

# ***Career Park Project:***

## ***Enhancing Youngsters’ Entrepreneurial Spirit through Social Capital Partnership***

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Founder and Hon. Chairperson, Roads Limited

&

Mr. David PUN  
Chairperson, Roads Limited



# Background

- Local education system reforms
- Cold facts: fall-out of youngsters due to lack of motivation and purpose in life
- We sought to provide interactive system to get their interest and participation, i.e., enhance awareness of the value of entrepreneurship

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# Background

- We built capacity with social capital
- Roads, created in 2005, builds cross-sector partnerships with businesses, community groups, government departments and voluntary professionals
- We foster employability of the lowest fall-outs, i.e., Yi Jin and Associate Degree students
- We jump-start their “from school to work transition” mindset change mission

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# Background

- We shift students' mindset away from rote learning, rote thinking and passing examinations
- We guide youngsters whose lives, studies and ultimately work would show true Entrepreneurial Spirit (“ES”)
- Career Park, funded by CIIF for the past three years, is a means to jump-start this mindset change journey

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# Career Park Mission

- Career Park anchors firmly on social capital, also the backbone of Roads' sister organization, YDC – Young Entrepreneurs Development Council created 13 years ago
- While Career Park strives to salvage the bottom, YDC concentrates on higher achievers among university and ordinary secondary school students
- Its School-Company Partnership connects students to the commercial world to acquire an entrepreneurial mindset prior to entering the workforce

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Young Entrepreneurs Development Council  
青年企業家發展局

# 商校伙伴計劃

## SCHOOL - COMPANY PARTNERSHIP

從課室走到商界

體驗求職面試

透視商業營運

啟發企業思維

規劃企業家人生路



詳情請瀏覽 [scp.ydc.org.hk](http://scp.ydc.org.hk)

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# Career Park Mission



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# Career Park Mission

- Proprietary training course built on experiential learning to enhance personal and social values
- Post-course mentoring scheme to transform help receivers into help providers, i.e., graduates mentoring their peers
- We inspire youngsters, equipped them with the skills and enhance their ES to find their own roads to success

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# Career Park Mission



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# Significant Outcomes

- 500 students were trained in three years
- 60% entered the workforce while the rest continued their studies
- 100 plus past students turned into Roads' "young mentors" and spread positive message among their peers
- Real-life experience such as operating booth at Chinese New Year Fair
- Team of voluntary trainers continue to support the program
- Partnering NGO's "franchised" to run their own Career Park programs

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# Significant Outcomes



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# Project Assessment Findings

- Professional post-project assessment conducted by a university academic
- Key findings from focus groups:
  - learned to be self-disciplined, patient and considerate; better in time management, resource allocation and self-control; more mature, self-confident and taking things seriously
  - acquired practical skills in job seeking and interviewing
  - made friends with participants, trainers & staff; trusted trainers, assistants & staff (helpful)

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# Project Assessment Findings

- will share Career Park concepts with their friends
- did not think change their thinking at first but finally applied concepts in job seeking and interviewing
- community service session changed their perception of older people, how to communicate with them and willing to support people in need
- sought work/study advice from staff and trainers
- job referrals and interview rehearsals appreciated
- wish project was widely promoted to reach more students

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# Outlook

- **Stage 1: Career Park – from school to work transition**
- **Stage 2: Young Bosses of Tuen Mun – students led to operate real “mini” businesses as owners in a suburban community**
- **Even greater focus on ES**
- **CIIF already approved funding for Stage 2 to start after summer this year**

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# Sailing Onwards



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