

LINKAGE

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大灣區共同家園青年公益基金
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讓香港青年作出更好的職業生涯規劃，
把握大灣區的發展機遇



2021年，由於疫情持續，於大灣區的通關受阻，基金與灣區內地的工作仍然面對挑戰，然而得到基金理事會和外界各機構的支持及團隊的努力，基金仍能有效地運用資源，為香港青年提供服務，支持他們裝備自己，發揮所長。

在第三及四季度裡，基金繼續致力推動年青人的多元發展，並推出了多個項目，當中，基金有幸首次與香港特別行政區政府財經事務及庫務局舉辦「灣區啟航 — 金融才俊計劃」，為香港青年搭建橋樑，讓他們了解金融行業發展，作出更好的職業生涯規劃，以把握大灣區的發展機遇。另外，基金與電視廣播有限公司先後合辦了「好聲好戲之聲級學堂」及「識貨 2 直播營銷學堂」，分別為有志加入配音及直播營銷行業的年青人提供一系列專業培訓及實習機會。第二屆「創明天獎學金」繼續獎勵香港優秀大學生，已於十月開始申請，現正陸續進行審核及篩選工作，預計 2022 年第一季公佈結果。

另外，基金早前推出的大灣區青年卡現已接受網上申請，以便利香港青年申請及享用其優惠及服務。而 YO PLACE 築夢空間自 6 月推出後，得到各界認同及支持，其中多媒體活動空間已舉行了 80 多場活動。

主辦項目以外，基金本月公佈了新一期「築願計劃」的審批結果，本年度收到共 32 個申請，其中有 8 個項目獲批，期望為香港青年帶來多元化的學習機會，增強他們自身的實力。

Travel restrictions within the Greater Bay Area during the COVID-19 pandemic continued to make the Foundation's work in 2021 more challenging. However, with the support of the Council Committee, external parties and our dedicated team, we were still able to use our resources effectively to serve young people in Hong Kong.

In the third and fourth quarters of the year, the Foundation launched a number of programmes for youth development. Among these was a partnership with the Financial Services and the Treasury Bureau of the HKSAR Government to organise the *Set Sail to GBA – Scheme for Financial Leaders of Tomorrow* programme. The purpose of this programme is to provide a comprehensive platform for business leaders to interact directly with the younger generation and help them equip themselves for a career in the Greater Bay Area.

Additionally, we joined Television Broadcasts Limited to provide professional training and internships for young people interested in a career with the dubbing and live-streaming e-commerce industry through the *Dubbing Academy* and *Top Sales 2 Live Streaming Academy*.

In October, we began accepting applications for the second *For Our Future Scholarship* from outstanding Hong Kong university students. Although the applications are still under review, we expect the results to be announced in the first quarter of 2022.

Launched earlier this year, our GBA Youth Card programme is now accepting online applications from Hong Kong youths. We were also pleased to see that YO PLACE has been receiving widespread recognition since its opening in June with more than 80 events have been held here.

Finally, in December, eight projects out of a total of 32 applications received funding in the latest phase of the *Wish Builder Programme*, which is designed to give Hong Kong youth the opportunity to learn and develop their strengths.

楊彬先生
Mr Yang Bin

基金動態

Foundation News

副主席訪談 — 曾智明先生及劉根森先生

Talk with our Vice Chairmen - Mr Ricky Tsang and Mr Sam Lau

確立發展目標 融入大灣區新里程

粵港澳大灣區發展為香港青年帶來無限機遇，隨著區內城市發展一日千里，很多香港青年都希望到更大的舞台上發揮所長。香港青年在投身大灣區內地城市發展的時候，除了可以留意中央及香港政府所推出惠及香港青年的措施外，還要多走、多看、多闖，擴闊自己的眼界的同時，亦可尋找合適的城市，發展事業。Linkage 本期訪問了我們基金兩位在香港及內地不同領域都擁有豐富經驗的副主席曾智明先生（Ricky Tsang）及劉根森先生（Sam Lau），與香港青年分享如何融入大灣區內地城市的發展機遇，助他們在大灣區大步前行。

惠港青年措施 全面規劃發展方向

國家現正進入新時代發展，為香港青年帶來龐大的就業和創業機會，而促進香港青年融入國家發展大局，是國家十分重視的工作。近年，中央政府推出了不少措施為香港青年進入大灣區內地城市搭橋開路，以日前中央的惠港青年八條為例，Ricky 認為這為有意在內地大展拳腳的香港青年提供了絕佳的機會及條件。



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「這些措施來得非常及時，並為香港青年到灣區內地城市發展提供了良好的環境及巨大的推動力。中央的惠港青年八條構建了系統而完整的支持鏈，無論是讀書、就業或創業，香港青年都能得到適切的支援。尤其是對於眾多不熟悉內地情況的香港青年來說，這些措施能夠提供實實在在的支持。」

— 曾智明 - 副主席
Mr Ricky Tsang - Vice Chairman

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能否抓緊機遇，是一個人成功與否的重要因素。即使是沒有工作經驗的香港青年，國家也會為他們提供事業階梯。Sam 表示：「其中最為吸引的『香港青年內地實習計劃』為香港青年提供了一萬個實習機會，剛畢業的香港青年可以通過計劃進入中央企業、中央金融單位及各行業的知名企業，對初入社會的香港青年來說是一個不可或缺的學習機會。透過接觸到各類專業人士、了解最新的行業資訊，讓他們對日後的就業選擇、個人發展方向有更全面的規劃。」

— 劉根森 - 副主席
Mr Sam Lau - Vice Chairman



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副主席訪談 — 曾智明先生及劉根森先生

Talk with our Vice Chairmen - Mr Ricky Tsang and Mr Sam Lau

灣區經驗 助擴闊視野及網絡

大灣區近年來有很多行業崛起，為香港青年帶來不少機遇及新的事業發展方向，而 Sam 認為大灣區內地城市的生活十分便利，譬如出門只需要帶上一部手機，就可以解決一切衣食住行的問題，所以非常值得香港青年到大灣區內地城市「闖一闖」。他表示：「我一直認為香港青年是勇於探索未知新事物的優質青年，而大灣區近年陸續崛起了不少新興行業，像是 KOL、動畫設計、電競手遊等，香港青年可以在灣區找到更多適合自己的崗位，發現更多符合自己興趣的行業。其實在大灣區內地城市生活的模式與香港相差不大，最重要的還是勇敢地踏出第一步。我相信香港青年可以迅速融入灣區生活。」

大灣區各個城市發揮著不同的功能及擁有不同的產業優勢，從而產生協同效應，推動區內的經濟發展。所以香港青年應該要根據個人情況，認真選擇要去發展的具體地點。Ricky 說：「內地地域遼闊，不同的區域都有不同的特點，大灣區內地九個主要城市的經濟發展和生活條件都各有不同。香港青年應該根據自己所學的專業、所擁有的專長，再結合自己的個性去選擇發展的行業及城市。例如學科技研發的，去廣州就較好；學法律的，到前海和南沙都較為合適。學商貿的，到不同城市走走，不應該局限在一個城市。」

