

The Hang Seng University of Hong Kong
Sharing Information on Progress Report (January 2017 – November 2019)



Submitted to Principles for Responsible Management Education (PRME)

Index

Letter of continued commitment	-----	3
Executive Summary	-----	4 – 5
1. Principle 1 Purpose	-----	6 – 8
2. Principle 2 Values	2A) Academic and Curricular Initiatives for Global Social Sustainability -----	9 – 10
	2B) Organisational Practices of HSUHK as a Responsible Global Citizen	10 – 11
3. Principle 3 Method	-----	12 – 13
4. Principle 4 Research	-----	14 – 15
5. Principle 5 Partnership	-----	16 – 19
6. Principle 6 Dialogue	-----	20 – 22
7. An Assessment of Outcomes	7A) Commitment of HSUHK to SDGs- related activities -----	23 – 24
	7B) Selected achievements and recognitions earned by students for their contribution to sustainability values, community services and business innovation -----	24 – 26
	7C) Social recognitions to HSUHK's contribution to sustainability and responsible citizenship -----	26 – 28
8. The Way Forward	-----	29 – 30
Appendix I	Participation of SDGs-related initiatives and activities organised and facilitated by the Institute for Youth Sustainability Leadership (IYSL) at HSUHK -----	31 – 33

Letter of continued commitment

Dear members of PRME,

The Hang Seng University of Hong Kong is a dynamic and promising non-profit private university which advocates the transformative power of liberal arts and science education. It is a residential institution featuring top quality faculty members, award-winning green campus facilities, innovative degree programmes, impactful research, and excellent student development and support services.

We have been committed to the Principles for Responsible Management Education (PRME) for years. To demonstrate our commitment to the 2030 vision and realise the Sustainable Development Goals (SDGs) through responsible management education, our University has been incorporating SDGs in our teaching and learning outcomes. In 2018, we established the Institute for Youth Sustainability Leadership (IYSL), which aspires to be one of Hong Kong's major initiatives for mobilising young people to achieve the SDGs through youth education and empowerment.

This PRME Sharing Information on Progress (SIP) report highlights our commitment to our promises. We will continue to be a reliable partner in the PRME family.

Sincerely yours,



Professor Simon S. M. Ho
President, the Hang Seng University of Hong Kong
2 December 2019

Executive Summary

This PRME Sharing Information on Progress (SIP) report highlights the continuing commitment to and achievements of the Hang Seng University of Hong Kong (HSUHK) to the 2030 vision and the Sustainable Development Goals (SDGs) stipulated by the United Nations (UN). It outlines the initiatives, events and activities which are indicative of the six principles stipulated by the PRME.

Part 1 (Principles) indicates the activities and achievements of our students and teaching team which showcase our youngsters' talents for creating sustainability values and global visions for our society. With the partnership of the Hong Kong-America Centre, HSUHK organised so far two simulation summits of G20, respectively in 2017 and 2019. Our students played the role of G20 countries and deliberated on the solutions for global issues such as terrorism, refugees, international financial regulation, and carbon-trading system. Besides, our students and teaching team have also earned social recognitions for their dedication to service-learning, promotion of SDGs, consumer rights, and problem-solving in business cases.

Part 2 (Values) outlines the initiatives for academic and extra-curricular activities, organisational practices to fulfil our global social responsibility. Examples include HSUHK's initiatives for introducing SDGs into module delivery and our organisational practices which fulfil the moral duties as a responsible corporate citizen in the world.

Part 3 (Method) introduces the three Centres/ Institutes by which HSUHK has established in order to create an educational framework and environment which enable the learning experience of responsible leadership and social innovation. They are Institute for Youth Sustainability Leadership (IYSL), The Service-Learning Section under the Centre for Teaching and Learning (CTL), and Wu Jieh Yee Centre For Innovation and Entrepreneurship (WUCIE).

Part 4 (Research) delineates the engagement of HSUHK to research that advances our understanding about the role, dynamics and impact of corporations in the creation of the sustainable social, environmental and economic values. This part exhibits the

research projects of our faculty members which investigate the sustainable value for economy, corporate governance, business model, and wider social environment, ranging from directorship and firm performance, revisiting the social implication of natural unemployment rate, the function of Chief Sustainability Officers in corporations, infrastructure of smart cities, gender empowerment, and heritage conservation.

Part 5 (Partnership) summarises the collaborative achievements of the HSUHK and our partners from business corporations, educational institutes, public organisations, and non-governmental organisations (NGOs) to extend our knowledge about meeting social and environmental responsibilities. Highlights include our annual signature events which promote sustainable business practices and business ethics (namely the Junzi Corporation Award), and ethical and responsible practices in financial and business journalism (namely the Business Journalism Award).

