

**Business  
for  
Social Good**

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***OUTSTANDING AWARDS***

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**F O R  
2019**

***ORGANISER***

**OUR HONG KONG FOUNDATION**

***STRATEGIC PARTNERS***

**HONG KONG COUNCIL OF SOCIAL SERVICE  
MCKINSEY & COMPANY, GLG**

***SUPPORTING ORGANISATION***

**SIE FUND**

# CREATING SHARED VALUE

## CONNECTING BUSINESS SUCCESS WITH SOCIAL PROGRESS



Addressing society's needs and driving commercial success do not need to be in conflict with each other. An increasing number of companies are making successful attempts in approaching social and environmental causes as business opportunities – driving profits and productivity for the company while simultaneously advancing the social and environmental conditions in the communities in which it operates. Capturing such opportunities will also become increasingly important to the competitive advantage of businesses.

Building a social value proposition into corporate strategy enables companies to unlock opportunities for business innovation and growth, and to become more sustainable financially in the long run. It enables companies to better serve existing markets or access new markets

while meeting social needs at the same time. More importantly, businesses can lead social progress in ways unmatched by even the government and non-profit organisations. Ultimately, this adds to the respect and trust that businesses have in the society.

The Business for Social Good Outstanding Awards, the first award of its kind in Hong Kong, launched by Our Hong Kong Foundation, is an attempt to identify local examples of creating social and environmental benefits through profit-making businesses. Through this award programme, we aspire to advocate for new and better ways to deliver products and services, meet market needs, nurture productive enterprises and build progressive society.

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**The Awards are now open for application.**  
**Submit your application to us by 21 June 2019.**  
**In the application form, please summarise your business strategies and describe how you advance social and environmental conditions through your profit-making business.**

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# CREATING SHARED VALUE

## CONNECTING BUSINESS SUCCESS WITH SOCIAL PROGRESS



*Businesses can benefit both the society and themselves by adopting business strategy that creates social values through their core business proposition. This approach is vital for the sustainable development of our society – our marketplace. There are plenty of successful examples in Asia and around the world.*

### OVERSEAS EXAMPLES

#### DANONE

set up a joint venture partnership with Grameen Bank in Bangladesh to produce and distribute Shokti Doi, a yogurt rich in essential micronutrients missing from many Bangladeshi diets. The yogurt is produced with solar and bio gas energy and is served in environmentally friendly packaging.

The Grameen Danone business model is a successful example of combining profitability with the social causes of reducing poverty and malnutrition in the impoverished communities in emerging economies.

#### SOMPO

the largest insurer in Japan, grabs the opportunities in ageing society through entering into long-term care and home remodelling business, striving to deliver products and services that help solve social issues.

#### BEN & JERRY'S

a wholly owned subsidiary of Unilever, produces premium ice cream using high-quality ingredients, including milk and cream from family farmers who do not treat their cows with synthetic hormone. 45% of its cost of goods sold go toward investing in and supporting small scale family farmers; 100% of its containers are made with FSC-certified paperboard; and its lowest paid hourly worker receives 46% above the living wage. The company's business model is led by its commitment to linked prosperity – prosperity for all stakeholders.

# CREATING SHARED VALUE

## CONNECTING BUSINESS SUCCESS WITH SOCIAL PROGRESS



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### LOCAL EXAMPLES (Winners of BSG Outstanding Awards)\*

#### FIMMICK

a digital marketing company that set up a social enterprise to promote traditional craftsmanship in Hong Kong. Through running social media campaigns and online marketplace, Fimmick helped the old craftsmen expand their business, while gaining a better understanding of the silver-hair market and inter-generational marketing tactics to support Fimmick's own business.

#### LEE KUM KEE

a household brand for cooking sauce in the Chinese community and beyond, Lee Kum Kee worked with farmers from Gansu province in China, introducing quality seeds, modern agricultural know-how and farm management practice to the local farms. The outcome is higher crop yield and improved livelihood for the farmers, while the company enjoys a secured supply of quality raw materials for manufacturing chilli sauce.

