

Project WeCan

學校起動計劃



Creativity Inspiration
SUPPORT ENERGY

**WE CAN,
YES,
WE CAN!**

BUSINESS-IN-
COMMUNITY
UNDERSTANDING
BASIC Values
COMPETENCE **SKILLS**

Sharing Participation
Passion BUSINESS-IN-
COMMUNITY
POTENTIALS VOLUNTEERING
OPEN
RESPONSIBILITY RETIREES
Sustainability Synergy
PLATFORM
CHARACTER INNOVATION
BUILDING Motivation
Confidence Exposure Common
business professionals
sponsors **Sense**
COMMUNICATIONS
Leadership financial commitment
LOVE
Opportunities
GUIDANCE

Our Vision 計劃願景

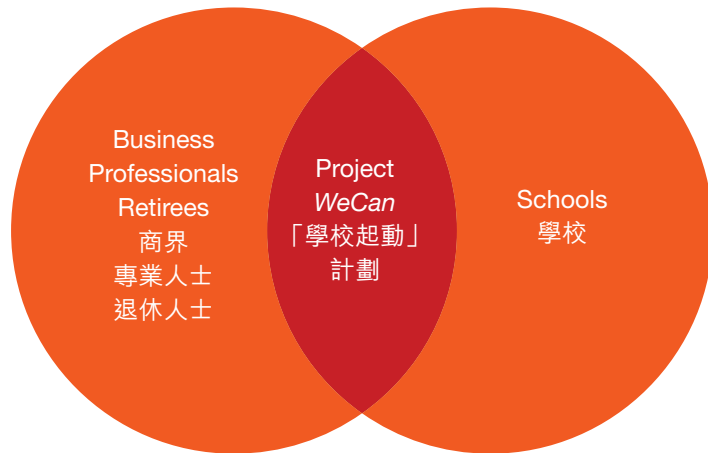
Project WeCan is a business-in-community initiative to empower students who are disadvantaged in learning with opportunities and programmes that will engage them, nurture their confidence and inspire them to pursue higher studies and fulfilling careers.

It is an open platform where we call upon business sponsors, professionals and retirees to work closely with schools through financial and/or volunteer commitment in a multi-year partnership. We hope to harness the strengths and expertise of our network to expand the opportunities available to local students.



「學校起動」計劃體現「社·企共勉」精神，旨在為學習條件稍遜的學生提供各種機會，並透過適切的項目，培育他們，建立其自信心，啟發他們規劃人生，為日後升學及就業，作好準備。

計劃屬公開平台，希望集合贊助企業、專業人士和退休人士，與學校緊密合作，透過跨年的財政支援及 / 或義工參與，造福學生。我們希望能集合各界的優勢、專業知識和技能，為本港學生提供各種機會。



Using an 'adopt a school' model, each school is coupled with a business sponsor in a multi-year partnership for providing financial and volunteer support.

Business sponsors and the partner schools work together on the effective use of annual funding for direct benefit to students, including developing facilities and programmes, staffing, etc.

Business sponsors have a wealth of talent that can be mobilised to lead, strategise, plan and mentor. Working with schools and the teachers, volunteers design and implement programmes based on students' needs. From mentorship and guidance to practical advice and application, a large cohort of students will benefit from interacting with volunteers from a wide spectrum of business fields and backgrounds.

計劃為每間參與學校配對一間贊助企業：透過與學校跨年緊密合作，贊助企業為學校提供財政和義工上的重點支援。

贊助企業與學校一同制定每年的捐款用途，包括用於購置設備和設計項目、增聘人手等，確保捐款令學生直接受惠。

贊助企業本身擁有大量的專才、豐富的人力資源可供調配。他們以義工的身分參與計劃，提供指導、協助策劃，並能擔當學生的人生導師。他們與學校和教師攜手合作，根據學生的需要擬定和實踐項目。來自不同行業和背景的義工與學生互動，成為學生的導師，或給予學生指導、實際建議、應用方法等，令不少學生受惠。



Business sponsors, schools and volunteers joining Project WeCan will be part of the Project WeCan network, where members can share successful case studies of working with students, best practices, and curriculum in order to maximise programme impact.

The Project WeCan Network also provides many joint school programmes that would be available to all Project WeCan schools, to facilitate mutual learning and exchange via inter-school events. Programmes currently in place include the annual Business Bliss bazaar, summer Job Tasting Programme, Teachers' Development Day and Company Visits.