Part 6 (Dialogue) provides a brief account of HSUHK's effort in promoting social dialogues between various stakeholders on critical issues of global social responsibility and sustainability. Our seminars and public forums address issues of sustainability ranging from building materials, refugees, multigenerational communication in workplace, and deep learning.

Part 7 is an assessment of the outcomes of our abovementioned initiatives. This part exhibits figures and statistics showing the enthusiastic commitment of HSUHK to SDGs-related activities. It also highlights our students' contributions to sustainability values, community services and business innovation, and the social recognition of HSUHK's achievements in corporate citizenship and social sustainability.

HSUHK will continue to be a reliable partner in the PRME family. We look forward to working with other members of the PRME family for the 2030 vision and SDGs.

1. Principle 1 | Purpose

"We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy."

HSUHK has been providing learning opportunities for our youngsters to create sustainability values and global visions for our society. We have been organising events to promote global citizenship and partnership. Highlights of learning opportunities promoting SDGs and global partnership are as follows.

HSUHK G20 – Simulation of the G20 Leadership Summit

With the partnership of the Hong Kong-America Centre, HSUHK organised two simulation summits of G20, respectively in 2017 and 2019. Our students played the role of G20 countries and deliberated on the solutions for global issues such as terrorism, refugees, international financial regulation, and carbon-trading system.



This was a University-wide inter-programme event. More than 100 HSUHK students from different undergraduate programmes participated in the simulation to play the roles of G20 leaders to deal with global issues. Each team represented a G20 member country and the students played the roles of Head of State, Foreign



Minister, Finance Minister and Environment Minister. Through the G20 activities, students gained a good understanding of international affairs and developed skills in multilateral negotiations, public speaking, team building strategies and diplomacy.

Embracing the difference: learning project for racial minorities in Hong Kong (2019)

A total of 143 students were involved in the project. They learnt the living conditions and cultures of racial minorities in Hong Kong via lectures, guest talks, tours and workshops. After that, they were coached to conduct a learning project for the southern Asian students in Hong Kong – our students read Chinese with the southern Asian students. The latter has been encountering difficulties in Chinese reading and writing when residing in Hong Kong, which could be



hindering their inclusion in mainstream society. This learning project harnessed the linguistic talent of our local youngsters to provide solution for the racial inequality in Hong Kong. It also developed the empathy of our students for the racial minorities.

Whittier Social Innovation Competition (September 2018 – January 2019)

Wu Jieh Yee Centre for Innovation and Entrepreneurship (WUCIE) and Institute for Youth Sustainability Leadership (IYSL) co-organised the “Whittier Social Innovation Competition 2018/19”. Our students took the opportunity to work with American students from Whittier College to work out solutions for global issues relating to the following SDGs: Goal 1 No Poverty, Goal 4 Quality Education, Goal 10 Reduced Inequalities, Goal 11 Sustainable Cities and Communities, and Goal 12 Responsible Consumption and Production.



Walk in Hong Kong Local Tours for Exchange and Mainland Students (*August 30, 2018 & January 10, 2019*)

Institute for Youth Sustainability Leadership (IYSL) collaborated with a social enterprise called *Walk in Hong Kong* to hold local tours for the inbound exchange and mainland students of HSUHK in both semesters of the Academic Year 2018/19. It aimed to attain Goal 17 in SDGs by enhancing global partnerships through the introduction to Hong Kong's culture and promotion of the international inclusiveness of HSUHK. Students visited historical spots in Central and Sheung Wan during the afternoon tour and explored the night life and local culture in Yau Ma Tei.



TEDxHSUHK

TEDxHSUHK brought together bright minds, with positive attitudes for a better future with the theme “Looking Forward”. In 2019, TEDxHSUHK brought together people who share a similar passion for a green and integrated society. As cities like Hong Kong grow taller but tighter, TEDxHSUHK wants to harness the vast resources available to us to make the most out of the limited space we have.



2. Principle 2 | Values

“We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.”

Instilling responsible values through organisational practices is an important mission that HSUHK has been pursuing. The following initiatives illustrate our fulfilment of global social responsibility in academic and curricular activities, organisational practices and related social recognition by external parties.

2A) Academic and Curricular Initiatives for Global Social Sustainability

Incorporating SDGs into Module Learning Outcomes and Deliveries

Institute for Youth Sustainability Leadership (IYSL) has launched Sustainability Development Grants (SDG Grants) for teaching staff to incorporate SDGs into module delivery and relating educational activities since 2018. Up to now, five projects, namely “Farming for Sustainability”, “Development of Advanced Innovative Platforms on SDGs Initiatives”, “Embracing the Differences”, “Promoting Sustainability Development Goals to Generation Z in Hong Kong”, and “Nature Journaling: Ma Lai Hau Hang and Beyond” were carried out to promote all the SDG goals via lectures, projects, field trips, and workshops. In the academic year of 2018-19, totally 494 students benefited from the SDG Grants.

