

British Council Annual Report

Hong Kong
2013-14

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Message from the Director

Thank you for taking the time to look at the British Council Hong Kong's 2013-14 Annual Report!

For us this is an opportunity to record some of the highlights of the past year and, at the same time, demonstrate the commitment we have to continuing and strengthening a relationship of trust between Hong Kong and the UK. As the UK's international organisation for cultural relations, we do this by creating connections and exchanges between Hong Kong and the best of the UK's great cultural assets, which include the English language, education, the arts, and – a newer priority – social entrepreneurship. We believe that the links we broker help strengthen trust between Hong Kong and the UK, and facilitate mutual insights and learning. We are proud that we have been doing this in Hong Kong since 1948.

This report, therefore, celebrates some of the key activities we have been involved in, over a busy twelve month period, working closely with Hong Kong partners. Our aim is to seek innovative and creative programmes of mutual benefit to Hong Kong and the UK. And we are absolutely clear that it is the relationships of trust that have been built up over the decades in Hong Kong that underpin our successes.



This summary gives an indication of our engagement in 2013-14:

- 932,282 people visited the British Council Hong Kong website
- 125,720 visited / contacted our customer services centre
- 48,167 candidates took exams with us
- 18,957 learners were engaged in English learning services
- 94 Arts, Education and Science events took place.

Our work starts from the proposition that we achieve greater understanding and build more effective, mutually-beneficial partnerships when we focus on shared ambitions and priorities. The 33 arts events we were involved in and the 61 Education and Society events we delivered engaged local, British, and East Asian stakeholders to create impact in Hong Kong, the UK, and elsewhere in East Asia. One aspect of this is our commitment to supporting equal opportunities and diversity, which we see as an inalienable part of our cultural relations work.

Finally, I am grateful that my first full year in Hong Kong has been such an enjoyable and fulfilling one, and I want to acknowledge the commitment of all the individuals, institutions and partners with whom we have worked so harmoniously. I liken our work to painting the Forth Rail Bridge; the relationships between HK and the UK that our work helps support needs constant attention and refreshing.

So, here's to the next 12 months' efforts!

Best wishes

Robert Ness
Director, British Council Hong Kong

About the British Council

The British Council is the United Kingdom's organisation for cultural relations and educational opportunities.



We create international opportunities for the people of the UK and other countries and build trust between them worldwide.

We work in more than 100 countries and our 7,000 staff – including 2,000 teachers – work with thousands of professionals and policy makers and millions of young people every year by teaching English, sharing the arts and delivering education and society programmes. We have been working in Hong Kong since 1948, helping people here take opportunities to learn, share and connect worldwide.

We are a UK charity governed by Royal Charter. A core publically-funded grant-in-aid provides less than 25 per cent of our turnover, which last year was £781m. The rest of our revenues are earned from services which customers around the world pay for, through education and development contracts and from partnerships with public and private organisations. All our work is in pursuit of our charitable purpose and supports prosperity and security for the UK and globally.

For further information on our work in Hong Kong, please visit www.britishcouncil.hk or our Facebook page at www.facebook.com/BritishCouncilHongKong. Our corporate website at www.britishcouncil.org and British Council Voices blog at blog.britishcouncil.org also provide you with information on our work globally.

Sharing the UK's Great Cultural Assets

We share the UK's best and most attractive cultural assets – the English language, the arts, education and the openness and pluralism of our society – with countries and people around the world.

ENGLISH AND EXAMS

English | myClass

myClass is a new approach to adult English learning, launched in January 2013. It is a flexible learning model developed for Hong Kong's busy working population. Customers can choose from a range of lessons with workplace, social or cultural themes and real-life topics designed to build their confidence to communicate. Students select the class date, time, topic and teacher online according to their own preferences and schedules. **myClub**, launched alongside myClass, is a free active social programme which provides extra opportunities for students to enhance their English and engage with the British Council community in a fun and less formal environment.



