



Communications and Public Affairs Office

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**For Immediate Release**

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

**Discussion on Entrepreneurial Spirit and Sustainable Development Mindset  
Developing South-South and Worldwide Connections**

The Centre for Corporate Sustainability and Innovations (CCSI), Hang Seng Management College organised a Seminar on “Entrepreneurial Spirit and Sustainable Development Mindset for Sustainable Development Goals with Design Thinking / Technology” at the Education Bureau, Kowloon Tong Education Services Centre in Hong Kong on 5 May 2016. Ir Allen Yeung Tak Bun, the Chief Information Officer of the HKSAR Government; Mr Denis Nkala, Regional Coordinator, UNOSSC, Asia Pacific, and Prof Eunice Mareth O Areola, Dean, Graduate School and College of Business Administration and Accountancy, Colegio de San Juan De Letran, Manila, Philippines were invited to be the keynote speakers and to shared their ideas on the “Entrepreneurial Spirit” and “Sustainable Mindset”.

In her opening remarks, Dr Shirley Yeung of CCSI said “Design thinking should be used in technology to enhance a sustainable development mindset and an entrepreneurial spirit.” It is important to have sustainable quality indicators to link one level of element to the next level within an ecosystem addressing sustainable learning, cyber-wellness and digital citizenship, which help people build sustainable behaviours.

Ir Allen Yeung Tak Bun, who has extensive experience in the ICT field, talked about two forms of innovation, the continuous and disruptive. He advised the young students to make good use of collaboration in order to achieve sustainable businesses.

Mr Denis Nkala conveyed the shared vision of the member states of the United Nations to achieve human sustainability and sustainability of the planet Earth. He linked up technological innovation and sustainability and gave an example of how

leapfrogging with technology can in fact lead to unsustainable economic development. On the other hand technology can be used to address the most pressing issues of our time including global warming, youth unemployment and depletion of natural resources.

Prof Eunice Mareth O Areola put forward a business model of design thinking in entrepreneurial teaching and learning institutions with knowledge and value creation for community advancement.

CCSI took the opportunity to present the World Plaza Engineering Innovative Sustainable Community Award 2015. Mr Samson Chan, one of the awardees, shared his experience, "This award improved my communication and observation skills, especially the practical application of empathy."

Furthermore, CCSI and UNOSSC collaborate to achieve mutual goals and provide platform for students in promoting sustainable development. Students were encouraged to have their own video-shooting related to this topic. After a few months of effort, the student video team was glad to present their video to the public during the seminar. The video is meaningful.

The 2-hour seminar attracted over 50 enthusiastic participants including secondary school students, Hang Seng Management College students and teachers, and the private sector. "This last event now affirms the CCSI's vision to engage the public both regionally and globally", said Dr Yeung, the Director of CCSI.

### **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 modern residential-type college 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, active research and excellent student support services, with the aim of nurturing young talents with independent thinking, innovative minds, human caring, ethical values 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:

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#### Photo Captions:



Group photo



Dr ShirleyYeung (1st from left), Mr Denis Nkala (2nd from left) and Ir Allen Yeung (1st from right) presented the award to the winner of student award



Winner (SCM Student of HSMC) of Student Award shared his experience with the participants



Representative (BBA Student of HSMC) of the video production team of CCSI shared their experience



Secondary school students joined the seminar