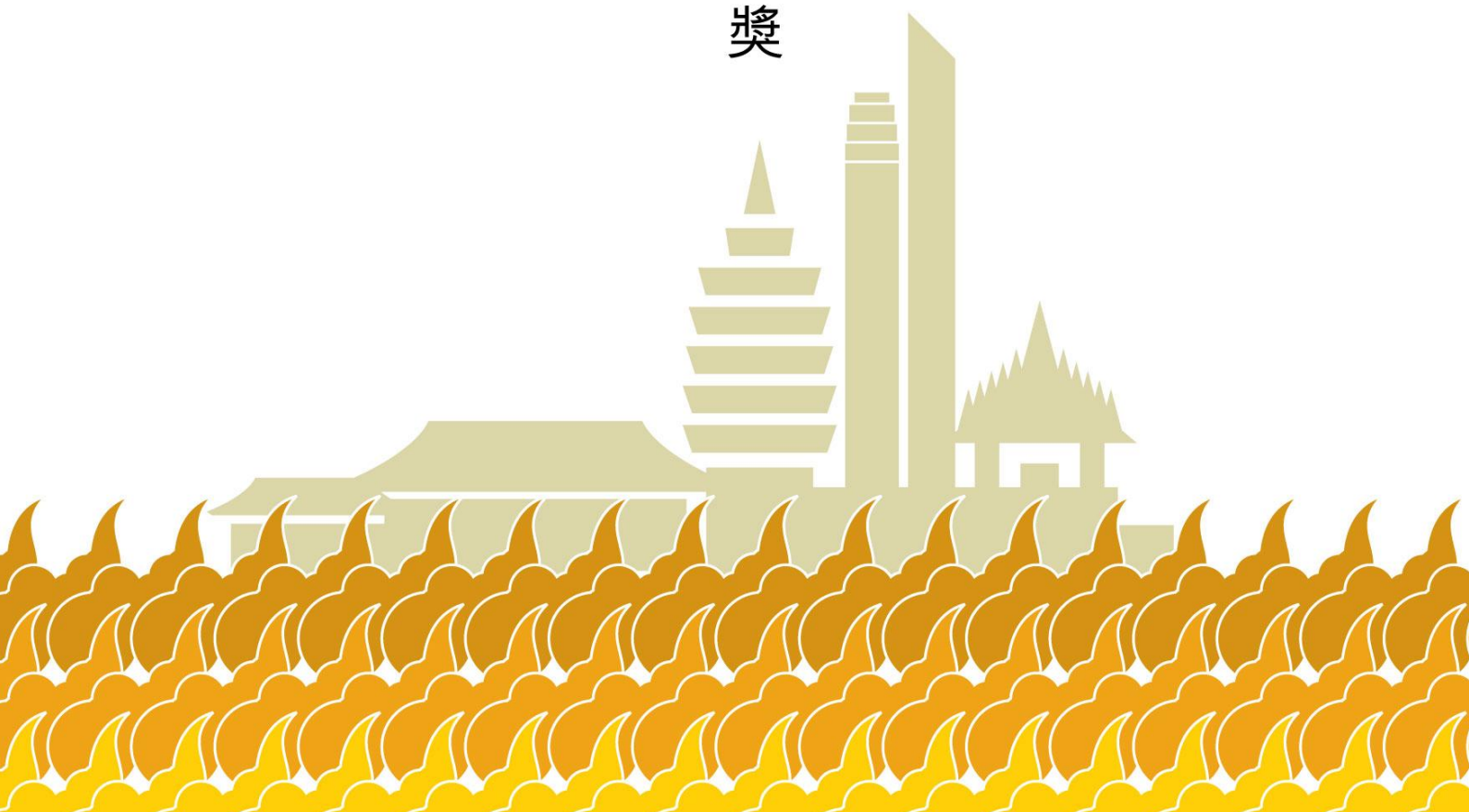




亞洲
社會
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Asia
Social
Innovation
Award
2013



Asia Social Innovation Award 2013

Public Idea Generation for Urban Social Needs in Asia

Project Proposal

SVhk/ Updated on Apr 2013

In Brief

Innovation culture is relatively weak in Asia, creating a big barrier for social entrepreneurship to groom in the region. Besides, social issues in urban area in Asia are quite alike, e.g. aging population, social inclusion, income inequality. It's worth our time to think about social innovation ideas together and share experience along the road.

