

Project Summary

Project No.: 0032-03

Name of The Project: Establish Tuen Mun with Chinese Intelligence

Name of Organization: Yan Oi Tong

Grant Approved: \$2,000,000

Project Highlights: In view of the traditional skills and knowledge, like organic farming, fishing, sewing and handicrafts, post-natal care, Chinese massage, and rural-flavored cookery, are no longer valued in the modern life, the objective of this project is to arouse the public and let them recognize such skills and knowledge as a valuable social capital and economic activities for the community. This project will organize the community which driven the individual to different groups in order to achieve social inclusion and enable them to improve the quality of life

Project Commencement Date: 1 May 2004 to 30 April 2007

Brief Description of Programmes to be organized:

1. Mobilizing Various Target Groups in The Community

The project named “In Search of the Right People” will be launch at the first stage to gather a pool of deprived people. They include new immigrants, single-parent families, CSSA families, low-incomed families, the unemployed and the physically handicapped. We will invite them to become the core members of the project. They will work closely with the project organizers to enlarge the community network through door-to-door visits to the local shops and organizations, road shows, and other outreaching activities to enroll more members from various sectors from the community.

2. Establishment of Community Leaders

A well-structured training system, “Social Capital Academy for the Community”, will be set up to train the leaders for the sustainable development of the project. The training system has three different parts to explore the potential power of the members. The first part of the training helps the members to re-consider the values of their life experience, knowledge, skills, and general living-styles with a new perspective, impressing them to realize that such kinds of wisdom are meaningful and valuable in improving their quality of life. The second part helps them to understand the concept of community economy development and how they can contribute to the community development. The last part provides the leadership skills training which include planning, organizing and implementation for the establishment of community

economy.

3. Building Networks

Different individuals have different experience and capabilities. The most important aim of this project is to allocate these resources effectively so as to facilitate the establishment of community and explore the potential social capital by means of the following ways:

- “The Apprenticeship Learning Circle”
Mentor will be applied. People who have special skills act as a mentor to induct their skills with mentor relationship to community.
- “Community Carnival on People’s Wisdom” will be held regularly in Tuen Mun to make the project known to the public so as to invite more residents to enroll in this project.
- Publish community newspapers regularly to promote the ideas of mutual help, circulate information and facilitate the exchanges of services and goods.
- Establish the “Community Resources Exchange Station” to facilitate the exchanges of resources (goods or services). Group members will be trained to run the Station in which their potentials can be initialized.

4. Exploring Employment Opportunity

Establish the website for “the Internet on Traditional Intelligence” through the application of internet in order to reach different level from the community and to facilitate the resources exchange. Members can post advertisements of their special skills, such as post-natal care and Chinese massage in the internet. People are also welcomed to join the internet to search for the goods or services if they needed. The Internet serves as a place for people to look for employment as well as a way to promote mutual support in the community.

5. Establishment of Community

To achieve the objective of establishment of the community, a management committee will be formed by the member at the later stage of the project. Community leaders will be trained to take up the responsibilities for further developing the networks. The operation of the system is based on democratic participation and mutual support. It is our goal that the project will be self-financing towards the end of the subvented project.

Unique Features of the Project:

1. Utilizing the wisdom of traditional culture as social capital

It is our belief that there is much more value and potentials in the Chinese traditional culture which would bring about new opportunities for economic activities from the community. Throughout the process of re-discovering, mobilizing and organizing, the core members will be transformed from service recipients to givers, hence actualizing the spirit of empowerment which makes sustainable development possible.

