

FUTURE OF BUSINESS CHALLENGES: INNOVATIVE & SUSTAINABLE BUSINESS PRACTICES

Background

Corporate Social Responsibility (CSR) is widely practiced in the business community in Hong Kong. However, CSR to many companies is synonymous with philanthropy and to some it is simply a brand-building tool. CSR, as suggested in its name, implies a reactive approach i.e. a company is obliged to giving back to the society. Business nowadays needs a more proactive sustainability strategy to enhance competitiveness and to ensure long-term growth.

To make the paradigm swift, we need to change the vocabulary and start educating the concept of corporate sustainability to our next generation of entrepreneurs and business leaders.

Possible Experiential Learning Projects and Activities

1. **Corporate Sustainability Workshop:** Member representatives will be invited to share their innovative and sustainable business practices to student participants. Each workshop will target 100 – 150 students.
2. **Multi-Media Challenge:** Students (team of six) will be invited to submit their creative ideas on a specific topic on how business can innovate and improve the 6 pillars of corporate sustainability. The submissions could be in the format of an essay, slides or video.
3. **Workplace Co-creation Day:** Students will be selected to have a one-day workplace experience with the member companies. They will present and elaborate their concept in the multi-media competition to the host company and refine their ideas together with inputs from the staff members.
4. **Internship:** The host company can invite up to 6 student participants of the Workplace Co-creation Day for internship opportunities (from 1 week to 1 month).
5. **Annual Forum:** In collaboration with a media partner, members will be invited to speak an annual forum where business and young people can share and co-create ideas on Future of Business in Hong Kong.
6. **Online Platform:** An online platform will be launched at the first annual forum, similar to www.mykindacrowd.com

Summary

Through the participation of the Future of Business Challenge, a corporate-NGO-youth initiative, students should acquire and advocate innovative and sustainable business practices. The initiative facilitates business and young people to exchange insights and co-create a more prosperous and sustainable economy and society for HK.



PROJECT LOCATION



Hong Kong

COMMUNITY PARTNER



Junior
Achievement Hong
Kong

KEY AREAS



CSR, corporate social responsibility, corporate sustainability, innovation, job shadowing, internship, case studies, multi-media presentation, business, entrepreneur, future, challenge

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