#### LAWSGROUP – D2 Place

a unique 4-step model for supporting young designers and entrepreneurs to grow their business. The unique creative offering of the young entrepreneurs attracted visitors to patron D2 Place. As business of the young entrepreneurs grow, D2 Place is able to collect higher rent through a profit-sharing scheme. D2 Place also helped re-vitalize Lai Chi Kok area and raised interest in local design.

#### TOWNGAS

new business opportunities through turning waste into energy. Towngas worked with Nethersole Hospital in Hong Kong to install a combined heat & power system, which generates electricity from landfill gas. It helps the hospital save HK\$2.7M of energy cost per year, while Towngas is able to collect HK\$3M of additional revenue. This also leads to a net reduction in carbon emission, creating mutual benefits for Towngas, its customer and the society.

# CREATING SHARED VALUE

## CONNECTING BUSINESS SUCCESS WITH SOCIAL PROGRESS



### CSR

#### CORPORATE SOCIAL RESPONSIBILITY

Value: doing good

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Citizenship, philanthropy, environmental sustainability

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Discretionary or in response to external pressure

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Separate from profit maximisation

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Agenda is determined by external reporting and personal preferences

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Impact limited by corporate footprint and CSR budget

### CSV

#### CREATING SHARED VALUE

Value: economic and societal benefits relative to cost

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Joint company and community value creation

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Integral to competing

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Integral to profit maximisation

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Agenda is company specific and internally generated

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Realigns the entire company budget

# ***THE AWARDS***

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## REDEFINE SUCCESSFUL BUSINESS



### ***ELIGIBILITY***

Companies with business registration and in operation in Hong Kong for at least 5 years.

### ***BSG OUTSTANDING AWARDS***

A prestigious panel of judges will be tasked to select the finalists as outstanding examples of using their business strategies and practices as a force for social good.

Over 500 CEOs of Hong Kong businesses, social and environmental non-profit organisations, as well as business students studying at local universities will collectively select, among the finalists, winners of the BSG Outstanding Awards.

### ***SELECTION CRITERIA***

The awardees should demonstrate how they adopted **business strategies** and **operating practices** that have enhanced the competitiveness of the company while simultaneously advancing the social and environmental conditions in the communities in which they operate. The awardees should also outline the commercial, social and environmental **impacts** of these business strategies and operating practices.

### ***AWARD PRESENTATION CEREMONY***

All BSG Outstanding Award winners will be recognised in an award presentation ceremony, tentatively scheduled in November 2019, and their stories will be featured through media and roadshows.

# WHY SHOULD YOU PARTICIPATE?

## DEMONSTRATE THOUGHT LEADERSHIP



### **THE BSG OUTSTANDING AWARDS AIM TO:**

- provide a prestigious recognition to businesses with unique strategies and practices contributing to social good with measurable impact.
- support the awardees to effect further and deeper transformation in their businesses, creating shared value for the company and the society.

### **BEYOND AN AWARD...**

To the awardees, the award is more than a recognition but a drive for effecting more positive impact in the society.

To other businesses, the award serves as an inspiration for change.

To the community, the award aspires to create a movement for using business force to build a sustainable society for all.

### **TO WHOM IT MATTERS?**

Any company, big or small, which shows leadership in pioneering a way to enhance its competitive advantage while simultaneously advancing social and environmental conditions.

### **IT MAKES BUSINESS SENSE...**

By entering the Award, you will:

- **Stand Out** — ensure your brand is seen as synonymous with responsible business by leading non-profit organisations, members of the media and the Hong Kong community.
- **Demonstrate thought leadership** — differentiate yourself as a leader in your industry, one that not only creates commercial success but also inspires social progress in the local community.
- **Be a force for good** — inspire more businesses to look at decisions and opportunities through the lens of shared value.
- **Boost morale among your team** — reinforce your brand among your employees as a respectable employer and a business and social leader.

# ***THE SELECTION CRITERIA***

## **STRATEGIES, PRACTICES, IMPACTS**



### ***STRATEGIES***

#### **strategy and framework**

of the company that enhance its competitive advantage and profitability, while simultaneously advancing social and environmental conditions.

- How the company generates financial, social and/or environmental value through its business activities?
- How it reconciles needs, products and customers?
- How it redefines productivity in the value chain, or improves the business environment?

