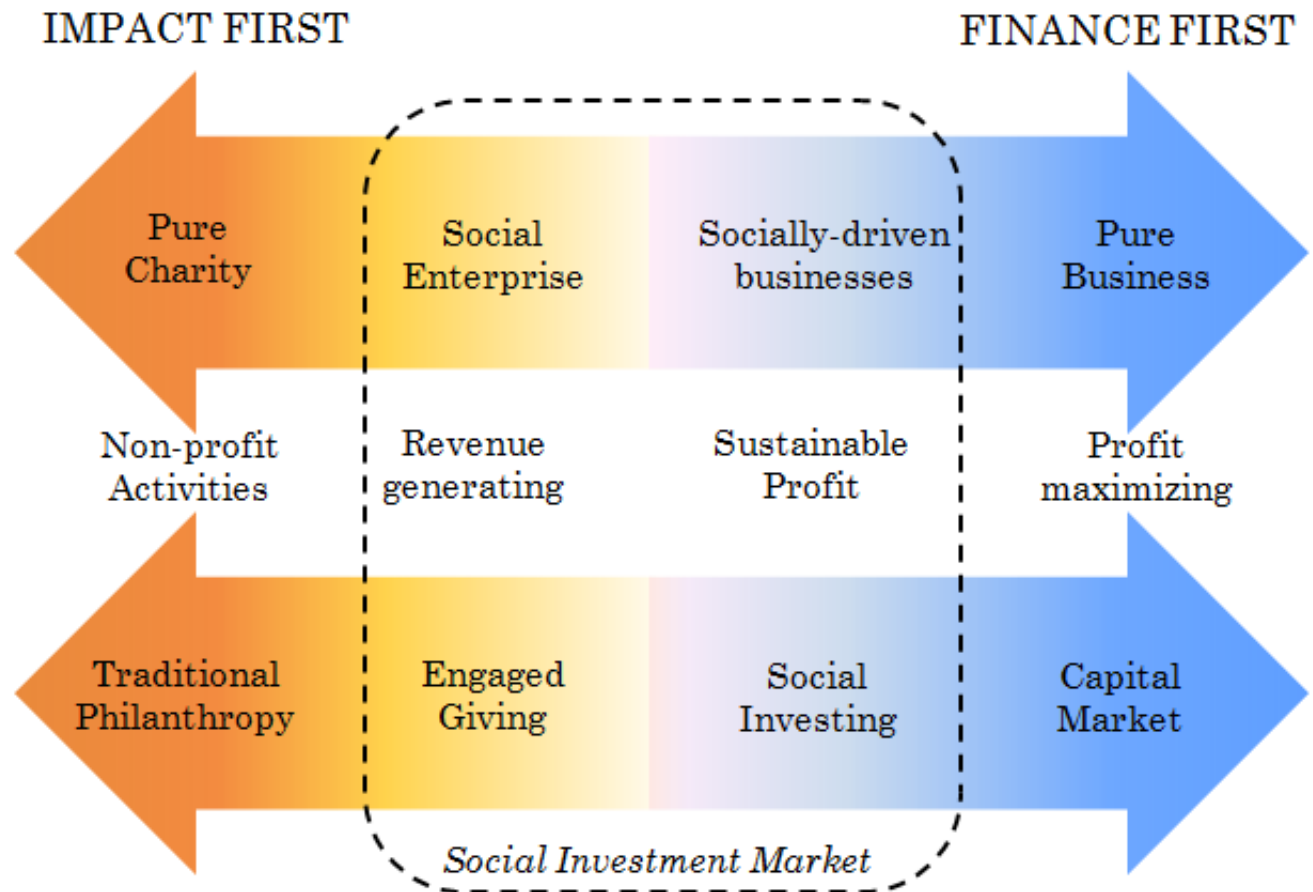
Creating Blended Value: Social Investment Market

Demand-side

The spectrum of organization and the blended value proposition

Supply-side

“third sphere” – a unique field created by the mixing and eventual convergence of the two migrating forces of “engaged giving” and “social investing”





