

Caring Estate in the Southern District- A Hong Kong Experience in Generating Social Capital

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Project

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Project background

Caring Estate in the Southern District

Implementation Period	4.03-3.06 (3 years)	6.06-5.09 (3 years)
Service Area	Yue Kwong Estate Ap Lei Chau Estate	Wah Fu Estate
Service Target	Individuals, families, organizations and local shops	
Funding Source	Sponsored by CIIF	

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Objective

This project endeavors to strengthen the neighbourhood networks to buttress community defenses, foster inclusive communities, and thus motivate resident's care for and help their neighbours.

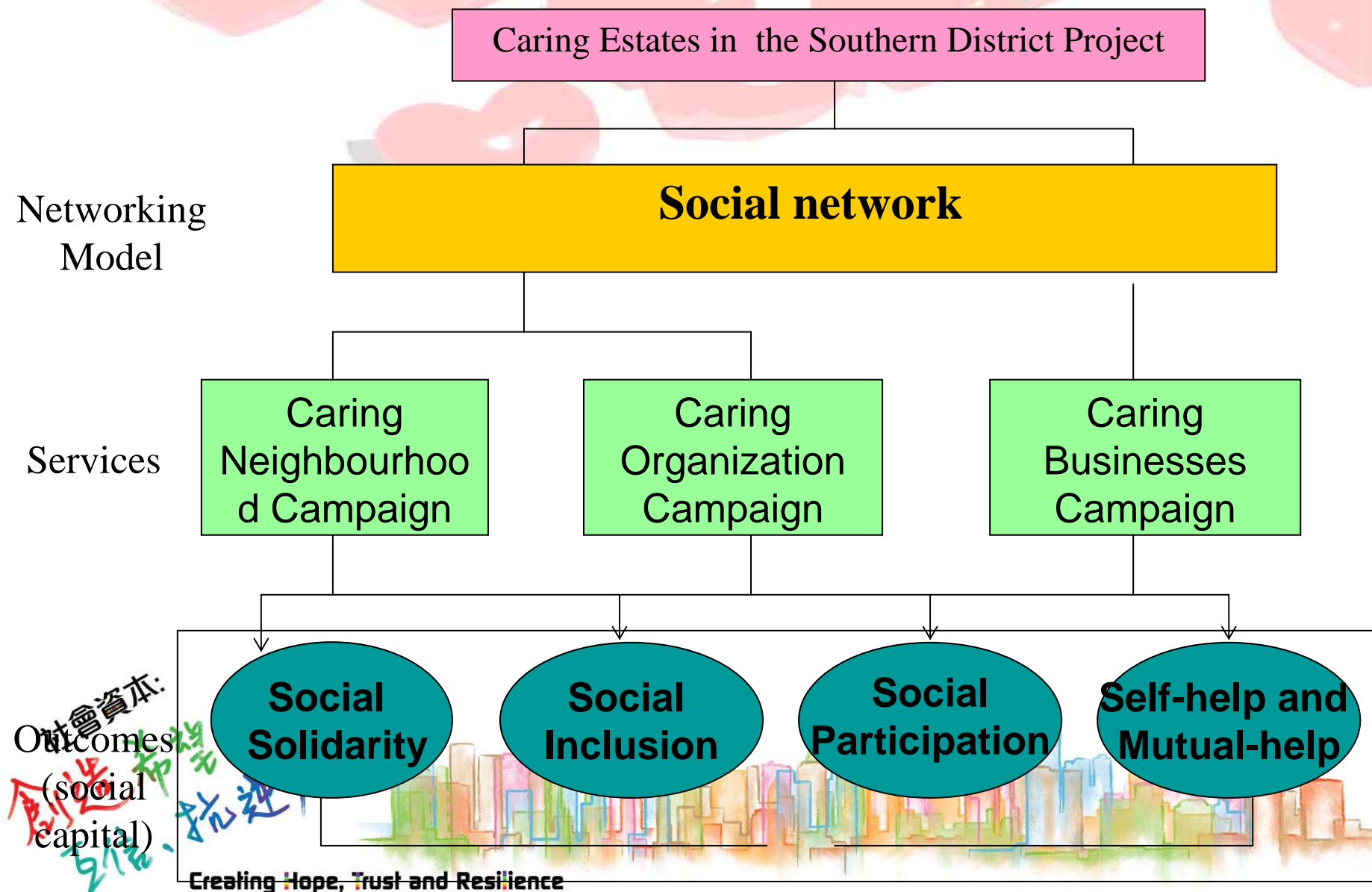
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Networking model of Caring Estate Project





