



Reflection highlights:

Trial run for

LET EAT GO

Charitable City

Orienteering Programme

By Summer Interns

HKBN Co-Owners of the Future 2017

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起筷·深度行

城市定向

LET EAT GO

Charitable City Orienteering Program
For People's Food Bank

基層溫飽籌款活動



深水埗 Shamshuipo

活動日期 Date of the Event :

9/9/2017

開始報名日期
Enrollment Date :

19/6/2017

截止報名日期 Due Date :

25/8/2017

報名網址 Website :

<http://society.sjs.org.hk/LetEatGo2017/>

☎ 3421 0448

✉ leteatgo@sjs.org.hk

企業團體組
Corporate

時間
Time

10:00-12:00
(上午賽事 Morning session)

基本捐款額
Min. Fundraising
Amount

\$4,000 / 隊 team

所有善款在扣除成本後，將全數用於提供熱飯予區長者及基層家庭。
All donation raised will be allocated to support hot meal services for the poor elders and underprivileged households after the deduction of cost.

主辦機構：
Organized by



鑽石贊助：
Diamond Sponsor



策略夥伴：
Strategy Partner



Event details

“LET EAT GO” Charitable City Orienteering Programme is a programme supported by HKBN Talent CSI Fund and HKBN that provides us with an opportunity to understand, connect, and reflect upon the lifestyles of various communities, including the underprivileged who reside in districts surrounding Shek Kip Mei, Sham Shui Po and Cheung Sha Wan.

The primary aim of the charity event is to raise participants' awareness on the deprived living conditions in one of Hong Kong's poorest districts. During the challenge, to makes things more meaningful, participants may also bring food to donate to the underprivileged.

As part of our summer internship programme and staying true to HKBN's core purpose to “Make our Hong Kong a Better Place to Live”, we had the chance to participate in an corporate social investment (CSI) activity and be connected with the community. On the event day, our interns contributed as participants of the trial run event, examining routes and tasks to ensure that the event can run smoothly.

In general, the trial run was both enjoyable and rewarding. It was certainly a special real life experience that cannot be absorbed through books and newspapers. With plenty of valuable insights gained, please read on to find out more!

Event highlights



Summer interns divided into multiple groups to test the outcomes of different parties participating in this city hunt and make sure everything will be smooth on the event day.

Event highlights



Each group was given a city hunt map, which serves as an important key for the race .

Teams were navigating and planning strategies to cover the checkpoints.



Summer interns were ready to set off !



Teresa Wong - Newcastle University

(Finance)

Foreword

I remember the phrase 'Make our Hong Kong a better place to live' was introduced as the core value of HKBN on the orientation day. She presented with a lot of events which talents had participated to contribute to it. Fortunate enough, being one of the summer interns, I was offered an opportunity to join the trial test running.

Give and Help

As the traditional Chinese saying goes, 'you are more fortunate when you have the ability to help', everyone knows that helping the underprivileged is a great virtue. However, the difficulty to achieve in the poorest district in Hong Kong is inevitably high. I ran across several public housing estates, where on the other side of the road located the luxurious private apartments – literally a distinct comparison between the rich and the poor. Such severity of income inequality must have given a lot of pressure to the low-income group, making them fear and worry about everyday life. Thinking in this sense, general methods to help like donating do not suffice, since they only alleviate urgent needs for a short period of time. What can be concluded is that it is no longer about how much one could contribute, but on a higher level, how to contribute effectively and to tackle the problem directly. The checkpoints gave me some inspirations. For instance, one illustrated the lowest monthly income in Shum Shui Po district. Then in another one, it talked about the rental expenses of subdivided units. It could be seen that some of their incomes could barely afford to rent small flats for their families. This issue of underemployment may be better tackled by offering long-term aid on the development of people's skills.

Treasure what you possess now

This comment might sound like a cliché, but it is frankly my deepest feeling after the visit to Shum Shui Po. During the sharing session which took place in the food bank, where I witnessed some elderlies had to rely on the free food provided. This made me realize again that I am very lucky to live with my warm and caring family. I feel grateful for having a stable life.