As individual business sponsors and schools work together to design and implement programmes, members of the Project WeCan Network regularly evaluate programme efficacy and maintain stakeholders' engagement for continuous improvement. An evolving library of software programmes is also maintained and made available to business sponsors and volunteers to share, enhance and further develop.

所有參與「學校起動」計劃的贊助企業、學校和義工，都會成為「學校起動」計劃網絡的一部分。透過網絡，成員可分享各種與學生互動的成功經驗、交流合作心得、教學資訊，令計劃發揮更大效能。

「學校起動」計劃網絡並籌辦各種聯校活動，開放予所有參與「學校起動」計劃的學校參加，加強在聯校項目中互相學習和交流。現有活動包括一年一度的展銷會、暑期職場體驗影子計劃、教師發展日及企業參觀。



至於由個別贊助企業與學校合辦和構思的活動，「學校起動」計劃網絡成員亦會定期評估活動效能，收集各方意見，務求精益求精。贊助企業和義工亦可使用越趨豐富的活動資料庫，一同分享、改善及發展各項活動。

Diversified Programmes 多元化活動

As we seek to realise the full potential of these disadvantaged students, the following simple objectives guide the programme:

1. Improve conditions of learning and teaching, and nurture inspiring teachers
2. Develop students' communication skills, basic competence, especially in English, and common sense
3. Cultivate among students the character to serve and commit, as well as teach them proper values
4. Foster innovativeness and creativity

「學校起動」計劃務求激發弱勢學生的潛能，在設計活動時，會根據以下方向：

1. 優化校園：培良師、育英才
2. 兩文三語：善溝通、明是非
3. 敦品勵行：樂承擔、求至善
4. 勇於創新：多嘗試、勤思辨

At Project WeCan, we stress on building the following attributes in students:

「學校起動」計劃重點培育學生以下才能：

3
+

Communications &
Basic Competence
溝通技巧及基本才能

- Chinese 中文
- English 英文
- Mathematics 數學

2
+

• Innovation
啟發創意
• Character Building
培育品格

2

- Common Sense
增進常識
- Exposure
廣闊視野

Graphic
Design and
Fine Arts
Workshops
平面及藝術
設計課程



Community
Service
社會服務



Music Appreciation 交響樂欣賞會



Star Talks 名人分享會



Outward Bound 外展訓練



Business Luncheon
商界午餐會



English Café 英語閣

Scholarships 獎學金



Mini LegCo
模擬立法會



Volunteering in China
國內義工服務

Joint School Programmes 聯校活動



Business Bliss

Business Bliss is an opportunity for students to stimulate their entrepreneurial spirit and experience by running their own retail business from scratch. It emphasises leadership, problem solving, negotiation skills, teamwork and preparation for the competitive business environment.

Students at participating schools, with the help of corporate sponsors and experienced volunteers, have six months to prepare their first business. They will learn how to prepare business plans, carry out market analysis, product development, and budget forecasts.

Business Bliss culminates in a three to four-day competitive event among participating schools and actual vendors in a real market environment at Plaza Hollywood in Diamond Hill. The programme's popularity has fostered relationships with business sponsors and other organisations, service providers as well as the schools involved.



"I learned what market analysis and sourcing are, how to do marketing, profit forecast and budget preparation – such a valuable lesson for me."

— Ng Yau-hang, F5 student of Cotton Spinners Association Secondary School

"I would like to express my gratitude to the staff volunteers from Wharf for spending their precious spare time and sharing their professional knowledge with the students...I hope that the students of this programme will follow the footsteps of the staff volunteers, grow and excel, and contribute to the society, helping the needy in the future."

— The Hon Mrs Carrie Lam Cheng Yuet-ngor, GBS, JP,
The Chief Secretary for Administration of HKSAR

「我學懂了什麼是市場分析及採購，如何做銷售推廣，預測盈利與支出預算，獲益良多。」

— 棉紡會中學中五學生吳柔嫻

「我希望藉此機會多謝各位九龍倉的同事義工，付出寶貴的私人時間，與同學們分享專業知識，使他們從這個傳承過程中獲益良多。我更希望同學們學會分享，日後能以各位企業義工為榜樣，不問回報，樂於助人，回饋社會。」