Networking Locality

Step 1 - Locate Network:

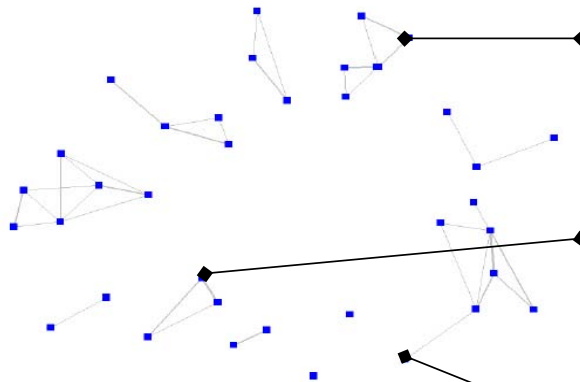


Figure 1 - Scattered Clusters

♥ Caring Neighbourhood Campaign (愛心義工):
Neighborhood Networking

♥ Caring Organizations Campaign (愛心社團):
Local Organizations Networking

♥ Caring Businesses Campaign (愛心商戶):
Businesses Networking



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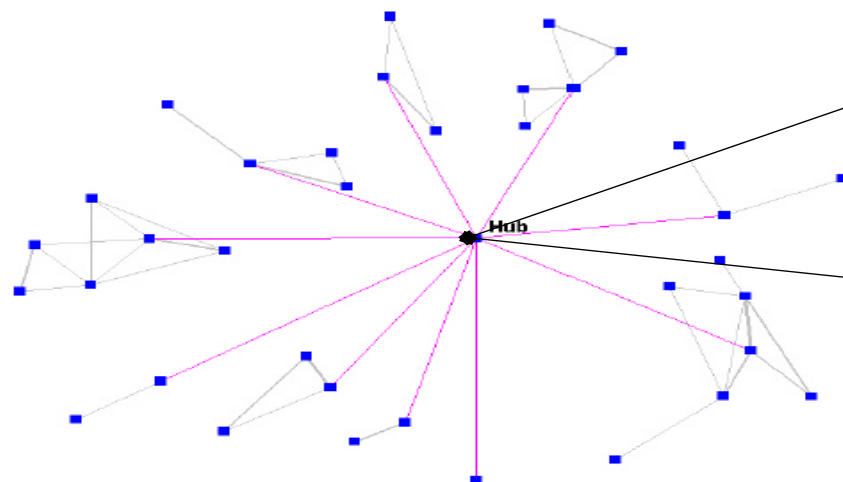
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Networking Locality

Step 2 - Create Connectivity:



MAC as a network weaver in Yue Kwong Estate

Volunteers as network weavers in Apleichau Estate

Figure 2 – Hub-and-Spoke Network



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Networking Locality

Step 3 - Expand Clusters:

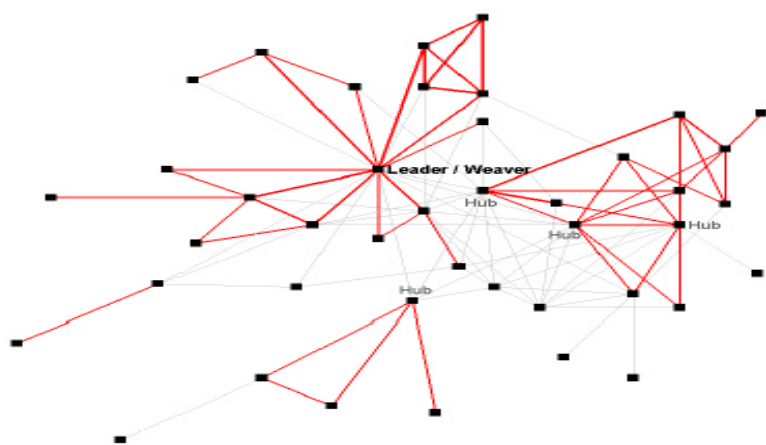


Figure 3 – Multi-Hub Small World Network

- ◆ Strong networks among residents and MACs in Yue Kwong Estate
- ◆ Strong networks between volunteers, business shops and residents in Apleichau Estate
- ◆ Weak ties are found among clusters



