



Communications and Public Affairs Office

Date: 26 February 2016

For Immediate Release

To: Assignment Editor / Editor of Finance and Economics
Local News and Feature Article sections

CCSI Builds Global Network

on Entrepreneurial Spirit and Sustainable Development Mindset

The Centre for Corporate Sustainability and Innovations (CCSI) of the Hang Seng Management College in Hong Kong and the UN Office for South-South Cooperation (UNOSSC) signed a Memorandum of Understanding (MoU) in January 2016. The MoU indicated the areas of future collaboration including the promotion of a sustainable development mindset in entrepreneurship training. In pursuit of this goal, CCSI organised three events in February with the full support and input of UNOSSC and other partners. These events had taken place at Global, Regional and local level in line with the goals of the MoU to promote South-South and triangular cooperation.

CCSI brings in a new way of capacity building with entrepreneurial spirit, design thinking and sustainable mindset for future sustainable leaders. This has been achieved through knowledge exchange from the initiatives of UN Principles of Responsible Management (PRME), United Nations Office for South-South Cooperation (UNOSSC) and Harvard Project for Asian and International Relations (HPAIR) student-organised international conference experience in Cambridge to ENEDA International Conference on Entrepreneurship in the Philippines with over 100 delegates working in the higher education sector.

On February 12-15, the Harvard Project for Asian and International Relations (HPAIR) took place at Harvard University. HPAIR is an Asian student-run organisation of the Harvard University Faculty of Arts and Sciences. HPAIR has organised Harvard University's largest annual student conferences since 1991 with over 200 student participants each year from top universities in Bangladesh, China, Indonesia, Philippines, Japan, Jordan, Thailand and Vietnam. The HPAIR conferences are led by a dialogue exchange on international issues. In the 2016 event, Dr Shirley Yeung,

Director of CCSI presented her perspectives on entrepreneurial spirit and sustainable graduate and undergraduate students from 40 countries and Harvard University students.

About Hang Seng Management College

Hang Seng Management College (HSMC) was restructured from the former Hang Seng School of Commerce and established in 2010 as a non-profit-making private university-level institution with five Schools (Business, Communication, Decision Sciences, Humanities & Social Science, and Translation). Adopting the unique “Liberal + Professional” education model, HSMC is a residential institution which puts quality teaching and students’ all-round development as its highest priorities. Aspiring to be a leading private university in Hong Kong, HSMC features top-quality faculty members, award-winning green campus facilities, innovative degree programmes, impactful research on corporate sustainability, and excellent student support services, with the aim of nurturing young talents with independent thinking, innovative minds, human caring and social responsibilities.

About Centre for Corporate Sustainability and Innovations (CCSI)

The Centre for Corporate Sustainability and Innovations aims to establish a platform for services / products / activities co-creation related to social responsibility (SR), sustainability and innovation. The UN Office for South-South Cooperation (UNOSSC) and the Centre for Corporate Sustainability and Innovations (CCSI) mutually pursue the goals of engaging teaching institutions and the private sector on Corporate Social Responsibility (CSR) and providing training programmes that will focus on effective entrepreneurship education, including social entrepreneurship.

More Information:

<http://ccsi.hsmc.edu.hk/news-events>

Media Contact:

ccsi@hsmc.edu.hk

Photo Caption



Ms Robin Chase (4th from left, 1st row), Founder of Zipcar and speaker of Opening Remarks at the 2016 Harvard Conference, Dr Shirley Yeung (3rd from left, 1st row) and committee members of Harvard HPAIR



Mr Anthony Thumpasery (Left), committee member of Harvard HPAIR and Dr Shirley Yeung (Right) at the opening ceremony



Dr Shirley Yeung (3rd from left, 1st row), Harvard students and students from 40 countries