

LINKAGE

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Ms Winnie Chiu and Mr Calvin Lam

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大灣區共同家園青年公益基金
Greater Bay Area Homeland Youth Community Foundation

行政總裁的話 CEO's Message

“支持及鼓勵香港青年於灣區生活， 展開人生新里程”

踏入2022年，香港的第五波疫情嚴峻，市民生活以至各行各業均受到影響，基金大部份的項目和活動亦需延期推出。然而，在疫情緩和的第二季，基金的項目亦陸續登場。

為幫助社會各界應對疫情，於2022年2月基金再次啟動「抗疫支援金」，包括撥款港幣300萬元予「的士司機從業員總會」，成立抗疫愛心車隊，免費接送醫護人員往返工作地點。除此以外，基金還撥款港幣70萬元予香港菁英會、港幣20萬元予福幼基金會、港幣5萬元予香港青年學生動力基金，開展抗疫服務；亦捐贈了5,000套快速抗原測試套裝及5萬個小童口罩予不同團體，用作分發予有需要的長者、義工和小童等。

於4月，基金推出了「灣區新活新里程」大抽獎活動，支持及鼓勵香港青年於灣區生活，大力推動更多青年人辦理大灣區青年卡，把握灣區機遇，展開人生新里程。大抽獎活動的大獎由黃廷方慈善基金贊助，得獎者可獲價值港幣約250萬的中山市「越秀·天樾灣」建築面積105平方米，3+1房連精裝修住宅單位一套，其餘獎品包括灣區生活簽賬額及交通津貼等，為青年前往灣區生活提供多方面支援。

早前，基金亦公佈了第二屆的「創明天獎學金」的得獎名單，並舉行了頒授典禮表揚得獎學生在學業成績及社會上作出的貢獻。而 On Air KOL 培訓獎勵計劃2022於6月啟動，為青年提供 KOL 專業培訓課程。2022年，基金除了繼續推出了「平凡人·不凡事」的全新故事外，更推出了全新影片系列「Let's Power Up」，邀請社會各界的領袖，分享他們的個人經歷、成功之路和人生理念，讓年青人借鑒，第一集邀請到基金顧問盛智文博士作為嘉賓，分享他的睿智及遠見。

In 2022, the fifth wave of the COVID-19 pandemic struck Hong Kong, affecting people from all walks of life and causing us to postpone most of the Foundation's projects and activities. As the pandemic begins to ease in the second quarter of the year, the Foundation's projects have been launched one by one.

To help all sectors of society in this difficult period, in February, 2022 the Foundation again launched the *Anti-epidemic Support Fund*. As part of this initiative, we donated HK\$3 million to the "Taxi Drivers & Operators Association" (TDOA) to set up the "TDOA Caring Youth Anti-epidemic Taxi Fleet", which takes front-line healthcare workers to and from their workplaces, free of charge. In addition, the Foundation donated HK\$700,000 to the Y.Elites Association, HK\$200,000 to the Caring For Children Foundation, and HK\$50,000 to Hong Kong Youth Synergy for services to combat the pandemic. We also sponsored 5,000 rapid antigen test kits and 50,000 children's masks to different organisations for distribution to the elderly, volunteers and children in need.

In April, the Foundation launched the *New Life in the GBA Lucky Draw Programme* to support the development of Hong Kong youth in the region. The programme encourages more young people to apply for the GBA Youth Card, seize opportunities in the GBA, and start a new chapter of life in the region. The grand prize of the Lucky Draw, sponsored by Ng Teng Fong Charitable Foundation, is a decorated 3+1 bedroom residential apartment at Empryal-Bay in Zhongshan City, with a GFA of 105 square metres and a value of approximately HK\$2.5 million. Other prizes include spending credits up to HK\$20,000 as well as travel allowances for young people living in the GBA.

To recognise and encourage local university students who demonstrate outstanding academic performance and a strong dedication to community services, the Foundation recently held the Award Presentation Ceremony of the 2nd *For Our Future Scholarship*. We also kicked off the *On Air KOL Programme* in June to provide professional training for youth. In addition to new stories in our *Out of the Ordinary* series, we released a new video series - *Let's Power Up* - that invite community leaders to share their personal and career experiences and provide advice to young Hong Kong people. Dr Allan Zeman, our Foundation's Advisor, was invited to share his wisdom and vision in the first episode.

楊彬先生 Mr Yang Bin

副主席訪談 — 邱詠筠小姐及林潑先生

Talk with our Vice Chairs - Ms Winnie Chiu and Mr Calvin Lam

大灣區城市各具優勢 提供青年多元化機遇

適逢今年是《粵港澳大灣區發展規劃綱要》公佈三周年，在中央政府的支持下，香港作為大灣區中最國際化的城市，其有利的營商環境、健全的司法制度、自由的經濟體系、完善的教育配套等均可與大灣區內其他城市作優勢互補，產生協同效應，同時香港更擔當著整個大灣區以至國家與世界各國聯繫的橋樑，為香港青年人帶來無限的機遇。Linkage 今期訪問了我們基金兩位副主席邱詠筠小姐 (Winnie Chiu) 及林潑先生 (Calvin Lam)，他們積極參與多項社會公職，部份更與青年發展息息相關，他們將與香港青年分享如何融入大灣區發展藍圖，探索多元化機遇，開拓新里程。

了解大灣區不同城市的產業發展

大灣區是一個龐大的市場，總計人口更達到8,600萬人，而每個城市都有其發展定位及優勢，提供香港青年無限的發展空間。中央為積極推動粵港澳三地的經濟發展及人才流動，致力推出各項政策措施以深化三地合作。在粵港澳大灣區發展規劃下，大灣區每個城市都有自己的角色及重點產業，Winnie表示：「大灣區內各個城市都有當地主力發展行業，例如電子產品等先進製造業、金融業、服務業、互聯網及機械設備製造等等，都是技術完備、市場成熟的支柱產業。此外年青人熱衷的電子競技和『元宇宙概念』都在大灣區內有所發展，可讓年青人大展拳腳。」



大灣區11個城市各具不同的代表產業，帶出協同效應。Calvin表示：「大家可能最熟悉的大灣區優勢產業主要是廣州、深圳等地的創科、金融等行業，但區內部份城市如珠海、江門近年在現代服務業、醫療大健康等方面已有了長足的發展。」除了上述提及的產業外，大灣區其他城市例如廣州、佛山及肇慶正在發展技術密集型產業，主要行業包括零部件製造、機械設備、農業等。各城市均有獨特的產業結構，共同推進了大灣區的經濟發展。