除了尋找適合自己的工作，更要從自身思維及觀念上作出改變，以尋求更廣闊的事業發展空間。對此，Ricky 認為：「香港青年首先要從思維上擺脫香港窄小空間的束縛，用較宏觀的視野，規劃自己的人生。青年要到內地發展，要明確理解那不是去享受，而是要去奮鬥。」憑著香港青年的競爭優勢，他補充：「香港青年可以運用自己的優勢，他們思想靈活、創意無限、守規則及有責任心，再加上港人的永不言敗的獅子山精神，相信青年能在大灣區一展抱負。」

循序漸進，要在大灣區立足，除了培養個人的「軟實力」外，了解地方配套及支援，從而建立屬於自己的人際網絡亦是至關重要。Sam 認為：「大灣區不但為香港青年提供了各類創業就業的扶持方針及設立了很多港澳青年創業就業基地，更有不少在灣區生活的香港青年社會團體，他們不定期舉辦各式各樣的活動或培訓，香港青年可以通過加入各類青年團體參加活動等方式認識更多興趣相同的好友。」積極參與活動及比賽除了能讓香港青年增廣見聞，啟發自己的思維外，還可以鍛煉自己的兩文三語。Sam 續說：「透過參與創業比賽，與內地青年交流及進行深入的思想碰撞，相信他們在創業的想法或專業知識上，會因成長環境及教育內容的不同而為對方帶來啟發。」

走出舒適圈 發揮自身優勢

隨著大灣區內地城市急速發展，很多內地企業亦求才若渴，再加上中央政府提供的政策涵蓋了住房、醫療、稅務等優惠，吸引了不少香港青年到內地發展。作為香江金融集團董事長、香港青年發展聯盟主席，Sam 認為內地的金融業發展蓬勃，為香港金融界的青年帶來不少機遇。他表示：「近年國家大力發展綠色金融，並以碳中和為目標完善綠色金融體系，著重發展綠色金融是各金融機構的一項重點工作。」而香港作為全球領先的金融中心，在「一國兩制」下擁有資金和資訊自由流通，並擔當內地與世界各地橋樑的獨特角色，給予香港金融界的青年不少機會接觸綠色金融概念。他補充說：「香港金融界青年能將香港國際金融知識與內地的技術發展趨勢及特點相結合，在可持續發展領域開拓更廣闊的發展空間。」

Ricky 擔任主席的明匯智庫一直以青年問題為重點，並鼓勵香港青年多到內地進行交流和實習。他認為大灣區的人口不斷增長，各行各業潛力巨大。「內地有 14 億人口，市場非常大，例如服裝行業可以說是永遠都有商機的產業。無論是新型面料的開發、服裝設計、生產和銷售等方面，都需要大量具有創意及靈活多變能力的人才。」作為金利來集團的行政總裁，他續說：「我們需要不同類型的設計師，包括善於把青年人喜愛的時尚元素，與原有的風格較好地融為一體的優秀設計人才。同時，也要有善於將兩地市場結合起來進行創意銷售的生力軍，這些崗位都非常歡迎香港青年的加入。」

基金動態

Foundation News

副主席訪談 — 曾智明先生及劉根森先生

Talk with our Vice Chairmen - Mr Ricky Tsang and Mr Sam Lau

Set Goals for Your Future in the Greater Bay Area

The rapid development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) has created enormous opportunities for Hong Kong youths who want to broaden their horizons. When young Hong Kong people explore the cities of the Greater Bay Area, they should not only learn about the Central and HKSAR Government's policies, but also walk, see and experience more of the region in order to identify the city that's right for them.

In this issue of Linkage, we interviewed two of our Foundation's Vice chairmen, Mr Ricky Tsang and Mr Sam Lau, who discussed how Hong Kong youths can take advantage of development opportunities in the Greater Bay Area.

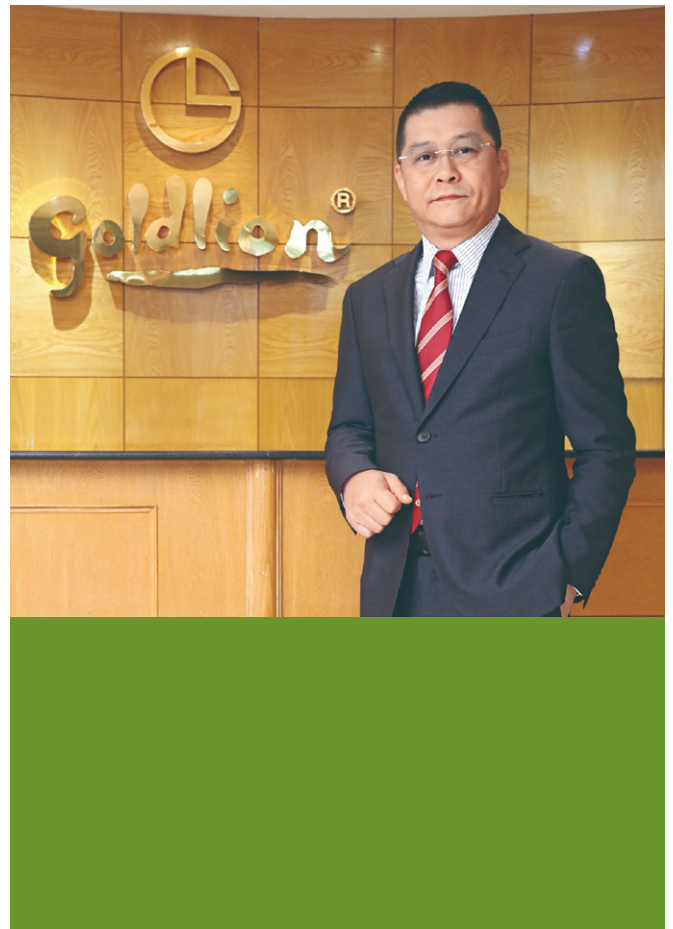
Measures promoting youth development

China is entering a new era, in which a vast number of employment and entrepreneurial opportunities have been created for Hong Kong youths. In recent years, the Central Government has put much emphasis on integrating Hong Kong youths into its national development plans through the many favourable measures it has introduced.

Indeed, eight measures facilitating the development of Hong Kong youths in Mainland China have recently been introduced by the Central Government encouraging young people in Hong Kong to relocate to Mainland China. Ricky believes that these measures set the conditions for Hong Kong youths to thrive in the Mainland.

"These measures are very timely and provide a good environment and tremendous impetus for Hong Kong youths to develop in the Mainland cities of the Greater Bay Area," Ricky says. "The eight measures form a systematic and complete support chain. Whether it is for studying, employment or entrepreneurship, Hong Kong youths can get the support they need. This is especially valuable for many Hong Kong youths who are not familiar with the situation in the Mainland."

The ability to seize opportunities is an important factor in a person's success. Even for Hong Kong youths with no work experience, the country can offer them a career ladder on which to get started. Sam says, "The 'Hong Kong Youth Internship Programme in Mainland China' offers Hong Kong youths 10,000 internship opportunities. Anyone who has just graduated can join Chinese central state-owned enterprises and financial institutions and well-known enterprises in various industries through the programme. It is an indispensable learning opportunity for Hong Kong youths who are just entering the workforce. By contacting professionals and understanding the latest industry trends, they can plan for their future career and personal development."



