

Project Summary

Project Title and No.: " Thousands of Network " (0006-10)

Name of Organization: Tai O Residents' Right Concern Group

Grant Approved: \$ 750,000

Project Duration: 3 year (01/05/2007 – 30/04/2010)

Target Groups: Citizens in all ages, Businessmen, Professionals outside Tai O, Government officers

Location of the Project: Tai O, Lantau

1. Project Highlights

(i) Objectives

- Empowering the local residents with business knowledge and skills in order to build up their professional image
- Encouraging the local residents to establish a local tour cooperative which drives the community development
- Enhancing local network and extending connection to outside communities

(ii) Strategies

- Providing professional training and exchange experience
- Changing business-running mindset of local shop owners for burnishing Tai O branding
- Strengthening local network through different activities; forging collaboration with outside community network

(iii) Expected Outcomes and Performance Indicators

- Individual empowerment: improving the language proficiency, touring skill, business expertise of the participants
- Community development: Establishing the pioneering local tour cooperative in order to gather local residents with a view to build up Tai O branding
- Network expansion: Continually strengthening as well as expanding the local network with outside community parties for creating more job opportunities

2. Brief Description of Programmes

Our project has been enhanced from the first phase project; the second phase mainly focus on inputting commercial knowledge, experience and expertise such as operation management, product promotion, product design and development, customer service, environmental protection and language proficiency in order to empower the Tai O local residents to enhance their competence. In addition, capitalizing upon the unique cultural tradition, we aim at converting the precious resources into useful means to develop the local economy as well as build up the local branding.

3. Unique Feature and Areas of Innovation

- (i)** Emphasizing on knowledge transfer through cross-community and cross-sector collaboration, business competence is improved and their competitive edges are sharpened.
- (ii)** Focusing on the social cohesion and community capital, we want to establish the Tai O branding in order to achieve the result of improvement in local economy as well as the enrichment of the quality of lives. The last but not least is to help the local residents to bring their role as the master of the community into full play.