青年應開放思維 發掘自己的發展空間

大灣區為香港青年帶來廣闊的發展空間。作為保良局董事會主席，Calvin經常會與香港的青年人就社會議題進行交流。他認為：「香港的青年人充滿熱誠與理想，他們當中絕大多數人都認同大灣區發展已是勢在必行，而且是會為他們帶來更多的發展機會。我認為他們並不缺乏抱有跳出舒適圈的勇氣，但卻缺乏明確對自己未來發展的方向感，我們應該盡快重新開啟各項交流活動，協助年青人更全面對大灣區市場的認識和了解，訂立未來工作方向。」

文化藝術是香港具發展潛力的經濟產業之一，為年青人提供很多發展機會。Winnie表示：「在《十四五規劃》中明確支持香港成為中外文化藝術交流中心，其產業有偌大的發展空間。大灣區內城市有相近的語言、文化和風俗，而香港的開放平台可促進中外文化交流，所以粵港兩地應該繼續加強溝通，包括舉辦藝術類考察團。」此外，她續說：「旅遊產業、設計、電影、音樂等創意產業，大灣區內地各區政府都有相關放寬措施。而對潮流文化品牌、活動籌辦、短視頻直播等網絡文化有興趣的香港年輕人，大灣區成熟的市場也是非常好的選擇。」

除了向自己的目標大步前行外，有效地利用社會資源去裝備及增值自己亦能讓灣區發展路事半功倍。Winnie擔任總裁的帝盛酒店集團一直致力幫助香港青年追求自己的夢想，包括在藝術領域和教育領域以獎學金及其他方式提供支援。如早在2011年，集團已在職業訓練局(VTC)的香港專業教育學院(IVE)為學生設立帝盛酒店集團獎學金／助學金，亦有為學生提供本地及海外公司實習和就業的機會，參與行業考察和行政人員分享會等等。Winnie現時更擔任港大校務委員會委員、



林潞先生
Mr Calvin Lam



邱詠筠小姐
Ms Winnie Chiu



中大伍宜孫書院董事會成員等公職，透過與香港青年直接交流，她表示：「香港的年青人都非常熱情，很有魄力，亦相當勤奮努力，希望年青人能秉持著這些個人品質，提升競爭力。」

不少年青人有意於大灣區創業，而積極參與不同的創業比賽或創業計劃是其中一個獲取實戰經驗的途徑之一。Calvin擔任董事會主席的保良局早前獲得民政事務局及青年發展委員會支持和資助，推出「創業經理人」計劃，為有意到大灣區創業的青年人提供網絡及資源，發展品牌及拓展業務。Calvin表示：「香港的青年人並不缺乏良好的商業想法，缺的只是具體執行的經驗和應對逆境的閱歷。保良局將聯同大灣區的雙創基地協助有意把業務拓展至大灣區創業的青年人提供一站式及全面的支援，例如生活安頓、辦公室租用、政策諮詢等企業發展需要，為年青人在創業過程中給予支持和協助。」除了參與營商培訓外，年青人更可藉此建立大灣區內的人際網絡，奠定成功的基礎。

把握灣區優勢 開展新活新里程

大灣區除了市場規模大，其產業發展多樣性集於一地的優勢是年青人發展的最佳起點，Calvin認為年青人應深入了解大灣區內各個城市的發展方向和優勢，再結合自己的長處，從而立足大灣區。Calvin表示：「大灣區各城市各自發展的速度和節奏亦不盡相同，我們不能籠統地將大灣區規劃視為之某類行業或某個產業的發展機會，而應該更全面地看這是一個多元且會不斷進步改變的區域性發展機遇。」

隨著粵港澳大灣區逐漸落實工作資格互認，香港青年有更多空間及機會選擇自己心儀的城市和行業發展，只要抱有熱情，必定能在自己的崗位發光發熱。Winnie表示：「大灣區受益於國家政策的助力，發展勢頭及速度驚人，2020年GDP總值達16,688億美元，香港的年輕人融入到區內，只要發揮自身的優勢，努力拼搏實現自己的價值，保持靈活開放的思維，相信在這廣闊的市場中一定會有自己的一席之地。」

Diverse Opportunities for Youth Abound in the Cities of the GBA

This year marks the third anniversary of the publication of the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area. In the year since its publication, Hong Kong, with the support of the Central Government, has become recognised as the most international city in the Greater Bay Area (GBA) because of its favourable business environment, sound judicial system, free market economy and outstanding educational facilities. These strengths complement those of other cities in the GBA and help to generate synergies in the region.

At the same time, Hong Kong serves as a bridge connecting the GBA and the rest of the Mainland with other regions in the world to create an infinite number of opportunities for Hong Kong youth. In this issue of Linkage, we interviewed our Vice Chairs - Ms Winnie Chiu and Mr Calvin Lam - who are actively involved in many public and community services, including some closely related to youth development. During our discussion, they share how young Hong Kong people can integrate into the GBA and explore opportunities for a new journey in life.

Industrial development in the cities of the GBA

In the huge market of the Greater Bay Area (total population: 86 million), each city has its own unique advantages with unlimited development possibilities for Hong Kong youth. To promote economic development and talent flows in Guangdong, Hong Kong and Macao, the Central government is committed to introducing policies and measures that deepen cooperation.

The development plan for the Greater Bay Area is based on each city having its own role and key industries. Winnie said, "Every city in the GBA has its own major development industries. For example, advanced manufacturing industries such as electronic products, along with financial and services industries, the internet and mechanical equipment manufacturing, are all pillar industries with mature markets. Besides, young people



who are interested in eSports and the “metaverse” can find development opportunities in the GBA that allow them to show their own unique strengths.”

The different pillar industries in the 11 cities of the GBA also create synergy. Calvin added, “Advantageous industries in the Greater Bay Area that you may be most familiar with are innovation and technology, finance and other industries in Guangzhou and Shenzhen. In some cities such as Zhuhai and Jiangmen, the service industry, medical care and other industries have been developing rapidly in recent years.”

Other cities in the Greater Bay Area, such as Guangzhou, Foshan and Zhaoqing, are developing technology-intensive industries, including parts manufacturing, machinery and equipment, and agriculture. Each has a unique industrial structure, which has contributed to the economic development of the Greater Bay Area.