2. Building Cross-sectored Social Network

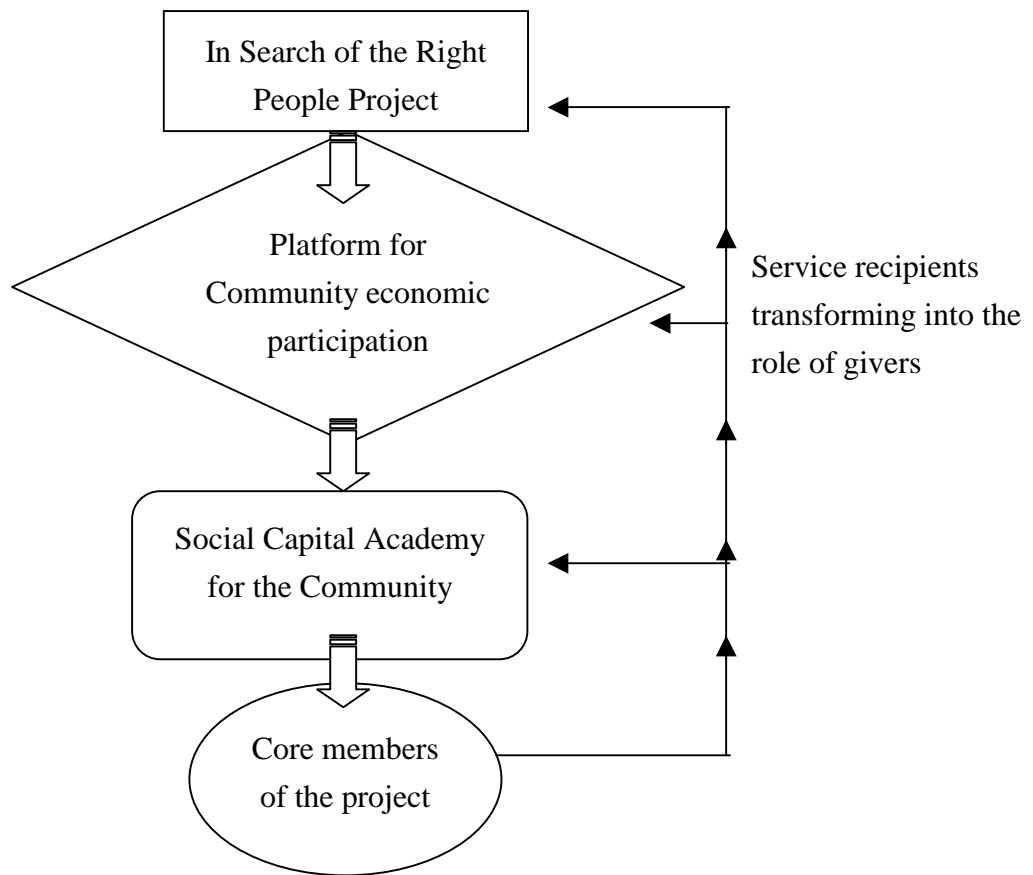
Apart from bringing the deprived groups together to help each other, this project also aims at bridging up individual or groups from different background to achieve social inclusion. In fact, we gained the great support from six local organizations coming from business and social service. In the long-run, all parties involved will be benefited from this project through the process of resources sharing, coupon scheme and mutual learning.

3. Creating Alternative Economic as well as Cultural Mode

The project helps to improve the quality of life of the community. It promotes mutual help and social inclusion in the community. Also, the various systems of exchanging resources are in fact an alternative form of economic activity which contributes to the betterment of living quality in the community.

4. Increasing the Opportunity of Employment

For those participants who are able to realize their experience and knowledge as social capital, the “Internet on Traditional Intelligence” provides a platform for employment. Such opportunity of employment not only carries an economic notion but also helps to recognize the value of human relationship and life experience.



Target Groups: local community (families, businesses, community organizations)

Location of the Project: Tuen Mun

Expected Outputs

- a. Total no. of participants is over 30,000
- b. At least 1,000 community members join the network
- c. Liaise with at least 50 shops / companies/ local organizations
- d. Items of the project

Items of the project	Frequency	No. of participants
In Search of The Right People Project	60 activities	20,000
Social Capital Academy for the Community	38 classes	504
People’s Wisdom Learning Circle Scheme	70 groups/matching	600
Community Carnival on People’s Wisdom	11 activities	5,000

Community Newspaper	10 issues	20,000
Community Resources Exchange Station		
a. co-ops	10	5000
b. Exchange Station	20 units of service	
c. Placements	30 vacancies	
Internet on Traditional Intelligence	50 shops	200 unemployed people
On-line Shops		20,000
Frequency of home page browsing	---	
Community Coupon Scheme	50 shop/companies	1000 families

Expected Outcomes

Network Building

1. Establishing networks for service referrals and resource sharing;
2. Networking 50 local shops and invite them to join at least one of the following items:
 - a. provide opportunities for employment
 - b. act as a partner of the People's Wisdom Learning Circle
 - c. provide sponsorship
 - d. act as a provider of the Coupon Scheme
3. Mobilizing local voluntary groups to participate in not less than 15 programs of community building;
4. Evaluation survey reports that 70% of the participants find the project effective in the aspect of building supportive network.

Developing Community Economy

5. The Project helps to establish at least 4 community economic platforms for sustainable development;
6. Evaluation survey results show that 70% of the participants being interviewed find the project effective in improving the living quality of the community;

Mobilizing Community Participation

7. 75 participants of the Social Capital Academy for the Community report significant improvement in self-esteem and capacities. And among these participants, 70% of them play active roles in launching the whole project;
8. Evaluation survey results show that 70% of the network members are satisfied

with the effect of the project in mobilizing community participation.