### ***PRACTICES***

#### **practices or measures**

that the company has taken or implemented to achieve relevant targets.

- What practices or measures have the company taken, and how they relate to the strategy mentioned above?
- How the company engages stakeholders, such as customers, employees, suppliers, vendors, community in such practices?
- How the company empowers its customers to make informed decisions and hold themselves accountable?

### ***IMPACTS***

#### **impacts of an initiative or project**

on the company's competitive advantage and social / environmental conditions.

- How the company makes positive impacts or reduces negative impacts to the society /environment, including internal operations or product impacts?
- How the company tracks and reviews key metrics of its financial, social and environmental performances and reports them publicly?

# ***HOW TO GET INVOLVED?***

## **FOUR SIMPLE STEPS**

### ***STEP 1***

#### ***SUMMARISE YOUR STORY***

Summarise your story in not more than 1,000 words.

You may describe strategies and practices of your businesses, and how you create impacts in enhancing your competitive advantage while simultaneously advancing social and environmental conditions. Use the selection criteria as a guide in writing your story.

### ***STEP 2***

#### ***COMPANY VISIT***

Share your story in our visit to your company.

We will arrange visits to shortlisted applicants. The visits will involve interviewing your employees and/or stakeholders of your business. This helps us better understand your story.

### ***STEP 3***

#### ***PANEL DISCUSSION***

The shortlisted applicants will be invited to meet a prestigious panel of judges formed by leaders from both business sector as well as social and environmental non-profit sector.

There will be an in-depth discussion on your journey of using your business as a force for good.

### ***STEP 4***

#### ***COMMUNITY OUTREACH***

If you are selected as one of the finalists, you will be involved in the production of a video, highlighting the essence of how you create shared value for both your company and the community and the environment at large.

The video will be shared with CEOs of Hong Kong businesses, social and environmental non-profit organisations, as well as students studying at local universities.

They will collectively select, among the finalists, winners of the BSG Outstanding Awards.

**Submissions deadline  
21 June 2019**

**To be arranged in  
July and August 2019**

**Panel interview at end of  
August 2019**

**To be conducted in  
September and October 2019**

# ***INDICATE YOUR INTEREST***

## **LET US HELP**

No worries if you still have questions after reading the information here,  
please indicate your interest and we are ready to further explain to you.

If you are not sure about your story, the best way is to share with us first!

For enquiries, you can contact the organising committee of the awards:

**by email**

**[bsg@ourhkfoundation.org.hk](mailto:bsg@ourhkfoundation.org.hk)**

**by phone**

**2864 2966 / Hong Kong Council of Social Service**

**2603 3080 / Our Hong Kong Foundation**

# ***THE ENTRY FORM***

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*To enter the competition, please provide the following information through the online application form available at [www.bsgawards.org](http://www.bsgawards.org) on or before 21 June 2019.*



Company Name:	<input type="text"/>
Business Nature :	<input type="text"/>
Nr. of Employees:	<input type="text"/>
Year of Establishment:	<input type="text"/>
Contact Person:	<input type="text"/>
Business Title:	<input type="text"/>
Phone Number:	<input type="text"/>
Email:	<input type="text"/>

In not more than 1,000 words, describe the strategies and practices of your businesses, and how you create impacts in enhancing the competitive advantages of your business while simultaneously advancing social and environmental conditions.

Optional Information – Quotes/Comments from Third Parties in not more than 300 words. You can use this section to provide evidential quotes from your stakeholders or press cuttings that support the submission you are making. Information will be used as supporting evidence but not as significant plank of your submission.

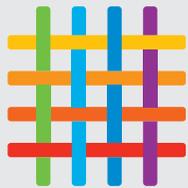
# **ORGANISER**

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OUR HONG KONG  
FOUNDATION  
團結香港基金

**Our Hong Kong Foundation (OHKF)** is a non-profit organisation registered in Hong Kong in September 2014, with the mission to promote the long-term and overall interests of Hong Kong through public policy research, analysis and recommendation. Pooling together local, Mainland and international talent, the Foundation studies Hong Kong's development needs, offering multidisciplinary public policy recommendations and solutions to foster social cohesion, economic prosperity and sustainable development.