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Experiences in the Greater Bay Area that broaden your horizons

In recent years, many emerging industries in the Greater Bay Area have created new career opportunities for Hong Kong youths. Sam believes that life in the cities of the Greater Bay Area is also very convenient. For example, you only need to bring a mobile phone when you go out, as it can take care of all daily necessities such as food, clothing, housing and transportation.

"I always think that the youths of Hong Kong are high quality people who have the courage to explore the unknown," Sam says. "In recent years, many industries have emerged in the Greater Bay Area, such as KOL, animation design, and e-sports mobile games. Young people in Hong Kong can find more jobs and industries that suit their interests in the Mainland cities of the Greater Bay Area.

"In fact, the way of living there is not much different from that of Hong Kong. The most important thing is to be brave and take the first step. I think young people in Hong Kong can quickly integrate into life in the Greater Bay Area."



The cities of the Greater Bay Area play different roles, and each has its own industry advantages which together create synergies that promote economic development of the region. Therefore, young people in Hong Kong should carefully choose specific locations based on their personal circumstances.

"The Mainland is vast with different regions that have different characteristics," says Ricky. "The economic development and living conditions of the nine Mainland cities in the Greater Bay Area are all unique. Hong Kong youths should choose the industry and city based on their majors, the expertise they have gained, and their own personalities. For example, someone who has studied science and technology should go to Guangzhou, while graduates of a law programme should consider Qianhai and Nansha. Anyone with an interest in commerce and trade should explore the opportunities in all of the cities and not limit themselves to just one.

In addition to finding the right job, you must also make changes in your own thinking. "Young people in Hong Kong must first get rid of their narrow mindset and take a broader perspective," Ricky says. "To pursue a career in the Mainland, young people must clearly understand that it is not a place to enjoy a holiday but to strive for a better life.

"Young people in Hong Kong have their own advantages. They are flexible in their thinking, creative, rule-abiding and responsible. Coupled with the "can-do" Lion Rock spirit of Hong Kong people, I believe that they can excel in the Greater Bay Area."

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Apart from building soft skills, it is also important to establish your own personal network in the Greater Bay Area. According to Sam, "The Greater Bay Area provides support for young Hong Kong people. In addition to its youth entrepreneurship and employment bases, there are also youth organisations that organise activities and trainings. By taking part in some of the activities and training that are available, it is very easy to make friends with the same interests.

Actively engaging in activities and competitions not only allows Hong Kong youths to broaden their knowledge and be inspired, but also enhances their local language skills. "By participating in entrepreneurial competitions, communicating with Mainland youths and exchanging ideas with them, I believe that everyone can benefit."

Getting out of your comfort zone to unleash your strengths

As a result of the rapid development of the cities in the Greater Bay Area, many Mainland businesses are looking for new talent. In turn, young Hong Kong people can enjoy the housing, medical, tax and other benefits made possible by the Central Government's policies.

As the Chairman of the Heungkong Group and the Hong Kong Youth Development Alliance, Sam believes that the growth of the financial industry in the Mainland has created many opportunities for Hong Kong youths in the financial sector. "In recent years, the country has been actively developing green financing and building up the green financial system towards the goal of carbon neutrality."

As the world's leading financial centre with the free flow of funds and information under "One Country, Two Systems", Hong Kong plays a unique role as a bridge between the Mainland and the rest of the world, giving Hong Kong youths in the financial sector many opportunities to know more about green financing. Sam says, "Young people working in the financial sector in Hong Kong can combine knowledge gained in Hong Kong's international financial sector with the technology of the Mainland to help with the development of sustainability."

The Proactive Think Tank Limited, an organisation chaired by Ricky, focuses on youth issues and encourages young people from Hong Kong to go to the Mainland for exchanges and internships. He believes that as the population of the Greater Bay Area continues to grow, there is great potential in every industry.

"The Mainland has a population of 1.4 billion, so the market is huge. For example, new business opportunities are constantly opening up in the fashion sector. Whether it is the development of a new fabric, clothing design, production or sales method, there is always a need for talent with creativity and flexibility.

As the Chief Executive Officer of Goldlion Holdings Limited, Ricky believes "We need different types of designers, including outstanding design talent who are good at integrating fashion elements that young people love with the original styles. At the same time, we need new talents who are creative and good at understanding the sales markets of both the Mainland and Hong Kong to promote sales. Hong Kong youths are welcome in these areas."

主辦項目

Initiatives

灣區啟航 — 金融才俊計劃

Set Sail for GBA - Scheme for Financial Leaders of Tomorrow



大灣區發展涵蓋多元化的範疇，尤其金融業在大灣區蓬勃發展，創造不少就業機會給香港青年人。有見及此，香港特別行政區政府財經事務及庫務局聯同大灣區共同家園青年公益基金合辦「灣區啟航 — 金融才俊計劃」，邀請香港 12 間大專院校修讀商業、金融及科技學科的學士學位學生走出課堂，近距離與企業領袖交流，分享他們在灣區及內地的個人發展歷程。由於反應熱烈，名額更由 80 人增至 120 人。

計劃為期五個月，分為兩個階段，第一階段包括企業領袖分享會、本地金融及科技機構參觀及技能提升工作坊。而第二階段則會挑選 30 名參加者參與為期兩日的企業領袖影子工作體驗。透過計劃希望提升學生對有關行業及機構運作的了解，並讓學生親身接觸及了解企業領袖的日常工作。企業領袖更會親身為學生提供事業發展建議，以啟發他們把握機遇，為晉升成為金融業界的領袖提升實力。

The financial industry is booming in the Greater Bay Area, creating many job opportunities for young people in Hong Kong. To help Hong Kong youths find a position in the Greater Bay Area, the Financial Services and the Treasury Bureau of the Hong Kong Special Administrative Region Government together with the Greater Bay Area Homeland Youth Community Foundation has co-organised the *Set Sail for GBA – Scheme for Financial Leaders of Tomorrow*.

Eligible participants for this programme are local students in the business, finance and technology disciplines. With a nomination by one of the 12 tertiary institutions in Hong Kong, students will have the chance to step out of the classroom, interact directly with business leaders, and learn about these leaders' personal development and career journeys in the Greater Bay Area and the Mainland. The Scheme received an overwhelming response, and the quota was increased from 80 to 120 participants.

The Scheme consists of two phases over a period of five months. In the first phase, the students will take part in a series of events that include sharing sessions, visits to local financial and technology institutions and soft-skills workshops. In the second phase, 30 outstanding students will be selected for a two-day job shadowing. By observing the day-to-day work of business leaders, they will gain a deeper understanding of each organisation's operations and related industries. The business leaders will also provide their advice to students with the aim of inspiring them to take advantage of the enormous opportunities in the Greater Bay Area and prepare themselves to become future financial leaders.