**Diamond Cab:
Hong Kong's first Barrier-free 24-hour transportation since 2011**

60,000+ wheelchair trips 

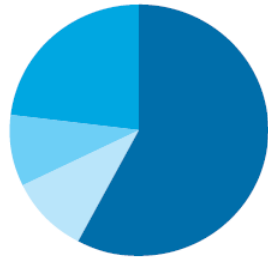
6 barrier-free taxis 

A Case of Impact Investing

Diamond Cab

Barrier-free Transportation

Diversified Strategic Shareholders:



■ SVhk ■ Elderly Homes
■ Individuals ■ Taxi Operator

Diamond Cab Shareholding

SVhk Professionals involved:

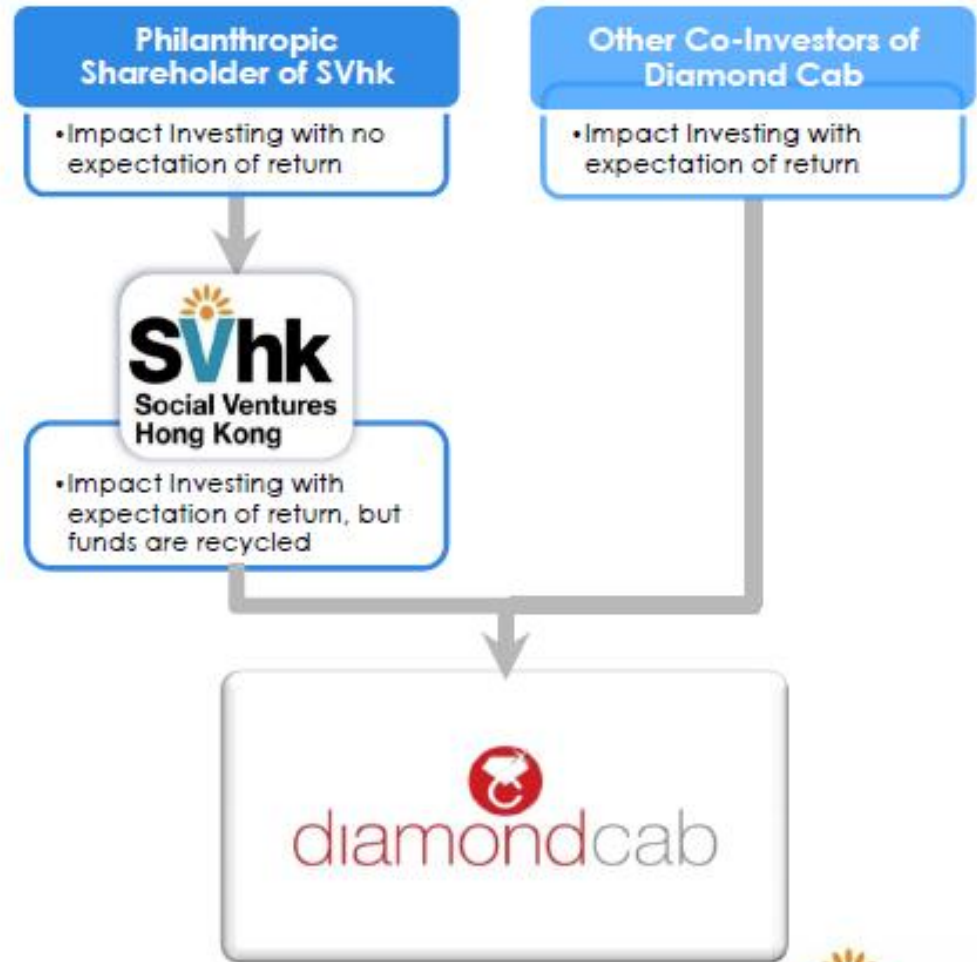


Mr. Joseph Ngai
Managing Partner,
McKinsey & Co. HK
Director of Investment, SVhk



Mr. Timothy Ma
Executive Director, Senior Citizen
Home Safety Association
Director of Social Development, SVhk

Innovating Social Change







Best Scene?

Best Food?



Photo contributed by Taz through Creative Commons

Best Service?



