

#### Research Team 研究團隊

Center for Entrepreneurship,  
The Chinese University of Hong Kong  
香港中文大學創業研究中心

The Chinese University of Hong Kong



HKCSS-HSBC Social Enterprise  
Business Centre (SEBC)  
社聯-匯豐社會企業商務中心



# THE SOCIAL ENTERPRISE SECTOR IN HONG KONG THE EXISTING LANDSCAPE · DEVELOPMENT · FUTURE

## 香港社會企業 透視 · 發展 · 未來

#### Commissioned by 委託單位

Home Affairs Bureau and the Social Enterprise Advisory Committee  
The Government of the Hong Kong Special Administrative Region  
香港特別行政區政府民政事務局  
及社會企業諮詢委員會



(A) LET'S KNOW MORE ABOUT SOCIAL ENTERPRISES

社企知多少

Generally speaking, a Social Enterprise (SE) is a business that emphasises specific social objectives. Its profits will be principally reinvested in the business for the social objectives it pursues rather than distributed to its shareholders. For instance, “no less than 65%” is used as the standard by SEBC and some government programs to qualify SEs for their *Social Enterprise Directory* and resource support respectively.

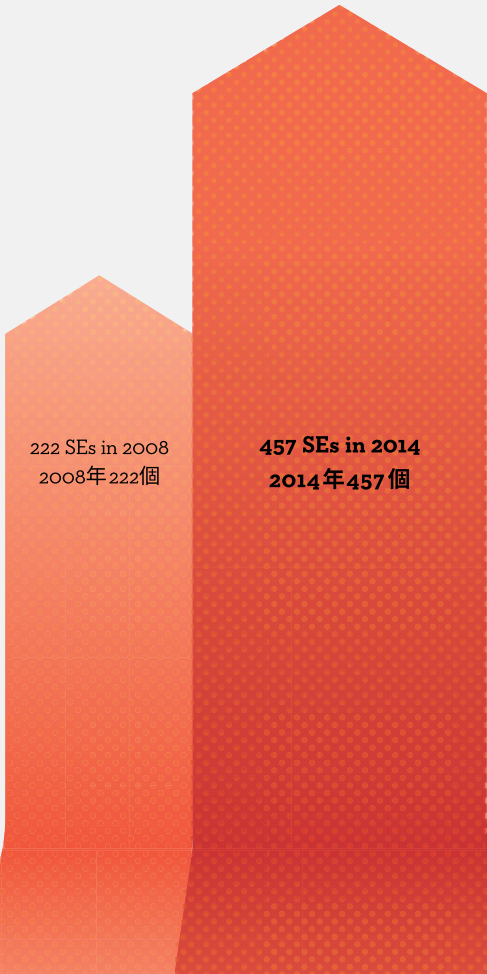
社企是一門追求達到某些社會目標的生意。它們賺取經濟收益，主要不是為了滿足股東獲利的需要，而是要把收益再作投資，繼續投放在它們所追求的社會目標上。例如社聯-匯豐社會企業商務中心及部份政府支援社企的計劃，要求社企有最少65%的利潤作再投資，才會將其編入《社企指南》或提供支援。

I. Purpose of research 研究目標<sup>1</sup>

- To study the current landscape of the SEs in Hong Kong  
了解現在香港的社企概況
- To make innovative and long-term recommendations for the Government, the SE sector, and other stakeholders to support future development  
為政府、社企業界及其他持份者提出創新及長遠的發展建議

(1) NUMBER OF SEs<sup>2</sup>

社企數目<sup>2</sup>



(2) DIVERSITY OF SE FORM<sup>3</sup>

多元經營模式<sup>3</sup>



<sup>1</sup> The research was conducted between April 2013 and April 2014.  
是次研究於2013年4月至2014年4月期間進行。

<sup>2</sup> Source: HKCSS–HSBC Social Enterprise Business Centre  
資料來源：社聯—匯豐社會企業商務中心

<sup>3</sup> Valid responses: 173 SEs are registered companies. They include company limited by share, company limited by guarantee, and unlimited company.  
有效回答數目：共173間社企。公司類型包括股份有限公司、擔保有限公司及無限責任公司。  
The total of the figures is not 100% due to rounding.  
因運算過程牽涉小數位，統計數字的總和不等於100%。