Anna Lai – The Chinese University of Hong Kong

(Talent Management)

Other than cliché like knowing more about poverty and Sham Shui Po, I would like to share my 3 following observations in the activity:

Fearless to start from Limit

Being well-known in poor navigating, family and friends would rather say “Anna we are picking you up.” than “Read the Map.”. My most “terrific record” was getting stuck in a big park for 45 minutes. At the beginning of CSI activity, I was in a group with 1 person (i.e. me). Aiming to challenge myself, I set 3 KPIs: 1. Return to starting point on time; 2. Don’t get panic; 3. Complete at least 4 checkpoints. Thankfully these KPIs were achieved 90% (because I was a little panic in the midway). I even completed 7 checkpoints. We should never fear to challenge ourselves, even it’s our weakest point. It only matters if you just avoid and do not intend to cross the line.

Be confident in yourself

In the beginning, I was confused about the route. I asked a granny about it and supposed an elderly lived nearby would be familiar to places around. Unfortunately, I was led to the wrong route. I tried to calm myself down and the routes on a map did not look like worms to me anymore. This reminded and inspired me of the following: We receive comments in life but the consequence of over-caring them might lead to self-doubt and feeling lost, like how I was in the trial run. Things would work better when I am confident enough in decision making. Indeed it is not only something that was applicable in the trial run but for my life-long reminder in the future.

Pay attention to details even in a rush

Other than a runner, we are responsible to give feedback after the trial run. Within the time limit, we aimed to reach as many checkpoints as we could and finished the mission assigned. By virtue of this, I kept reminding myself to observe details while being in a rush.

It was indeed quite similar to the working environment. Sometimes we had to handle ad hoc tasks. With a restricted time limit, we might be reckless in paying attention to details and simply hand in tasks that we think to be “good enough”. Apparently, it would not be sufficient. It is crucial for us to care about “quality” and “deadlines” of the work at the same time so the outcome would be effective and efficient.

Dominic Cheung - Hong Kong Baptist University

(Enterprise Solutions Marketing)

Housing problem in Sham Shui Po

Through the activity, I have a better understanding about Sham Shui Po. Before this event, for me, Sham Shui Po is just a place for me to buy a computer, I usually go there to buy computer stuff. However, after this visit, I have a different point of view towards Sham Shui Po. I think that people living in Sham Shui Po need to encounter many problems, especially the housing problem. Most of the house in Sham Shui Po is very old, like shophouse or sub-divided flats, they have a very poor living conditions. I think what we can do for now is to pay more attention to them and enhance the awareness of other people.

Financial problem in Sham Shui Po

Financial problem is also a huge problem for them. I still remember that in one checkpoint, we play a game which is to calculate what kind of food they can buy by using \$40 only. For most of us, \$40 per meal is not enough/ marginal. However, for the poor, it is very expensive. This reminds me to save food and reduce the food wastage as there are many people don't have a chance to eat.

All in all, I think that this CSI event is really inspiring as we are helping people but also broadening our horizon. I hope this event will be a great success!

Lynette Li – City University of Hong Kong

(Enterprise Solutions -- Major Corporate Account Relations)

Everything is a new Learning Experience

The most impressive part of the trial run is what happened in Sham Shui Po. By running here and there, we became much more familiar with the streets and facilities there. When we bypass the recreational area, we saw how residents there spend their time. By doing the required task, we were led to the wet markets of Sham Shui Po and grasped the price level of various food. This allowed us to take note of what and how much of certain food can be bought with a limited amount of money, say \$20, that some families only have to spend on their home cooked meals.

Alongside the wet market, near Apliu Street, a number of elderly, especially old women, sell commodities on the floor, which is more of a garage sale. They collected those stuff on their own, in which some may be passed to them from chain stores, like out-dated items. The money they earned from those stuff plays a significant role in the living.

The Importance of Communication

Last but not least, we have to run back to JCCAC. It's a long way and was extra hard under the poor weather. Each of us was carrying two packets of oats which made running even quicker. In the span of 90 minutes, we learned the importance of communication among team members to get work done and optimize efficiency. Even in a company, I think that this motto is important to successful business.

Nawaj Sharif - University of Hong Kong

(Network Planning and Commercial)

Trial run for “LET EAT GO” Charitable City Orienteering Programme 2017 was a unique volunteering experience for me. It was an insightful event providing the interns and talents with a window of opportunity to explore the day-to-day life of people living around Sham Shui Po area.

Our group of 4 represented the corporate team and we're expected to test the route at a slower pace to test how many checkpoints could be covered if participants would walk leisurely. Instead of planning the entire route at the start, we adopted a somewhat “agile” way of traversing the route - we went with the flow. This trial and error approach was particularly helpful because the weather conditions were against our favor and being tactile with our decision-making process meant we could work our way out to the end more receptively. On the other hand, we experienced difficulties in reading the map provided because the landmarks were not marked with enough details and no pictorials were given. As a result, we had to put our faith in Google Maps. Moreover, the paper map should be laminated in order to make it weatherproof so that it would not be damaged under harsh weather conditions.

