

Project Summary

Project Name and No.: "I + O (Inner and Outer Self) Styling Studio (0004-10)
Name of Organization: Tung Wah Group of Hospitals Jockey Club Lei Tung Integrated Services Centre
Grant Approved: HK\$1,000,000.00
Project Duration: Two years (01/07/2007—30/06/2009)
Main Target Groups: Youth and Women who lack of competitiveness in the labor market with low academic achievement, skills and motivation
Working Area: Southern district

1. Project Highlights:

(i) Objectives:

- a To cultivate resident as qualitative manpower (social capital) in the community
 - To enhance the capability of acceptance and appreciation of participants and to foster positive values, so as to recapture their relationship with their families and the community.
- b To build up the culture of appreciation in the community
 - Through professional and quality studio service provided by our participants, to build up different networks in the community, which facilitate the promotion of values of 'Inner and Outer Beauty' * and the enhancement of quality of the community.
- c To develop cross-sector networks and collaborations opportunities
 - To connect networks with investment of different professional capital, to extend the platform for collaboration and mutual benefits, so as to enhance social and economic efficiency.

(ii) Strategies:

- a To initiate the values of 'Inner and Outer Beauty'* through mentorship scheme
 - With professional knowledge and skills as a mean of intervention, professional mentors will deliver the values of 'Inner and Outer Beauty' *, to transform our participants' role from deprived group to service manpower in the community.
- b To infiltrate the culture of appreciation into the community
 - Using the platform of studio, to encourage our participants to serve our community with the values of 'Inner and Outer Beauty'.
- c To create opportunities for collaborative community building through cross-sector partnership
 - Through the collaboration of citizens, enterprises, local authority and organizations, resources and strengths of the community will be mobilized and mutual-benefit for community networks will be enhanced, so as to drive the collaborative building of the brand of quality community.

(iii) Expected Outcomes and Performance Indicators:

- a The social role of participants will be transformed from service recipients to service givers, where the capability of self-management and values of participants will be enhanced.
- b Through studio service contributed to the community, the values of 'Inner and Outer Beauty'* and the culture of appreciation will be infiltrated into the community.
- c By the platform of studio, cross-sector collaborations will be driven, to develop channel of sharing of social capitals and opportunities of mutual benefits.

2. Brief Description of Programmes:

The project aims at promoting the value of 'Inner and Outer Beauty' * and training of manpower with quality in the community, so as to bring about positive changes among families. Besides, through professional and quality studio service provided by our participants, the culture of appreciation will be built in the community. On the other hand, the project emphasizes on driving cross-sector collaborations to connect community network with different organizations, so as to build social capital and develop opportunities of mutual benefits by joint effort in developing our studio service.

3. Unique Features and Areas of Innovation:

- a Through mentorship scheme, all-round training with professional skills as well as passing on of life experiences and attitudes will be provided. Together with infiltration of value of 'Inner and Outer Beauty' *, professional manpower with quality and assurance by the market will be trained.
- b Using the platform of studio, to encourage our participants to serve our community with the

values of 'Inner and Outer Beauty'.

- c Potential capitals of the community will be discovered, and the unique culture and tourist attraction of Southern district will be promoted by our studio service. Cross-sector partnership will be built facilitating investment of different professional capital, to enhance social responsibility as well as mutual benefits, and to promote social and economic efficiency.

“Inner and Outer Beauty” *: ‘Inner Beauty’ is about one’s capability of acceptance and appreciation, self-management and responsibility, and the belief in positive change and the sharing of happiness in life. While ‘Outer Beauty’ is about the assurance of one’s right to become a beauty through professional knowledge and skills to reveal one’s unique kind of beauty.