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Initiatives

灣區啟航 — 金融才俊計劃

Set Sail for GBA - Scheme for Financial Leaders of Tomorrow

計劃的啟動儀式已於 11 月 18 日於香港會議展覽中心舉行，除了得到香港特別行政區財政司司長陳茂波先生，大紫荊勳賢，GBS，MH，JP、香港特別行政區財經事務及庫務局局長許正宇先生，JP、中央人民政府駐香港特別行政區聯絡辦公室青年工作部部長張志華先生、香港特別行政區政府財經事務及庫務局常任秘書長（財經事務）甄美薇女士，JP、以及大灣區共同家園青年公益基金主席黃永光先生，SBS，JP 擔任主禮嘉賓外，多名參與計劃的企業領袖、大專院校代表及同學亦出席典禮，一起見證計劃正式啟航。當日，財政司司長陳茂波先生及基金主席黃永光先生先後致辭，鼓勵同學裝備自己，為未來更廣闊的事業生涯作好準備，把握灣區機遇。

其後，首場「企業領袖分享會」亦緊接「灣區啟航 — 金融才俊計劃」啟動儀式舉行。財經事務及庫務局局長許正宇先生、財經事務及庫務局常任秘書長（財經事務）甄美薇女士及香港交易所市場聯席主管姚嘉仁先生擔任首場主講嘉賓，與學生分享他們在大灣區及其他內地城市的工作經歷。而同學們亦非常積極提問，透過與三位嘉賓互動交流，更了解自己事業發展的方向及金融業在大灣區的發展前景。

The kick-off ceremony for the Scheme was held on 18 November 2021 at the Hong Kong Convention and Exhibition Centre. Officiating guests included Mr Paul CHAN Mo-po, GBM, GBS, MH, JP, Financial Secretary of the Hong Kong Special Administrative Region; Mr Christopher HUI Ching-yu, JP, Secretary for Financial Services and the Treasury of the Hong Kong Special Administrative Region; Mr ZHANG Zhihua, Director General of the Department of Youth Affairs of the Liaison Office of the Central People's Government in the Hong Kong Special Administrative Region; Ms Salina YAN Mei-mei, JP, Permanent Secretary for Financial Services and the Treasury (Financial Services) of the Hong Kong Special Administrative Region Government; and Mr Daryl NG Win-kong, SBS, JP, Chairman of the Greater Bay Area Homeland Youth Community Foundation.

Also attending the launch were business leaders, representatives of universities and participating students. During the ceremony, Mr Paul Chan and Mr Daryl Ng delivered speeches encouraging students to equip themselves for the career opportunities awaiting them in the Greater Bay Area.

The first sharing session was held right after the ceremony, with Mr Christopher Hui, Ms Salina Yan and Mr Wilfred Yiu, Co-Head of Markets of HKEX, as guest speakers. They shared their work experiences in the Mainland cities, discussed the financial industry in the Greater Bay Area and offered career advice to the students.



主辦項目

Initiatives

大灣區青年卡現已接受網上申請

GBA Youth Card now open for online applications



「大灣區青年卡」以提供香港青年綜合服務為主導，於六月底推出以來，廣受香港青年認同其功能及服務。為使受眾能更方便申請及體驗大灣區青年卡的優勢，網上申請服務已於 9 月 15 日全面推出。由即日起至 2022 年 12 月 31 日，成功申請「大灣區青年卡」，更可享高達港幣 400 元的現金回贈。

Launched in late June 2021, the *GBA Youth Card* is a comprehensive youth service card widely recognised by young Hong Kong people for its many functions and services. Since 15 September, they have been able to apply for the card online and, if successful, enjoy a cash rebate of up to HK\$400 (offer valid until 31 December 2022).



◀ 有關「大灣區青年卡」的申請詳情，請瀏覽中銀香港網站

For further information on the GBA Youth Card, please visit the Bank of China (Hong Kong)

<https://www.bochk.com/tc/creditcard/details/cobrand/cobrand/gbayouth.html>



◀ 立即網上申請，查詢熱線：2108 3288

Apply online now. Enquiry hotline: 2108 3288

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主辦項目

Initiatives

識貨2直播營銷學堂培養直播營銷新力軍

Top Sales 2 Live Streaming Academy trains tomorrow's live streaming e-commerce professionals



有別於傳統的面對面銷售手法，直播營銷是一種新興的商業模式，讓賣家以直播形式講解貨品、與觀眾互動、營造購物氣氛等等。為了培訓新一代的直播營銷從業員，基金與電視廣播有限公司合辦了「識貨2直播營銷學堂」，免費為18-35歲香港年青人提供全面的直播營銷課程。課程由業界的專業講師及星級主播擔任導師，為學員解構直播營銷概況，包括由內地直播電商培訓業內領先的機構之一的杭州遙望網絡科技有限公司旗下遙望教育，編撰切合本港電商實況的線上課程內容。

第一階段首兩節課堂讓120位入圍學員初步了解直播營銷與電商發展的新趨勢，及整體行業規模和概念，經挑選的50位學員會進入為期六節的深入課程，全面概括直播營銷行業不同崗位的職能專業。而第二階段，表現優秀的21位學員可參與電視廣播有限公司《識貨2》拍攝，並有機會到電視廣播有限公司直播中心及廣州大灣區明星直播基地進行實習，把學到的知識加以實踐。最後，10位學員更會獲得電視廣播有限公司一年的工作合約，成為直播團隊的其中一員。

項目的啟動儀式已於11月26日於YO PLACE舉行，基金行政總裁楊彬先生及副行政總裁龔明明女士、電視廣播有限公司集團首席創意官王祖藍先生及電商業務群總裁岑迪贊先生親臨主禮；藝人主播暨星級導師路芙、黃建東、黃頌明、旁聽生馮盈盈、郭子豪及黃美棋亦有出席，為一眾學員打氣。

Unlike traditional face-to-face sales approaches, live streaming e-commerce is a new business model that allows sellers to introduce their goods, interact with audiences and create a new shopping experience. In order to train a new generation of live streaming marketing practitioners, the Foundation and Television Broadcasts Limited (TVB) co-organised the *Top Sales 2 Live Streaming Academy*, which provides free live streaming marketing training to Hong Kong youths aged 18 to 35.

The course is run by professional coaches and star live streamers, including those from Yowant Education, a subsidiary of Hangzhou Yowant Network Company Limited. This company, which is one of the leading e-commerce training institutions in Mainland China, compiles course content appropriate for the e-commerce industry in Hong Kong. In the first phase of the programme, 120 shortlisted participants will learn about the latest trends in live streaming and e-commerce while gaining an overall picture of the industry. Fifty students will then be selected for a more thorough course consisting of six sessions to learn about the different roles in live streaming e-commerce. In phase two, 21 shortlisted students can participate in the production of TVB's *Top Sales 2* and have the chance to become an intern at the TVB live streaming centre and Guangzhou live streaming base. Lastly, 10 outstanding students will be invited to work at the TVB live streaming centre for one year.

The kick-off ceremony for the programme was held at YO PLACE on 26 November. Officiating at the ceremony were Mr Yang Bin, Chief Executive Officer, and Ms Dionne Kung, Deputy Chief Executive Officer, of the Foundation; Mr Wong Cho Lam, Chief Creative Officer of Television Broadcasts Limited; and Mr Danny Shum, President of the TVB e-Commerce Business Group. Artist streamers/coaches at the ceremony included Ms Ruth Tsang, Mr Derek Wong, Ms Yuri Wong, and audit students Ms Crystal Fung, Mr Arnold Kwok and Ms Maggie Wong.