Photo contributed by finite possibilities through Creative Commons

A photograph of a cluttered room, likely a dormitory or a small living space. The room features metal bunk beds with a greenish frame and wire mesh sides. On the top bunk, there is a white cup, a box of tissues, and other items. The bottom bunk is covered with a patterned blanket. To the right, several pieces of clothing, including a striped shirt and a dark jacket, are hanging on a rack. The walls are made of a rough, textured material, possibly concrete or plaster. The overall atmosphere is cramped and lived-in.

Best Building?

Photo contributed by Anne Roberts through Creative Commons

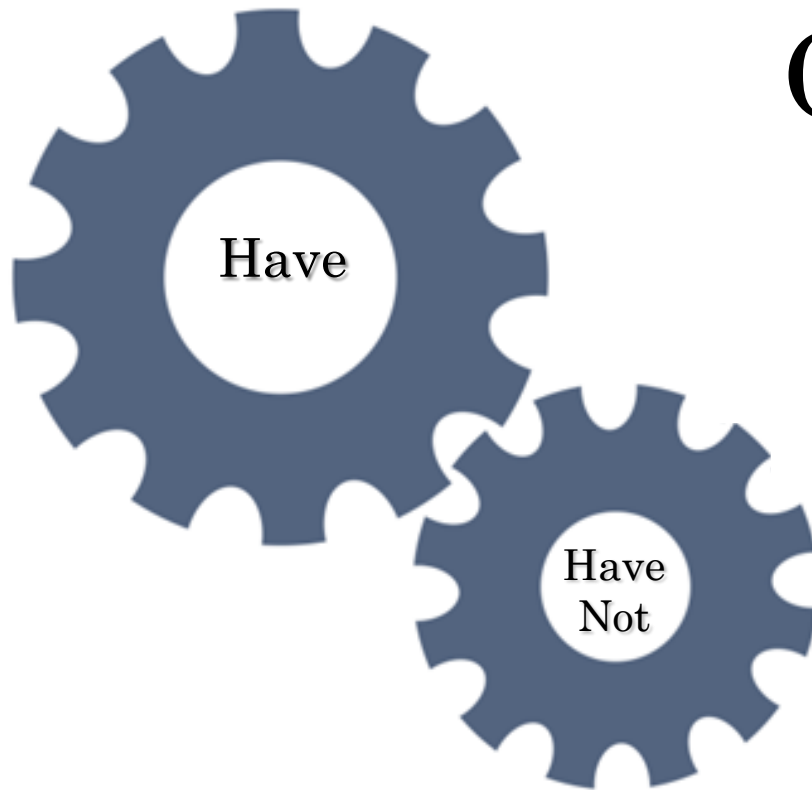


全球最自由經濟體

香港經濟自由指數，連續六年
全球最自由經濟體。根據
一項由瑞士洛桑國際管理學院
公佈的報告，香港在連續六年
中，均名列全球最自由經濟體
之首。這項報告指出，香港在
經濟自由指數中，得分最高，
顯示其經濟自由程度，遠超
其他地區。

香港經濟自由指數
www.hkfrb.org
電話：(852) 2538 1111

Our Society in the Past.



Our Society Now.





Light Be:
Hong Kong's first affordable housing project

18 Light Homes



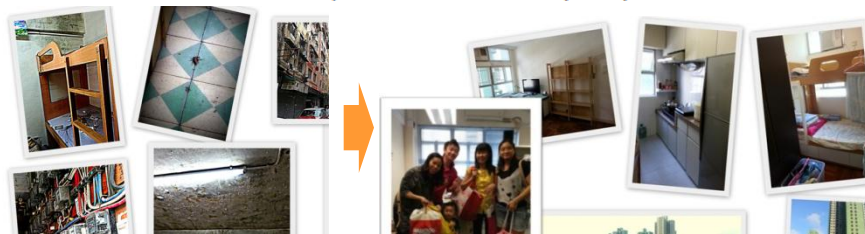
30+ Families
80+ Individuals





Social Capital Providers*: Volunteer Angel Families, Community SE/NGO, Non-profit partners

Professional Partner^: NGOs (SOCO, HKSPA, NAWL), PolyU Centre for Social Policy Studies



4 Characteristics of Light Home Scheme

1

Private Resources

- Light Be helps landlords investing their private properties for creating social impact, other than a basic financial return.