The city hunt activities and checkpoints were designed very thoughtfully in fact. They were set such that the participants would acquire meaningful learning experiences. I started to empathize the Shek Kip Mei and Sham Shui Po lifestyles as I roamed around the area. It was pitiable yet fascinating to observe and learn about the rents and living conditions in apartments and subdivided flats, foodstuff costs and how food banks play a vital role for underprivileged people. The stark contrast between rich and poor in Hong Kong became very apparent to my eyes. At the end of the day, the CSI trial run left me pondering over how we, as the younger generation, can help close the vast gap between the privileged and underprivileged in Hong Kong to make her a better place to live.

Joannie Yuen - University of Toronto

(Administration)

I have been to the area of Shek Kip Mei, Cheung Sha Wan and Shum Shui Po many times before this CSI activity but after attending the trial for “Let Eat Go”, it truly changes my perspective on these areas. I usually visit Shek Kip Mei because of a local handmade market, Cheung Sha Wan and Shum Shui Po for cheap goods. I have never really pay attention to the history and development of these areas, which are considered as older and undeveloped section.

The “Let Eat Go” competition allow attendants to gain a better understanding of these places because, at every checkpoint, there is a question that requires the group to answer. I was in a group of 4 and two of my groupmates are non-local. It was very challenging at the beginning of the run because we were walking under heavy rain and there was little time for us to plan our routes. But as times go by, we have adapted to the weather and started moving faster. Along the way, I have observed the surrounding and realized that in these areas, there are way more elderly than young people. The aging population is a real issue in Hong Kong and we should be focusing on this problem since we are the future generation that needs to be responsible for it. Maybe we should all spend a little more time in understanding the daily life of elderly and equip ourselves with a better communication skill in order to eliminate the generation gap.

This activity WoW me because of what I have learnt from it. It increases my understanding of Hong Kong minimum wages, housing estate history and housing problem. Not only on these social issues, but I have also learned how to develop a more effective communication skills with groupmates. I believe that HKBN talents should participate in this activity and help make our Hong Kong a better place to live.

Geovanny Lay – The Hong Kong Polytechnic University

(Talent and Organisation Development)

Hong Kong is indeed a developed and metropolitan city. What is exposed to us foreigners, is mostly the vibrant side of Hong Kong. However, the quiz we did on each checkpoint during the trial run gave me an insight on another side of Hong Kong - the poor district.

The first thing I noticed was the cramped and unmaintained living condition. I recall a picture of an old, unmaintained room showed to us in one of the checkpoints. In fact, the room also lacks many living facilities. The second thing I noticed is the ever-increasing high rents for both private apartments and subdivided flats. Another checkpoint our group came across required us to do some calculation on private apartments and sub-divided flats around the area. Frankly speaking, the rents are sky-high, definitely not comparable to the living condition offered to the residents.

Interested in knowing more, I did some research and found out that the living condition in Hong Kong's poorest district has gotten worse in the last four years. It is to my surprise that in fact, Hong Kong has the highest income gap between the rich and the poor of any developed economy in the world. It is really unfortunate that despite being one of the world's top financial centers, Hong Kong is also home to many people living in poverty.

All in all, I personally find the orienteering programme successful in terms of raising people's awareness on the living condition of Hong Kong's poor districts. However, I would like to suggest locating the checkpoints directly at the targeted poor districts, this is to give participants a more vivid picture of how serious the living conditions are

Dustin Cheng - University of Oxford

(Network Operations_

I already knew quite a bit about Sham Shui Po: it is a relatively less-developed part of Hong Kong; many low-income households live there; it's a place where food banks were actually a thing. However, physically being down there actually gives you a different perspective.

The CSI Run took the form of a treasure hunt where we were required to complete tasks at different checkpoints within a 90-minute time limit. The session was tiring and it was pouring at times so we were completely soaked. However, we still had a lot of fun and learnt more about the lives of less privileged people. The most unforgettable moment was when I entered a food bank for the first time. I saw the elderly eating there and realized the extent to which people needed it for a living. I just felt sorry for them. Whilst it is true that Hong Kong has one of the highest standards of living in the world, we often neglect the fact there are still many people living in poverty. As "HKers" we should participate in charity work more often because it is a gift itself if you're the ones capable of helping people. Don't we all want to "Make our Hong Kong a better place to live"?