Development of SDGs-educational Materials by Virtual Reality (VR)

145 students were involved in the modules which encouraged them to develop interactive and immersive 360° videos through virtual reality Cave Automatic Virtual Environment (CAVE) platform in promoting selected SDGs (Goal 1 No Poverty, Goal 7 Affordable and Clean Energy, Goal 11 Sustainable Cities and Communities, Goal 12 Responsible Consumption and Production, and Goal 13 Climate Action). Four top student projects were exhibited during the Virtual Reality

Week 2019 – VR Open Days (September 9 – 13, 2019). Students from other modules would make good use of the VR products as case studies.

2B) Organisational Practices of HSUHK as a Responsible Global Citizen

Energy Saving Charter

HSUHK has signed up the Energy Saving Charter 2018 organised by the Environment Bureau and Electrical and Mechanical Services Department. 145 MWh energy (HK\$180,000) has been saved for electricity consumption from September 2018 to February 2019 (6 months), as compared with that of the same period in the Academic Year 2017/18. The University has also participated in the “Energy Saving Charter 2019”. We will keep striving to pursue an eco-friendly environment for HSUHK members.

“HSUHK Quarterly Hour” and “No Air Con Night”

The Campus Development and Management Office of HSUHK has also adopted “HSUHK Quarterly Hour” and “No Air Con Night”. To step up the efforts in energy conservation and sustainability and to raise the awareness of eco-friendliness, such activities are scheduled four times a year (scheduled in March*, June, October* and December every year, in which some of them will coincide with WWF’s “Earth Hour” and Green Sense’s “No Air-Con Night” respectively). In these 60 minutes, carbon footprint will be reduced by minimising unnecessary energy consumption. The recent “HSUHK Quarterly Hour” and “No Air Con Night” were held on 30 June 2018, 5 October 2018, 26 January 2019, 29 June 2019 and 5 October 2019.

Green Event Pledge

The University has joined the “Green Event Pledge” organised by the Environmental Protection Department. It aims to encourage HSUHK members to minimise waste generation before, during and after events. It is advised that in

campus events, staff and students should make the best endeavours to take the action like [1] planning ahead to adopt measures to reduce wastes generated from the events, [2] avoiding or reducing consumption of one-off disposable items, [3] reducing food waste by ordering or preparing food in an appropriate quantity, or taking away excess food, and [4] reducing paper consumption and promoting a wider use of electronic means of communication.

“Paper Saving Day” (15 July 2019)

The Working Group on Energy Conservation and Sustainability has signed up “Paper Saving Programme”, in which “Paper Saving Day” was held on 15 July 2019 by the World Green Organisation (WGO). It is encouraged that everyone can use less paper tissues, paper towels and wet wipes for a day so that we can reduce the emission of 244 tons of greenhouse gases for the Earth, equivalent to more than the amount of carbon neutrality of 1 million trees a year, as well as sending less wastes to landfills.

“Green Lunch” Day (29 April 2019)

The “Green Lunch” Day is a new initiative co-ordinated by the working group on Energy Conservation and Sustainability to promote the awareness of waste reduction and adopt behavioural changes in daily life among the University community through [1] Use Less (opt for eat-in, avoid use of disposables), [2] Discard Less (“Bring Your Own” reusable containers and utensils), and [3] Waste Less (order portioned food that fits a person's appetite).

3. Principle 3 | Method

“We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.”

To create educational framework and environments which enable the learning experience for responsible leadership, HSUHK established three Centres/Institutes with focuses on various aspects of responsible citizenship and social innovation.

Institute for Youth Sustainability Leadership (IYSL)

Established in March 2018, IYSL, the first of its kind in the self-financing higher education sector in Hong Kong, aspires to be one of Hong Kong’s major initiatives for mobilising young people to achieve the United Nations’ Sustainability Development Goals (SDGs) through youth education and empowerment. The Institute aims to be a hub sharing knowledge, expertise, and resources of sustainability development with various stakeholders in the wider community. NGOs and social enterprises are connected to organise activities and events, including both internal and external activities and competitions.

The Service-Learning Section under the Centre for Teaching and Learning (CTL)

The Service-Learning Section was officially set up in January 2019 under the CTL. The Section is responsible for coordinating Service-Learning projects and finding community partners for cooperation. The Service-Learning Section is committed to giving the best support to academic staff in bringing their service-learning projects to the greatest meaning and success. In January 2019, module-based credit-bearing service-learning projects are introduced into the University’s curriculum for the first time. Starting with a few humble but successful pilot modules in the first quarter of 2019, the Section is now venturing and expanding with the passion and vision to engage all academic Schools and Departments to participate in developing more service-learning projects and share the joy and fruits of this meaningful venture in the coming years.