Since the launch of myClass, adult student numbers have grown by 30%. The evidence is that this flexible, high-quality product has attracted a new market segment looking to integrate language learning into their busy lifestyles.

myClass has proved to be a popular option and our students have valued the improvements it brings:

'I registered for myClass because I changed my job. I gained so much than what I first expected – apart from improving my English, it also greatly improves my communication skills and confidence.'

Steve Kwong, myClass student

'I am really happy to join myClub at the British Council and build my English-speaking confidence through the programmes. Practice is everything, myClub offers lots of interesting and useful activities for me to speak to people in English. I don't have to be nervous about my speaking ability, I can jump into conversation and speak freely with the teacher and friends and this really helps me improve my English communication skills.'

Ruthia Ip, myClass student

English | Stay & Play and Phonics courses

Stay & Play was developed in response to parents' demands and is a course aimed at very young learners - between 18 and 36 months of age! It helps nurture and support the first steps of English learning by providing valuable learning experiences through structured activities that develop physical, creative, personal, social and emotional skills alongside language and communication abilities. An equally popular option for slightly older children is **Phonics**, a multi-sensory learning experience aimed at the K2 to P2 age group. Children enjoy coming to class to do crafts and play games which help reinforce the language's sounds and spelling. The course incorporates good practice from the 'Letters and Sounds' and 'Jolly Phonics' programmes.

Both these courses continue to grow in popularity. In 2013-14, the number of students registered for Stay & Play doubled, whilst Phonics increased by 33%.



English | English Language Teacher Education

Our Teacher Development Unit became a **Regional Apple Training Centre** in April 2013, enabling us to deliver professional development workshops using iPads in support of English language development, working with language teachers and subject teachers who use English as a medium of instruction. To share the insights we have gained from this approach we partnered with True Light Middle School in Tai Hang, a pioneer in e-learning and innovations in classrooms, to run an 'iPad Activity Morning' in March. Thanks to the combined and complementary expertise and professionalism of the team at True Light Middle School and the Teacher Development Consultants of the Teacher Development Unit, the event was attended by over 80 participants, bringing together teachers from a range of schools to network and share ideas on how to integrate iPad functionality into classrooms and the English language curriculum.

Feedback from both participants and the partnering school was extremely positive and provided insight into potential areas to address in future events. One attendee noted that 'the sessions were interactive and useful – with content that I can use with my students – especially the visual learners.'



Examinations Services | IELTS

Two IELTS schemes continue to enhance the profile of the British Council - the IELTS Scholarship Scheme and the IELTS Partnership Scheme. The scholarship scheme has been running for three years and rewards outstanding students who demonstrate exceptional potential by offering scholarships to study abroad. In 2013, four students received this award and were successfully accepted into overseas universities. One of the awardees Wong Hiu Sin expressed just how enlightening the experience was for her: 'Thanks to the British Council, I have achieved more than I ever expected: making loads of new friends, travelling to various places during holidays, and getting the best education.'

Through the IELTS Partnership Scheme, the British Council supports key partner agents in preparing their students for the IELTS test. We provide a range of value-added services, including free test preparation resources, access to British Council promotional materials, and the delivery of seminars for partner teaching staff and students. We currently have over 25 partners who send students to the British Council to sit the IELTS test.



Examinations Services | Cambridge English Examinations

In line with the rapid growth of the role technology plays in advancing and assessing young learners' language skills, Cambridge English Language Assessment have introduced a computer-based examination for **Cambridge English: Young Learners (YLE)**. This examination was launched in Hong Kong last year and extends the portfolio of examinations we are able to offer.

In July 2013, the British Council organised its first computer-based YLE Movers and Flyers examinations. Developed with the latest child-friendly technology, children answer questions by interacting with a computer-generated character, enhancing examination efficiency – as well as motivation.

With the introduction of the Classic membership of the British Council's Addvantage Partnership Programme, over 180 schools and language centre partners now send candidates to sit Cambridge English examinations at the British Council. This is a 260% increase from the previous year.

