

enactus™

# ENACTUS HK MEMBERSHIP HANDBOOK

We're now accepting members in university chapters!



ALL UNIVERSITY CHAPTERS

# MEMBERS NEEDED!



## WHAT IS ENACTUS HK AND ITS CHAPTERS?

Enactus HK aims at helping students cultivate a social entrepreneurial mindset and serves as a platform for members to initiate, execute, and grow their own social business projects. We manage 10 chapters from different tertiary Institutions, and provide support for members recruited under chapters.

We are a registered charity (Charitable Organisation Number 91/10452) in Hong Kong and does not run for profit. All of the membership fees collected will only be used for member-exclusive events and benefits.

## WHAT ARE THE MEMBERSHIP DETAILS?

By paying a membership fee to CityU chapter, you can enjoy both benefits provided by CityU chapter and benefits provided by the Enactus HK Regional Management Team.

### Benefits from Enactus Regional Management Team

- 50% discount price of all our events, with **at least** \$250 discount amount in total:
  - Fall Exploration (7 workshops in a series)
  - Spring Training
  - Workshop Series (4 workshops in total)
  - Social Business Mentorship Program
  - Social Business Internship Program
  - Global Social Innovation Summit
  - Other external partnership events (with corporates, NGOs, social enterprises etc.) organised by the Enactus Regional Management Team
- Opportunity to join Enactus HK Regional Competition, which is a member-exclusive event. Support such as mentorship from business advisors will be provided. The winner would be nominated to join Enactus Global World Cup representing Hong Kong.

### Benefits from Enactus CityU Chapter

- Free T-shirt design for Enactus CityU Chapter members
- A certificate of participation

#### Reminder:

- You can join our membership at any time throughout the academic year but the same fee will be charged.
- After you paid for the membership, please send your payment record to your chapter.
- Once your payment is confirmed by the chapter, your membership will be validated and you can start your journey in Enactus HK with all the benefits above!
- If any refund of membership fee is requested by member, Enactus HK will handle all requests by a case-by-case basis according to the reasons given.

# Key Events and Timeline

\*Tentative event dates, exact details will be shared in due course

October  
2021

**Fall Exploration**  
*9, 16, 23, 30 October 2021 (TBC)*  
Four days experiential workshop along with observation and ideation training

November

**Mentorship Program - Phase 1**  
*November - December 2021*  
Matching students with mentor from business or social sector

**Business Advisory Program**  
*November 2021 - March 2022*  
Matching project teams with business advisor

**Workshop Series**  
*13 November 2021, 15 January 2022, 26 February 2022, 9 April 2021 (TBC)*  
Four workshops that provide essential support in developing their own project from ideation stage

**Lunch Sharing**  
*November 2021 - May 2022*  
Introduce Enactus, social innovation and student project to corporates

January  
2022

**Mentorship Program - Phase 2**  
*January 2021- May 2022*  
Matching students with mentor from business or social sector

February

**Spring Training**  
*February 2021*  
Training and sharing on leadership and presentationand CSR departments

March

**Regional Competition**  
*March 2021 - April 2022*  
Annual competition evaluating project progress in the previous year (Hong Kong)

April

**Internship Program (Summer Program)**

*April 2022-August 2022*

Recruit students as interns in corporates' sustainability, corporate affairs and CSR departmentsv

June

**Global Social Innovation Summit (GSIS)**

*June 2022*

Two-day mini-case competition with students from the global Enactus network

September

**World Cup**

*September 2021*

Annual competition evaluating project progress in the previous year (International)



# Programs in Hong Kong

## Fall Exploration

Date: October 9,16,23, and 30 (TBC)

### Description

- Experiential learning workshops, social innovation training, and project team mixers dedicated to the social innovation learning of Enactus members

Format: Face-to-Face Experiential Workshops

Target audience: Both members and non-members

### Content

- Introductory design thinking workshop
- Key-note sharing from guest
- Site visits to NGOs and social enterprises
- Networking session and sharings from past Enactus project team members

