

世界最傑出分會
Outstanding Chapter of the World
2007, 2013, 2014

亞太最傑出分會
World Outstanding Chapter of Asia Pacific
2003, 2006, 2013, 2014

2019

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Senior Member Club Chairman

范文輝參議員 Senator Kent Fan



October 17, 2019
António Guterres
Secretary-General
United Nations
New York, NY 10017
USA

Dear Mr. Secretary-General,

Communication on Engagement ("COE")

Period covered by this COE
From: October 27, 2017
To: October 16, 2019

Part I: Statement of Continued Support by the Chief Executive or Equivalent

To our stakeholders:

I am pleased to confirm that Junior Chamber International City Hong Kong (JCI City) reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,



Gary Lee
JCI City President

城市青年商會 (國際青年商會香港總會成員)

JCI CITY (Hong Kong)

Affiliated with **Junior Chamber International Hong Kong**

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Part II: Description of Actions

Marriage health seems like something people will be concerned, ONLY WHEN problems appear.

We promote Marriage-Refreshment this year. We hope it could create an atmosphere, that everyone can do something, to maintain and refresh their relationships with their partners.

With this positive approach, DIVORCE could possibly be the last issue to discuss on every relationship. By applying JC value, we believe we can create positive change in our society.

[Milestones]

- Nov18 to Apr19: Meet-up with potential sponsors and NGOs
- Mar19 :Love Ever After 2019 Roadshow
- Feb to Mar19: 10-Most-Triggering-vs-Refreshing-Factors Survey
- Apr19: Marriage-Refreshment Press Conference
- Apr19: Sharing from Ten Outstanding Young Persons couple: Dr. Yu Ka Lung and Dr. Li Yuen Mei
- Apr19: Featured at Radio Program "On A Clear Day", well-known DJs Jan Lamb, Ken Yuen, and Poon Siu To discussed our vision and activities
- Mar to Jul19: Marriage-Refreshment Workshops
- Jul19: Marriage Refreshing Camp
- Jun to Aug19: Marriage-Showoff-Photo-Contest
- Aug19: LEA2019 x Summerfest Carnival
- Aug19: Love-Sight Ambassadors TVB Celebrity Joey Mak and Ivan Yau appearance at Summerfest Carnival, shared their views and experience to maintain a relationship

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Part III: Measurement of Outcomes

[Result]

The results are as below:

1. Media coverage

There are over 20 media coverages and reached 2 million audience from different platforms such as

- Paid Newspaper (Oriental Daily, Ming Pao, Sing Tao)
- Free Newspaper (am730, Headline News, Skypost)
- Online media(HK01, Yahoo, MSN)
- Radio (Commercial Radio)

2. Public engagement

• 10-MOST-Triggering-vs-Refreshing-Factors surveys over 1300 participants about their enjoyment and concerns about marriage

• Organized 3 public Workshops, Marriage-Refreshing-Camp, Marriage-Showoff-Photo-Contest and Showcase at Summerfest Carnival in Central Harbourfront To address the concerns of couples and advise ways to improve their relationship

- 157K views on LEA Facebook Fanpage

3. Supporting corporates and organizations

• Over 10 corporates and organizations involved in this campaign for sponsorships, professional support and crosspromotion, including :

- Hong Kong Marriage and Family Therapist Association
- Think of a Style - Summerfest Carnival support
- HK Romance Dating - promotion support
- Wo Foo Social Enterprise

4. Public Figure Support

• Campaign Ambassadors : Ten Outstanding Young Persons (TOYP)couples: Dr. Yu Ka Lung and Dr. Li Yuen Mei

• Love-Sight Ambassadors: TVB Celebrity Joey Mak and Ivan Yau appearance at Summerfest, share their views and experience to maintain a relationship

• Featured at Radio Program "On A Clear Day", well-known DJs Jan Lamb, Ken Yuen, Poon Siu To discussed LEA's vision and activities

- Celebrities and public figures were inspired and helped promote in a voluntary basis

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