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“Caring Estates” Project - Its Essences

Steps	Essences	Illustrations : “Caring Estates Project”
1 (Locate network)	● Map the net	● to understand the community profile of Apleichau Estate and Yue Kwong Estate
	● Develop various types of relationship and network	● to encourage different age groups to participate ● to include the rich and the poor, the able and the disabled
	● Honor the effort within and among the clusters	● to provide different ways of acknowledgment / recognition

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“Caring Estates” Project - Its Essences

Steps	Essences	Illustrations : “Caring Estates Project”
2 (Create Connectivity)	● Use community strengths	● to explore active leaders (weaver) ● to develop the potential of service recipients, the poor and the less competent
	● Create and locate the network weavers	● to set up ‘House Captain’ System (樓長制) ● to set up different task groups (結網組, 社區店組, 商戶社團組, 宣傳組及聯誼組)
	● Create impacts	● to use case illustration and experience sharing ● to fix up a “Caring Day” every year ● to publicize the successful cases through the mass media

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“Caring Estates” Project - Its Essences

Steps	Essences	Illustrations : “Caring Estates Project”
3 (Expand Cluster)	<ul style="list-style-type: none"> ● Allow strong and weak clusters in a community 	<ul style="list-style-type: none"> ● to recognize different level of involvement among ‘Caring Shops’, ‘Caring Organizations’ and ‘Caring Volunteers’
	<ul style="list-style-type: none"> ● Transfer knowledge and skills 	<ul style="list-style-type: none"> ● to encourage volunteers to involve in service planning, organizing, implementing and evaluation process ● to develop mentor system between the new and the experienced volunteers
	<ul style="list-style-type: none"> ● Allow diversity of power (From network weaver to connector/facilitator) 	<ul style="list-style-type: none"> ● to set up Volunteer Consultation Committee (義工諮詢委員會)
	<ul style="list-style-type: none"> ● Connect through similarity and innovate through diversity 	<ul style="list-style-type: none"> ● to develop cohesive environment for volunteers ● to consult the passive shops and volunteers periodically

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Real Experience from House Captain

Locate Network

Create Connectivity



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Real Experience from House Captain

Expand Clusters





“Functions of House Captain

- Identify the risks in the community
 - Help referring the needy family to become the beneficiary of this Project.
- Identify the potential strength of residents
 - Help identifying the “Caring Volunteers”, “Caring Organization” and “Caring Business”
 - Help organizing Mutual Skill Transferring Activities (互助學堂)
- Help extending the network of needy family
 - Help organizing Floor Activities (樓層活動)
 - Network needy family with other neighbours
- Help organizing activities
 - Help publish and promote the news of Caring Estates;
 - Help putting up job vacancy lists;
 - Donate stuff;
 - Co-organize activities with the organizing agency

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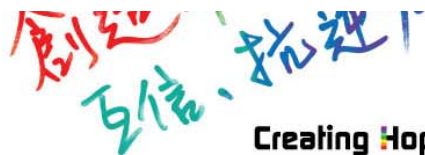
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Knit the Net – Use of CAR

Domains	Facets
Competence	<ul style="list-style-type: none">• Knowledge• Rational Thought• Personal Quality• Experience
Attentiveness	<ul style="list-style-type: none">• Awareness• Concern• Respect
Responsiveness	<ul style="list-style-type: none">• Motivation• Action• Interaction



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Evaluation Framework

Logic Model

“Caring Estates” in Southern District

Research

Input

Knowledge, People, Place, Resource, etc.

Process

3 guiding principles (CAR) → Program

Program-based Evaluation

Output

No. of program, participants, groups, etc.