商社聚賢  
BUSINESS FOR SOCIAL GOOD

**Business for Social Good (BSG)** is a platform created by the business leaders in Hong Kong, with the purpose of advancing social innovation and caring for our society through creating shared value. We believe that, while creating values for their shareholders, companies can at the same time use their core competence and resources to address social issues. BSG is established by Our Hong Kong Foundation with the support of over 120 business leaders as founding members. These business leaders joined the BSG platform in their personal capacity. With their collective wisdom and influence, the BSG platform aims to become a catalyst to inspire other business leaders to join their rank for the advancement of our society.

# STRATEGIC PARTNERS

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**GLG**

GLG is the world's leading platform connecting professionals with expertise. We pair businesses and nonprofits in every sector with the largest network of experts from around the globe to drive smarter, faster decisions. Our clients rely on GLG's 650,000+ member-experts and almost 2,000 employees to provide 24/7 insight and exceptional service within our rigorous compliance framework. We bring the power of insight to every great professional decision. Visit [www.glg.it](http://www.glg.it).

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HKCSS 聯

**Hong Kong Council of Social Service (HKCSS)**, established in 1947, works to promote a just and inclusive society by promoting collaborative efforts among NGOs in service planning and development, facilitating cross-sectoral partnership, advocating equality, justice, social integration and a caring community. The Council has now become an umbrella organisation of over 460 Agency Members that provide quality social welfare services for those in need through 3,000 service units all over Hong Kong.

**McKinsey & Company**

**McKinsey & Company** is a management consulting firm that help leaders make distinctive, lasting, and substantial improvements in performance, and constantly build a great firm that attracts, develops, excites, and retains exceptional people.

# SUPPORTING ORGANISATION

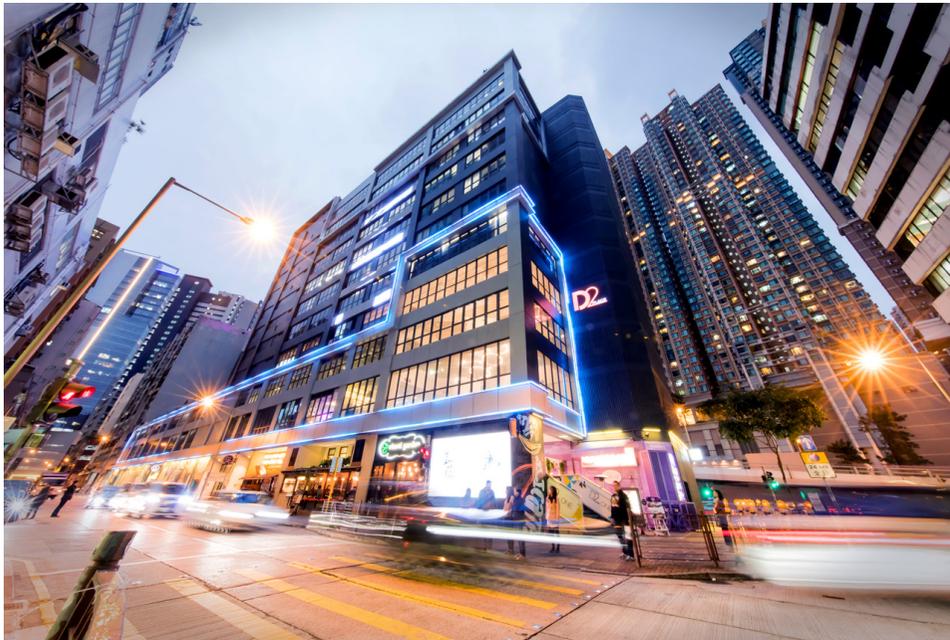
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The **Social Innovation and Entrepreneurship Development Fund (SIE Fund)**, as a catalyst for social innovation in Hong Kong, connects our community with different sectors, including businesses, NGOs, academics and philanthropies to create social impact through innovative solutions that address poverty and social exclusion. Mostly through intermediaries, the Fund provides visionary individuals and organisations with diverse resources in support of research, capacity building and the entire life cycle of innovative ventures, from idea incubation and seed funding to implementation and eventual scale-up. The ultimate goal is to foster an ecosystem where social entrepreneurs can thrive and innovative ideas, products and services can benefit society by meeting underserved needs, unleashing underutilised talents, promoting social inclusion, as well as enhancing the well-being and cohesion of the society.