### Objectives

- Influence Enactus members far and wide to learn about, and pursue, social entrepreneurship
- Help Enactus members learn about relevant social, economic, and environmental issues in Hong Kong at the grassroots level

## Social Business Mentorship Program

### Timeline

- November - December 2021: Mentee recruitment
- January - May 2022: Mentorship activities

### Details

- Participating students will be matched with a mentor from the business/social sector
- At least 3 self-arranged meetings are required during the mentorship program

### Potential corporate partners

- Accenture, Clifford Chance, KPMG, New World Development, Standard Chartered, Swire, UBS, PwC

### Potential NGO/SE partners

- Dory Network Technology, Teach for Hong Kong, Time Auction, Shared Value Project, Social Ventures Hong Kong

### Takeaway

- To enrich students' understanding in social



\*Autumn Training 2019  
(Changed to Fall Exploration this year)

# Business Advisory Program (BAP)

## Timeline

- November - December: Project nomination and Business Advisor matching
- December - February: Business Advisor meetings with project teams

## Objectives

- Connect student projects with business professionals for guidance in terms of business model, project feasibility and sustainability
- Build network for students for future project and personal development

## Details

- Around 2-4 project teams would be nominated by chapters to join this programme to be matched with a Business Advisor (BA)
- At least 3 meetings should be held by chapters with BA and project teams
- Additional meetings or pitching practice are highly encouraged

# Social Business Internship Scheme (SBIP)

## Timeline

- Recruitment: April 2022
- Summer Internship: June - August 2022

## Details

- To join the CSR/sustainability department of corporates or social impact organizations in Hong Kong as intern during summer holidays
- To participate in workshops organized by Enactus Hong Kong
- Past Partnership: Green Monday, Shared Value Initiative Hong Kong, Mother's Choice, Education for Good, Teach for Hong Kong

## Takeaway

- To support and execute sustainability projects within the company
- To initiate new projects or strategies for internal employees or external parties
- To gain hands-on experience in the social impact sector





\*Spring Training  
2019

## Spring Training

Date: February 2022

### Description

- A pair of upskilling workshops dedicated to the technical preparation of project teams participating in Regional Competition

Target Audience: Mainly project teams

### Details

- Equip Enactus project team members with necessary skills to succeed in Regional Competition
- Learn practical skills for project teams to prepare and perform well under pitching scenarios

### Takeaway

- Acquire pitch deck-making, pitching, and story-telling skills and tactics
- Learn techniques immediately relevant to programs like Regional Competition, among other funding programs

## Lunch Sharing

Timeline: November 2021 - March 2022

### Details

- To organize training or sharing sessions at different corporates during lunch hour for their employees
- To Introduce Enactus, social innovation and project teams
- To invite project teams to share their experience or display their products (if any) in a flea market format

## Workshops Series

Date: 13 November, 15 January, 26 February, 9 April (TBC)

### Description

- A series of practical and skills-based workshops dedicated to the targeted pre-seed development of Enactus project teams - both young and mature - along the project team lifecycle

Target Audience: Mainly project teams

### Objective

- Equip pre-seed Enactus project team members with relevant product and project management skills
- Prepare high-potential project teams for seed-level stages of the project team lifecycle

### Takeaway

- Learn to apply design thinking process within own project or context
- Obtain actionable advice from experienced professionals within the industry
- Apply potential learnings into own project or context beyond the incubation timeline of Enactus



## Global Social Innovation Summit (GSIS)

Timeline: Summit - June 2022

### Details

- Students will be joining a two-day mini-case competition with students from the global Enactus network
- Panel sharing featuring both local and overseas social innovation practitioners
- Training workshops on analytical and presentation skills

### Takeaway

- To connect with students with similar passion in social innovation all around the world
- To gain deeper insights on problems that social innovation practitioners are facing and what role can students play in the social impact sector
- Winning team in National Competition will proceed to Enactus World Cup

## Hong Kong Regional Competition

Date: March 2022 - April 2022

### Objective

- Evaluate projects' progress in the previous year
- Increase project exposure to public

### Takeaway

- Potential external connections to corporate
- Winning team will receive financial support for scale up and proceed to World Cup