2

New Mechanism to Old Problem

- Light Be provides a property-rental-based poverty alleviation scheme which is neither available in the market nor in our welfare system. Instead, Light Be is a social enterprise offering an innovative product or service via another mechanism.

3

Empowerment Approach

- Light Home is more than housing. Light Be strives to empower the beneficiaries in a way that they may acquire stronger capabilities to shape their own future.

4

Bottom Up Collaboration

- Light Be collaborates with volunteers, SME, corporations, and NGOs to provide cross-sector support to the beneficiaries. This bottom up approach of collaboration enhances social engagement and creates synergy effect in poverty alleviation.

Quick Facts

- Light Be was launched in September 2012



18
Light Homes



30+
Families



80+
Individuals

Positive Feedback

“業主可以用單位累積財富，也可以用來改變世界。換角度看，人家也在幫我，為我生命中帶來成長”
— 光房業主

“因為背景相近，所以可以互相幫忙扶持”
— 光房住戶

“租金不一定等於市價，投資也可以幫助別人”
— SVHK 顧問委員會主席 夏佳理

Social Impact

- After settling in,
 - 64% mom have taken training course
 - 55% mom have done volunteer job
 - 55% mom have done PT or FT job
 - 73% child have had academic advancement
- New platform for poverty alleviation
- Cross-sector collaboration

Over 60 media coverage



明報 - 2013年10月18日



經濟日報 - 2013年10月18日



東方日報 - 2013年10月18日



大公報 - 2013年10月18日



瓊報 - 2013年10月18日



信報 - 2013年10月16日



大公報 - 2013年10月13日



南華早報 - 2013年9月20日



星島日報 - 2013年8月16日

green monday

BABY STEPS TO GO GREEN

Partial List of Partner Corporate

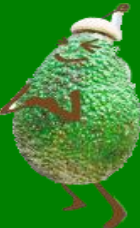


Green Monday:
Promoting and enabling green lifestyle since 2012



23% HK population
now doing this!

1,000+ restaurant outlets
500+ schools



MISSION STATEMENT



is a social enterprise group that promotes and enables **green, healthy** and **sustainable living**. Through our vegetarian promotion and food rescue initiatives, we are a platform that enables **corporations, restaurants, schools**, and the general **public** to join efforts in reducing our carbon footprint and performing our social and environmental responsibilities.



Global Warming

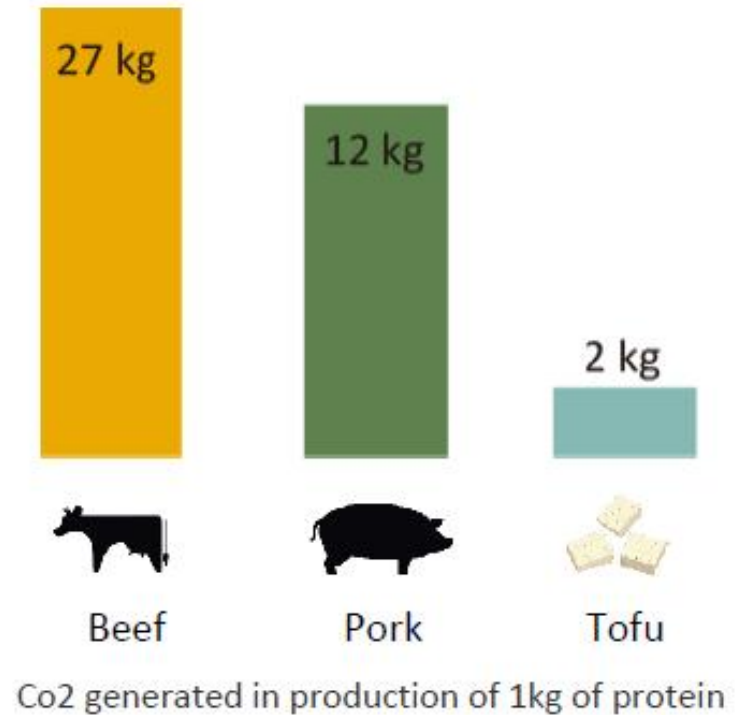
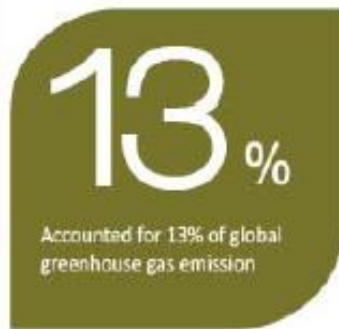