主辦項目

Initiatives

聲級學堂發掘新一代配音行業從業員

New career opportunities at the Dubbing Academy



配音是一門專業的工作，由配音員代替影像中的角色發音和說話，是影片中不可或缺的重要組成部份。為了加強香港年青人對配音行業的了解及認識，基金於 8 月下旬聯同電視廣播有限公司合作舉辦「好聲好戲之聲級學堂」，為有意在配音行業發展的青年人提供專業的配音課程。計劃邀請了多位曾參與《好聲好戲》的星級配音導師及藝人擔任導師，為入圍學員提供一連串的專業配音訓練，由聲演的基礎技巧、發聲及咬字等基本功，至聲線運用、情緒控制及口型配對等，再加上動畫、生活聲效、劇集、綜藝節目，以及各類旁白、報幕及廣告配音等實戰訓練，讓學員由淺入深地學習配音技巧；課程特別安排在無線電視配音錄音室進行，讓學員可實地體驗及探討配音工作。



計劃招募反應熱烈，獲得逾 300 名青年報名，並從中挑選 100 名學員入圍。課程分為兩個階段，100 位入選學員接受基礎知識後，再選出 20 位有潛質的學員接受第二階段的培訓。



Voice dubbing, which is the job of replacing the speech of onscreen characters, plays an indispensable role in many video productions.

In late August, the Foundation and Television Broadcasts Limited co-organised the *Dubbing Academy* to provide free experiential professional training for young people to explore career opportunities in the voice dubbing industry. For this programme, star dubbing tutors and artists who had participated in the TV series *Dub of War* trained the shortlisted participants in skills ranging from voice acting, vocalisation and articulation to lip-synching. They also showed how these skills can be applied to animations, dramas, variety shows and commercials. The course was conducted at TVB's dubbing studio so that the students could experience an actual working environment.

The programme received an overwhelming response, with over 300 young people applying for the 100 openings. After the first phase of training, 20 selected participants were chosen for the second phase.

主辦項目

Initiatives

聲級學堂發掘新一代配音行業從業員

New career opportunities at the Dubbing Academy



好聲好戲之聲級學堂的啟動儀式於 8 月 21 日在基金的 YO PLACE 築夢空間舉行，並獲得基金常務副主席霍啟剛先生親自到場並鼓勵學員把握這個難得的學習機會，將配音技巧活學活用。而畢業禮亦已於 9 月 15 日舉行。20 名學員順利完成配音課程並通過考核，由大灣區共同家園青年公益基金行政總裁楊彬先生、電視廣播有限公司助理總經理（藝員管理及發展）樂易玲小姐及集團首席創意官王祖藍先生頒發畢業證書予一眾畢業學員。其中 3 名最優異成績學員鍾玉儀、黎卓軒及劉冠之更被邀請參加電視廣播有限公司的正式配音訓練班課程！大會還臨時特設「我最喜愛學員」獎項，嘉許由所有導師選出學習態度表現最好的學員蕭奕敏。一眾學員更於畢業禮上把感謝卡及紀念短片送給導師，感謝他們的教導。

The launch ceremony for the programme was held at the Foundation's YO PLACE on 21 August 2021. Our Foundation Executive Vice Chairman, Mr Kenneth Fok, attended the ceremony and spoke to the participants about this career opportunity. A graduation ceremony was then held at YO PLACE on 15 September for the 20 students who successfully completed the dubbing course and passed the assessment. Mr YANG Bin, Chief Executive Officer of the Foundation, Miss Virginia LOK, Assistant General Manager (Talent Management and Development), and Mr Wong Cho Lam, Chief Creative Officer of Television Broadcasts Limited, presented certificates to the graduates.

CHUNG Yuk-yi, LAI Cheuk-hin and LAU Kwun-chi, the three outstanding students were invited to take professional dubbing training at Television Broadcasts Limited. The *My Favourite Student* award was presented to SIU Yik-man, who had been selected by all the tutors for her excellent attitude. The graduates also presented a specially-designed thank-you card and commemorative short video in appreciation of the tutors' guidance.

整個培訓過程及學員表現已被電視廣播有限公司製作成節目《聲級學堂》並於 11 月底在翡翠台播出。我們在此恭賀各學員順利畢業及最優異的學員向專業配音員的目標進發！

The entire training programme was broadcast by TVB on its *Dubbing Academy* programme on TVB Jade at the end of November. We would like to congratulate all the students who graduated and the most outstanding students who will embark on a professional dubbing career.

主辦項目

Initiatives

平凡人·不凡事

Out of the Ordinary

香港青年人擁有很多夢想，如果能夠將眼界放遠一些，香港之外，大灣區內地城市其實有無限發展機遇，為香港青年提供實現夢想的平台。最新「平凡人·不凡事」系列的主角擁有積極的心態和堅定的信念追尋夢想，亦因而走向成功的道路。

If young people take a broader view at cities outside Hong Kong in the Greater Bay Area, they will find enormous opportunities to realise their dreams for the future. The featured guests of the latest *Out of the Ordinary* series, reveals how to move towards the road of success with his positivity and perseverance.



觀看影片系列：
Watch the video series:
<https://bit.ly/3z3uUNq>



鄧梓煊 — 本地賽車手

Carson Tang, a local racer

對本地賽車手鄧梓煊而言，實現夢想最重要的是抱有熱情和不要輕易放棄。他自小對賽車、汽車已經有濃厚的興趣，年紀輕輕已經參加不同的比賽並獲得獎項。雖然比賽中曾遇上挫折及困難，但鄧梓煊卻認為這些是寶貴的經驗，並從中學習。為了成為職業賽車手，他犧牲與朋友玩樂及休息的時間，接受嚴格的體能訓練。他亦會到大灣區內地城市進行試車練習，為每場比賽做充足的準備。在2020年，他更參加了澳門格蘭披治大賽，實現夢想。現時，他正進行雙向發展，除了參加賽車實體賽，他亦參加了一個本地電競車隊，增強自己各方面的技能，於職業賽車手的道路上繼續前行。

For local racer Carson Tang, the most important ingredients for success are his enthusiasm and determination not to give up in the face of challenges. Interested in auto racing from a young age, Carson has been winning competitions ever since.

Although Carson encountered setbacks early in his career, he always considered these to be valuable experiences to learn from. In order to become a professional racer, he sacrificed time he could have spent with his friends to undergo rigorous programmes of physical training. He also went to Mainland cities of the Greater Bay Area for test drives in preparation for each race and, in 2020, entered the Macao Grand Prix - a dream of his for many years. In addition to participating in real-life racing, he is also involved in a local e-sports team to improve his skills as a professional racer.