Examinations Services | Aptis

Aptis, the British Council's new English test, provides an accurate and affordable way for organisations and institutions to benchmark the English language levels of their employees, potential employees, students, or teachers for the purposes of recruitment or career advancement. Aptis can be used to assess ability in all four English language skills – reading, writing, listening and speaking. It can also be used selectively to test just one or two skills, such as reading and listening. Results are available in as little as 24 hours.



ARTS AND CREATIVITY

Flagship programmes | **Public Forum – Cultural Leadership:
The Asian Way?**

The British Council collaborated with the Clore Leadership Programme in the UK and the Advanced Cultural Leadership Programme at The University of Hong Kong, Asia Society Hong Kong Center as well as a range of other East Asia regional partners to bring this forum to Hong Kong. We provided a platform for cultural leaders from Asia and the UK to share ideas on how the value of culture is perceived in Asia, what the immediate challenges are for the cultural sector in the region, and how cultural leadership can be nurtured locally. In addition to public discussions, speakers and partners also had a closed-door discussion which focused on how to take the agenda forward. The British Council has since commissioned in-depth research in the area of cultural skills.

The forum, which took place at the Asia Society Hong Kong Center on 26 July 2013, attracted over 200 participants. VIPs included Sir John Tusa (Chair of the Clore Leadership Programme; Chair, University of the Arts London) and Dr. Lars Nittve (Executive Director of M+, West Kowloon Cultural District Authority).

Sir John Tusa summarised the success of the forum as follows:

'Spot-on subject, excellent panels, good editorial definition, fine venue, and an agenda for the future. Congratulations to the British Council teams.'

Sir John Tusa



Flagship programmes | Hitchcock 9

In conjunction with BFI and leading Hong Kong film and music partners, the British Council presented **Hitchcock 9**, a series of nine silent films by Alfred Hitchcock meticulously restored by the BFI National Archive to their former glory, with state-of-the-art digital technology. We organised a series of events which ran from August 2013 until January 2014 to present these cinematic gems to the Hong Kong audience.

We kicked off the screening programme of **Captivating Hitchcock Silents** at the Hong Kong Film Archive with a seminar by Robin Baker (Head Curator of the BFI National Archive), who talked about the epic restoration process and the significance of Hitchcock's early career. This was followed by an amazing outdoor screening of *Blackmail* at the Clockenflap Music and Arts Festival in the West Kowloon Cultural District. Working alongside the UK government's GREAT campaign, the event featured improvised live music accompaniment from the brilliant Stephen Horne. The programme climaxed in January 2014 at the Hong Kong International Film Festival Society with the **Hitchcock Before Hitchcock - The Birth of an Auteur** season. The films were screened with live musical accompaniment from UK pianist John Sweeney. More than 2,000 film aficionados attended the events – the feedback was extremely positive.



Flagship programmes | Poetry on the Tram

This imaginative new project integrated poetry into the local community by displaying lines of poetry within Hong Kong's public space. From mid-November 2013 to end of February 2014, 29 newly-renovated tram cars, decorated with poetry in both Chinese and English, traversed the city. The poetry selections comprised works from around the world, including the UK, France, the USA, Japan, mainland China and Hong Kong.

Professor Beidao from the International Poetry Nights in Hong Kong described the project as 'invoking multifaceted connections of word and song, of stillness and movement, of segments and impression, on which basis there are three factors to stress: first, the musicality; second, the emotion; and third, the brief yet lingering rhythms.' This first Hong Kong 'poetry in a public space' project was widely reported in print and online media in both Hong Kong and mainland China.



LIGHTNESS

Menna Elfyn (Wales, UK)

'Darkness cannot drive out darkness, only light can do that.' Let our journey's companions be blessed by radiance; each hint on the glint of glass pass between us, night or day.

And before we alight, light-footed, resplendent, let us carry grace along our curious way.