# APPENDIX

## CASE STUDIES OF PAST AWARD WINNERS



### LAWSGROUP D2 PLACE

#### STRATEGIES AND PRACTICES

LAWSGROUP converted two industrial buildings in Lai Chi Kok into office buildings and boutique shopping malls.

They named it D2 Place - "Designers' Dreams", and developed it as a landmark for incubation of creativity and innovation.

D2 Place offers a unique model to support young entrepreneurs to realise their dreams, from idea creation to entrepreneurship.

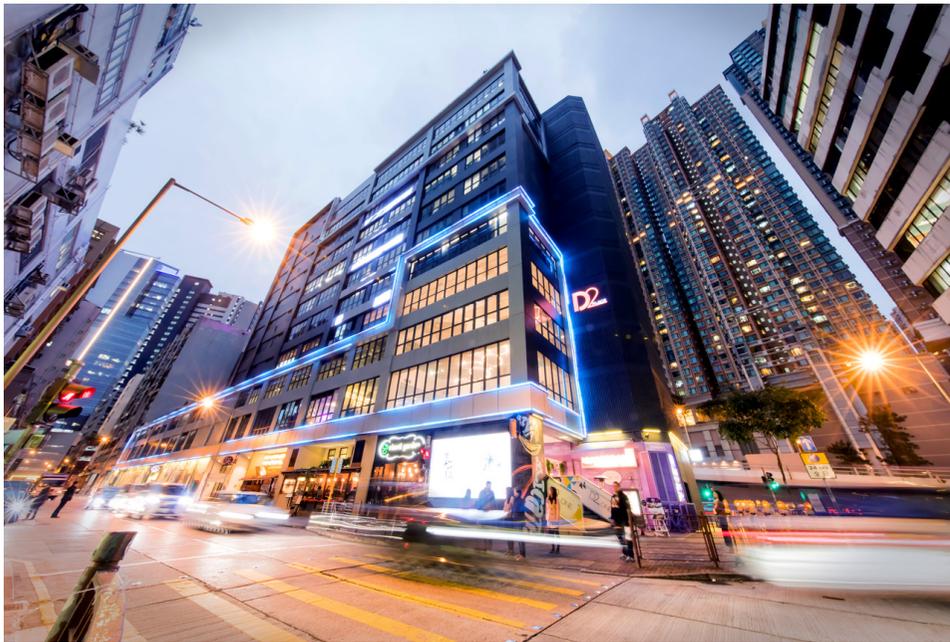
In addition to providing operations and marketing support, D2 Place offers weekend markets and pop-up stores for entrepreneurs to quickly test their products and ideas.

Young entrepreneurs can upgrade their pop-up stores to kiosks with an open shop layout, and eventually to independent stores when their business continue to grow.

The unique creative offering of the young entrepreneurs attracted visitors to patron D2 Place. As business of the young entrepreneurs grow, D2 Place is able to collect higher rent through a profit-sharing scheme.

# APPENDIX

## CASE STUDIES OF PAST AWARD WINNERS



### LAWSGROUP D2 PLACE

#### IMPACTS

D2 Place has become the cultural and creative landmark in West Kowloon, helping local brands to develop their businesses.

Weekly weekend markets are organised to provide local designers opportunities to showcase their concepts & products and gather feedback from consumers.

D2 Place lowers the market entry barrier for young entrepreneurs by providing concessionary rent, operations and marketing support.

More than hundreds of pop-up stores were set up at D2 Place to let young entrepreneurs test their products in the market.

D2 Place has helped revitalise Cheung Sha Wan and Lai Chi Kok areas, bringing more visitors and new vitality to the area.

Pioneering the weekend market culture in Hong Kong and inspiring the government and other organisations to follow suit in organising more weekend market across the city.

# APPENDIX

## CASE STUDIES OF PAST AWARD WINNERS



### LEE KUM KEE

#### STRATEGIES AND PRACTICES

Chili sauce is a key product of Lee Kum Kee. However, ensuring the stable supply and quality of chilli for making chilli sauce is not easy.