Young people should be open-minded in exploring development opportunities

The Greater Bay Area offers tremendous development opportunities for Hong Kong youth. As the Chairman of the Po Leung Kuk Board of Directors, Calvin often communicates with young people in Hong Kong on social issues. “Hong Kong youth are full of enthusiasm and dreams, and most agree that the development of the Greater Bay Area is imperative. While I don't think they lack the courage to step out of their comfort zone, many just don't have a clear sense of direction. Therefore, we should restart various exchange activities as soon as possible to help young people gain a more

comprehensive understanding of the Greater Bay Area market so they can set their future direction.”

Arts and culture also has great potential for young people's development in Hong Kong. According to Winnie, “The 14th Five-Year Plan is supportive of Hong Kong becoming a cultural centre between China and foreign countries. The cities in the Greater Bay Area have similar languages, cultures and customs, while Hong Kong's open platform can promote cultural exchanges. Therefore, Guangdong and Hong Kong should continue to strengthen communication, including organising art study tours.

“All local city governments in the Greater Bay Area are considering measures to promote the tourism, design, film, music and other creative industries,” added Winnie. “Hong Kong youth who are interested in online culture, including trend-setting cultural brands, event planning, and short video live broadcasts, will find that the GBA is a mature market and a very good choice for their development.”

For young people working on their goals, it is helpful to leverage social resources. For example, Dorsett Hospitality International, of which Winnie is president, has been helping Hong Kong youth pursue their dreams, including the provision of scholarships and other support in the arts and education. In 2011, the Group established the Dorsett Hospitality International scholarships/bursaries for students of the Hong Kong Institute of Vocational Education (IVE) of the Vocational Training Council (VTC). It has also begun offering internship and employment opportunities in local and overseas companies and the chance to participate in industry study tours and executive sharing sessions. “Young people in Hong Kong are very enthusiastic,

energetic, and hard-working," Winnie said. "I hope young people can maintain these personal qualities and enhance their competitiveness."

As many young people are interested in starting businesses in the GBA, they can also take part in entrepreneurial competitions as a way to gain practical experience. What's more, Po Leung Kuk, of which Calvin is the board chairman, received funding from the Home Affairs Bureau and the Youth Development Committee to launch the Star Agent Programme. Through this programme, young people interested in starting a business in the GBA can develop a network and get access to resources that help them expand in the region.

Calvin said, "Young people in Hong Kong do not lack good business ideas. However, they do not have experience implementing those ideas or the ability to cope with adversity. Po Leung Kuk will work with entrepreneurship and innovation support groups to assist those interested in expanding their business into the Greater Bay Area. Young people will receive one-stop support on relocating, office rentals, government policies and other requirements for starting a business." In addition to entrepreneurial training, young people can develop their professional network and lay a solid foundation towards achieving their goals.

Starting a new chapter in the GBA

As the GBA is a large market with diversified industries, it is an ideal starting point for young people who wish to develop their careers. To gain a foothold in the Greater Bay Area, Calvin believes that young people should have an in-depth understanding of how cities in the GBA are developing and the advantages each offers. "The speed and pace of development in each city is not the same. We cannot generally view the Greater Bay Area as an opportunity for a certain type of industry, but should look at it more comprehensively. It is a diverse and constantly evolving region."



As professional qualifications gradually become recognised in the Guangdong-Hong Kong-Macao Greater Bay Area, young people in Hong Kong have more opportunities to choose their favourite cities and industries for starting a career. As long as they have an enthusiastic and positive attitude, they are certain to shine in their careers.

"The Greater Bay Area has benefited from the support of national policies," Winnie said. "The pace and development momentum in the GBA are astonishing, with GDP reaching US\$1,668.8 billion in 2020. To integrate into the Greater Bay Area, young Hong Kong people should make use of their talents, work hard to realise their value, and maintain a flexible and open mind. In doing so, I believe they will be able to take their own place in this vast and rapidly growing market."

灣區新活新里程大抽獎活動隆重登場

Launch of the New Life in the GBA Lucky Draw

灣區 新活新里程 大抽獎

大獎1名

中山市越秀·天樾灣建築面積
105平方米3+1房精裝修單位1套
總值約港幣**\$250萬**

大灣區共同家園青年
公益基金為支持及鼓勵
香港青年於大灣區發展，
建立新生活·開拓新里程，
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二獎20名

各得港幣**\$20,000**
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三獎500名

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 大灣區共同家園青年公益基金
Greater Bay Area Homeland Youth Community Foundation

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大灣區發展潛力龐大，香港青年前往灣區升學、就業和創業已成為了新趨勢。基金為加強香港青年與大灣區的聯繫，並支持及鼓勵香港青年於大灣區發展，特意推出是次大抽獎活動。大獎為由黃廷方慈善基金贊助，位於大灣區中山市「越秀·天樾灣」建築面積105平方米，3+1房連精裝修住宅單位一套，價值約港幣250萬元，其他獎品包括高達港幣20,000元生活簽賬額及人人有獎的交通津貼，鼓勵香港青年把握大灣區最新發展機遇。



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In Hong Kong, more and more young people are now exploring the Greater Bay Area for pursuing their study, career and entrepreneurship opportunities. To strengthen the connection between Hong Kong youth and the GBA and to support their development there, the Foundation launched the *New Life in the GBA Lucky Draw Programme*. The grand prize, sponsored by the Ng Teng Fong Charitable Foundation, is a decorated 3+1 bedroom residential apartment at Empyrean-Bay in Zhongshan City, with a GFA of 105 square metres at a value of approximately HK\$2.5million. Other prizes include spending credits up to HK\$20,000 as well as travel allowances for all entrants.