To pathway for a sustainable development of social innovation culture, we would like to initiate the discussion by promoting social innovation in urban area in Asia. The Asia Social Innovation Award would serve as one of the pioneers to create this new page.

With the support of corporate partners, Social Ventures Hong Kong (SVhk) would further expand the event with Asian winners through the partners' gathering and exchange in Hong Kong, hopefully to consolidate the influence of social innovation culture to Asian countries and make significant social changes in the long run.

Social Significance of the Project

1. **Pioneer initiative in Asia.** The very first innovative SE event in Asia that engages the general public in generating social innovation ideas.
2. **The beauty of simplicity.** Simple mechanism, low entry barrier and award to uniquely position the award to drive level-zero concept collection, to get everyone think social!
3. **Strong support network in Asia.** Major SE organizations / players in the region joining as organizer or supporting partners will arouse big interest in various sectors, especially in the social entrepreneurship world.

Background

- "Social Enterprise" has become a hot topic in recent years. However people tend to focus their discussion on the SE entity itself, instead of the more powerful concept behind – "Social Innovation", which leads to ultimate social change!
- Like cities in developed countries, we believe urban social challenges in Asian cities could be solved by social entrepreneurship, and everyone can be a change-maker.
- The "Asia Social Innovation Award (ASIA)" is the first innovative SE event in Asia to apply a simple and easy mechanism, to engage the general public to participate in the discussion.

Objectives

1. To arouse public interest in discussing innovations and actions to be taken to drive social changes in urban area in Asia.
2. To promote the culture of social innovation and enrich people's knowledge on regional social issues.
3. To encourage the sharing of experience and ideas among Asian cities, through a simple mechanism, so as to engage with more amateurs.
4. To nurture and support good concept and promising social entrepreneurs to realize their plan.

Project Concept

A simple idea-generating competition calling for level-zero social innovation ideas

- Collect ideas around 200-500 words or in multimedia format, e.g. graphics or videos, about the 3 social issues identified for the 2013 competition (see below)
- For the “Hong Kong” and “Other Asian Cities” category, one winner will be chosen as the winner for each topic in their respective category.
- Finalists' idea would be posted on the award's official website for the public's reference and further discussion. See <http://www.socialinnovationaward.asia> for last year's winning ideas.
- In order to realize more potential ideas, SVhk collaborated with other organizations, and established the “House of Social Innovators” (HoSI) for Hong Kong's winners. HoSI will provide on-going support to passionate social entrepreneurs to transform social innovative ideas to sustainable social enterprise and to nurture investment-ready social enterprises and bring it to the market place. For more



Target Participants

General Public, with specific focus on existing stakeholders – those people interested in social entrepreneurship: NGOs/NPOs, civil society organizations, business corporate, universities, and social enterprise circle etc.

Selection Criteria

- Includes social need solubility, originality, viability, sustainability, and scalability of idea.
- Apart from imaginative and innovative ideas or concept, existing ideas are welcome.

