



[Press Release for Immediate Release]

Attention: General News / Feature / Business Editors and Reporters

2019 Social Enterprise Summit theme

“Designing for Happiness”

Over 20 programmes and 60 social innovation leaders gather in Hong Kong

(Hong Kong, 26 August 2019) Co-organised by the Hong Kong Social Entrepreneurship Forum and 20 institutions, the 12th Social Enterprise Summit (SES 2019) will be held from 21st to 25th November, the theme *Designing for Happiness* is announced today. SES 2019 brings together key players from four major sectors - the civic society, the business, the academics and the policy makers. The specifically curated “Happy Saturday” is a unique opportunity for participants who are new and curious about what social innovators do; to experience quality interactive workshops and inspirational roundtable exchanges on Saturday (23rd Nov).

Sponsored by the Home Affairs Bureau and with the collaboration of around 70 partners and supporting organisations, SES 2019 offers over 20 diverse activities. Highlight of the year is an international symposium to be held at the Hong Kong Convention and Exhibition Centre between 21st and 23rd November. This is the flagship Summit on social innovation and social entrepreneurship in the Asia Pacific region, expecting over 3,000 audiences to attend.

The Launch Ceremony of Social Enterprise Summit – tickets on sale Today

The SES 2019 Launch ceremony is officiated by Mrs Rebecca Choy Yung, Chair of Social Enterprise Summit Organising Committee; Mr Jack Chan, Under Secretary for Home Affairs; Mr David Yeung, Founder & CEO of Green Monday; Mr Andes Leung, Co-founder and CEO of RunOurCity; and Ms Cora CHU, Managing Director of DiD HK Limited. David and Andes shared at the ceremony their experience of “Overcoming Challenges” along their paths as a social entrepreneur to “Design Happiness” for the society. The officiating guests used the cycling motion to kick start SES 2019 symbolising people from all sectors in action together to create a better future.

Mrs Rebecca Choy Yung, Chair of Organising Committee of Social Enterprise Summit, remarked “This year's theme is ‘Designing for Happiness’ and we focus on a variety of socially innovative designs that develop practical, scalable and sustainable solutions for a happier society.”

B Lab Global Partner Assembly to be held in Hong Kong for the first time

SES 2019 has created a rich and dynamic programme with over 70 partners and supporting organizations globally and locally. For the first time ever, the B Lab Global Partner Assembly, the non-profit platform that drives the global B Corp movement, will be held in Hong Kong in conjunction with the SES in November. This is a valuable opportunity for social innovators to interact directly with these business innovators coming from different parts of the world.

International Symposium gathering over 60 global and local speakers

The SES 2019 International Symposium invites over 60 speakers from 15 countries, including USA, Canada, Europe, Australia, India, Bangladesh, Singapore, Japan, Taiwan, Thailand, Mainland China, and Hong Kong, to discuss the future of social innovation. Bart HOULAHAN, Co-Founder of B Lab, USA, is going to give a keynote on “Redesigning the Corporation” and to elaborate on the future of business in his keynote address. Ada Wong, Chairperson of “Make A Difference Institute” and Convenor & Director of “Good Lab Foundation” will talk about Creating Shared Value to turn societal



needs into the growth engine and competitive advantages, in a thematic session. (Biography of key speakers on the Annex)

Sub-themes in Four Tracks

Together with business and social innovators, policy makers, academics and young people, the International Symposium will examine the subjects of “Designing Happy Business”; “Designing Good Finance”; “Designing for Social Inclusion” and “Collaborating for Happiness” in 4 different tracks.

Designing Happy Business	Designing Good Finance	Designing for Social Inclusion	Collaborating for Business
Explore and demonstrate how to design a good business and operate with positive social impact from the perspective of business model, mission and eco-system.	Explore how government policy, cross-sector collaboration, innovative funding model and impact investment can bring about social good.	Focus on key forces that would bring about social inclusion to unlock social capital from the disadvantaged and marginalized groups.	Explore the power of cooperatives and collaboration and how it is used to drive societal impact through online platforms.