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FOR OUR FUTURE

SCHOLARSHIP

創 明 天 獎 學 金



FOR OUR FUTURE

SCHOLARSHIP

自2021年推出首屆「創明天獎學金」，申請反應熱烈，獲得同學以至學校對獎學金的支持，繼續推出第二屆「創明天獎學金」，並收到13間本地大專院校近200名學生申請。獎學金的頒授典禮已於5月4日於Y0 PLACE築夢空間舉行，正式公佈16位得獎學生，他們除了才學兼優，更熱心服務社會。得獎者由擔任評審團的行政會議召集人陳智思先生、政制及內地事務局粵港澳大灣區發展專員袁民忠先生、香港研究資助局主席黃玉山教授、MWYO青年辦公室創辦人及總監劉鳴煒先生，以及大灣區共同家園青年公益基金主席黃永光先生所選出，每位獲頒港幣五萬元獎學金，資助他們學業及日後發展需要。

第二屆「創明天獎學金」得獎名單如下(排名不分先後)：

The award winners of the 2nd *For Our Future Scholarship* include the following:

陳麗而 (香港理工大學)	Ms Lian CHAN (The Hong Kong Polytechnic University)
陳樂桐 (香港科技大學)	Ms Agnes CHAN (The Hong Kong University of Science and Technology)
陳樂賢 (香港城市大學)	Mr Nicholas CHAN (City University of Hong Kong)
陳雅喬 (嶺南大學)	Ms Justline CHAN (Lingnan University)
陳榆翹 (香港大學)	Mr Elkie CHAN (The University of Hong Kong)
陳鈺瑜 (香港樹仁大學)	Ms Vinci CHAN (Hong Kong Shue Yan University)
莊逸峻 (香港浸會大學)	Mr Michael CHONG (Hong Kong Baptist University)
周彥匡 (香港教育大學)	Mr Carlos CHOW (The Education University of Hong Kong)
林穎翹 (嶺南大學)	Ms Jocelyn LAM (Lingnan University)
盧之愷 (香港教育大學)	Ms Lettie LO (The Education University of Hong Kong)
蕭雯禧 (香港中文大學)	Ms Connie SIU (The Chinese University of Hong Kong)
黃晉熙 (香港珠海學院)	Mr Colin WONG (Chu Hai College of Higher Education)
黃思霖 (香港理工大學)	Ms Connie WONG (The Hong Kong Polytechnic University)
黃穎欣 (香港大學)	Ms Barbara WONG (The University of Hong Kong)
楊詠鈞 (香港浸會大學)	Ms Rachel YEUNG (Hong Kong Baptist University)
郁天翔 (香港科技大學)	Mr Tommy YUK (Hong Kong University of Science and Technology)

16位得獎同學在眾多申請者中脫穎而出，除了學業成績出眾外，亦多才多藝，不少具備音樂及體育多方面才華，並且熱心服務社會，積極開拓個人視野，參與國際學術交流活動。有些年紀輕輕已有多年義工經驗，足跡遍及多個國家，有些夥拍團隊，善用創新科技，積極幫助弱勢社群。

除了獎學金以外，基金計劃邀請獎學金評審及得獎同學一起前往灣區體驗，包括與當地大學交流、參觀創科龍頭企業，體驗獨特的當地文化，以及了解大灣區發展前景，讓同學可以為未來於大灣區發展做好準備。





Since the launch of the 1st *For Our Future Scholarship* in 2021, we have received an overwhelming response from students and institutions. This year, the Foundation launched the 2nd *For Our Future Scholarship* and received nearly 200 applications from 13 local educational institutions.

On 4 May 2022, we held the Award Presentation Ceremony at YO PLACE for the 16 awardees of the Scholarship. To qualify for the scholarship, each awardee had to demonstrate outstanding academic performance and a strong dedication to community service. The scholarship panel judges included Mr Bernard Charnwut CHAN, Convenor of Hong Kong's Executive Council; Mr Tommy YUEN, Commissioner for the Development of the Guangdong-Hong Kong-Macao Greater Bay Area; Professor Yuk-Shan WONG, Chairman of the Research Grants Council; Mr Ming-Wai LAU, Founder and Director of MWYO (Youth-Oriented Think Tank) and; Mr Daryl NG, Chairman of the Greater Bay Area Homeland Youth Community Foundation. Each student was awarded a scholarship of HK\$50,000 to support their academic studies and future development.

Among the 16 awardees, some are multi-talented in music and sports, and some have shown a strong commitment to social services or have taken part in international academic exchange programmes. Despite their young age, some have years of volunteer experiences in other foreign countries or worked with a team to help the underprivileged through innovative technology.

In addition to granting the scholarships, the Foundation will organise exchange tours for the judges and awardees to the mainland cities of the Greater Bay Area. There, they will visit universities and large corporations as well as experience the unique culture of the region, which will allow students to better understand the prospects of the region.



▲
觀看頒授儀式影片：
Watch the award
presentation video:
<https://bit.ly/3b1trQj>



抗疫支援金對抗第五波疫情 Anti-epidemic Support Fund

第五波新冠疫情持續數月，為協助各界對抗疫情，基金於2月再次推出「抗疫支援金」，合共撥款港幣300萬元予「的士司機從業員總會」，成立「的總青年愛心的士抗疫車隊」，開展「同心同行·一路有我」服務，投入100輛義載的士車隊，及為其司機提供保護裝備，讓他們免費接送醫護人員往返工作地點，為前線抗疫工作者打打氣。

除此之外，基金還撥款港幣70萬元予香港菁英會、港幣20萬元予福幼基金會、港幣5萬元予香港青年學生動力基金，開展抗疫服務；亦積極向需要社群捐贈抗疫物資，包括向「香港菁英會」捐贈5,000套快速抗原測試套裝，以派贈予愛心車隊青年行動義工、老人院舍等。另外，基金亦捐贈5萬個小童口罩予「全港社區抗疫連線」與「香港青年聯會」

及多個青年團體發起的「青少年抗疫連線」，透過幼稚園及小學，將物資送給有需要的家庭，為對抗第五波疫情出一分力！

另外，基金作為社區的持份者，亦參與了青少年抗疫連線童心抗疫YouAndMe中央援港物資的派發活動，以YO PLACE作為據點向已登記的市民派發抗疫物資包，包括快速檢測及口罩等物資，以協助市民保持身體健康，減低社區傳播風險，一同攜手抗疫。

於持續兩年多的疫情期間，基金透過我們的「抗疫支援金」先後共撥出逾港幣900萬元資助不同團體，紓壓解困。



In support of the fight against the fifth coronavirus wave, the Foundation donated HK\$3 million through the *Anti-epidemic Support Fund* to the “Taxi Drivers & Operators Association” (TDOA) in February. The funds were used to set up the “TDOA Caring Youth Anti-pandemic Taxi Fleet” and support the “United We Stand, Together We Walk” service with 100 voluntary taxi drivers. In this programme, taxi drivers are provided with protective gear and take front-line healthcare workers to and from their workplaces, free of charge, expressing our gratitude.

