

**Project No** : 0138-01  
**Project Title** : Community Integration - Developing Respective Strengths  
**Name of Organization** : Youth Kwun Tong  
**Grant Approved** : HK\$253,232 (first year)

**Project Highlights:**

- To promote a community life which people help and love each other.
- To organize the “Community Integration Ambassador ” and “Community Integration Alliance”. Through the cooperation of different Community Organizations, Business Associations and Government Departments, people with different ages, strata and the communities in Kwun Tong can join together and the new arrivals and local community can be connected.
- To provide an opportunity for people to interflow each other, improve and overcome problems together and eliminate the discrimination for building a harmonious living environment and a strong social network.

**Brief Description of Programmes to be organized:**

- “Community Integration Ambassador ”: Community integration ambassador is one of main themes of the project. Through the ambassador training scheme, the ambassadors will become the major members of community integration alliance in charge of the daily operation and management of the alliance to achieve targets of accumulation of human resource and sustainable development.
- “Community Integration Alliance”: Community Integration Alliance is an organization open for the public to participate. Its aim is to combine the social resources and to build up an interpersonal network through the public joint effort and wide participation and the close cooperation of different social organizations, schools, centers, and mutual aid committees and commercial organizations in the district..

**Unique Features of the Project:**

- The aim of “Community Integration - Developing Respective Strengths” is “to build a harmonious living environment and social network by interflow, encourage and help each other.”
- The “Community Integration Alliance” will integrate the new arrivals and local community in Kwun Tong and help them to develop their talents and skills, lessen the bias so as to build up a shared culture for the sake of a harmonious living environment in the community.

**Project Duration:** 12 months (from 9 / 2003 – 8 / 2004)

**Target Groups:** New arrivals and local community in Kwun Tong who are aged 15-35.

**Location of the Project:** Kwun Tong

**Expected outputs and outcomes:**

**1. Short-term basis**

- Resources of Social Services can be increased: the “Community Integration Alliance” will provide not less than 1500 hours voluntary services each year.
- Community participation can be promoted: the co-operation level of different organizations among the district can be improved by encouraging people to participate in voluntary services through the “Community Integration Ambassador ” and the “Community Integration Alliance”.
- Cooperation among different strata & social sectors can be promoted: the “Community Integration Alliance” provided chances for the different strata to cooperate and interflow, so a better communication among people and organizations can be established through community activities.
- The personal connections of participants can be broadened: the network and connection of new arrivals and local community can be broadened and strengthened through the cooperation process in the “Community Integration Alliance”.

**2. Long term basis**

- The number of new arrivals who participated in the community affairs and voluntary works can be increased: about 60% of the members of New Arrivals Alliance indicate that they would care and look out the community affairs frequently compared with the past.
- The discrimination, exclusion and misunderstanding that towards the new arrivals in the community can be decreased: the positive messages can be spread out in the community through the Alliance and different activities so the misunderstanding towards the new arrivals such as impolite and unfriendly attitudes, despite etc. can be decreased.
- The quality of community activities and the effectiveness of utilizing resources can be improved: 20 (target) of different social organizations, sectors or community leaders can participate in or support the activities of the Alliance.