“Happy Saturday” and the Concluding Interactive Session

With the aim to encourage people from all walks of life to participate in social innovation - “Happy Saturday” (23rd Nov) is introduced this year through the curation of multiple interactive activities. These include the **Growth Mindset Workshop** which may bring out a new mindset for participants to face future challenges; a **Creative Social Entrepreneurship empowered by Design Thinking Workshop**; and the **Asia Youth Entrepreneurship Exchange** roundtable to be held on the same day. “Happy Saturday” provide a rewarding space for participants to learn, share, explore and collaborate with young entrepreneurs from around Asia.

This year’s Summit will end with a concluding session “Young Social Entrepreneurs Showcase”, where participants will meet face to face with inspiring and proactive founders from local social enterprises; to hear how they design a fascinating journey of social entrepreneurship through the “Human Library” discussions; and to contemplate how each person can develop their own happy and rewarding career pathway.

Outreach activities to explore social innovation in communities

Besides the International Symposium, SES 2019 continues to engage the communities by hosting a series of outreach activities including SE Lab, School Talk/Workshop, STEM Social Enterprise Experiential Day, Community Carnival and Community Tours in Central and Western District, Sham Shui Po, Kwun Tong, Southern District, Wong Tai Sin, Yuen Long and a newly added Kwai Tsing District between July to November, with the objectives to increase awareness of social entrepreneurship and broaden the communities involvement in social innovation

Public Registration

SES 2019 is open for registration as from TODAY. For more information, please visit <http://bit.ly/SES2019regnow>

Ticket	Regular	Senior/Student
3-Day Pass Early-bird offer * (21-23 November)	HK\$400	HK\$150
3-Day Pass Regular (21-23 November)	HK\$500	HK\$200
Happy Saturday Pass (23 November)	HK\$100	HK\$50
Community Tour (each@) (24-25 November)	HK\$100	HK\$50

* Early Bird Discount is available on or before 15 Oct 2019

Photos with captions

(For High-resolution photos:

https://drive.google.com/open?id=17cL_YqdyosZeT2a9ECnldvtrnugA7b)

<p>1. Mrs Rebecca Choy Yung, Chair of Organising Committee of Social Enterprise Summit hopes that SES 2019 will bring stronger dynamics to social enterprises</p>	
<p>2. Mr David Yeung, Founder & CEO of Green Monday (Middle) Mr Andes Leung, Co-founder and CEO of RunOurCity, (Right) and Ms Cora CHU, Managing Director of DiD HK Limited (Left) share the experience of overcoming challenges within the theme of “Designing for Happiness” at the ceremony.</p>	
<p>3. The officiating guests host the launch ceremony in cycling motion, symbolising people in action to create a better future.</p>	

4. Guests at the kick-off ceremony of SES 2019.



5. Mr Jack Chan, Under Secretary for Home Affairs (Middle) attend SES 2019 kick-off ceremony today.



This press release is dispatched by Mention PR Consultants Ltd.
For media enquiry, please contact:

Christy Mo | Tel: 3749 9879/ 9315 0111 | Email: christy.mo@mansumpr.com

Charisse Chan | Tel: 3749 9878 / 9228 4531 | Email: charisse.chan@mansumpr.com

– End –

About Social Enterprise Summit

Social Enterprise Summit (SES) is a cross-sector platform on social innovation and social entrepreneurship. The flagship International Symposium builds on the experiences of over 60 speakers from 15 locations to inspire, innovate, connect and collaborate with delegates from the civic society, businesses, governments and academic sectors from Hong Kong, China, the Asia Pacific region and beyond to advance positive societal changes.

2019 Theme: “Designing for Happiness” The thread of seamless cross-sector collaborations and initiatives focus on the adoption of design thinking approaches to create a happier society for all. The International Symposium will examine the subject through 4 lenses: Designing Happy Business, Designing Good Finance, Designing for Social Inclusion and Collaborating for Happiness. Community engagement activities are held in seven different districts in Hong Kong during the year to expand the participation beyond the conference rooms.