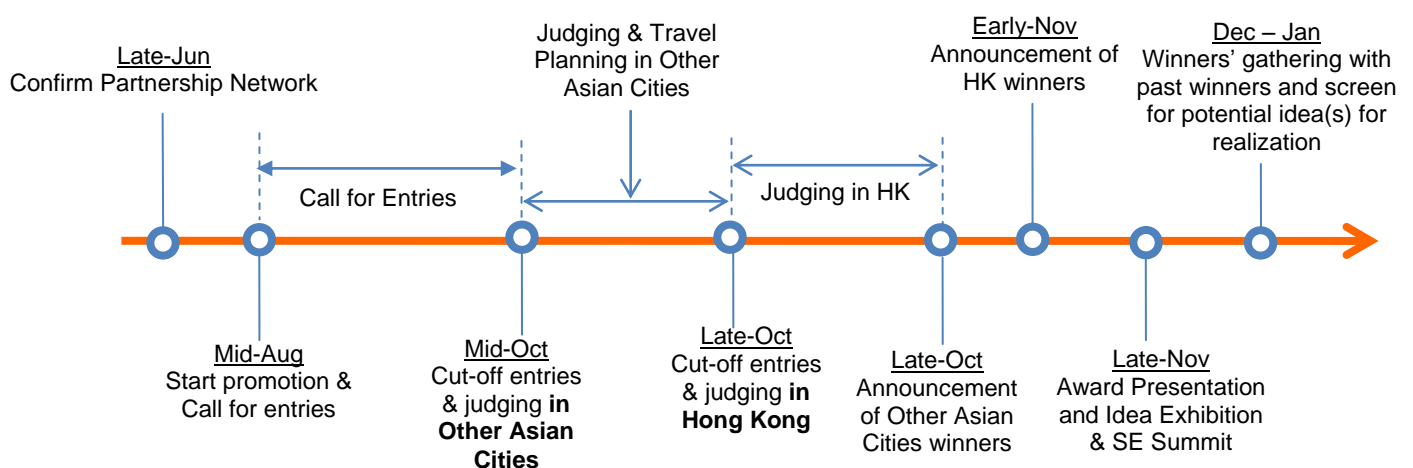
Submission Deadline

- Other Asian cities: October 6, 2012 (Sunday)
- Hong Kong: October 13, 2012 (Sunday)

Award

- HK\$ 2,000 (US\$ 250) cash plus trophies for each winner.
- Asian winners: Free air ticket to Hong Kong for the Award Presentation Ceremony at the Social Enterprise Summit from November 29 – November 30, 2013 and accommodation.
- For Hong Kong Awardees, the Award Presentation Ceremony is in mid-November, 2013.
- Hong Kong only: "Best Multimedia Award" for best idea presented in multi-media format.

Schedule



Urban Social Issues

Aging Population

The aged population in Asia continues to increase. In Hong Kong, the population aged 65 or above is expected to surge from about 900 000 at present to 2.1 million by 2030, which accounts for a quarter of our population. The influence of aging population in Asia is pervasive, profound and enduring. It is a global phenomenon affecting every aspect of our life, such as economic, social and political area. The rapidly aging population brings tremendous challenges but also opportunities to supporting infrastructure in our society as a whole.

What innovative ideas can you think of to raise the public awareness and create sustainable solutions?

Poverty

Urban Poverty is a getting serious in our world. Statistic from the United Nations shows that more than 2.8 billion people live less than US\$2/day or equivalent. In Hong Kong, there are more than 2.3million people are low income households. The monthly income of 3 persons family is less than US\$1,500. Most of the poor in many countries are single mothers with children. The major problems are that they cannot afford necessities like medicine. Cross-generation poverty, as a result, will be more complicated and create social unrest in long run.

How can we make a difference for these underprivileged families and empower them to cope with the living challenges?

Parenting

Parenting issues is becoming a popular topic in society. It even creates social pressure to parents. Parents are being called as either “Monster Parents” or “Unconcerned Parents”. “Monster parents”, in general, are parents described as self-centered, aggressive and over-protective towards their children. As a result, children are spoiled and these “Spoiled Children” create more social problems. They may have temper tantrums and whining while the parents do not know how to educate and set a limit to the kids. On the other hands, “Unconcerned Parents” means children are being unattended and unconcerned by their parents. Those parents are imperceptibly making their children isolate themselves from the world.

How could you help the parents and the society to build up and maintain a healthy relationship between children and parents?

About Social Ventures Hong Kong

Being one of the social entrepreneurship intermediaries in HK, Social Ventures Hong Kong (SVhk), has dedicated itself in promoting this concept through practicing venture philanthropy in supporting social innovation projects. At the same time, SVhk will promote social entrepreneurship by providing training, consultancy and organize promotion events in various sectors. (www.sv-hk.org)

Pioneering Venture Philanthropy

The diversified development of the third sector (instead of just having NGOs) is proven in other cities to be effective and efficient in dealing with our increasingly complex and serious social problems in Hong Kong. Together with visionary philanthropists, we aim to build a solid ground of financial support to social enterprises, and demonstrate a new model of venture philanthropy in Hong Kong.

Innovating Social Change

To sustain a promising pipeline in a rather immature social enterprise market, we have developed a healthy system to nurture or incubate new projects, by extending our network in different sectors, and to incubate innovative ideas with our professional volunteer team.

Building Ultimate Social Capital

It's time to change, and we believe everyone could be a change maker. Though we are not able to turn the globe, we would like to continue mobilizing the group of professionals to contribute in social entrepreneurship and build alternative social capital in the society.

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