In addition, the Foundation donated HK\$700,000 to the Y.Elites Association, HK\$200,000 to the Caring For Children Foundation, and HK\$50,000 to Hong Kong Youth Synergy. We also provided 5,000 rapid antigen test kits to the Y.Elites Association for distribution to the

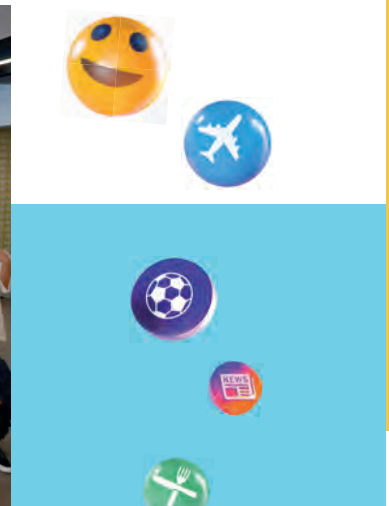
volunteers of their caring delivery vehicles as well as homes for the elderly. We also sponsored 50,000 children’s masks for Hong Kong Youths Anti-coronavirus Link, a campaign initiated by Hong Kong Community Anti-coronavirus Link, the Hong Kong United Youth Association and various youth organisations. The masks will be distributed to families in need through kindergartens and primary schools.

As a stakeholder in the community, the Foundation participated in the YouAndMe anti-epidemic supplies distribution programme organised by Hong Kong Youth Anti-coronavirus Link. We also made YO PLACE available as a base for distributing anti-pandemic supplies, including COVID-19 rapid antigen test kits and masks. Our hope is that through these efforts, we can help people stay healthy, reduce the risk of

community transmission, and successfully fight the pandemic.

For the more than two years that the pandemic has been affecting Hong Kong, the Foundation has donated more than HK\$9 million to NGOs through various phases of our *Anti-epidemic Support Fund*.

ON AIR KOL 培訓獎勵計劃 2022 ON AIR KOL Training and Reward Scheme 2022



社交媒體平台用途廣泛，除了創作、分享及交流意見外，年青人還可以透過經營社交媒體帳戶，成為互聯網上具影響力的 KOL，甚至獲得與商業客戶合作的機會。基金有見很多年青人有興趣於社交媒體平台發展，繼去年舉辦「ON AIR KOL 2021」後，反應相當理想，因此今年亦繼續與香港01合辦培訓計劃，並加入獎勵，藉以鼓勵學員參與培訓後，持續推展個人平台，一展抱負。

ON AIR KOL 培訓獎勵計劃 2022 為 16 至 45 歲有興趣成為 KOL 的香港青年提供為期三天的專業培訓課程，並設有第一階段及第二階段的獎勵。學員只需符合出席要求及完成指定目標即可獲得分別港幣 500 元及 5,000 元。全年將舉辦三期培訓課程，分別於 6 月、9 月及 11 月於 YO PLACE 舉行，每期設有四堂基本課程及兩堂進階課程，由本地知名 KOL 及專業人士擔任嘉賓及導師。

啟動禮於 6 月 11 日舉行，基金行政總裁楊彬先生及香港 01 行政總裁蘇曉婷女士先後致辭為計劃打開序幕。基金邀請了 Jerry.C 謝利及西 DorSi 擔任進階班課程的嘉賓及導師，與年青人進行分享及交流。

On social media platforms today, more and more young people like to share their stories or exchange opinions in becoming influential KOLs and gaining opportunities to form cooperation agreements with business clients. With the satisfactory response of *ON AIR KOL 2021* held last year, the Foundation has seen that many young people are interested in building a social media presence. For this reason, the Foundation continues to organise the *ON AIR KOL Training and Reward Scheme 2022* with HK01.

The programme provides a three-day professional training course for Hong Kong youth aged 16 to 45 who are interested in becoming KOLs. Participants must meet the attendance requirements

and complete specified tasks in order to receive cash rewards of HK\$500 and HK\$5,000 during the first and second stages, respectively. Three training sessions will be held throughout the year at YO PLACE in June, September and November. Each session will comprise four basic courses and two advanced courses, with well-known local KOLs and professionals as guests and tutors.

The kick-off ceremony took place on June 11, with the speeches delivered by Mr Yang Bin, CEO of the Foundation's and Ms Andrea So, CEO of HK01, signifies the start of the programme. Jerry.C and SaiDorSi were invited by the Foundation as guests and mentors for the advanced course.





於2020年11月推出的GenRobo機械新人類計劃配合大灣區創科發展的趨勢，為香港青少年提供免費AI課程，讓他們建立邏輯思維和設計機械人能力，深受歡迎。基金今年繼續推展此計劃並與香港深圳社團總會、香港中華教育基金等合作，令計劃內容亦更加多元化，除了機甲大師青少年對抗賽(香港站)，還有其他包括AI線上培訓課程和AI體驗營等。今年的培訓課程和比賽由DJI Education設計，活動於5月至12月進行，共有107間中學及45間小學參與，受惠學生超過1,000名。

With artificial intelligence (AI) being the trend in technology, the Foundation launched the *GenRobo* programme in November 2020. It provides free AI courses for Hong Kong youth and helps them think logically and acquire programming knowledge. This year, the Foundation collaborated with the Federation of Hong Kong Shenzhen Associations, Hong Kong China Education Fund and other organisations to run *GenRobo*. Activities include the Youth Championship (Hong Kong Station), an AI training course and AI experiential camp. The training programme and competitions have been designed by DJI Education and will run from May to December, with 107 secondary schools and 45 primary schools serving more than 1,000 students.



LET'S POWER UP

成長、求學、工作，可說是青年人必經的階段，過程中可能遇到迷茫和未知的因素。為了鼓勵青年人抱持正向思維面對不同情況，積極探索多元化發展，基金推出了全新影片系列 Let's Power Up，將邀請不同界別的社會領袖於短片裏面分享他們的個人經歷、成功之路和人生理念，讓年青人借鑒。影片系列會於基金網站及其他社交平台播放。

第一集的節目我們有幸邀請到基金顧問蘭桂坊集團主席盛智文博士作為嘉賓，和我們分享了他的成長經歷、如何打造蘭桂坊成為飲食娛樂熱點、及為海洋公園重新定位、分析大灣區潛力及怎樣以正向思維面對不同的挑戰，啟發青年人的未來發展路向！

In the process of maturing into adults, young people may encounter difficulty and sometimes seemingly overwhelming challenges. To encourage them to face up to these challenges, the Foundation has launched a new video series, *Let's Power Up*, in which leaders from different sectors share their personal experiences, their paths to success and life philosophies. The video series will be broadcast on the Foundation's website and other social platforms.