Wu Jieh Yee Centre For Innovation and Entrepreneurship (WUCIE)

Established in early 2018, WUCIE's primary aim is to cultivate the innovative and entrepreneurial mindset of the HSUHK students through a range of functions and activities. It also targets on raising the awareness of the youth and the business executives in Hong Kong for the importance of entrepreneurship, innovative thinking and creativity. The Centre develops and maintains a network of supporters for innovative and entrepreneurial activities at HSUHK, and serves the wider community in the domains of entrepreneurial development, innovative thinking and creativity enhancement, and at the same time to share and disseminate the best practices of entrepreneurship and creativity education to the community.

4. Principle 4 | Research

“We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.”

HSUHK has been working hard for years in the academic research field to build up a pool of university’s research talents to sustain our competitiveness in the higher education sector. Many research projects dedicate to sustainable social, environment and economic values. On 5 Jun 2018, the World Environment Day, HSUHK announced a report on a research project titled “Consumer carbon label: Development of supply chain product carbon footprint and consumer carbon index for beverage merchandise”. One of the research activities was a large-scale consumer survey conducted in collaboration with the Green Council early this year to explore consumer perceptions of product carbon footprint and carbon labelling. The study aimed to explore consumers’ awareness, readiness and behavioural intention towards carbon reduction. A Consumer Carbon Index was compiled based on the above dimensions.



In addition to the above research project, our academic staff have also been involved in different research projects addressing various dimensions of sustainability. Below are selected funded projects by the University Grants Committee (UGC, the official research sponsoring organisation in Hong Kong) which foster the sustainable value for economy, corporate governance, business model, and wider social environment:

Sustainable Value and related Project Title	Project Reference No.
<i>Sustainable value for economy, corporate governance and business model</i>	
Doubts on Natural Rate of Unemployment: Evidence from Asian and OECD Countries	UGC/FDS14/B06/18
Too Busy to Help? Recent Evidence on Multiple Directorships and Firm Performance in Hong Kong	UGC/FDS14/B03/18
The Impacts of Heterogeneous Maintenance Actions on Aircraft Routing Problems in regard to Airline Operations Reliability and Profitability	UGC/FDS14/E05/18
Do Insiders Exploit the Market Expectation Errors in Value/Growth Stocks?	UGC/FDS14/B08/18
Three-echelon Collaborative Slot Allocation Planning for Liner Shipping Revenue Management Under Uncertain Demand	UGC/FDS14/E07/18
Chief Sustainability Officers, CSR-based Executive Pay Performance Measures, and Firm Value: International Evidence	UGC/FDS14/B01/19
Blockchain-based E-Commerce Analytics Model for Facilitating Trusted Data Exchange and Digital Supply Chain Integration	UGC/FDS14/E06/19
Thinking Out of the Box: Challenges for Accountants in Anti-Money Laundering and Counter-Terrorist Financing in Hong Kong	UGC/FDS14/H04/19
Sustain through the Storm of Policy Uncertainty: Evidence from Mergers and Acquisitions in China	UGC/FDS14/B03/19
<i>Sustainable value for social environment</i>	
Destined for Conflict? An Implicit Theory Approach to Relational Motive and Dispute Resolution Practices	UGC/FDS14/H13/18
Trajectories, Strategies, Practices of Second-generation Hong Kong Transnational Families	UGC/FDS14/H06/18
Securing Smart-City Infrastructures Using Markov Game	UGC/FDS14/E01/19
The Hidden Costs of the Use of Compliance Tactics in Repeated Negotiation	UGC/FDS14/H17/19
Heritage Conservation along the Belt and Road Zones: Between Politics and Professionalism	UGC/IIDS14/H03/19
The Female 21st Century: Empowerment through Digital Literacy	UGC/IIDS14/B01/19

5. Principle 5 | Partnership

“We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.”

HSUHK makes effective use of the connected partnership with corporations, education institutes, social enterprises, and NGOs to bring benefits for our students and the community. We hold symposiums and publicity events in order to interact with our external partners and extend our knowledge of meeting challenges to social and environmental responsibilities. Examples of public education events of social and environmental responsibilities are as follows.

The Junzi Corporation Award

This is an annual signature event of HSUHK to promote business ethics and sustainable business practices since 2011. Coordinated by the Research Institute for Business of HSUHK, our students conduct empirical surveys and investigate to what extent corporations in Hong Kong fulfil the “Five Virtues” of



Confucian ethics (which refer to “Benevolence”, “Rightness”, “Propriety”, “Wisdom” and “Trustworthiness”) in their business practices. The project also composes a “HSUHK Hong Kong Business Ethics Index”, which illustrates the general level of business ethics in Hong Kong annually.

The Junzi Corporation Survey exerts far-reaching impacts on students, enterprises and society. All HSUHK students are required to acquire knowledge and concepts about business ethics, among other ethics theories. Through conducting the survey, they learn about consumers’ experiences and genuine opinions on corporations, and meticulously analyse the relationship between business ethics

and enterprise operation. The annual report also serves as a self-evaluation platform for corporations and industries to realise their level of observing the standard of Confucian ethics.