— 香港特別行政區政務司司長林鄭月娥女士，GBS，JP



展銷會

展銷會為學生提供大好機會發揮創業精神，體驗如何由零開始，開展屬於自己的零售生意，培育領導才能、解難和協商技巧、加強團隊精神，為投身競爭激烈的商業社會作好準備。

參與學校的學生，在贊助企業和經驗豐富的義工協助下，有六個月時間準備經營他們的第一門生意，並學習如何撰寫詳細計劃書，進行市場分析和產品研發，以至成本和盈利預測等。

活動的豐碩成果，盡展於鑽石山荷里活廣場舉行的展銷會，讓學生在真實的商業環境中，與其他學校和真正的商販同場營銷三至四天。透過這項計劃，贊助企業、其他機構、服務供應商及參與學校之間，建立起良好關係。



Joint School Programmes 聯校活動



Job Tasting

The Job Tasting Programme has been around since the beginning of Project WeCan, which attests to its great success as a hands-on initiative that offers students real-life work experience.

During this summer programme, students go through a complete process of preparing for a real job, from preparing a resume and application letter to attending a job interview before a panel, and then a briefing session.

Once recruited, the students are assigned a mentor in their respective workplaces where they take up a two to four-week placement with the companies that support the programme.

Students significantly broaden their professional experience, identify career aspirations, and build awareness about their own strengths and weaknesses in both the job-seeking process and work environment.

"This programme enabled me to experience ... something very different from my past experience of working at a fast food store. I now realise that I should study hard so that I can work in an office setting upon my graduation, instead of continuing with menial jobs."

— Chan Hiu-yeung, F4 student,
Po Chiu Catholic Secondary School

"For those who have completed the Job Tasting Programme, you have already gained first-hand knowledge and experience related to the workplace, laying a solid foundation as you plan for your career."

— The Hon John Tsang Chun-wah, GBM, JP,
The Financial Secretary of HKSAR



「透過這個計劃，我有機會感受……一些與我過去在快餐店工作截然不同的體驗。我明白到必須努力讀書，畢業後才可從事文職工作，不用再出賣勞力。」

— 天主教普照中學中四學生陳曉陽

「各位成功完成這個計劃的同學，你們從參與中獲到的職場知識和經驗，已經為你們將來個人的事業生涯奠下一個良好的基礎。」

— 香港特別行政區財政司司長曾俊華先生，大紫荊勳賢，JP

職場體驗

「學校起動」計劃推出首年，已設職場體驗影子計劃。計劃以實習形式讓學生汲取實際工作經驗，令不少學生受惠。

計劃於暑假舉行，讓學生經歷投身社會工作前需準備的每一步，包括撰寫履歷和求職信、參加面試接受招聘小組提問，然後出席職責簡介會。

一旦獲取錄，學生會在參與計劃的企業內實習二至四星期，期間會得到專責同事的指導。

在求職過程和實際職場上，學生不但獲得了寶貴的職場經驗，事業抱負漸見頭緒，亦認清了自身的優勢與弱點。



Joint School Programmes 聯校活動



Teachers' Development Day

Teachers' Development Day brings together principals and teachers from Project WeCan schools to share experiences in seminars and workshops aimed at broadening horizons, encouraging introspection and facilitating knowledge exchange. Topics discussed include teaching methods, student counselling and classroom management.

The day features not only work-related activities but also some recreational events to keep the atmosphere fun and relaxed for these hardworking teachers.



"Today, I'm very glad to have the chance to gather with our colleagues and teachers from other schools and to enjoy the activities. Thank you very much for the organisers to provide fruitful sessions and activities."

— Teacher from Po Chiu Catholic Secondary School

"Since the launch of Project WeCan two years ago, we have witnessed the substantial improvement of students, as well as academic performance in most subjects."

— Dr Chiu Chi-shing, Executive Director, Quality School Improvement Project, Hong Kong Institute of Educational Research, The Chinese University of Hong Kong



"今天，我十分慶幸能有機會與同事和來自其他學校的老師相聚，一同參與各式活動。感謝大會安排如此豐富的分享環節和活動。"

— 天主教普照中學老師

"在過去兩年，自『學校起動』計劃推出後，我們注意到……學生的表現及各科的增值均非常理想。"

— 香港中文大學香港教育研究所優質學校改進計劃總監趙志成博士

教師發展日

教師發展日為受惠學校的校長和教師提供了機會，在座談會和工作坊中交流經驗，以拓闊視野、加強自我反思，和積極交流。他們互相分享教學成效，並討論教學方法、輔導工作和行政管理等不同議題。

當日除了舉辦與工作相關的活動，亦舉行了一些消閒節目，讓日常工作繁重的教師們有機會輕鬆一下。



Joint School Programmes 聯校活動



Company Visits

With this programme, Project WeCan gives students and teachers a unique opportunity to experience the intricate workings of companies across a wide range of industries.