In the first episode, we were honoured to have our advisor, Dr Allan Zeman, Chairman of Lan Kwai Fong Group, as our guest. During his interview, he explained how he turned Lan Kwai Fong into a hot spot for food and entertainment and repositioned Ocean Park. He also spoke about the great potential of the Greater Bay Area and his positive attitude to life, trying to encourage and inspire young people for their personal development.



◀ 觀看影片系列：
Watch the video series:
<https://bit.ly/3NY8I49>

平凡人·不凡事

Out of the Ordinary



觀看影片系列：
Watch the video series:
<https://bit.ly/3Fk99wy>

香港年青人充滿活力，假如要突破自己，勇於踏出舒適圈便是邁向成功的第一步。最新「平凡人·不凡事」系列的主角，雖然在追尋目標的道路上遇到不少困難或變化，但他們都沒有選擇放棄，默默耕耘並堅定地向目標前進，成就更充實的人生。

Hong Kong young people can be very energetic and adventurous. If they want to make a difference in their lives and find a rewarding career, they should consider getting out of their comfort zone.

Although the featured protagonists in the latest *Out of the Ordinary* series encountered difficulties and changes when pursuing their goals, they did not give up but persisted with great determination.

梁劉軒 — 廣州柯南文化傳播有限公司首席執行官

**Nelson Leung, CEO of
Guangzhou Conan Culture
Communications Limited**

內地與香港兩地融合這個課題，在中學時代的梁劉軒便已開始關注，中學畢業後，他選擇於北京的大學就讀時裝設計，親身與內地同學交流。畢業後，他曾返回香港工作，但覺得發展空間有限，於是他毅然踏出舒適圈，朝著內地新媒體宣傳行業發展，更開設抖音頻道，分享他在內地生活的點滴及創業心得。他希望藉著自己在內地的體驗與經歷，幫助更多香港年輕人了解內地環境及市場，把握更大發展空間。

Nelson has been very interested in the integration of the Mainland and Hong Kong ever since he was in secondary school. Then, he went to university in Beijing to study fashion design. After graduation, he came back to Hong Kong to find work. But he soon recognised that opportunities in Hong Kong were limited. He therefore decided to start a career in new media in the Mainland, where he also developed a Douyin channel to share what was going on in his life and his start-up experiences.

Nelson hopes to inspire young people in Hong Kong to learn more about the Mainland market and the career opportunities there.

周啟康 — 香港電競總會創會主席 Ryan Chow, ESAHK Founding Chairman



不少青少年沉迷打機，周啟康亦不例外。他從中學開始已經機不離手，每天起床做的第一件事就是打機。雖然被家人反對，亦因為打機，忽略了學業，跌跌碰碰才中五畢業，但他於電競比賽屢次獲獎，投身社會工作後，他做過不同行業，最後還是離不開電腦遊戲。他與拍檔創立數碼營銷公司賺取資金，更成立電競公司籌辦比賽及推廣電競。他的努力得到外界的認同，除了成為電競行業代表向政府宣傳電競，更協助舉辦香港電競音樂節。他現正成立籌委會選出運動員出賽亞洲運動會，同時希望推動內地與香港的電競發展。

Many teenagers love playing electronic games, and Ryan Chow is no exception. He has been an electronic game devotee playing everyday since secondary school, despite criticism from his family. As a result, Ryan neglected his studies and barely graduated form five, but he won many awards in eSports competitions.

When he entered the workforce, he worked in different fields but felt he couldn't live without electronic games. To pursue his interest in gaming, he established a digital marketing agency with partners and set up a company to promote eSports through competitions. As a representative of the eSports industry, he helped to organise the Hong Kong E-Sports & Music Festival. He is now also setting up a committee to select the best players for the Asian Games and, longer term, hopes to promote the development of eSports between the Mainland and Hong Kong.

漫遊 9+2

TRAVEL AROUND



大灣區是一個宜居、宜業而又充滿活力的城市群。基金推出了全新「漫遊9+2」影片系列希望藉此帶大家參觀大灣區的不同特色地方，由於現時還未可正常往返內地，香港青年可以透過影片對9+2城市了解更多。

首站介紹的是深圳新開張書店－鍾書閣。這個連鎖書店在不同城市均有分店，被譽為「中國最美書店」。深圳鍾書閣面積約1,300平方米，甫進門口就會看到的巨型紅色螺旋書架，以彎曲軌跡貫穿成個書店，十分矚目，令人彷彿如置身於一間藝術館！

第二站介紹的是惠州不同的國風民宿。惠州位於廣東東南部，是大灣區內地城市中面積第二大的城市，其民宿發展是惠州旅遊產業中最蓬勃的行業之一。影片介紹了愛樹觀湖書院、尚柯庭院及秋長谷里三個民宿，環境優美。

The Greater Bay Area is an ideal place for living and pursuing a career. As travel restrictions due to COVID-19 are still in effect, the Foundation has launched a series of videos - *Travel Around 9+2* - highlighting the dynamic cities of the GBA for Hong Kong youth.

The first episode looks at Zhongshuge, a new bookstore in Shenzhen with branches across the Mainland that has been described as the most beautiful in China. The 1,300 square-meter bookstore features a spiral red bookcase at the entrance, giving you the illusion that you are visiting an art gallery.

In the second episode, we are introduced to three bed and breakfasts (B&B) in Huizhou - the second largest city in the GBA - in southeast Guangdong province. Huizhou boasts a vibrant and

beautiful natural ecosystem that makes B&B one of the most prosperous industries in the local tourism sector.



觀看影片系列：

Watch the video series:
<https://bit.ly/39vWpak>

傾吓9+2 Talk About 9+2



金熙正先生
Mr Jason King



黃紹宏先生
Mr Albert Wong



▲
觀看訪問系列：
Check out their
interviews:
<https://bit.ly/3LRhXg1>

越來越多香港人到內地升學和工作，「傾吓9+2」這個全新的訪問系列為大家走訪大灣區各城市生活的香港人，以簡單的問答形式分享他們北上發展及在大灣區內地城市的經歷及生活點滴。首兩位受訪者包括有金熙正和黃紹宏，金熙正現職蘋果大中華品牌總監，他在香港和內地均有豐富的工作經驗；而黃紹宏是三進設計及製作一人有限公司的創辦人，他於澳門及珠海都有設立分公司，並致力推動粵港澳三地的藝術交流。他們在訪問中分享生活趣事及兩地文化的差異，以及他們對有意到內地工作的香港年青人的建議，訪問內容已上載至基金網站。

Talk About 9+2 is a new interview series that features Hong Kong people discussing their experiences of life in the cities of the GBA.