Corporations in Hong Kong show enthusiastic support to the Junzi Corporation Survey. In 2019, the project was fully supported by about 50 sponsored organisations, including Trade and Industry Department, Privacy Commissioner



for Personal Data, Hong Kong (PCPD), Hong Kong Trade Development Council (HKTDC), Hong Kong Productivity Council (HKPC), the Chinese Manufacturers' Association of Hong Kong, the Hong Kong General Chamber of Commerce and Federation of Hong Kong Industries.

The Business Journalism Award

The Business Journalism Award is another annual signature event of HSUHK promoting ethical and responsible practices in financial and business journalism since 2017. As an international trade and financial centre, the business community and the general public in Hong Kong rely on accurate business and financial



news as well as in-depth analyses to make sound business and investment decisions. Business journalism, therefore, plays a crucial role in the growth and sustainable development of the Hong Kong economy. The Business Journalism Awards of HSUHK, established by the School of Communication of HSUHK, is the first of its kind initiated by a tertiary institution in Hong Kong to recognise professional journalists who have produced outstanding reporting in business, economic and financial issues.



In 2019, the Business Journalism Award ceremony was officiated by the Financial Secretary of the Hong Kong government. It also gained the support from corporations and public organisations such as China Light and Power (CLP), Hang Lung Properties, Hang Seng Bank, Hong Kong Electric and The Hong Kong Jockey Club.

Fair Trade Community Education Programme

Partnering with Fair Trade Hong Kong (FTHK), a two-week booth exhibition and a student ambassador recruitment talk were organised in February 2019. HSUHK student helpers joined the booth exhibition and worked with volunteers from other institutions to promote SDGs-related ideas. A HSUHK student from Asian Studies was selected as one of the 20 tertiary student ambassadors to promote clean energy to the general public and secondary students in Hong Kong. We expect to carry it out annually.



The FTHK programme aims to raise the public awareness and support for renewable energy development and carbon mitigation. It advocates Goal 13 - Climate Action of SDGs.

Be A Sporty Coder Summer Camp 2018 (*August 6 – 10, 2018*)

Institute for Youth Sustainability Leadership (IYSL), Inspiring HK Sports Foundation (IHK), and Koding Kingdom (a kids-coding learning institute) co-organised a summer youth educational camp in August 2018. The five-day summer camp offered sports training and coding tutorials to around 50 primary pupils.



The University provided facilities for the camp, which included the sports hall, sports equipment, and the computer laboratory. Five HSUHK students also worked with the staff members of IHK to help run the summer camp programmes as sports assistants. To maximise the positive impact of the activities, children from



underprivileged families were eligible to join the educational camp for free. Through sports training and coding tutorials for the primary pupils, the camp aimed to boost children's health awareness while attaining both Goal 3 Good Health Well-being and Goal 4 Quality Education.

Global Partnership for HSUHK Students

In order to allow students to exchange knowledge and cultures around the globe, exchange programmes were organised for HSUHK students and students from our partnered institutions to study abroad. Starting from 2018/19 to now, 92 inbound exchange students came to our campus and 136 HSUHK students have been sent to the partnered institutions to participate in exchange programmes. Our overseas partners are from Asia, Australia, Europe, Middle East, and North America, all together 74 Universities and Colleges in 26 countries.

6. Principle 6 | Dialogue

“We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.”

From time to time, HSUHK fosters social dialogues between various stakeholders on critical issues of global social responsibility and sustainability. Highlights are as follows.

HSUHK Forum on Sustainability and Bamboo 2019: Architecture and Building Materials to Advocate Sustainable Development (1 June 2019)

HSUHK has been putting emphasis on sustainable development and extensively applying bamboo, which grows rapidly and reduces carbon dioxide, as the construction material for building a green campus. With the aims of raising the awareness of sustainable development and sharing the advantages of using bamboo as



building materials, HSUHK held the Forum on Sustainability and Bamboo 2019: Architecture and Building Materials on 1 June 2019, and invited field experts to share their insights. The Forum was officiated by the Honourable Tony Tse Wai-chuen, Legislative Council Member of HKSAR (Functional Constituency – Architectural, Surveying, Planning and Landscape). The Forum attracted some 300 participants comprising the University management, staff and students of HSUHK, members from academia, business sectors, higher education institutions and secondary schools.