## **(B) SOLID DEVELOPMENT OF SEs**

### **社企穩步發展**

*With the concerted efforts of the SE sector, the business and welfare sectors, other stakeholders and the academia, SEs in Hong Kong have achieved solid growth over the past ten years in terms of numbers, diversity in services, and modes of operation. Social values and jobs have been created for the socially disadvantaged. Public awareness and cross-sector partnership have also increased. Examples of its developments are set out in (1) to (8).*

報告發現在政府、社企界、商界、社福界、其他持份者和學界的共同努力下，社企數量在過去十年大幅增長、服務及運作模式都變得多樣化，並穩步發展。它們一直為弱勢社群創造社會價值和就業機會，而公眾對社企的認識及跨界別合作亦日漸增加。發展成果如(1)至(8)項。

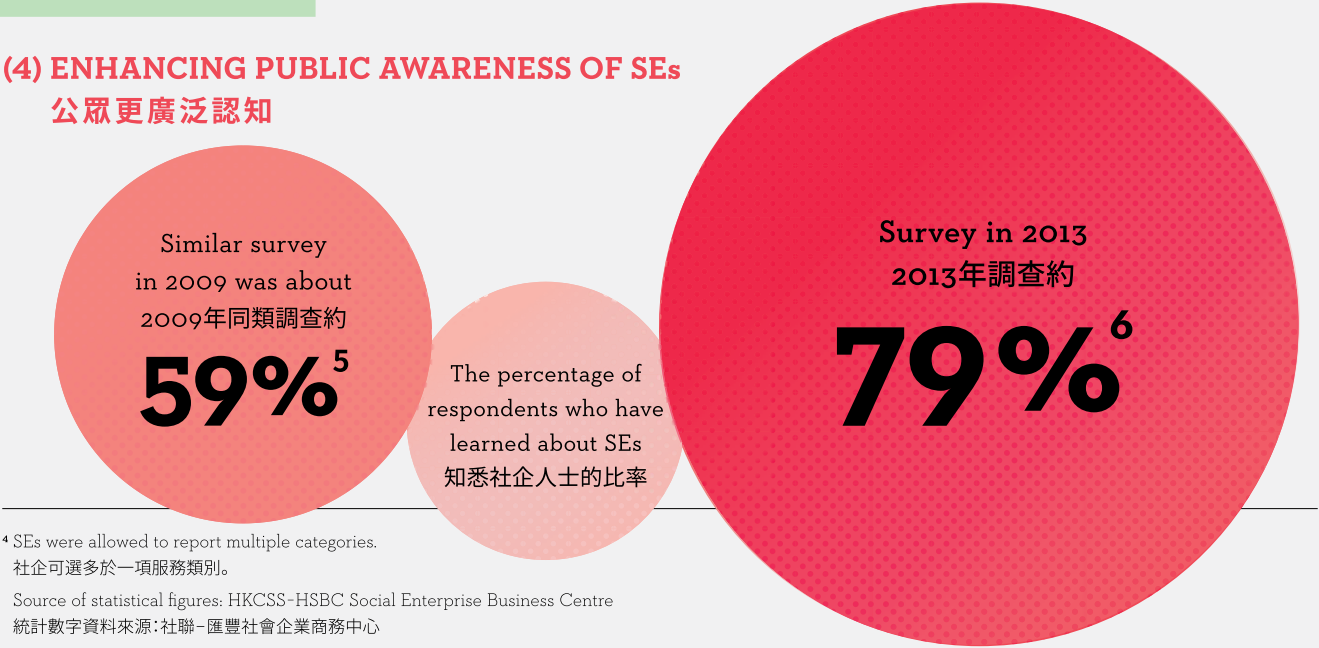
(3) EXAMPLES OF DIVERSE SERVICES AND USERS<sup>4</sup>