The Best of the Rest | **Forest Fringe Will Make Your Dreams Come True at Freespace Fest 2013**

Co-organised by the British Council and the West Kowloon Cultural District Authority, the **Forest Fringe Will Make All Your Dreams Come True** programme produced by the artist-led organisation Forest Fringe, took place at Freespace Fest in December 2013. The ambition was to turn festival participants' most vivid dreams into silent films made up of surreal, beautiful sequences, all filmed at the festival site. Festival audiences shared their dreams with a film crew which, in turn, shot three-minute silent films with a vintage Super8 camera. Audiences and crew acted out the dreams at locations across the festival. The film crew comprised Forest Fringe members, a community of UK artists who originally got together at the Edinburgh Festival. This crew passed on their skills to local students through a three-day workshop on film-making and theatre.

Feedback from the participants included, 'Thanks for offering me such an amazing experience of the filmmaking project'; 'It's just a fantastic experience to work with Forest Fringe.'



The Best of the Rest | **Hong Kong Book Fair 2013 – Louis de Bernières & Joanna Kavenna**

Granta, an internationally renowned literary magazine, has selected the 20 Best of Young British Novelists (BOYBN) every ten years since 1983. Many Granta BOYBNs have gone on to international success. The British Council presented two renowned Granta BOYBN writers, Louis de Bernières and Joanna Kavenna, at the Hong Kong Book Fair in a series of events in July 2013.

Since his selection by Granta in 1993, Louis de Bernières has become internationally renowned. **Captain Corelli's Mandolin** (1994), for example, won the Commonwealth Writers' Prize for Best Novel. In his talk **Reading and Writing with Louis de Bernières**, the audience had the opportunity to listen to Louis reveal the inspiration behind his captivating works in a dialogue with the entertaining writer and columnist Nury Vittachi.

Joanna Kavenna has achieved international acclaim through her three novels, **Inglorious**, **The Birth of Love**, and **Come to the Edge**, as well as one work of non-fiction, **The Ice Museum**. In 2008, she won the Orange Prize for New Writing. In her talk, **Joanna Kavenna – A Field Guide to Reality**, she spoke about realism in the novel, how the novel can respond to the changing realities of contemporary life, and how every author creates their own reality in what they write.

More than 350 participants attended the events, providing overwhelmingly positive feedback. One member of the audience commented that the event was 'inspiring, very interesting, and fed the mind, soul and body.'



Louis de Bernières



Joanna Kavenna

The Best of the Rest | Antony Gormley in conversation with Tim Marlow

The talent of the celebrated UK sculptor Sir Antony Gormley has been recognised through multiple awards, including the Turner Prize, the South Bank Prize for Visual Art, the Bernhard Heiliger Award for Sculpture, the Obayashi Prize, and most recently the Praemium Imperiale. To coincide with the **States and Conditions, Hong Kong** exhibition at White Cube Hong Kong, the British Council hosted a talk on 26 March 2014 featuring the artist and Tim Marlow (former Director Exhibitions at White Cube; Radio and TV broadcaster), where the pair discussed the exhibition and other works.

The dialogue between Gormley and Marlow examined the aesthetic and the thinking behind the artist's creative genius.



The Best of the Rest | National Theatre Live

National Theatre Live is the National Theatre's groundbreaking project to broadcast the best of British theatre live from the London stage to cinemas across the UK and around the world. National Theatre Live has showcased more than 30 productions at more than 1,000 venues in 30 countries.

Co-presented with Broadway Circuit, we are proud to bring this innovative project to Hong Kong. Four productions, which started running from March until December 2014, constitute the initial Hong Kong offering: **The Audience**, **Frankenstein** (in two different versions), and **Coriolanus**.

The press screening of *The Audience* on 8 March 2014 attracted a range of media, including Apple Daily, Ming Pao Weekly, Elle, Cosmopolitan, Hong Kong Economic Times, and Milk Magazine.

Around 60 screenings have been presented in four cinemas across Hong Kong reaching thousands of theatre and films fans.