Young Leaders in Residence: Kim Lim & The Picha Project (October 8 – 12, 2018)

With the effort of Student Affairs Office and Institute for Youth Sustainability Leadership (IYSL), the week-long event Young Leaders in Residence was held successfully in October 2018. Kim Lim, CEO and co-founder of the Picha Project (a social enterprise in Malaysia dedicated to helping refugees), was invited to stay



with HSUHK students at the Residential Colleges on campus. They participated in a series of activities including a guest lecture, a joint-Residential Colleges high table dinner, and dinner with refugees in Hong Kong. Participants in the event,



especially the Residential College residents were inspired by a series of interactive activities outside the classroom geared towards attaining Goal 4 Quality Education. In addition, The Picha Project, which advocates social inclusion regardless of race or ethnicity, echoed Goal 10 Reduced Inequalities.

“HR & Talent Dialogues: Multigeneration in the Workplace” Conference (22 June 2018)

“HR & Talent Dialogues: Multi-generation in the Workplace” was the first of its kind HR conference organised by HSUHK. The conference received over 350 registrations from corporate heads of different sectors, HR professionals, as well as HSUHK students and



alumni. It addresses strategies of multi-generation communications at the workplace, and the ways different generations can adopt to facilitate operation and demonstrate their strengths in the fast-moving digital era, with an aim of building a harmonious team. Inter-generational harmony and cooperation are the key to business success and sustainability.

Insights on Deep Learning (9 January 2018)

The Deep Learning Research and Applications Centre organised a conference titled “Insights on Deep Learning” to promote deep learning technology and exchange experiences and ideas in the application of deep learning in various domains. Adaptation to deep learning and artificial intelligence is crucial to apprehend the global changes for the next generation.

The conference covered eight research talks by speakers from Imperial College London, Carnegie Mellon University, Tsinghua University, Peking University, Academia Sinica (Taiwan), Hong Kong University of Science and Technology, University of Macau, and Huawei Technologies Co Ltd; and a dinner talk with a speaker from Microsoft Hong Kong Limited. The conference was a great success, attracting over 100 academic and industrial researchers and practitioners from Hong Kong, Shenzhen, Guangzhou and Xiamen.



7. An Assessment of Outcomes

The assessment comprises of three parts. Firstly, the Institute for Youth Sustainability Leadership (IYSL) has consolidated the participating numbers of various SDGs-related initiatives and activities since its establishment. These figures are indicative of the enthusiastic involvement of HSUHK's students and teachers in the fulfilment of responsible citizenship. Secondly, our students' contributions to sustainability values, community services and business innovation has also earned recognition from a wide range of stakeholders in Hong Kong. Lastly, HSUHK's dedication and achievements in corporate citizenship and social sustainability are also highly regarded by the public. The abovementioned evidence and social recognition illustrate HSUHK's devotion to and outcomes of social sustainability and responsible citizenship.

7A) Commitment of HSUHK to SDGs-related activities

IYSL at HSUHK aspires to be one of Hong Kong's major initiatives for mobilising young people to achieve the United Nations' SDGs through youth education and empowerment. The Institute aims to be a hub sharing knowledge, expertise, and resources of sustainability development with various stakeholders in the wider community.

Since its establishment in March 2018, there have been all together 1,141 participating students from HSUHK and 70 primary pupils involved in the events and projects organised/co-organised and sponsored by IYSL. Also 23 external organisations, mainly NGOs and social enterprises, were connected. IYSL's events and projects focus on (a) public engagement, (b) innovative teaching, and (c) transformative student experience. With the above three directions of developments, we hope that (i) external partners can be reached for granting our students with more real-life opportunities, (ii) our students can reach and contribute to the community, and (iii) students can be trained as future trainers to pass on the torch to their next generation.

Please refer to Appendix 1 for the breakdown of participating numbers of varying SDGs-related initiatives and activities.

7B) Selected achievements and recognition earned by students for their contribution to sustainability values, community services and business innovation

The Jockey Club UNESCO HK Association Global Citizenship Education Project Script Writing Competition (*September 2018 – February 2019*)

The Institute for Youth Sustainability Leadership (IYSL) facilitated our students' participation in the Jockey Club UNESCO HK Association Global Citizenship Education (GCE) Project Script Writing Competition. The competition theme of the tertiary section was "Good Health and Well-being", with a focus on the United Nation's Sustainable Development Goals (SDGs). Entries in the form of drama



scripts on mental health were submitted by the two participating teams of HSUHK students. To promote mental health to the general public, one of the teams that won the second place showcased its award-winning script at the on-site game booth at the GCE Festival held in the Hong Kong Science Park on 24 February 2019.

HSUHK Students Won Gold Award in Symposium on Service-Learning 2019 – Service-Learning Expo (30 March 2019)

Five students participated in the Symposium on Service-Learning 2019 – Service-Learning Expo organised by the Service-Learning Centre, Chung Chi College, The Chinese University of Hong Kong and received the Gold Award in Tertiary Education Institutes Group by showcasing the VolTrekkers Service-learning Award and Training Scheme. The team of five also took part in introducing the VolTrekkers Service-learning Award and Training Scheme to judges and the public, as well as sharing their experience. The theme of the Expo this year was “Innovative Service-Learning Practices at My School/ Institute”, showcasing the service-learning model of schools and students’ service-learning experiences as a responsible citizen.



