The University of Hong Kong
Faculty of Business and Economics

New SME: Social Mission Engagement

Corporate Social Responsibility (CSR)

Project Highlights:
- CSR seminar to university students
- CSR case competition for university students
- CSR workshop for small and medium enterprises (SMEs)

ENQUIRIES
Email: hkusme@gmail.com
**Project Aim**

This project aims to strengthen the tie between the community and SMEs (small-medium enterprises) in Hong Kong. Due to limited resources, SMEs may not be able to explore business opportunities which can increase their firm values while addressing community needs. They may not be aware of the potential benefits to their companies by doing CSR (Corporate Social Responsibility) apart from contributing to the society. This project involves university students to serve this role. Students will participate in a case competition to identify community needs and evaluate the feasibility (practically and economically) of providing such needs. The proposals will be communicated to the SMEs for their consideration.

**Introduction**

This project namely “New SME: Social Mission Engagement” is run by a group of business students from the Faculty of Business and Economics in the University of Hong Kong. It is a project supported by HKU Student Knowledge Exchange Project Grant Scheme for promoting CSR (Corporate Social Responsibility) in Hong Kong.

**External Partner Organizations**

**Internships Sponsor**

HKCSS – HSBC Social Enterprise Business Centre was established in 2008 by the Hong Kong Council of Social Service (with over 340 social service organizations under it) to advance social entrepreneurship and mobilize social innovation. The Centre is jointly funded by the Hongkong Bank Foundation and the Social Welfare Department’s Partnership Fund for the Disadvantaged.

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**CSR Seminar to University Students**

Date: April 11, 2012 (Wednesday)

Time: 6:30 – 8:30pm

Venue: Library Extension Building LE5, HKU

Content:
1. Introduction to CSR
2. Guest Talk with Q&A
3. Interesting Game
4. Briefing of CSR Case Competition

**Application**

Deadline: April 9, 2012

Method: Please download the application form from our Facebook page and submit the completed application form to hkusme@gmail.com


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**CSR Case Competition**

This competition is open to all university students in Hong Kong. The case materials can be downloaded from our Facebook page.

**Time Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>April 11</td>
<td>CSR seminar to participants</td>
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<tr>
<td>April 15</td>
<td>Application deadline</td>
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<tr>
<td>April 30</td>
<td>Submission deadline of written proposal</td>
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<tr>
<td>May 19</td>
<td>Announcement of first-round result (5 teams entering second round of final presentation)</td>
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<tr>
<td>June 9</td>
<td>Final presentation and closing ceremony</td>
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**Awards**

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<thead>
<tr>
<th>Category</th>
<th>Prize</th>
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<tbody>
<tr>
<td>Champion</td>
<td>HK$1,500 + Trophy + Internships</td>
</tr>
<tr>
<td>1st Runner-up</td>
<td>HK$1,000 + Trophy</td>
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<tr>
<td>2nd Runner-up</td>
<td>HK$800 + Trophy</td>
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<tr>
<td>Best Presenter</td>
<td>Trophy</td>
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<tr>
<td>Merit (2 teams)</td>
<td>HK$500 + Certificate Awards</td>
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<tr>
<td>Shortlisted teams (10 teams)</td>
<td>Certificate Awards</td>
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