Livestock industry is among the **greatest contributors** to **global warming**, emitting more greenhouse gases than all our cars, trucks, trains, and Airplanes combined

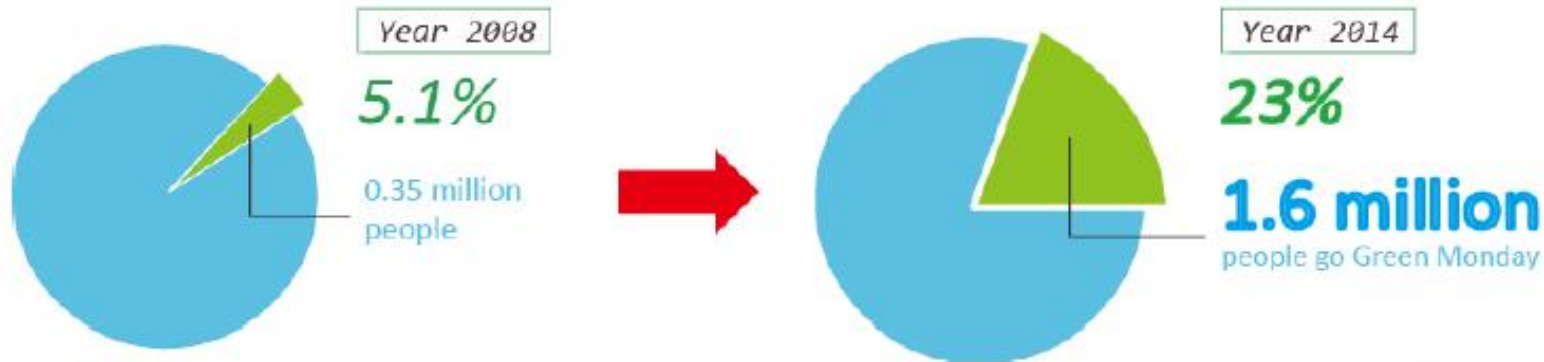
Livestock industry



Transportation



Impact



1 in 4 HK people goes Green Monday

Flexitarian population increases from 0.35 million in 2008 to **1.6 million** in 2014. This citywide participation in Green Monday helps to reduce carbon emission by **0.9 million tons**, which is equivalent to the carbon absorption capacity of **40 million trees**.



*2014 data source: 1006 telephone surveys by Ipsos Hong Kong

*2008 data source: The Hong Kong Vegetarian Society

Green Monday corporate partners (Partial list)



Green Monday Group



Green Monday Foundation*

"Green as a Culture"

Promoting culture of green diet and lifestyle to general public

Green Culture

- Advocate & promote meat-free diet
- Create culture of green lifestyle (media/ campaign)
- Regional extension

Green Monday Solutions^

"Green as a Strategy"

Implanting green strategy to mainstream corporate

Green Strategy

- Consultancy & advisory to corporate
- Training & marketing support service
- Licensing of GM service and product

Green Monday Ventures^

"Green as an Economy"

Innovating the society with brand new green ventures

Green Economy

- Invest & incubate strategic green business
- Create & satisfy unmet green market demand
- Leverage GM brand & network

Creating **Green** Trend Penetrating in Hong Kong

*Green Monday Foundation is a charitable organization registered in Hong Kong since 2013 Mar.