Official Website: <http://www.ses.org.hk>

Facebook: <https://www.facebook.com/SocialEnterpriseSummit/>

Linkedin: <https://www.linkedin.com/company/sesummit/>

Instagram: https://www.instagram.com/ses_socialinnovation/



Annex:

Biography of key speakers of the 2019 Social Enterprise Summit

Mr Bart HOULAHAN (Keynote speaker)

Co-Founder, B Lab, USA

Bart Houlahan, along with his partners Jay Coen Gilbert and Andrew Kassoy, co-founded B Lab in 2006. B Lab is a non-profit organization serving a movement of people using business as a force for good. B Lab is redefining success in business by shining a light on leaders through a corporate certification (2500+ Certified B Corporations in 50+ countries), and then providing easy pathways for others to follow. B Lab encourages all companies to measure and manage their social and environmental impact using the B Impact Assessment (70,000+ companies engaged). Bart is a Henry Crown Fellow of the Aspen Institute; a recipient of both the 2014 Skoll Award for Social Entrepreneurship and the 2015 John P. McNulty Prize; and an advisory board member of the Duke University Center for the Advancement of Social Entrepreneurship (CASE).

Ada WONG, JP

Chairperson, Make A Difference Institute, HK

Convenor & Director, Good Lab Foundation, HK

Ada Wong has led a varied career as solicitor, educator, social innovator and civil society figure. She is a staunch advocate for creative education, cultural development and social innovation. In 2010, she founded the Make A Difference (MaD) initiative (www.mad.asia), a continuing platform for the next generation of creative changemakers in Asia. In 2012, she founded The Good Lab (www.goodlab.hk), a do tank and social innovation hub to enable tri-sector collaborations in bringing about innovative solutions for a better Hong Kong.

Ms Bonnie CHIU

Founder & CEO, Lensational, UK

Bonnie Chiu is the Founder and CEO of award-winning non-profit social enterprise, Lensational, which trains marginalised women and girls photography and digital skills in 23 countries in Asia and Africa and share a substantial portion of the revenues with them. She has been awarded Forbes 30 Under 30 Social Entrepreneur in Europe, the Young Achiever at the Asian Women of Achievement Awards and the Hong Kong Youth Service Award; and serves as a Forbes contributor.

Mr James PERRY

Director, B Lab, UK

Co-Founder & Co-Chairman, COOK, UK

James Perry is the co-founder and co-Chairman of COOK (www.cookfood.net), one of the UK's first B Corporations. James co-founded B Lab UK and has served in a number of global governance roles for the B Corp movement. He is currently a board member for B Lab Europe and B Lab UK. Since 2004 he has been working with Panahpur, a UK foundation committed to impact investment.

Mr Manjeet SINGH

Chief Executive Officer (CEO), Buddy4Study, India

A serial entrepreneur, Manjeet Singh currently leads India's largest technology-driven scholarship platform Buddy4Study, empowering students who face financial challenges to complete their education and fulfil their dreams. An Engineer from MERI, Kolkata, his proven expertise in software technology is the backbone of Buddy4Study. With his technology prowess, Manjeet has helped build a highly motivated team of technology geeks who use Artificial Intelligence, Machine Learning and Data Science to build robust products like Scholarship Management System (SMS), Scholar Tracking



System (STS) that now places Buddy4Study at the forefront of emerging EdTech space in the country. Under his leadership, Buddy4Study has won national and international recognitions such as the most impactful social enterprise in 2019, Nasscom top 50 innovative companies, and Top Two Technology Social Enterprises of the World by Capgemini.

Mr Antony WONG

Co-founder & COO, Social Career, HK

Antony Wong is the co-founder of Social Career, a non-profit technology organization which makes use of technology to help NGOs solve social problems more efficiently. When Social Career was established, Antony and the other co-founders envisioned a world where everyone could develop a second career outside of their work.