From the activity, we were able to see glimpses of their lives whilst being able to give advice to the organizers to ensure that the smooth running of the event in a month's time. The staff in charge really appreciated our effort and thanked us again with an email after the event. The day turned out to be enjoyable and I'm sure the other HKBN Talents will feel the same too.

Phipson Lee – University of California, Los Angeles (UCLA)
(Information Technology -- Business Systems Solutions)

My group was asked to roleplay as the corporate team: we aimed to be the first to finish the entire run, and score the most points. As we began to process and decipher the route, there were various instances where we had to solve problems on the spot: without a clear map, we had to use Google maps to navigate; if we get lost, we switch up our route to get as many points as possible. This was one important lesson that we learned during the journey: even with a plan, always be willing to be spontaneous and flexible, to solve problems in front of you, and make the best out of a challenging situation.

During the run, I felt connected with the people that lived in these areas, and began to empathize with their situation. I was impressed by the research and intricacies the coordinators placed into the event, and felt that as with every activity, there is an invaluable learning experience around the corner. If there is one thing that I gained from this trial run, is that to understand and connect with people, one must stay hungry, stay humble, and stay curious. We can only maximize our experience if we go in with an insatiable desire to learn- after all, learning is what you make out of it.

Before the event, I always knew that there were some very poor areas in Hong Kong. However, what was particularly striking to me was when we were asked to identify the safety problems of a very old building. When I looked at the outside of the building more clearly, I saw that the wires were everywhere and were clearly not up to the standards of a safe electrical system. The building was so prone to disaster because every small spark could cause a great fire. Also, there was no alternative fire exit and it would be so troublesome for those living in the building to evacuate if there was a fire. This reminded me to be grateful for my home because the safety facilities are so well done. I wish there was something I could do about these old buildings but unfortunately the work would be beyond my reach. Another interesting thing I saw was seeing some old men and women eat at the Food Bank. I always had a strong drive to help the elderly, and when they were being so friendly to us, I was suddenly even more inspired to do something this summer to help them. The activity was eye-opening, and I hope the actual event will inspire more people to do something about the underprivileged.

Jinseo Koo – Hanyang University
(Enterprise Solutions -- International Business)

As for me, the CSI activity was especially exciting since I haven't been to Sham Shui Po before and thought that this experience gave me an original understanding of Hong Kong. While having explored Sham Shui Po, I could reach to various local places which left me with new impressions regarding Hong Kong. Local people who were selling in a local market and taking rest at sitting areas could be discovered at there. In fact, shiny lights on sky scrapers and luxury items were the main image of Hong Kong I had as a foreigner. However, experiencing the real local life through the CSI activity, I found out various life styles of Hong Kong. As a result, my comprehension of Hong Kong was broadly expanded.

While doing the activity, I found out that the places in Sham Shui Po were representing Hong Kong's wealth gap. In other words, I could see many buildings without proper living conditions and people living in poverty. It seems that structural revision is necessary to handle this disastrous situation. However, I think that the more important part is that we give constant attentions and take actions on our daily life basis. Therefore, I think that the CSI activity was meaningful. Since by being there physically, we at least realized the ongoing situation in Sham Shui Po with being there physically.

Shun Kong Cheung – University of Toronto

(Network Planning and Commercial)

Planning

Kaho(GTT) and I were assigned to a group of two. As we received the map from the organizer, Kaho and I started to plan the best route. We discussed and made our decision as a team. At the end, we finished six out of eleven checkpoints within an hour and a half.

Prepare for worse

After finishing the first checkpoint, we looked at the sky and said, “it is going to rain really really hard”. Then we looked down at the paper map again. We immediately thought of how bad it would be holding it walking around in the rain. So we took a picture of it and avoided a lot of trouble.

Sharing and Caring

Kaho and I were lucky to be in a team, had someone to share an umbrella and hardship. With share and care, life gets much easier. I could tell how hard life would be for a 60 year old elderly to walk alone and collect the paper box.

Bonnie Young – University of Toronto
(Enterprise Solutions -- Banking, Finance Institutes)

- Acting as a company team, teamwork is important as well as the strategy for city hunt. It's good for team building.
- I am more familiar with the Sham Shui Po district after the game. Also will be more aware of the difficulties that the low income families are facing as we got to know more about this from the questions at every checkpoint.
- The design of a city hunt (i.e. the games and the locations of check point) is the key, whether you can bring out the message that your activity want to deliver.