Outcome

5S

Outcome-based Measurement

Social Solidarity

Social Inclusion

Social Participation

Self Help and Mutual Help

Social Network

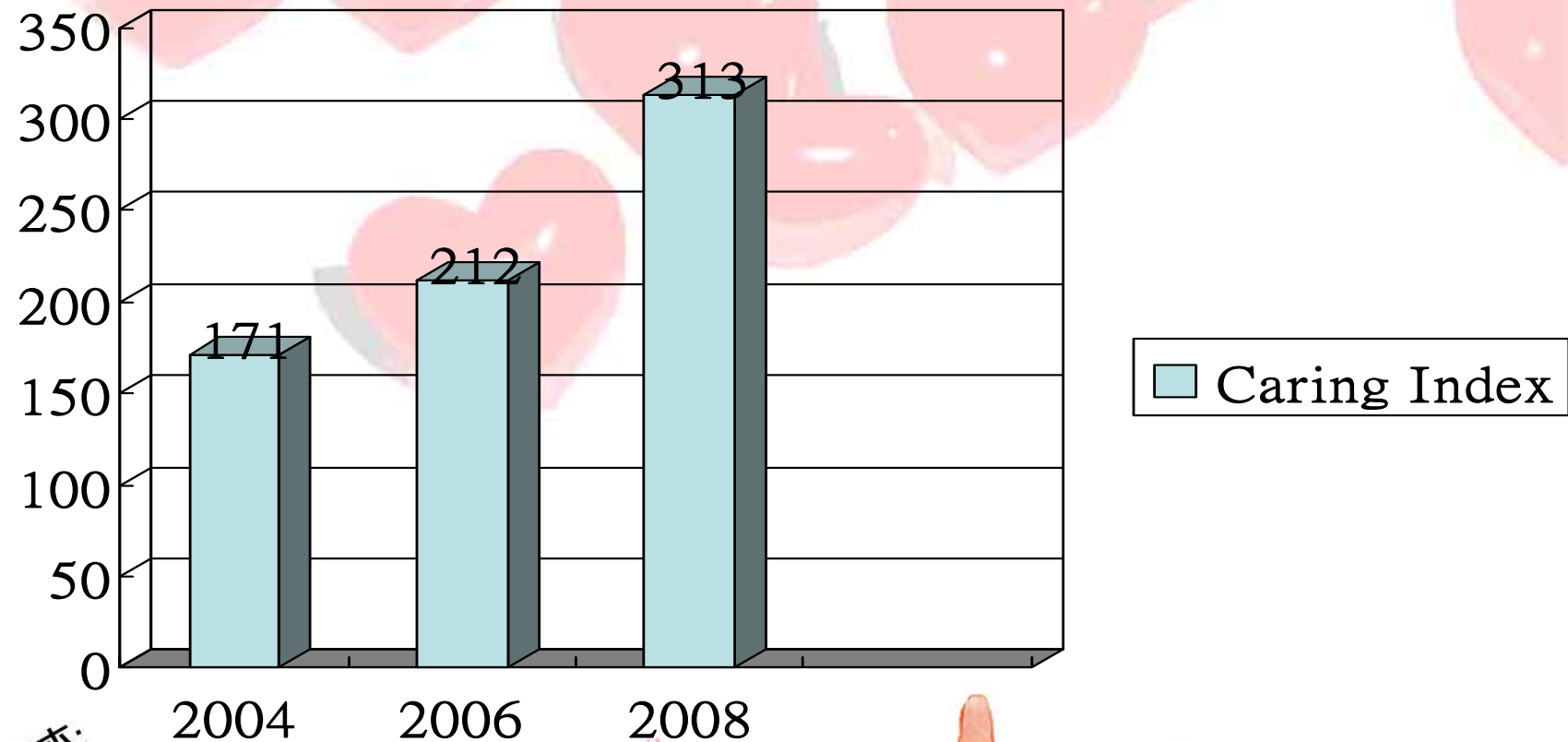
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Outcome of Caring Estate Project



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•The mean score (5 is the highest, 1 is the lowest)



Conclusion

Creating Harmonious Society

- *Creating a caring society;*
- *Reducing stereotypes and marginalization;*
- *Empowering the poor and the less competent to participate in the local affairs; and*
- *Promoting the mutual-aid spirit and generating social capital by bonding, bridging and linking networks.....*

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THANK YOU