The Best of the Rest | European Union Film Festival 2014

In 2014, the British Council collaborated with the European Union in presenting the best new British films at the annual European Union Film Festival. **The Selfish Giant**, a contemporary fable directed by Clio Barnard – who was hailed by **The Guardian** as ‘one of Britain’s best film-makers’ – was screened in February 2014. Set in a post-industrial ghost town in Northern England, this gut-wrenching, starkly beautiful portrait of the young and the damned centres on the unlikely friendship between a pair of middle school outcasts. Inspired by Oscar Wilde’s children’s classics, Clio Barnard manages to retain the fairy-tale quality of the original story with a lyrical sensibility that turns this affecting piece of kitchen-sink drama into an instant classic.



Photo provided by the European Union Office to Hong Kong and Macao



EDUCATION AND SOCIETY

UK Education

The British Council’s work in education involves close collaboration with UK universities and the Education Bureau, school guidance counsellors, and UCAS. During the past year we ran a series of workshops, the **Education UK** series, exploring the education experience in the UK. In addition, Education UK exhibitions were held to facilitate recruitment to UK institutions. The Hong Kong government aims for HKDSE students to be well prepared for higher education, both locally and internationally. The government can point to the success of Hong Kong students in the United Kingdom as evidence of attainment. Interestingly, by mid-January 2014, undergraduate applications to study in the UK had increased by more than 6% from the previous year.

The two major Education UK exhibitions were held in August 2013 and January 2014. These involved 73 and 100 institutions respectively and attracting almost 14,000 visitors in total. Our Education UK Schools and Colleges Exhibition also reached record numbers, with 40 participating institutions and over 1,000 visitors. A considerable majority of exhibition visitors indicated that they were very likely to recommend the British Council’s services to their family and friends.



UK Education | **Student mobility: Education UK Student Ambassador Programme**

The Education UK Student Ambassador Programme, which offers work placements at the British Council, aims to create a stronger connection amongst students – those who are currently studying in the UK; UK alumni; and Hong Kong students seeking advice before embarking on a UK education. This programme is open to all Hong Kong students currently studying at a UK institution and offers a unique opportunity for students to gain practical work experience, with the overall objective of promoting the UK's world-class education. In 2013, four outstanding candidates were chosen from over 200 excellent applicants to be Education UK student ambassadors.

These candidates gained valuable work experience in the British Council Hong Kong office and worked closely with the Education team to deliver three pre-departure briefings and provide on-site support at several key events. The ambassadors were also featured in local media interviews, sharing their experience of studying in the UK with prospective students.

After completing the two-month programme, feedback from the student ambassadors confirmed that the programme was hugely beneficial in helping them to develop their skills and confidence in writing, presenting, public speaking and teamwork, as well as gaining first-hand insight into how the British Council delivers its Education projects.

UK Education | **Alumni: UK Alumni Speaker Series and networking receptions**

As part of the UK Alumni Speaker Series, Dame Carol Black (Principal of Newnham College, University of Cambridge; Advisor to the UK government's Department of Health) was guest speaker at the British Council's alumni networking breakfast at The China Club in April 2013. Dame Carol spoke to a professional audience on health in the workplace and the implications of improving staff wellbeing.

In the second event of the series, Invest in yourself - Invest in your future, three guest UK alumni now practising professionally in Hong Kong discussed their experiences in making significant life decisions, such as whether to take up further education; move abroad; change jobs; or start a family. They explored how these decisions ultimately affected the course of their careers.

A networking reception after the talk gave the audience the opportunity to continue the discussions in an informal setting. The events were kindly sponsored by Jones Lang LaSalle.



UK Education | Scholarships: Scholarships for Excellence

The Scholarships for Excellence programme is an outstanding opportunity for students studying at higher education institutions in England to spend up to a year studying in Hong Kong as part of their degrees. By coming to Hong Kong, students gain experience of the vibrant East-West lifestyle and are able to learn and see first hand developments, priorities and challenges in the East Asia region. In 2013-2014, the Department for Business, Innovation and Skills offered scholarships to 16 outstanding students to study at a Hong Kong university.