In 2014, LKK built a team of agricultural professionals and worked with farmers in Gansu province, China.

The team introduced the Good Agricultural Practice (GAP), a modern farm management practice, and supplied farmers with quality seeds and taught them modern agricultural know-how.

This enables LKK to source organic, pollution-free and quality assured chili from Gansu highland farmers.

LKK also advocates for the use of renewable energy, in an effort to lower its carbon footprint and production costs.

# APPENDIX

## CASE STUDIES OF PAST AWARD WINNERS



### LEE KUM KEE

#### IMPACTS

Set up quality assurance system at the source to ensure chili products for consumers are safe, pollution-free and of the highest quality standards.

Helped Gansu highland farmers modernise their farming practices and learn to adopt organic farming methods, thus improving the yield and value of their crops.

Provided sustainable income and improved the livelihood of the farmers, creating a win-win collaboration with Gansu highland farmers.

53% of energy used by LKK's manufacturing plants were supplied by renewable sources, contributing to greenhouse gas reduction and climate change mitigation.

Promoted sustainable farming and secured stable supply of chili, a key ingredient of LKK's sauces.

Uphold LKK's core value "Si Li Ji Ren" - growing their business and creating a sustainable society and environment at the same time.

# APPENDIX

## CASE STUDIES OF PAST AWARD WINNERS



### FIMMICK

#### STRATEGIES AND PRACTICES

Fimmick is a digital marketing agency founded in Hong Kong in 2008. It set up a social enterprise arm, Eldage, in 2016 to seek out the craftsmen of the city's disappearing arts and crafts.

Eldage leverages on social media platform and works with young KOLs to raise public awareness and interest in traditional arts and crafts.

Through workshops and online marketplace, Eldage works to support the financial sustainability of these old craftsmen.

# APPENDIX

## CASE STUDIES OF PAST AWARD WINNERS



### FIMMICK

#### IMPACTS

Digitalisation is a double-edged sword. It brings convenience to many aspects of daily living, but it also makes it difficult for traditional mom & pop stores to survive and widens the gap of inter-generational communications.

Eldage leverages on social media to facilitate collaboration between old traditional craftsmen and young KOLs.

Eldage engaged 40 craftsmen to offer training workshops and created an online marketplace to sell their products, supporting the financial sustainability of these old craftsmen.

Through Eldage, Fimmick is able to connect with new corporate clients and gather useful intelligence to enhance its inter-generational marketing strategy.

# APPENDIX

## CASE STUDIES OF PAST AWARD WINNERS



### TOWNGAS

#### STRATEGIES AND PRACTICES

Towngas began to deploy landfill gas from Northeast New Territories Landfill in Ta Kwu Ling to Towngas' plant in Tai Po since 2007.

In 2016, Towngas worked with Hospital Authority, setting up a combined heat & power system for Nethersole Hospital. The system can generate electricity from landfill gas.

The HK\$28 million capital cost was split between Towngas and the Hospital Authority; the project could pay back in just five years.

The savings in energy cost for Nethersole Hospital is HK\$2.7million each year, while Towngas is able to collect HK\$3million of additional revenue.

After seeing the success of the Nethersole Hospital project, a lot of Towngas customers along this pipeline from NENT Landfill to Tai Po have enquired about the possibility of using landfill gas to power their facilities too.

Towngas organised a Mural Design Competition and invited primary and secondary schools in Tai Po to create beautiful mural on the wall of the generator station.

# APPENDIX

## CASE STUDIES OF PAST AWARD WINNERS



### TOWNGAS

#### IMPACTS

In the Nethersole Hospital project, landfill gas was used to generate electricity while the exhaust heat was recycled for producing steam and hot water. It led to an annual reduction of 2,000 tonnes of carbon emission, which is equivalent to planting 80,000 trees annually.

If landfill gases are simply released into the atmosphere, they could be harmful to the environment. The Nethersole Hospital project turned waste into energy, reaping significant environmental and cost-saving benefits.

The project enabled The Nethersole Hospital to save HK\$2.7million energy cost each year and Towngas to generate HK\$3million additional revenue.