HSUHK Students Won Gold Award in Consumer Rights Reporting Awards (31 July 2018)



A team formed by five Bachelor of Journalism and Communication (BJC) students received the Gold Award in the “Campus” category of the 18th Consumer Rights Reporting Awards programme. Theme of their winning entry is illegal food outlets at Kwai Chung Plaza, which pose threats to food safety, fire risk and hygiene problems. Last year, BJC students also won in the award programme: Winner of the “Sustainable Consumption Awards – Campus” category and Silver Award in the “Campus” category.

HSUHK Team Second Runner-up in DataDevelop 2018 “Sustainable Supply Chain through Disruptive Technologies” Student Case Competition (10 February 2018)

A five-member team formed by the Bachelor of Management Science and Information Management programme won the Second Runner-up in DataDevelop 2018 Student Case Competition, the participants of which were all from local tertiary institutions.

The DataDevelop 2018 Student Case Competition – Hong Kong included a few keynote speeches which enabled the participants to learn from experts in the sustainable supply chain management.



7C) Social recognitions to HSUHK’s contribution to sustainability and responsible citizenship

HSUHK Received “Hong Kong Sustainability Award 2018/19” from The Hong Kong Management Association (11 November 2019)

Our University received “Hong Kong Sustainability Award 2018/19” inaugurated by The Hong Kong Management Association (HKMA), which manifested its efforts on sustainability in the past year. HSUHK is the only university receiving this prestigious award. The panel of judges assesses participating organisations based on four aspects, namely “Management Commitment and Stakeholder Engagement”, “Key Elements of Sustainability”, “Innovation” and



“Impact of Sustainability Measures or Initiatives on Business / Organisational Performance or on the Society”. HSUHK has been embarking on a long-term development plan with the goal of becoming a leading private university since 2010.

BEAM Plus Assessment Scheme of the Hong Kong Green Building Council (HKGBC)

HSUHK is the first among the higher education institutions in Hong Kong to achieve the final “Platinum” rating, the highest standard awarded by the BEAM Plus Assessment Scheme of the Hong Kong Green Building Council (HKGBC) for its commitment to applying environmental measures in academic buildings, the Lee Shau Kee Complex, residential halls and facilities.



HSUHK Garnered Asia Excellence Brand Award 2018 from Yazhou Zhoukan (25 April 2019)

To recognise the University's education practice and reaffirm its leading position in the Asian region, HSUHK was awarded the “Asia Excellence Brand Award 2018” by Yazhou Zhoukan at the “31st Anniversary Cocktail Reception cum Award Presentation Ceremony of Yazhou Zhoukan”. Yazhou Zhoukan a famous Chinese intellectual magazine specialising in public affairs in Asia.



HSUHK Clinched the Triple Gold Award in the Web Accessibility Recognition Scheme (16 January 2019)

The University was awarded as “Triple Gold Award” Holder (2015, 2016 and 2018) under the Web Accessibility Recognition Scheme to recognise its website being user-friendly to people with difficulties surfing the internet. The University is honoured to receive this award and pledged to consider different delivery means when providing its information.



2019's Web Accessibility Recognition Scheme was organised by Hong Kong Internet Registration Corporation Limited (HKIRC) and co-organised by the Office of Government Chief Information Officer (OGCIO), while the Equal Opportunities Commission (EOC) served as the independent advisor.

HSUHK Received School Social Responsibility Award from Mirror Post (18 July 2018)

HSUHK received the school social responsibility award from Mirror Post in recognition of its efforts made in social responsibility. Entering its seventh year, the award programme included a new category – school social responsibility. Recipients were selected based on commitments to education and social development: nurturing talents with moral ethics and a sense of social responsibility, corporate governance and leadership, caring for students and staff members, community services and the promotion of environmental protection.

8. The Way Forward

HSUHK will continue to be a reliable partner in the PRME family. We pledge to the six principles of PRME in future as follows:

- Principles: HKSUHK will encourage more overseas initiatives for our students in terms of creating sustainability values and assuming an active role in global citizenship.
- Values: HSUHK will continue to incorporate SDGs-related topics into the learning outcomes and deliveries of our teaching modules and activities. We will also promote organisational practices which fulfil the moral duties as a responsible corporate citizen in the world.
- Method: our Centres / Institutes will continue to provide resources and initiatives for our students and teachers to pursue sustainability values, responsible leadership and social innovation.
- Research: HSUHK will continue to advance our understanding about the roles, dynamics and impact of corporations in the creation of the sustainable social, environmental and economic values by our research activities.
- Partnership: HSUHK will continue to foster partnership with various stakeholders in Hong Kong in the pursuance of social sustainability and global citizenship. We are attempting to garner resources and opportunities from the business and public sectors to mobilise our young talents to act as problem-solvers of SDGs-related issues.
- Dialogue: HSUHK will continue to promote social dialogue between various stakeholders on critical issues of global social responsibility and sustainability.