服務及對象多元化的例子<sup>4</sup>

ELDERLY, MEDICAL CARE AND PERSONAL SERVICES 長者、醫療及個人服務	YOUTH, EDUCATION AND BUSINESS SUPPORT 青年、教育及商務支援	CLOTHING, FOOD, LIFESTYLE AND HANDICRAFT 衣、食及百貨手藝	ECO-LIVING, TRANSPORT AND OTHERS 環保、運輸及其他
22.4%	18.8%	40.6%	18.2%
<p><b>MentalCare Connect</b> An SE pioneer in online business, providing quality services through shops of rehab products, cleansing and catering services and at the same time facilitating employment of the socially disadvantaged.</p> <p><b>明途聯繫</b> 社企電子商務先驅者，透過如復康用品專賣店及其他清潔及餐飲服務，提供優質服務的同時，亦協助弱勢社群投身社會工作。</p> <p><b>Gingko House</b> Creating enjoyable and gainful employment for the elderly and enjoyable experience for the customers!</p> <p><b>銀杏館</b> 促進長者就業及與客人創造愉快的服務經驗!</p>	<p><b>My Concept Event Management</b> Engaging the young people with their passion for performing art. 我·概念節目策劃管理 鼓勵充滿熱誠的青年人參與表演藝術。</p> <p><b>BiciLine Cycling Eco Tourism Social Enterprise</b> Young people best guides for ecotourism with their energy!</p> <p><b>BiciLine 單車生態旅遊社會企業</b> 年輕人生態旅遊的最佳嚮導</p>	<p><b>Happy Veggies</b> The hearing impaired offer you healthy and good vegetarian food with heart. Yummy! 樂農 聽障朋友用心為你準備健康優質素食。好味！</p> <p><b>Leonidas Fresh Belgian Chocolates</b> Helping the kids with speech and communication problems, while enjoying chocolates. What a chocolate of love! Leonidas 比利時新鮮朱古力專門店 當你享受美味朱古力的同時，原來已經正在幫助有語言障礙的小朋友。真是一顆充滿愛的朱古力！</p>	<p><b>Aubree Co Ltd.</b> To reduce food waste to zero using advanced technology: turning food waste to healthy fish feed! 秋風有限公司 科技改進，廚餘一掃空：廚餘轉化成為魚兒的健康食糧！</p> <p><b>Green Ladies</b> Let you avoid wastage, nurture eco-friendly habits, and create job opportunity to middle-aged ladies. Chic fashion for a better society, a good friend of fashion lovers!</p> <p><b>Green Ladies</b> 讓你減少浪費，培養環保習慣，並為中年婦女創造就業。可令社會更好的潮流時裝，時尚愛好者的好朋友！</p>

(4) ENHANCING PUBLIC AWARENESS OF SEs

公眾更廣泛認知



<sup>4</sup> SEs were allowed to report multiple categories.  
社企可選多於一項服務類別。

Source of statistical figures: HKCSS-HSBC Social Enterprise Business Centre  
統計數字資料來源：社聯-匯豐社會企業商務中心

For more information, please refer to *Social Enterprise Directory*.  
如欲了解更多資料，請參閱《社企指南》。

<sup>5</sup> Source: The University of Hong Kong Public Opinion Programme. 2009. *Survey on Knowledge and Attitude towards Social Enterprise in Hong Kong*.  
資料來源：香港大學民意研究計劃。2009.《香港市民對社會企業的認知意見調查》

<sup>6</sup> The telephone poll conducted in this research.  
是次研究舉行的電話調查-《香港市民對社會企業意見調查》



(5) SEs HAVE HIGH SOCIAL IMPACT<sup>7</sup>

社企有高的社會效益<sup>7</sup>



(6) PROGRAMMES UNDER GOVERNMENT SUPPORT<sup>8</sup>

政府對社企計劃的支持<sup>8</sup>



(7) JOB CREATED UNDER ESR PROGRAMME AND 3E'S PROJECT<sup>9</sup>

伙伴倡自強及創業展才能<sup>9</sup>

3,270

Jobs created  
職位

and many others  
及其他

<sup>7</sup> \$1 input of subsidy could generate \$0.77 salary for the disadvantaged employees \* at least an average of 9.3 years of operation for each SE = \$7 in terms of social impact  
\$1資助有\$0.77弱勢社群僱員薪金×每間社企平均營運最少9.3年=\$7社會效益  
Source: Fullness Social Enterprises Society  
資料來源: 豐盛社企學會

<sup>8</sup> Source: Home Affairs Bureau, The Government of the Hong Kong Special Administrative Region  
資料來源: 香港特別行政區政府民政事務局

<sup>9</sup> Source: Home Affairs Bureau, The Government of the Hong Kong Special Administrative Region  
資料來源: 香港特別行政區政府民政事務局

## (C) WHAT'S NEXT?

### 社企未來發展路向

*The research affirms the existing industry-led approach to the development of SEs in Hong Kong with Government providing funding support and policy commitment. It shows the importance of continued joint efforts by the SE sector, Government and stakeholders to further develop social value and innovation, and entrepreneurial values of SEs.*