^Green Monday Solutions & Green Monday Ventures are proposed limited-by-shares set-up

Social Ventures Hong Kong Incubation Portfolio



First Barrier-free 24-Hour
Taxi Service
www.diamondcab.com.hk



Collaboration Platform of Meatfree
Monday to Reduce Carbon Footprint
www.greenmonday.org.hk



Promote health and community
spirit through street running
www.runourcity.org



First Affordable Housing Initiative to Alleviate
Poverty for Single-Parent Family
www.lightbe.hk



School-based Afterschool Program for
Children from Grassroot Families
www.playtao.com



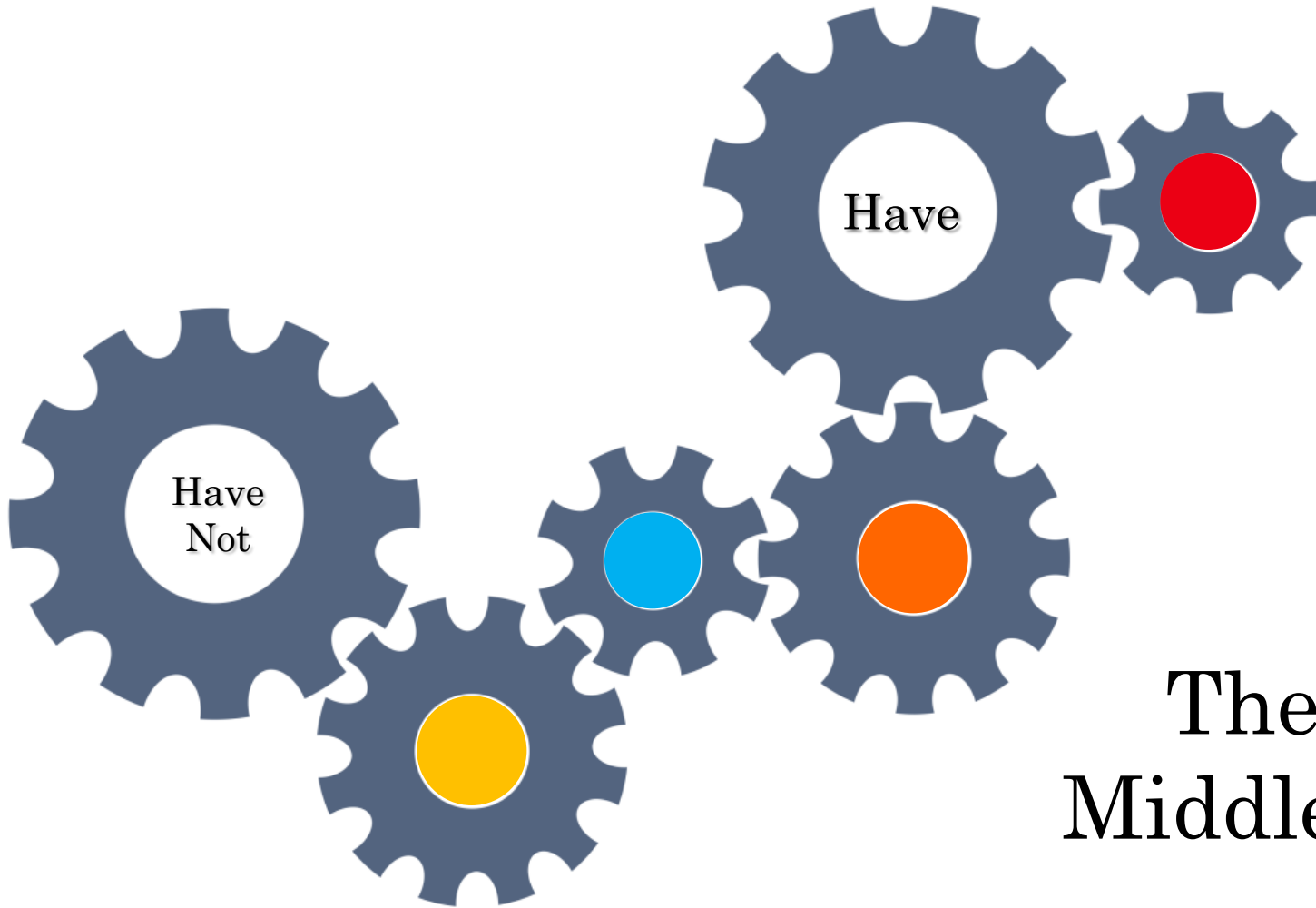
Innovating Social Change



Illustration contributed by Jahn Henne

Our Society Now.





The New
Middle Gears.

The Secret Recipe...

Show case! – people believe only by visualizing it.

Business/ Professional! – inspire the mainstream.

Passion! - it is not just about money and invest.

Are you ready to go?