As a dynamic and promising non-profit private university in Asia, HSUHK will continue to be an engine for the principles and good practices of PRME. We look forward to working with other members of the PRME family for the 2030 vision and SDGs.

- End of Report -

Appendix I – Participation of SDGs-related initiatives and activities organised and facilitated by the Institute for Youth Sustainability Leadership (IYSL) at HSUHK (March 2018 to November 2019)

	No. of students / pupils	No. of External. Org.
(A) Public engagement		
- Be A Sporty Coder Summer Camp 2018 (co-organised with Koding Kindom)		2
o Student helpers recruited for the booth exhibition	5	
o <i>Pupil participants from different primary schools</i>	50	
- Fair Trade Hong Kong (FTHK) Collaboration		1
o Student helpers recruited for the booth exhibition	5	
o Students participated in the FTHK talk	2	
o Student selected as one of the 20 FTHK student ambassador	1	
- Jockey Club UNESCO HK Association Global Citizenship Education Project Script Writing Competition (with Hong Kong Repertory Theatre as supporting organisation)		3
o 2 teams of students joined the Script Writing Competition	13	
o A team won the second position in tertiary section	6	
o Students supported the winning teammates to perform publicly at GCE Festival	5	
o 6 newly recruited student helpers with 4 drama team students participated in the on-site game booth at GCE Festival under SAO's guidance	6	
- Connection with NGOs & social enterprises		
o External parties for future collaboration, include		
▪ Save the Children Hong Kong		
▪ Encompass HK		
▪ The Hummingfish Foundation		6
▪ InspiringHK Sports Foundation		
▪ CUHK		
▪ Shatin district communities		

(B) Transformative student experience

- Walk in Hong Kong cultural tours		1
o Inbound exchange and mainland students from both semesters joined the cultural tours organised by the social enterprise Walk in Hong Kong	46	
o Student helper as tour assistant	1	
- HSMC-Whittier Social Innovation Competition 2018/19		1
o Students joined the competition at first stage	12	
o Shortlisted students, in which 5 of them were sent to the Whittier College for the final pitching and cultural tour	6	
- Young Leaders in Residence (by Kim Lim)		1
o Participants for guest lecture	15	
o Participants for the joint high table dinner	500	
o Participants for Dinner with Refugees in Hong Kong	33	
- Forum on Sustainability and Bamboo 2019: Architecture and Building Materials		
o Student helpers hired through IYSL to help the Principal's Office	4	

(C) Innovative teaching – SDG Grant for teaching staff

- “Farming for Sustainability” @ Evergreen College		
o Participants for Green Kitchen	33	
o Participants for Guest Lectures	81	
o Participants for four different site visits, namely Lantau Island, Sheung Shui, Tai Po Kau and Ma Lai Hau Hang	92	
o External partners involved in the project, includes		
▪ GreenLab HK		
▪ 上水蕉徑白院子		
▪ 大嶼山二澳農作社		5
▪ 香港知名自然畫作家葉曉文		
▪ Prof JIM Chi Yung, the Research Chair Professor of Geography & Environmental Science, EdUHK		

p.s. A total of 206 students were involved in the project; the core beneficiaries are students from GEN 2011 (80 students for the AY 18/19).

- Development of advanced innovative platforms on sustainability development goals (SDG) initiatives
 - o Students from SCM2201 (3 classes), from various programmes/ schools 85
 - o Estimated number of students in SCM2202 for the coming semesters (The VR scenes derived from SCM2201 will be further enhanced and used for teaching in SCM2202) 60 – 90

p.s. About 145 – 175 students were involved in the project.

- Embracing the differences
 - o Participants for Guest Lectures 120
 - o Participants for Local Tours to Ping Lei Path 76
 - o Participants for Training Workshops 40
 - o Participants for Indian Cooking Demonstration 18
 - o Participants for Chinese Book Reading Club in Tsing Yi Trade Association Primary School 40
 - o Participants for Chinese Book reading Club and Day Tour in HSUHK 25
 - o External partners involved in the project, includes
 - the Executive Director, Ms Phyllis Cheung, from Hong Kong Unison
 - 綠腳丫讀書會 5
 - 共融館
 - H. K. S. K. H. Lady Maclehorse Centre
 - Tsing Yi Trade Association Primary School
 - o *Pupils from Tsing Yi Trade Association Primary School were benefited from the project by joining the Book Reading Club (2 days) and Day Tour in HSUHK* 20

p.s. A total of 143 students were involved in the project, in which 40 of them were from ASI1002, 23 of them were from ASI4006, and 80 of them were from GEN1004.