*While continuing the major mission of facilitating employment of the socially disadvantaged, SEs have proved to be an important platform for engaging various sectors for pursuing other social objectives, e.g. environmental protection, performing art, culture and sports and support for the elderly and youth. **In short, SEs drive innovation for good.***

研究肯定了現時產業主導的方針，即政府提供資金和積極政策支持在香港發展社企。它強調由社企界，政府和持份者繼續共同努力，進一步發展社企的社會價值、創新企業價值。

在繼續其協助弱勢社群就業這項主要使命的同時，社企已成為連繫各界力量，達致其他社會目標的重要平台，例如環保、文化藝術及運動的推廣、老人及青年服務等。**簡而言之，社企就是創新於善。**



# A

**Institutional support** — while maintaining an industry-led approach with a plurality of funding sources, there should be continued joint efforts of the SE sector, the Government, business and welfare sector and the academia in the support for SEs, including developments of support platforms and services to address the needs in common. The Government can promote the support network for SEs and best practices, and create synergies and facilitate cross-sector partnership.

**體制上的支持** — 在維持現時產業主導及資金多元化的同時，應該繼續匯集社企界，政府，商界，社福界及學術界的共同努力，其中包括支持平台的發展，及社企服務以滿足社企普遍的需求。政府可推廣社企的支援網絡和優良典範，及創造合作共贏和促進跨界別合作。



# B

**Training and capacity building** — continue addressing the training needs for the frontline staff of SEs, in particular the socially disadvantaged; continued support for training for SEs that should cover both implementation and innovation skills.

**培訓和能力提升** — 繼續培訓社企前線員工以滿足需求，特別是培訓弱勢社群；繼續支持社企訓練，包括營運和創新能力的技能。



# C

**Promotion and enhancing awareness** — a sector-wide branding of SEs for enhancing the awareness of SEs, while achieving social missions, and aspiring to be successful entrepreneurs.

**促進和提高認識** — 社企在實現社會使命及追求企業成功的同時，社企界應有整體品牌推廣策略，增強公眾對社企的認知。



# D

**Cross-sector partnership** — bringing all the stakeholders together to promote the growth of new breeds of SEs and developing SE initiatives at the community level.

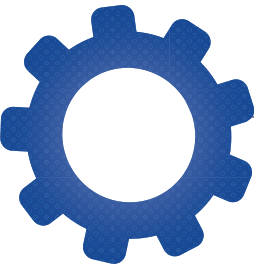
**跨界別合作** — 鼓勵各界攜手推動社企發展，令社企服務多元化，促進社會創新，同時推動地區層面的社企發展。

The individual recommendations and the findings of the research are set out in the executive summary and the full report which could be downloaded at [www.social-enterprises.gov.hk](http://www.social-enterprises.gov.hk).  
個別建議和研究結果刊載於行政摘要及報告全文，  
可在 [www.social-enterprises.gov.hk](http://www.social-enterprises.gov.hk) 下載。

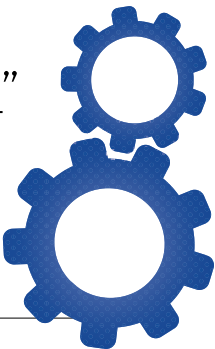
(8) ESTABLISHMENT OF MORE SE PLATFORM ORGANISATIONS  
更多支援社企的平台機構成立

For example, Social Enterprise Summit, Hong Kong General Chamber of Social Enterprises Limited, HKCSS - HSBC Social Enterprise Business Centre, Good Lab, Make a Difference, Hong Kong Social Enterprise Challenge and Fullness Social Enterprises Society.

例如社企民間高峰會、香港社會企業總會有限公司、社聯－匯豐社會企業商務中心、好單位、創不同、香港社會企業挑戰賽和豐盛社企學會。



“Encouraging social innovation,  
facilitating stakeholders’ participation”  
「鼓勵社企創新，促進多元參與」



For more information on the SES Study, please feel free to visit the URL below:  
如欲索取更多有關是次研究報告的資料，可瀏覽以下網頁：  
[entrepreneurship.bschool.cuhk.edu.hk/SEresearch](http://entrepreneurship.bschool.cuhk.edu.hk/SEresearch)

Or contact us here:  
或與我們聯絡：

Center for Entrepreneurship, The Chinese University of Hong Kong  
香港中文大學創業研究中心  
[www.cuhk.edu.hk/centre/entrepreneurship](http://www.cuhk.edu.hk/centre/entrepreneurship)  
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