The company visits include meetings with employees, a guided tour and a career talk where staff members share anecdotes from their careers. Industrial sectors covered by the company visits include retail, logistics, media, hotels, telecommunications and architecture.



"I am pleased to be able to share my own experience with the students. My experience may seem trivial, but I still hope the students can learn from it and be inspired."

— Roger Lo, Career Sharing Volunteer at Visit to Wharf T&T



「我很開心可以藉這個機會與同學分享自己的經歷。雖然這些經歷可能只是一些瑣碎事，但是我亦希望同學會因此有所感受，有所得著，有所反思。」

— 職業分享義工盧志榮於九倉電訊參觀活動中分享



企業參觀

透過這項活動，「學校起動」計劃為學生和教師帶來獨一無二的機會，親身體驗各行各業，不同機構精巧複雜的實際營運。

企業參觀活動包括與員工會面、參觀企業內部，以及由員工分享個人入職經驗。企業參觀涉獵的行業廣及零售、物流、傳媒、酒店、電訊以至建築設計。





Students

- Build confidence
- Stimulate innovation & creativity
- Increase exposure

學生

- 建立自信
- 激發創新和創意
- 擴闊視野

Schools and Teachers

- Strengthen learning environment
- Improve teaching effectiveness
- Build school capacity

學校和教師

- 改善學習環境
- 增強教學效能
- 提升學校教學能力



Parents

- Foster family relations
- Improve communication with children
- Love and respect family members

家長

- 促進家庭關係
- 改善與子女的溝通
- 愛護和尊重家庭成員



Volunteers

- Boost self-confidence
- Give back to the community
- Sharpen leadership skills

義工

- 增強自信
- 回饋社會
- 提升領導才能



Business Sponsors

- Build staff teamwork and morale
- Fulfil corporate social responsibility
- Enhance corporate image

企業

- 建立團隊精神、提升士氣
- 肩負企業社會責任
- 提升企業形象

Community

- Building for tomorrow
- Foster integration
- Create social harmony

社會

- 創建明天
- 促進共融
- 締造社會和諧





Students

Project WeCan offers a multifaceted learning experience to increase students' exposure, motivation, confidence and self-esteem in order to equip them to face the real world.

Law Wai-hung is a Form 6 student from Lok Sin Tong Yu Kan Hing Secondary School, one of the Project WeCan schools. Two years ago, Wai-hung was still an unambitious young man who did not have clear goals for the future.

Then in the summer before entering Form 5, Wai-hung took part in a community renovation project in a remote village in Gansu, China. A collaboration between Project WeCan and Wu Zhi Qiao (Bridge to China) Charitable Foundation, the programme took him out of Hong Kong for the first time. Together with 40 other Project WeCan students, Wai-hung diligently renovated the centre, and realized that, "We are the lucky ones but we cannot take it for granted. There are people who truly require assistance and I really want to give back."

Returning transformed, Wai-hung submitted his candidacy to run for the school's House Captain election so as to serve fellow students. Though he never would have expected to apply for this position, he gave a moving speech and won. His new aspirations include gaining a university diploma, and also starting a restaurant with social entrepreneurial values.



學生

「學校起動」計劃為同學提供全方位的學習體驗，擴闊視野，加強學習動機、自信和自我認同，為他們投入現實社會做好準備。

羅偉洪是參與「學校起動」計劃之樂善堂余近卿中學的中六學生，兩年前，他是一個沒有上進心、對未來欠缺清晰目標的青年人。

不過，在升讀中五前的暑假，羅偉洪參與了「學校起動」計劃與無止橋慈善基金協辦的項目，到中國甘肅的偏遠村落，為當地村民修建社區中心。那是他首次離開香港，誰也沒想到，這次旅程為他帶來正面轉變。在甘肅，羅偉洪與其他近四十名「學校起動」計劃的同學，「落手落腳」運泥沙、搬磚頭，一同努力地修建社區中心。過程令他有深切領悟：「我們很幸福，但幸福非必然，有很多人需要幫助，我也很想盡力幫助他們。」

回港後，他做了一個決定——競選社長，為同學服務，並憑著堅定的決心，順利當選。雖然他以前從未想過競選社長，但憑藉其真摯演說，最終都能勝出。現在，他的目標是能夠升讀大學，並希望日後開辦一間社企餐廳，回饋社會。





Schools and Teachers

Project *WeCan* aims to build capacity at schools. While financial and in-kind support are important, volunteerism and skill sharing are crucial to building strong, sustainable relationships. In order to help schools develop their full potential, it is necessary to work alongside teachers and students, and to continuously gather their input into programme development.