UK Education | Scholarships: Hong Kong – Scotland Partners in Post-Doctoral Research Scheme

The Scottish Government and the Hong Kong Research Grants Council continued their collaboration in the **Hong Kong – Scotland Partners in Post-Doctoral Research Scheme**, aiming to stimulate and strengthen academic and research links by enabling researchers to conduct cutting-edge research in each other's environment and institutions. In 2013-2014, three scholars from Hong Kong and one from Scotland were selected for a six month fellowship in the research areas of healthcare, life science, economics, and finance.



UK Education | Knowledge Economy Partnership: Scottish delegation visit

In collaboration with the Scottish International Development Fund and the Scottish Funding Council, we organised delegation visits of Scottish university researchers in Life Sciences (Scottish Universities Life Sciences Alliance) and Renewable Energy (Energy Technology Partnership) to Hong Kong in June and November 2013. The aim of the visit was to introduce Scotland's expertise in collaborative research pooling ventures and to identify joint opportunities for Hong Kong and Scottish-based researchers.

In June, the delegation met academics and senior management from Hong Kong universities, the Education Bureau, and the Research Grants Council. The visit included discussions held at the Hong Kong Science and Technology Park, Nanshan High-Tech Industrial Park and Shenzhen Virtual University Park. It concluded with a roundtable symposium involving talks around joint workshops and collaborative exchanges between Hong Kong and Scotland.

The November visit featured the signing of a framework agreement between the Research Grants Council and the Scottish Funding Council. The British Council Hong Kong was delighted to play a major role in bringing about this important agreement and partnership.



UK Education | Policy dialogue: Global Education Dialogues – Hong Kong

A Global Education Dialogue studying the issue of inclusive leadership in higher education was held in Hong Kong in February 2014. We brought together 100 higher education leaders and policymakers from Hong Kong, East Asia, the USA, and the UK. The state of leadership in and beyond higher education was examined, with a focus on interventions and strategies to address serious imbalances in leadership profiles across the region.

The event contextualized the inclusive leadership agenda as one that encompasses wider issues such as cultural difference, racial diversity and gender equality in the context of rapidly changing global demographics. The results of a Delphi study on inclusivity in leadership, carried out by the British Council in conjunction with the University of Leeds, were part of the dialogue and were presented at the Going Global International Higher Education Conference 2014 in Miami in May.

Professor Fanny Cheung (Pro-Vice Chancellor, The Chinese University of Hong Kong) commented that the success of the Global Education Dialogues event was 'evident from the enthusiastic participation and the number of participants who stayed through to the end.'



Schools | Shakespeare: A Worldwide Classroom

This exciting programme provides a platform for young people to engage with Shakespeare's language through the practical exploration of his plays and the experience of conducting and viewing live performances. This year, 200 students from two primary schools and eight secondary schools participated in a series of English drama and backstage management workshops run by our partner, the Theatre Noir Foundation. In March 2014, at the Y-Theatre at Youth Square, participants delivered two public performances of **The Merchant of Venice** to audiences of over 300 students, teachers, and the general public.

The impact of this experience on students' self-confidence and their communication and interpersonal skills was evident in feedback from participants. One secondary school student explained, 'I find it very interesting to have taken part in this programme because the games, scripts and training were very interactive between the teacher and the students. It allowed me to learn more about Shakespeare's plays and to learn English in a very different way to ordinary lessons. The workshops and activities have been fruitful – I learnt new vocabulary, articulation, acting and communication skills, as well as stage movements. I found myself improving a lot in concentration and public speaking throughout the programme.'