主辦項目

Initiatives


平凡人·不凡事

Out of the Ordinary

余曉彤 — 香港演藝學院講師 (舞蹈科學)

Heidi Yu, lecturer at the Hong Kong Academy for Performing Arts (Dance Science)

芭蕾舞是一種優美的舞蹈，舞姿輕盈活潑，但在優美的動作背後，往往是其他人無法想像的汗水和努力。芭蕾舞者需要接受非常嚴格的訓練，余曉彤三歲開始接觸芭蕾舞，八歲時往深圳開始專業培訓，並在短短八年時間成為美國休斯敦芭蕾舞團的全職成員。在她二十多年的舞蹈生涯中，余曉彤演出足跡遍佈多個國家，並獲獎無數。然而，她受到傷患的困擾，讓她一度停止跳舞。對芭蕾舞充滿熱誠的她並沒有因而放棄，反而讓她萌生了研究舞蹈科學的念頭，幫助培育下一代芭蕾舞者及其跳舞壽命。余曉彤勉勵青年人，即使遇到不太好的際遇也不要放棄，因為機會在未來等待我們。



Many people think of ballet as a dance form with spectacular and beautiful leaps and footwork. But behind the graceful movements of a typical ballet dancer are countless hours of intense training, sweat and even injuries.

Heidi Yu started ballet lessons at the age of just three then went to Shenzhen for professional training when she was only eight and eventually became a full-time member of the Houston Ballet at the age of 16. In her more than 20-year dancing career, she has performed in many countries and won numerous awards.

However, during her career she was often side lined by injuries, which caused her to stop dancing for a while. Full of enthusiasm for ballet, she did not give up and went to the UK to earn a Master's degree in Dance Science with the aim of training the next generation of ballet dancers and help them to prolong their dance journey. Today, as a dance instructor at the Hong Kong Academy of Performing Arts, she encourages young people not to give up on their dreams as opportunities will always come up in the future.

主辦項目

Initiatives



基金自2020年推出「創明天獎學金」，一眾學生得到正面鼓勵，實踐抱負。2021年獎學金的申請已於十月開始，供就讀指定13間大專院校全日制學士或碩士學位課程的學生申請，並將甄選才學兼優並熱心參與社會公共事務的15位學生，每位獲得五萬港元獎學金，頒獎禮預計於2022年第一季舉行。評審團包括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、研究資助局主席黃玉山教授、青年發展委員會副主席劉鳴煒先生，以及大灣區共同家園青年公益基金主席黃永光先生。

Since the launch of the For Our Future Scholarship by the Foundation in 2020, many students have received positive encouragement to follow their ambitions. Applications for the 2021 scholarships started in October. They are open to any student studying full-time in a bachelor or master's degree programme at 13 designated colleges and universities. Fifteen students who demonstrate academic excellence and enthusiasm for social and public affairs will be selected. Each successful student will receive a HK\$50,000 scholarship.

A ceremony for the awarding of the scholarships is scheduled for the first quarter of 2022. The panel judges include Mr Bernard Charnwut CHAN, The Convenor of the Executive Council; Mr Tommy YUEN, Commissioner for the Development of the Guangdong-Hong Kong-Macao Greater Bay Area, Constitutional and Mainland Affairs Bureau; Prof WONG Yuk-shan, Chairman of the Research Grants Council; Mr LAU Ming-wai, Vice-Chairman of the Youth Development Commission; and Mr Daryl NG, Chairman of the Greater Bay Area Homeland Youth Community Foundation.

「9+2知多D」青年分享會

Discover More about GBA Youth Sharing Session

為了加強年青人對大灣區 9+2 城市的認識，基金在 9 月 28 日於 YO PLACE 舉辦了「9+2知多D」青年分享會。活動邀得粵港澳大灣區發展副專員莫君虞、粵港澳大灣區顧問鄧家禧、及兩位在大灣區有豐富工作經驗的青年領袖：華潤集團粵港澳大灣區辦公室主任兼秘書長李浩然和路邦科技有限公司聯合創始人及技術總監麥騫譽與香港青年分享大灣區的政策及香港青年的發展機遇。

To raise young people's awareness of the opportunities in the 9+2 cities of the Greater Bay Area, our Foundation organised the *Discover More about GBA Youth Sharing Session* on 28 September.

Guest speakers included Mr MOK Kwan Yu, Benjamin, Deputy Commissioner for the Development of the Guangdong-Hong Kong-Macao Greater Bay Area; Mr TANG Ka Hei, Albert, Guangdong-Hong Kong-Macao Greater Bay Area Consultant; two youth leaders with working experience in the Greater Bay Area; Dr LEE Hoey Simon, MH, JP, Director of China Resources Group's Greater Bay Area Office; and Mr MAK Hin Yu, Mark, Co-founder and Chief Technology Officer of Roborn Dynamics. All speakers discussed the latest policies and development opportunities available to Hong Kong youths in the Greater Bay Area.



主辦項目

Initiatives

YO PLACE 築夢空間舉辦工作坊幫助年青人提升知識及技能 YO PLACE workshops help young people develop their knowledge and skills

YO PLACE 自7月推出以來，積極舉辦不同活動，推動香港年青人的多元發展，為年青人提供指導及培訓，幫助他們拓展潛能。

Since its launch in July, YO PLACE has been dedicated to hosting activities designed to promote youth development in Hong Kong.

Discover Me 職業生涯規劃工作坊 Discover Me - Career & Life Planning Workshop

人生的道路是由自己選擇，年青人應該及早規劃自己的生涯，尋找適合自己的方向和目標。YO PLACE 於 8 月中舉辦了「Discover Me 職業生涯規劃工作坊」，並邀請了兩位專業導師 Kevin Chuc 及 Elaine Luey 以互動形式為 25 名 16-30 歲 YO PLACE 會員講解職業發展及生涯規劃的重要性，助他們選擇合適的職業及訂立人生目標，並制定實踐的策略和行動。

To help young people plan their careers and find the right direction in life, YO PLACE held a *Discover Me Career & Life Planning Workshop* in mid-August. Two professional coaches, Mr Kevin Chuc and Ms Elaine Luey, conducted an interactive workshop for 25 YO PLACE members aged 16–30. They discussed career development and life planning goals with the participants, as well as practical strategies to achieve these goals.

見工 — take 過 — 面試技巧及商務禮儀工作坊

Interview One Tick Pass – Interview Skills and Business Etiquette Workshop

在工作面試中，除了履歷及工作經驗外，面試者的衣著和談吐亦是非常重要。為了讓年青人更有把握地應付工作面試，YO PLACE 於 9 月下旬邀請了商務禮儀及溝通技巧的專業講師蘇頌輝先生，為 25 名 16-30 歲會員提供實用的面試技巧及商務禮儀。透過課堂講解、討論和角色扮演，希望參加者能增強個人自信心，於面試時凸顯過人之處。

Other than the resume and work experience, handling a job interview is a very important skill for young people entering the workplace. With the aim of giving Hong Kong youths the confidence they need for job interviews, YO PLACE invited Mr Desmond So, a business etiquette and communications consultant, to offer his advice. Twenty-five YO PLACE members aged 16–30 attended the workshop in late September, which featured a lecture, interactive discussion and roleplaying.