Here are the first two interviewees. One is Jason King, Apple's Brand Lead - Greater China Marcom, who has rich work experience in both Hong Kong and the Mainland. The other is Albert Wong, the founder of design start up TrianGo Design & Production Ltd. with offices in both Hong Kong and Macao, who is committed to promoting art exchanges among Guangdong, Hong Kong and Macao. Both share their perceptions of the cultural differences in the region and offer advice for those interested in working in the Mainland.



YO PLACE 築夢空間

灣區周圍Vlog Vlog Around the GBA

全新推出的「灣區周圍Vlog」邀請了在大灣區生活的港人，親身拍攝及製作短片分享他們的生活點滴，讓香港青年對灣區加深了解。首三集的短片集中介紹大灣區的大學校園生活，分別由就讀深圳大學傳播學院的彭思藍、暨南大學新聞與傳播學院的亨利及廣州中醫藥大學的周澤華同學提供，展現不同校園的特色。

To give Hong Kong youth a better understanding of the GBA, our new *Vlog Around the GBA* video series invites Hong Kong students in the GBA to produce videos on their lives in the region. The first three episodes of the series, which focus on university life in the GBA, were created by Wendy Pang from the School of Media and Communications at Shenzhen University, Henry Cheng from the School of Journalism and Communication at Jinan University, and Travis Chow from the Guangzhou University of Traditional Chinese Medicine.

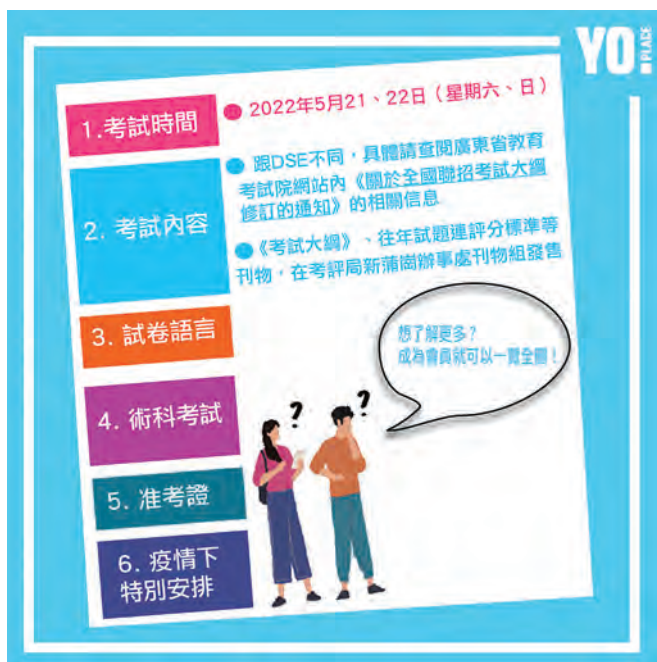


觀看影片系列：
Watch the video series:
<https://bit.ly/3MVwxDM>

大灣區升學日程懶人包 Quick Guides for Further Study in the GBA

YO PLACE 於社交媒體平台及網頁發佈兩個系列的「大灣區升學懶人包」，除了囊括在大灣區升學的考試及招生日程外，亦提供考試填選志願的策略及貼士，為有興趣於大灣區升學的香港年青人提供實用的升學資訊。

YO PLACE has released two *Quick Guides for Further Study in the GBA* on social media and its website. In addition to information on the different universities in the GBA, the guides contain strategies on filling in the admission forms and a list of admissions schedules.





搵工秘技工作坊 Tips on Getting Hired Workshop

除了為香港青年提供大灣區升學、就業及創業資訊外，YO PLACE 亦透過舉辦不同活動，幫助年青人增值自己及在灣區尋找理想的工作。YO PLACE於4月29日與領英LinkedIn合辦「搵工秘技工作坊」，邀請LinkedIn導師Kathy Ho透過網上直播形式與香港青年分享如何全方位運用LinkedIn尋找心儀的工作及在眾多申請者中突圍而出，及如何建立人際網絡，助日後事業發展。

In addition to providing information on studying, careers and entrepreneurship, YO PLACE organises activities that help young people find the job of their dreams in the GBA. One activity was the *Tips on Getting Hired Workshop* on 29 April, with LinkedIn tutor Kathy Ho. During the live webcast, she discussed how to use LinkedIn to find a job, stand out from other applicants, build a personal network and plan for a career.



搵工·見工必殺技網上工作坊 Online Workshop: Secret Weapon for Effective Job Hunting

為了讓年青人於求職面試突圍而出，YO PLACE 於5月24日邀請了專業導師Kevin Chuc及Elaine Luey透過網上直播形式及面試示範、小組討論等環節，與香港年青人分享了撰寫履歷表的注意事項及面試技巧，協助他們展現個人優勢。

To help young people stand out from the crowd in job interviews, YO PLACE invited professional coaches Kevin Chuc and Elaine Luey to organise a webinar on 24 May. They shared tips on how to write an effective CV and improve interviewing skills, and hosted group discussions on how young people in Hong Kong can showcase their personal strengths.

築願計劃項目進度

Wish Builder Programme Update

基金的築願計劃透過資助香港各青年機構舉辦項目，為香港青年人提供學習和培訓的機會，讓他們發揮無限潛能，把握大灣區的發展機遇。

計劃自推出至今，一共資助了23個項目，而最新一期的築願計劃於2022年6月1日至30日期間接受申請。基金亦已於5月31日以Zoom形式舉辦了計劃的簡介會，讓各青年機構了解更多計劃詳情。

The Foundation's *Wish Builder Programme* provides learning and training opportunities by subsidising projects arranged by youth organisations that enable young Hong Kong people to unleash their potential in the Greater Bay Area. Since its launch, the programme has funded a total of 23 projects.

In the latest phase of the *Wish Builder Programme*, applications are being accepted from 1 June to 30 June 2022. The Foundation also held a briefing session on the programme via Zoom on 31 May for Hong Kong youth organisations.

