



社會創業論壇
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Social Entrepreneurs Newsletter

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THINK Café: A Unique Collection of SE Books for Your Use

It is commonplace to say:

- Knowledge is power.
- Ideas are inspirational.
- Stories change lives and the world.

In the field of social entrepreneurship, where could one find knowledge, ideas and stories?

The internet is a source; so are books. The internet resource is huge, but it might not be easy to find the right things one needs. Especially for beginners, it might sometimes be bewilderingly confusing. Books are a more systematic source of information; at least they have been purposely worked on by the authors and editors. **But where could you find books on social entrepreneurship?**

It is interesting to note that despite the upsurge of literature on the subject in recent years, it is still difficult to find these books in local bookstores or libraries (including university libraries). For example, I have personally edited/authored five Chinese books on this subject, yet I have difficulty in locating all of them in local bookstores. The same is true for books published in English.

Last year, HKSEF and HKU SPACE jointly offered a 6-month, part-time course on “Who Wants to be a Social Entrepreneur” and we had a hard time identifying a library that students could go to. In the end, we found **an unconventional solution**: we set up a special collection of books on social entrepreneurship in a café – THINK Café.

A Unique Collection

This collection is unique in many ways:

- It is the most comprehensive collection of Chinese and English-language books on social entrepreneurship (over 60 titles)
- Most of these books are not yet found in any local libraries or bookstores (most of the English titles are purchased over the past few years overseas)
- The collection is available for viewing by the public free of charge
- Although these books are not available for borrowing, they could be read at the Café for as long as the reader would like

Why **THINK** Café?

THINK Café is an ordinary, commercially run café. Its address is 19/F, Kyoto Plaza, 419 Lockhart Road, Causeway Bay (two minutes from MTR Exit C). But the young owners of the Café are hardly ordinary people; they aspire to make the Café a social enterprise. (In what sense is it a social enterprise? I would leave it to the customer to find out.)

To start with, one full side of the wall in the Café is a large bookshelf stocked with books the owners purchased for the enjoyment of the customer. While at the Café, customers could enjoy their drinks as well as enjoy unlimited reading of these books at no extra cost. I myself have spent hours at the Café causally sampling the wide range of reading materials there.

With the support of the owners, a special section of the bookshelf had been dedicated to display the above collection of books that I personally loaned out. Students of our course and anyone at the Café could have access to these books. The course has now been concluded and we have decided to continue to display the book collection.

How expensive is a drink? It depends. For a minimum charge of HK\$50.00, customers could spend any amount of time at the Café with as many drinks they would like to have. It is thus an ideal place for individual or small group gathering in a causal and relaxed atmosphere.

The bottom line: **THINK Café is a great place to visit when you are looking for knowledge, ideas and stories about social entrepreneurship.**

Please note: opening hours are noon to 10.00 pm except otherwise arranged.

‘Buy a Mini-Library’ for the benefit of your people

If you are the head of an organization -- be it an NGO, a social enterprise, a commercial organization, a school, or a university – I would like you to consider buying a small library of books for the education of your people. I call this ‘Buying a Mini-Library’ – a special collection of 10 English books and 10 Chinese books on the subject of social entrepreneurship. The collection could be displayed at a convenient place at your organization for the education and reading pleasure of your people.

These 20 books have been selected for their readability, relevance, and inspirational power. They are:

How to Change the World: Social Entrepreneurship and the Power of New Ideas by David Bornstein

Social Entrepreneurship: What Everyone Needs to Know by David Bornstein and Susan Davis

Everyday Legends: the Story of 20 Outstanding UK Social Entrepreneurs by James Baderman and Justine Law

The World that Changes the World Edited by Willie Cheng

The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World by John Elkington, Pamela Hartigan and Klaus Schwab

The Tactics of Hope: How Social Entrepreneurs Are Changing Our World by Wilford Welch

One Day All Children.... by Wendy Kopp

Banker to the Poor by Muhammad Yunus

The Social Entrepreneur: Making Communities Work by Andrew Mawson

Leaving Microsoft to Change the World : An Entrepreneur's Odyssey to Educate the World's Children by John Wood

社會創新: 香港社企發展研究 李正儀 陸人龍 主編

營商能耐可以改變世界 紀治興 著

如何改變世界：社會企業家與新思想的威力 戴維·伯恩斯坦著 吳士宏譯

窮人的銀行家 尤努斯著 吳士宏譯

綠色企業力 - 改變世界的 80 個人 席維昂·達爾尼、馬修·勒胡合著 梁若瑜譯

新愚公移山: 十個社會企業創業者的故事 謝家駒編

香港社會企業妙點子 謝家駒編

平凡創傳奇: 20 個英國社會企業家的故事 謝家駒序

公益創業: 青年創業與中年轉業的新選擇 余志海 謝家駒 合著

公益新思維: 十個中國社會企業家的故事 李凡 謝家駒 合編

The Mini-Library investment costs are as follows:

10 English books only -- HK\$2,000.00

10 Chinese books only -- HK\$800.00

20 books together -- HK\$2,600 (collection at THINK Café)

-- HK\$2,800 (courier delivery)

The Mini-Library could be viewed, ordered and collected at the THINK Café. If you just want to view it, you could come to the Café any time to do it. If you want to order it, please contact Nancy Fan at nancy@genesismarketing.com.hk.

An Evening Chat – Monday, March 21, 2011, 7pm - 9pm

**How Books Can Change your Life:
Guided Reading for Beginners and Changemakers**

Your Guide: K K Tse

Venue: THINK Café, 19/F, Kyoto Plaza, 419 Lockhart Road, Causeway Bay

Admission: HK\$100.00

To register, please write to nancy@genesismarketing.com.hk before March 15.

Quotes of the Fortnight

名句精選

*"Tell me, and I forget.
Show me, and I
remember. Involve me,
and I understand."*

Chinese Proverb

Website of the Fortnight

精選網站

**Social Edge on
training of the next generation
of social entrepreneurs.**

A lively debate is going on focused on
this important global issue.

http://www.socialedge.org/discussions/social-entrepreneurship/training-the-next-generation-of-social-entrepreneurs?utm_source=Social+Edge+Newsletter&utm_campaign=38fd66d44a-Newsletter_Lamb_Lewis_Shea_2_1_2011&utm_medium=email

Book of the Fortnight

新書精選

**社會創新：
香港社企發展研究**

李正儀 陸人龍 主編

商務印書館
2010



Video of the Fortnight

錄像精選

**Patrick Cheung 張瑞霖 speaking at
TEDxGuangzhou –**

**Although the production technology
is not as good as the original TED, this
is an inspiring sharing by one of the
most daring social entrepreneurs in
HK.**

<http://www.tudou.com/programs/view/IOF-wRV1uSc/>