資助項目

Sponsorship

築願計劃

Wish Builder Programme

本著通過資助香港各青年機構，為青年提供有關學業、就業和創業方面的多元項目，提升他們的自身技能和專業知識，基金在2021-22年度8月開放築願計劃供青年機構申請，共收到32個申請，經過審核後，共有八個項目獲批，名單如下：

In August 2021, the Foundation began accepting applications for the Wish Builder Programme 2021-22 from youth organisations in Hong Kong. The aim of the programme is to provide sponsorships to organisations that wish to set up youth programmes on academic, career and entrepreneurship opportunities in the Greater Bay Area. Out of the 32 applications received, a total of eight projects, described below, were approved.

機構名稱 Organisations	項目名稱 Projects
香港五邑總會 Hong Kong Wuyi Association	Chill創人生：大灣區文旅創遊人企劃 Social Game Entrepreneurship in the Greater Bay Area Programme
香港青年協會 The Hong Kong Federation of Youth Groups	數碼轉型創業奇兵 Digital Transformation and Entrepreneurship Project
香港區青年聯盟 Hong Kong Island Youth Organisation Union	粵港澳大灣區創業綜合技能提升課程 Greater Bay Area Skills Enhancement Course in Entrepreneurship
香港低碳設計協會 Low Carbon Design Society of Hong Kong	「低碳·未來」青年低碳設計領袖計劃 “Low Carbon Future” Youth Low-carbon Design Leadership Programme
香港快遞貨運從業員總會 Hong Kong Courier & Logistics Operator Association	地區文化深度旅遊達人培育計劃 In-depth Community Cultural Tourism Talent Training Project
香港生涯規劃協會 Hong Kong Life Planning Association	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
政賢力量 The Arete Power	青年時事評論員培訓實踐計劃2022 Youth Current Affairs Commentator Training Project 2022
香港青年電商促進會 Hong Kong Youth E-commerce Advancement Association	香港KOL主播培養計劃 Hong Kong KOL Anchor Training Project

Chill創人生：大灣區文旅創遊人企劃

Social Game Entrepreneurship in the Greater Bay Area Programme

透過有趣的社交遊戲，人與人能增加互動，建立更緊密的聯繫。由香港五邑總會推出的「Chill創人生：大灣區文旅創遊人企劃」獲得基金資助，將招募 36 名 20-30 歲青年，以專業培訓增加香港青年對社交遊戲產業的認識、掌握遊戲創業、劇本創作及遊戲主持的技能，並透過實習幫助青年加入行業，或於大灣區創業。

The *Social Game Entrepreneurship in the Greater Bay Area Programme*, was set up by the Hong Kong Wuyi Association and funded by the Foundation. In the programme, 36 young people aged 20-30 will receive professional training in the social gaming industry. They will learn how to master game entrepreneurship, screenwriting and game hosting and will have the opportunity to enter the industry or start a business in the Greater Bay Area through internships.

資助項目

Sponsorship

築願計劃

Wish Builder Programme

數碼轉型創業奇兵

Digital Transformation and Entrepreneurship Project

「疫」境下，不少初創及中小企透過數碼轉型及營銷，將業務擴展至網絡世界，以增加市場競爭力。為幫助初創青年抓緊數碼營銷所帶來的機遇，基金資助香港青年協會舉辦「數碼轉型創業奇兵」，項目為30名18-35歲香港青年提供為期一年的訓練包括營銷培訓課程及專業導師諮詢服務。同時，他們需到大灣區城市作企業考察，除了前往內地著名學府交流外，還會到訪內地雙創基地，參訪龍頭企業及成功進行數碼轉型的企業。

During the pandemic, many start-ups and SMEs expanded their businesses to include online platforms through digital transformation to increase their market competitiveness. In order to help young entrepreneurs seize opportunities in digital marketing, the Foundation funded The Hong Kong Federation of Youth Groups in organising the *Digital Transformation and Entrepreneurship Project*. The project will train 30 Hong Kong youths aged 18-35 for one year in marketing and provide tutor consultation services. In addition to exchanges with famous Mainland universities, students will also visit the innovation incubators and companies that have implemented digital transformation in their operations in the Greater Bay Area.



粵港澳大灣區創業綜合技能提升課程

Greater Bay Area Skills Enhancement Course in Entrepreneurship



新世代的青年充滿創意，而大灣區潛力無限，為香港青年提供了很多創業、就業等機會。為了讓香港青年了解在大灣區創業的條件和提升他們的綜合技能，基金資助了香港區青年聯盟舉辦的「粵港澳大灣區綜合技能提升課程」。計劃將招募30-50名18-45歲青年，為他們教授有關灣區各個城市的法律法規、創業商業模式，重點教導他們撰寫計劃書及提升綜合能力，包括財務、心理學、電腦技能、視頻剪輯、供應鏈管理、溝通能力及談判能力等。課程共12課，為青年於灣區創業打好基礎。

The Greater Bay Area offers unlimited potential for Hong Kong youths looking for entrepreneurial and employment opportunities. To help young Hong Kong people understand how to start a business in the Greater Bay Area and improve their skills, the Foundation sponsored the *Greater Bay Area Skills Enhancement Course in Entrepreneurship*, organised by the Hong Kong Island Youth Organisation Union.

The course will teach 30 to 50 youths aged 18-45 about local laws and regulations and the various business models in the cities of the Greater Bay Area. It will also focus on writing proposals and improving their capabilities in areas such as finance, psychology, computer, video editing, supply chain management, communication and negotiation skills. A total of 12 lessons will be taught, laying the foundation for young people to start their own businesses in the Greater Bay Area.

資助項目

Sponsorship

築願計劃

Wish Builder Programme

「低碳·未來」青年低碳設計領袖計劃

“Low Carbon Future” Youth Low-carbon Design Leadership Programme

環保是世界關注的議題，為了讓國家實踐2060年「碳中和」的目標，基金挑選了香港低碳設計協會所推行的「低碳·未來」青年低碳設計領袖計劃作為資助項目之一。活動分為兩個階段，首階段招募40名香港青年，透過18個星期的低碳設計培訓工作坊，提升學員的設計知識並學習環保低碳及可持續發展的設計思維，培訓學員成為低碳設計師。在第二階段，學員將參與「灣區設計師友」配對，以為期1個月的師徒關係，針對灣區城市，進行線上深入的調研和社區更新創作，為環保和持續發展出一分力。

In order to meet the national government's goal of carbon neutrality by the year 2060, the Foundation sponsored the “Low Carbon Future” Youth Low-carbon Design Leadership Programme, organised by the Low Carbon Design Society of Hong Kong.

The programme is divided into two stages. In the first stage, 40 young people from Hong Kong will participate in an 18-week low carbon design workshop to improve their design skills and learn sustainable design thinking. In the second stage, the students will be enrolled in the Greater Bay Area designer mentorship programme and paired with a mentor for one month. During this period, they will conduct online research and community renewal projects for Greater Bay Area cities and learn how to make meaningful contributions to environmental protection.