學校和教師

「學校起動」計劃旨在提升學校教學效能。財政和實質支援當然重要，義工的參與和技能分享亦有助與學校建立穩定和持續的關係。要協助學校發揮教育潛能，就須與老師和學生緊密合作，綜合他們的意見，以完善活動。

"Without Project *WeCan*, our school would not have been able to participate in the [Business Bliss] bazaar, nor would we have been able to have a host of exposures in Hong Kong and overseas. This is what I call authentic learning."

— Dr Tsang Wing-hong, Principal, Chiu Chow Association Secondary School

"In this ever competitive world, our students who are lacking in social capitals and resources, need all the exposure that they could get. We are particularly excited about the sustainability of the programme. We are hopeful that Project *WeCan* will help fast track a group of young people, full of potential, and groom our future generation to become better citizens."

— Lin Chun-pong, Principal, Ng Yuk Secondary School

「這是用錢也買不到的經驗，若非參與『學校起動』計劃，我們根本無法辦年宵，以及在本地和海外獲得豐富的閱歷。這才是真正的學習。」

— 潮州會館中學校長曾永康博士

「在這競爭激烈的社會，缺乏社會資本及資源的學生，最需要的就是各方面的機會。我們特別欣賞『學校起動』計劃的可持續性，並希望該計劃能協助青少年發掘他們的潛能，以及培育下一代成為良好的公民。」

— 五育中學校長連鎮邦



"We are grateful for Wharf and Project *WeCan* and the Quality School Improvement Project of The Chinese University of Hong Kong for providing our students with out of classroom learning opportunities through a diverse range of educational activities."

— Lee Mei-foon, ex-IMC member of Ng Yuk Secondary School

「感謝九龍倉集團『學校起動』計劃及中文大學『優質學校改進計劃』，合作推動各項有教育意義的活動，使同學有更多出外學習的機會。」

— 五育中學校董李美歡家長



Parents

In addition to benefiting students, the programme also contributes positively to parents' experience with children involved in Project *WeCan*. We hope to foster good family relations as a crucial element in advancing the students' development and building social harmony.

家長

除了令學生受惠外，「學校起動」計劃亦改善了父母與子女的關係。計劃希望能透過促進良好家庭關係，提升學生的發展，加強社會凝聚力。





Volunteers

Volunteers from corporate sponsors not only build rapport and lasting friendships with those they serve, but they also strengthen bonds with co-workers. Participation in the programme adds to an increased sense of belonging within their companies.

Wong Xin-yi became a part of Project WeCan in 2011 and was inspired by the way that the programme not only encourages development of underprivileged students, but also the personal growth of corporate volunteers who are eager to contribute.

Through the project, Xin-yi grew close to a group of spirited students who were talented yet lacked opportunities. She saw ways that Project WeCan could close the gap between students' lives and their aspirations, and believed that with a little guidance they would be capable of success.

Xin-yi realized that each activity she participated in would also be an opportunity for her to learn something new. "What I originally saw as an opportunity to give by teaching English, turned into an experience in which I gained in fulfillment and satisfaction. I have so much to learn from these students. Project WeCan taught me to go back to the basics, and I try to be like them in many aspects of my work and personal life."



義工

企業義工不但與學生建立長久真摯的情誼，更促進了與同事之間的關係，對任職企業亦培養了更深厚的歸屬感。

王馨儀自二〇一一年起參與「學校起動」計劃，從中發現計劃不但可促進弱勢學生的成長，且對有志付出的義工來說，亦是難得的個人成長機會。

透過計劃，馨儀接觸到一群朝氣勃勃、聰敏卻欠缺機會的中學生，她見證著「學校起動」計劃如何幫助這些青年人達成夢想，只要多一點指導，他們定能成功。

對馨儀來說，她所參與的每一項活動，都是學習新事物的機會。「我原本以為這是自己回饋社會的機會，但後來卻發現自己是受惠的一方：教導學生英語為我帶來成就感和滿足感之餘，我亦從學生身上學懂凡事以積極態度面對，包括自己的工作和生活。」





Business Sponsors

Business sponsors have a real and rare opportunity to engage in community service and make a real difference. Financial commitments are of course important contributions to improve students' learning environment. But beyond this our sponsors find tangible benefits for their companies that reinforce the value of true corporate social responsibility. By encouraging their staff to become involved and assist in Project WeCan, they find staff teamwork and morale improving markedly. Helping others breeds a sense of achievement and Project WeCan represents a chance to promote real corporate citizenship.



