



社會創業論壇

Hong Kong Social Entrepreneurship Forum

# Social Entrepreneurs Newsletter

edited by KK Tse

[www.hksef.org](http://www.hksef.org)

[kakuitse@gmail.com](mailto:kakuitse@gmail.com)

## Up Close and Personal with Andrew Yu, Founder of 1 KG More

Andrew Yu (余志海), a young man in China, has created a social enterprise and a new industry which has come to be known as 'Voluntourism'. It is an amazing and inspiring story. HKSEF is honored to have invited him to come to Hong Kong to share his experience in April:

### Hong Kong Social Entrepreneurship Forum

#### OPEN FORUM

#### **"1 KG More" <多背一公斤> and Voluntourism:**

#### **The Making of a Social Enterprise and a New Industry**

**Date:** Saturday, April 18, 2009

**Time:** 9am to 12noon

**Venue:** Room 201, Duke of Windsor Social Service Building, 15 Hennessy Road

**Admission fee:** HK\$150 (HK\$120 for early bird registration before April 1)

**Speakers:** Mr Andrew Yu, founder, "1 KG More" and his associates

**Background introduction by Dr. K K Tse:**

**"The Rise of Social Entrepreneurs in Mainland China"**

"1 KG More" is an innovative social enterprise founded by a young IT professional Andrew Yu. As a frequent backpacker travelling in the rural China, he was saddened by the underdeveloped state of rural education. He started to pack one KG more of books and other materials to deliver to these schools as gifts. He shared his experience and feelings in internet forums and inspired a large number of young people to follow his example. The "1 KG More" practice snowballed into a national movement, with tens of thousands of volunteer-travelers visiting hundreds of rural schools in a self-initiated and self-organized manner, creating a new industry known as "Voluntourism". Andrew quit his job in 2006 to devote fulltime to lead and grow this new style social enterprise.

In 2008, "1 KG More" received an international award for the social impact it created through the networked community. <http://www.1kg.org>

For enquiries and registration, please contact Mr. Oscar Tam at [oscar@genesismarketing.co.hk](mailto:oscar@genesismarketing.co.hk) or tel. 2396 6468.

## **Why I Am Impressed by Andrew**

I have not met Andrew to date, but I have heard a lot about his passion and his pioneering work from a number of quarters. I wrote an article about him in Ming Pao Daily earlier this year. A fuller version of the article can be found in [http://www.hksef.org/index\\_en.php?cid=5&pid=66](http://www.hksef.org/index_en.php?cid=5&pid=66) .

I found him particularly impressive in the context of the current development of social enterprises in Hong Kong. Most social enterprises in HK are started by NGOs with government funding. There is nothing wrong about this as such, but many of these social enterprises have not been able to sustain themselves once the government funding is used up.

Andrew's journey has been very different. He enjoyed backpacking and wandered around the countryside a lot. When he saw the poor conditions of many of China's rural schools, he was very touched and decided to do something about it. He did simple things with a big heart: just packing one KG more of materials that he thought would benefit these schools into his backpack and delivered it to schools that he visited. He wrote about his experience and observations and touched the hearts of thousands of readers. They followed his example and the rest is history.

Andrew did not start with an idea of creating a social enterprise. He just wanted to do something for the rural school children he came into contact with. It all came from the bottom of his heart. He tried to address a big social issue with the limited resources he has in his hands. But it did not deter him. "**1 kg is light**", as he used to say, "**but thousands and thousands of 1 kg could be formidable**".

So, mark your diary, Saturday, April 18, 9am to noon, come and meet Andrew and his team.

## **More Activities Planned**

During their four-day visit to Hong Kong, Andrew will also be sharing his experience on a number of occasions. These include:

16/4 Thursday

2pm Arrive HK

6.30pm Talk I -- **HKU SPACE**

17/4 Friday

10-12nn Visit to local social enterprises

2.30pm Visit to **Gaia School**, Tuen Mun, New Territories

6.00pm Talk II -- **HKU CEDARS**

18/4 Saturday

9-12nn Talk III – **HKSEF Open Forum**

12.30pm Lunch with sponsors, event organizers and HKSEF Directors

2.30-4.30pm Talk IV -- **Chinese University MBA Alumni Association**

6.30pm Talk V -- **Roundtable Community**

19/4 Sunday

Sightseeing – to be organized by Social Venture Hong Kong

### **Who Pays for the 1 KG More Visit to HK?**

It only takes a modest budget to do this. But instead of securing sponsorship from a single source, I attempted another route and have seen very encouraging result. I wrote to a number of my friends (all readers of this Newsletter) and told them about Andrew's story with my Ming Pao article. I simply said if you are inspired by him please sponsor HK\$1,000 to bring him to HK so that he can share his experience with and inspire more people. I called this appeal '**HK\$1 K for 1 KG More**'. To date, we have received over 30 sponsorships. This makes the visit even more meaningful. If you are interested in making a sponsorship after reading this issue and my article mentioned above, please send your cheque to Oscar Tam payable to **Genesis Marketing Co.** at Unit A, 2/F, Ming Tak Centre, 135 Tung Chau Street, Kowloon. All sponsorships, after paying for the return airfare and hotel expenses in HK, will be donated to 1 KG More to support their latest project of building libraries in rural China.

#### ***Things to do:***

- 1. Mark you diary for April 18, Saturday**
- 2. Read my article from the link on page 2**
- 3. Visit the website [www.1kg.org](http://www.1kg.org)**
- 4. Share this story with your family and friends**
- 5. Plan your next trip to China to visit a rural school and bring 1 KG more with you**