地區文化深度旅遊達人培育計劃

In-depth Community Cultural Tourism Talent Training Project

每天穿梭在香港各區的大街小巷，快遞從業員因而對本地路線及地方非常熟悉。為了提升快遞從業員的社會形象、幫助他們建立自信心及擴闊他們的職業規劃，基金資助了香港快遞貨運從業員總會所舉辦的「地區文化深度旅遊達人培育計劃」，透過教授30名 20-30 歲香港青年專業知識，包括網絡視頻、旅遊規劃、攝影藝術，讓他們以拍攝短視頻形式對外推廣香港本地文化及旅遊熱點。其後，總會更會把參加者分為小組，穿梭香港本地熱點，拍攝照片及短片後以短視頻形式提交作品，將掌握到的知識學以致用。

In order to enhance the social image of couriers and help them broaden their career potential, the Foundation sponsored the *In-depth Community Cultural Tourism Talent Training Project* organised by the Hong Kong Courier & Logistics Operator Association.



The project provided 30 Hong Kong youths aged 20-30 with training in tourism planning, online video production and photography. The aim of the project is to give them the skills to promote Hong Kong's local culture and community attractions through the production of short videos. Afterwards, the Association will allow students to put what they have learnt into practice. Participants will be divided into groups and visit local hotspots in Hong Kong, where they will take photos and create short videos.

資助項目

Sponsorship

築願計劃

Wish Builder Programme

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

生涯規劃對每個年青人都非常重要，除了規劃自己的生涯外，幫助別人進行生涯規劃亦是一門助人助己的專業。基金為了支持青年人向相關專業發展，資助了香港生涯規劃協會所舉辦的「生涯規劃發展師（LPDF）認證及培訓實踐計劃」。旨在通過「體驗式學習」及「應用式培訓」兩大範疇的活動，經歷學習、實踐、收穫、推廣四大階段，讓 32 名 18-27 歲的青年掌握基礎理論知識和技能，成為專業認證的生涯規劃發展師。

Helping young people understand the importance of life planning is the objective of the *Life Planning Development Facilitator Certification and Training Project*, organised by the Hong Kong Life Planning Association with the support of the Foundation. The aim the project is to give 32 youths aged 18-27 basic theoretical knowledge and practical activities in the two major categories of experiential learning and applied training towards becoming a professionally certified life planning development facilitator.

青年時事評論員培訓實踐計劃2022

Youth Current Affairs Commentator Training Project 2022

為了鼓勵青年人關心時事，推動社會發展，基金資助了政賢力量舉辦的「青年時事評論員培訓實踐計劃 2022」，為 30 名 15-25 歲香港青少年提供一系列培訓課程及寫作實踐，包括：講座交流會、技巧訓練工作坊、小組指導會等。內容包括人類社會形態與中國社會發展、辯證法下的多角度思考、資料搜集與數據運用的技巧、多媒體宣傳推廣技巧等。完成培訓後，參加者須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。

The Foundation will be providing its support to the *Youth Current Affairs Commentator Training Project 2022* organised by Arete Power. Through a series of training courses, 30 Hong Kong youths aged 15-25 will take part in seminars and exchanges, skills training workshops and group coaching sessions. The content covers topics such as Chinese social development, multi-directional critical thinking, data collection and data application skills, and multimedia promotion. After completing the training, participants will be required to write regular articles commenting on current affairs and publish them in major newspapers and online media.

資助項目

Sponsorship

築願計劃

Wish Builder Programme

除了最新獲批的項目之外，於2020-21築願計劃獲資助的項目中，其中兩個項目於早前完成了最後階段的培訓和實習，為活動劃上圓滿的句號。

Furthermore, two of the approved projects from the Wish Builder Programme 2020-21 also completed their final stages of training and internships satisfactorily.

「Stage Your Dream」公關及項目策劃人才培訓計劃 Stage Your Dream Public Relations and Event Talent Incubation Project



策劃活動並非容易，從活動構思、落實到執行，都需要詳細的準備工作。由基金 2020/21 年度築願計劃資助，香港青年交流促進聯會主辦及大舞臺製作及顧問公司創辦人及主席朱仲賢博士教授的「Stage Your Dream」公關及項目策劃人才培訓計劃，於 2021 年 6 月至 7 月為 30 位香港青年提供了 39 小時的培訓課程，深入淺出地教授公關及活動策劃的基礎概念、舞台設計、節目流程編排、演說技巧等。

完成培訓課程後，學生隨即進行實習，以籌備委員會角色完成「發放夢想力！」夢想舞台2021，將所學到的加以實踐。項目的結業禮已於 12 月 4 日舉行。學員於結業儀式上向大家分享參與計劃的得著，他們除了對公關及項目策劃有更深入的了解外，還提升了自信心，並對未來的職業規劃有更明確的目標。

Planning an event is not easy. From event conception and implementation to execution, every detail must be carefully considered. Sponsored by the Foundation's Wish Builder Programme 2020/21, the project was organised by Hong Kong Youth Exchange Promotion United Association and with Dr Billy Chu, Founder and Chairman of On Stage, as the instructor.

The *Stage Your Dream Public Relations and Events Talent Incubation Project* offered 30 Hong Kong youths a 39-hour training course running from June to July 2021. The course included basic concepts in public relations and event management, stage design, programme planning and presentation skills.

After the training, students were given an internship opportunity to put their learning into practice as members of the organising committee of Dream Power Dream Stage 2021. The graduation ceremony for the project was held on 4 December. During the ceremony, participants shared the valuable experience they had gained in public relations and event management and how the course improved their self-confidence and shaped their future career goals.

資助項目

Sponsorship

築願計劃

Wish Builder Programme

擊樂藝行築前程 — 藝術行政培訓策展實踐計劃 Arts Administrator Training Project

藝術行政人員是每項藝術活動的靈魂人物，除了要具備藝術相關的專業知識外，還要負責活動的安排和規劃。2020/21年度，基金築願計劃資助其中的一個項目為篋鼓擊樂團主辦的「擊樂藝行築前程 — 藝術行政培訓策展實踐計劃」，目標是為對藝術及活動統籌有興趣及具潛力的香港大專學生提供相關的技能培訓，課程內容包括基本法、藝術行業法律、藝術與科技新時代及大灣區文化創意產業等。

30名學員已完成了為期三個月的培訓，透過親自籌劃活動，他們作出多方面的嘗試及擔任不同的崗位，獲得了寶貴的經驗。由學員舉辦的「中秋月圓擊樂夜暨閉幕禮」已於9月18日於大埔文娛中心舉行。基金希望學員參與計劃後，能夠了解更多藝術行政的相關知識，並於日後積極參與香港以至整個大灣區的行業發展，為文化藝術及創意產業出一分力。

Sponsored by the Foundation and organised by the Gip Percussion Ensemble, this project was one of the projects approved for the Wish Builder Programme 2020/21. It was set up to provide skills training for Hong Kong tertiary students with an interest in art and event co-ordination to become arts administrators. The course covers the Basic Law, arts and cultural property law, arts and technology, and the cultural and creative industries in the Greater Bay Area.

Thirty participants have now completed the three-month training. Among the activities they planned during the training were the Mid-Autumn Full Moon Percussion Night and Closing Ceremony on 18 September at the Tai Po Civic Centre. The Foundation hopes that after participating in the project, students can learn more about arts administration and will go on to contribute their knowledge to the cultural, art and creative industries in the Greater Bay Area.





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

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