"Wharf started Project WeCan as an open platform for business to take part. We think that this is a very meaningful project, so we are delighted to accept the invitation to join. Apart from making donations, it gives our employees a chance to participate which helps build up our team spirit."

— Samuel Lee, Chief Executive Officer, Elegant Jewellery Holding Ltd.

「九龍倉發起『學校起動』計劃，並將計劃開放予商界。我們覺得這個計劃很有意思，所以非常樂意接受這個邀請。因為除了捐款之外，可以讓我們的員工一同參與，亦有助加強我們的團隊精神。」

— 三寶珠寶集團有限公司首席執行官李永安

贊助企業

透過計劃，贊助企業能切實回饋社會，攜手為社會帶來正面轉變。財政上的支持固然重要，因為這可改善學習環境，更難能可貴的是企業義工的參與，履行企業社會責任。自鼓勵企業內的員工參與及協助「學校起動」計劃以來，各贊助企業發現團隊的合作精神和士氣明顯改善。透過幫助別人不但可帶來成功感，「學校起動」計劃亦幫助贊助企業推廣企業公民精神。





 = 10 schools 學校

 = 10,000 students 學生

 = 1,000 volunteers 義工

Goals 目標

150 schools 學校



150,000 students 學生



5,500 volunteers 義工



Business in Community Create Positive Change Together

We welcome business sponsors, professionals and retirees, as well as other stakeholders to take part in our ongoing cause!
So what are you waiting for?
Mobilise with us and join our family!

社·企共勉 締造正面改變

我們歡迎贊助企業、專業人士和退休人士，
以及其他持份者成為我們的一份子！
你還在等什麼？
立即坐言起行，加入我們的大家庭！

“We are pleased to see that the business sector and community organisations have, on their own initiative, launched ... programmes such as Project WeCan ... with encouraging results.”

— The Hon C Y Leung, GBM, GBS, JP,
The Chief Executive of HKSAR,
in his 2014 Policy Address

「我們欣見商界和社會團體，自發推動『學校起動』……等課外活動及課後支援學習，成效令人鼓舞。」

— 香港特別行政區行政長官梁振英先生，大紫荊勳賢，GBS，JP
於二〇一四年施政報告內



The enthusiasm and active participation of the parties involved has earned Project WeCan the Outstanding Partnership Project Award 2011/2012, organised by the Hong Kong Council of Social Service in recognition of the partnership commitment and the collective efforts to support disadvantaged students.

「學校起動」計劃獲各方人士熱心和積極參與，並奪得香港社會服務聯會頒發「傑出伙伴合作計劃獎二〇一一/二〇一二」這項殊榮，以表揚計劃透過多方協作及努力，有效地支援基層學生。

Outstanding
Partnership Project Award
傑出伙伴合作計劃獎 (2011/12)
Awarded by The Hong Kong Council of Social Service
香港社會服務聯會頒發



“We want to do something for these schools by offering our care, love and support in both software and hardware. We want them to know that they are not forgotten – have us behind them.”

— The Hon Peter Woo Kwong-ching, GBM, GBS, JP,
Chairman of The Wharf Group

「『學校起動』計劃的理念基礎是希望能透過此計劃，為我們的夥伴學校送上關懷及愛護，並透過各項軟件及硬件方面的配合，為他們提供所需的支援，目的是要他們明白，他們並沒有被遺忘，他們有我們大力支持。」

— 九龍倉集團主席吳光正先生，大紫荊勳賢，GBS，JP

ELEGANT 三寶
寶活利
WANGYU

MARCO POLO
HOTELS
馬哥孛羅酒店集團

WHARF
Established 1886

HARBOUR CITY
海港城

Modern Terminals

Wharf T&T

HARRIMAN
Property Management Limited
宏利物業管理有限公司

PACIFIC CLUB

WHELOCK
Founded 1937

iCABLE
有線寬頻 I-CABLE

荷里活廣場 PLAZA
HOLLYWOOD

WHELOCK
PROPERTIES

Lane Crawford

時代廣場

Business in Community

Create Positive Change Together

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Project WeCan
學校起動計劃

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