築願計劃2020-2021

Wish Builder Programme 2020-2021

旅遊「Vlogger」新媒體培育計劃

Travel “Vlogger” New Media Training Project



項目已於2021年年底完成，37名香港青年參加了五場線上及線下工作坊、三場線上座談會及出席戶外拍攝實踐活動，除了學習到有關拍攝及後期影片製作的技巧之外，亦了解到香港及大灣區其他城市不同的旅遊文化及媒體環境，為成為一名專業的旅遊vlogger打好基礎。

Completed by the end of 2021, this project attracted 37 young people from Hong Kong who wanted to learn how to become professional travel vloggers. Participants gained skills in video and post-production during five online and offline workshops, three online seminars and an outdoor video shooting session. Other topics included the tourism culture and media environments of the cities in the Greater Bay Area, including Hong Kong.

粵港澳大灣區港深廣電子商貿創業培訓計劃 GBA E-commerce Entrepreneurship Training Project

該項目亦已於2021年年底完成，透過參加12節專題培訓講座，128位香港青年除了對大灣區電子商貿發展前景及創業支援和配套有更深入的了解外，亦學習了社交媒體文案創作、管理搜索引擎營銷及電商平台功能管理等。

完成培訓後，40名被挑選的參加者更獲安排參加電子商貿交流營及經營創業E市集，體驗成為市集店主。

Also completed by the end of 2021, this project comprised 12 thematic training seminars for 128 Hong Kong youth on the digital industry in the Greater Bay Area. Topics included social media copywriting, search engine marketing and e-commerce platforms as well as the support and facilities available to help young entrepreneurs capture growing opportunities in the e-commerce industry.

Afterwards, 40 selected participants had the opportunity to attend an e-commerce exchange camp and operate an e-market.



中山城市規劃實習體驗計劃 Zhongshan Urban Planning Internship Project

計劃包括為期十個星期的城市更新及養生社區規劃系列工作坊、中山市城市規劃線上實習、香港城市規劃線下實習和成果展覽及分享會。計劃招募了30名18-35歲香港青年參與，並已於六月開展課程。

This project offers a ten-week series of workshops on urban renewal and community health planning, an online internship in urban planning in Zhongshan, and an offline internship in urban planning in Hong Kong, as well as an exhibition and sharing of project achievements. A total of 30 Hong Kong youth aged 18-35 had been recruited for the workshops, which began in June.

築願計劃2021-2022 Wish Builder Programme 2021-2022

青年時事評論員培訓實踐計劃2022 Youth Current Affairs Commentator Training Project 2022



In this project, 30 Hong Kong youth aged 15–25 will participate in a series of workshops and topic sharing sessions and learn how to write articles on current affairs issues for major newspapers and online media. They will also have the opportunity to discuss social issues with professionals and industry experts.

入圍該計劃的30名15-25歲香港青少年將開始參加一系列的工作坊、主題分享會、撰寫時事評論文章等，除了有機會同專業人士交流和探討社會議題外，參加者更會定期撰寫不同議題的時事評論文章，於各大報章和網絡媒體投稿發表。項目的啟動禮已於2022年5月9日在基金的YO PLACE 舉行。當日主禮嘉賓包括基金行政總裁楊彬先生、政賢力量主席蘇祉祺博士及香港眼科醫學院前院長周伯展醫生。

The launch ceremony for this project took place on 9 May 2022 at YO PLACE. Officiating guests included Mr Yang Bin, Chief Executive Officer of the Foundation, Dr So Chi Ki, Thomas, Chairman of the Arete, and Dr Chow Pak Chin, Former President of the College of Ophthalmologists of Hong Kong.

粵港澳大灣區綜合技能提升課程 Greater Bay Area Skills Enhancement Course in Entrepreneurship

50名18-45歲香港青年由6月中旬開始，接受為期三個月共12節的課程，包括各城市的法律法規、創業商業模式、重點教導他們撰寫計劃書及提升綜合能力，項目的啟動禮已於2022年6月11日舉行。

This course will give 50 young Hong Kong people aged 18–45 the opportunity to attend 12 courses running three months from mid-June on the laws and regulations of cities in the GBA, as well as entrepreneurial business models and business plan writing.

The launch ceremony for the course was held on 11 June 2022.



「低碳·未來」青年低碳設計領袖計劃 “Low Carbon Future” Youth Low-carbon Design Leadership Programme

計劃將招募40名青年參加兩大活動，包括為期18個星期的青年低碳設計工作坊培訓及為期一個月的灣區設計師友提案，他們除了參與分享會、講座、企業參訪等活動，了解低碳設計於設計領域中所扮演的角色及未來發展前景，還會與大灣區內地城市的低碳設計行業領航者進行「師徒制」交流，增加對內地設計行業的了解。

In this programme, 40 young people will be recruited for two major activities: an 18-week low-carbon design workshop and a month-long Greater Bay Area designer mentorship scheme. The workshop comprises sharing sessions, lectures, corporate visits and other activities, they will come to understand the role and future development prospects of low-carbon design in the design industry. The mentorship scheme will pair participants with leaders in the low-carbon design industry in the mainland cities of the Greater Bay Area so they can gain a better understanding of the mainland design industry.



生涯規劃發展師(LPDP)認證及培訓實踐計劃 Life Planning Development Facilitator Certification and Training Project



32名年青人將會參與一系列的相關培訓講座，內容包括基礎理論知識與生涯規劃發展師的角色、溝通技巧、評量工具、生涯規劃實用資源與資訊、決策、目標、行動計劃的支援等，幫助他們成為專業的生涯規劃發展師。

計劃的啟動禮暨大灣區生涯規劃機遇講座已於2022年5月21日舉行，基金行政總裁楊彬先生出席儀式並致辭。當日不同界別的青年進行了交流及分享對生涯規劃的看法，並表示希望於未來幫助更多人規劃生涯。

The aim of this project is to give young people a broader picture of the skills needed to become professional life planning development facilitators. It comprises a series of seminars covering basic theoretical knowledge and information on the role of a life planning development facilitator. Topics include communication skills, assessment tools, practical resources, decision-making and support for action plans. There is a total of 32 participants.

Both the launch ceremony for the project and a lecture on life planning opportunities in the Greater Bay Area took place on 21 May 2022. Mr Yang Bin, CEO of the Foundation, delivered a speech at the ceremony. Young people also had the chance to exchange views on life planning and why they were interested in helping people plan their lives.

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