Science | Science Alive

For the past 21 years, Science Alive has invited leading UK academics and communicators from various fields of science to engage with Hong Kong's students, teachers and the public in activities to promote a wider understanding of science and its impact in society. Sponsored by The Croucher Foundation and organised by the British Council with the Hong Kong Science Museum, the Education Bureau, and Hong Kong Education City Limited, Science Alive 2014 took place at the Hong Kong Science Museum from 8 to 21 March. This year's theme, The Code of Life, was explored through family days with drop-in activities, workshops for teachers and students, science drama shows, lectures and hands-on exhibitions. Special guests included Dr Turi King (University of Leicester), who led The King's DNA: whole genome sequencing of Richard III project, and Professor Marcus du Sautoy (University of Oxford), who offered a brilliantly entertaining talk on how mathematics can help predict the future.

More than 20 schools were visited during the school-tour shows, reaching an audience of over 4,000 participants. In addition, the event was promoted to university students, boosting the participation rate to almost 17,000. Jason Hill (Year 6 teacher, Yew Chung Primary School) summed it up nicely – 'the event was brilliant, educational and fun!'



Science | FameLab

FameLab is an international science communication competition created by the Cheltenham Science Festival in partnership with National Endowment for Science, Technology and the Arts (NESTA) as part of the annual Science Alive programme. It encourages young scientists to inspire the public's imagination with their vision of science in the 21st Century. This year, auditions were held in February 2014 and attracted 31 participants. Ten finalists were selected to attend a two-day master class and enter the Grand Final on 15 March 2014.

The winner, Ding Li (Master's student of Environmental Engineering and Management at the HKUST), discussed the science of smiling in her presentation. The judges and audience agreed that her presentation delivered a powerful message. In addition to winning the Grand Prize, she also won the Audience Choice Award!



Science | Café Scientifique

The British Council continues to work on breaking down perceived barriers between scientists and the public by organising Café Scientifique events which examine thought-provoking issues in science in a relaxed, non-academic setting. Over the last year, six events were enriched by special guests who included Professor Martyn Poliakoff (Research Professor in Chemistry, University of Nottingham) and Dr Rachel Arnold (Lecturer in Sport and Performance, University of Bath). Participants consistently commented that they developed their knowledge through attendance at these informal and engaging events.



Skills for Social Entrepreneurs

Policy dialogue, workshops and exchanges between social enterprises and the corporate sector, UK best practice sessions, and social entrepreneurship in higher education

The British Council, Social Enterprise UK, and Hong Kong Social Enterprise Summit collaborated to organise an online policy dialogue on the topic of Social Investment. The dialogue connected government officials, social investors, social incubators, and social entrepreneurs from Hong Kong, Shanghai and London.

Another major event was the Inter-University Forum, bringing together academics from Hong Kong's universities as well as other higher education institutions from Macau, Thailand and China. The Hong Kong-UK Exchange Forum provided a platform to discuss potential collaboration and exchange ideas on how to accelerate the social entrepreneurship agenda amongst universities. We also supported four two-day Social Return on Investment (SROI) workshops to train participants in the methodology of measuring the social impact of a project, an organisation or a policy.

The Skills for Social Entrepreneurs programme brought together 55 academics from all Hong Kong's UGC-funded universities, trained more than 120 social entrepreneurs on important business skills with 16 multi-national corporate executives, engaged with 15 young presidents and 15 foundation representatives, and reached 50 Hong Kong civil servants and nearly 200 business executives. This broad exposure alongside the rich dialogues which underpinned the programme further enhanced the reputation of the UK as a leader in this sector.



GREAT Campaign

The aim of the UK government's GREAT campaign is to maximise the economic potential of the Olympic and Paralympic Games and promote the UK's assets around the world between 2012 and 2015. Alongside GREAT, the British Council promotes an awareness of the UK's strengths in English, education and culture. One way this was achieved last year was through the branding of several busy MTR stations with GREAT images alongside Education UK exhibition promotion posters. In addition to reaching a large proportion of the MTR's five million weekday passengers, the success of the campaign was illustrated by winning the Silver Award in the Best use of Integrated Media category as part of the MTR's Best of the Best awards.

