



BUSINESS-SCHOOL NURTURING FUTURE SCHEME 2021/2022

「商·校·護聯培育計劃」 2021/2022



ABOUT THE ORGANIZER



Lifewire Foundation Limited (Lifewire)

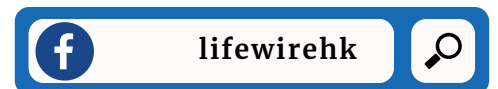
Founded in 2014 by Chun Wo Development Holdings Limited, Lifewire brings together patients, charities, donors, and medical experts into a tightly-knit community to provide a channel for those in need to receive help.

By documenting each patient's story through text and video, we strive to share their narrative with the public to:

- Raise funds to provide urgent medical care for children with rare diseases and to support patients' long-term medical needs
- Promote an inclusive society by increasing public awareness of rare diseases through community education

As of 2020, Lifewire has achieved:

- Funds raised \$18 million HKD
- Beneficiaries - over 600 families (est. 2000 ppl)
- Critical support for 31 cases



MISSION

I HELP

Assist patients with rare diseases to afford urgent medical care and to support their long-term medical needs.

I CONNECT

Serve as the bridge between corporates, commerce associations, and the public to collaboratively support patients with rare diseases.

I CARE

Rally together volunteers to provide continual support and guidance for patients and their families.

I CREATE

Publish original media content to share the children's stories with the public and raise awareness for those with rare diseases.

VALUES

CONCERN - Care for the voiceless members of the community, particularly children with rare diseases.

EMPATHY - To listen with open hearts to patients' stories and needs.

COMMITMENT - A steadfast commitment to building enduring relationships with our patients, donors, volunteers, and corporate partners.

PASSION - A burning passion for life, as shared by the patients we serve.



SCHEME INTRODUCTION

Lifewire has launched the **Business-School Nurturing Future Scheme (BSNFS)** in 2021 which aims to encourage Hong Kong companies, organizations and schools to jointly educate the new generation. Through inspiring stories from rare disease patients, career guidance workshops and project-based working experience, the BSNFS strives to inspire students to think about personal values, develop positive work attitude and set personal career goals.

BSNFS targets to recognise over 10 companies and organisations and 10 schools whose jointly promote community education and achieving corporate social responsibility by benefit the children with rare disease and students.

TARGET

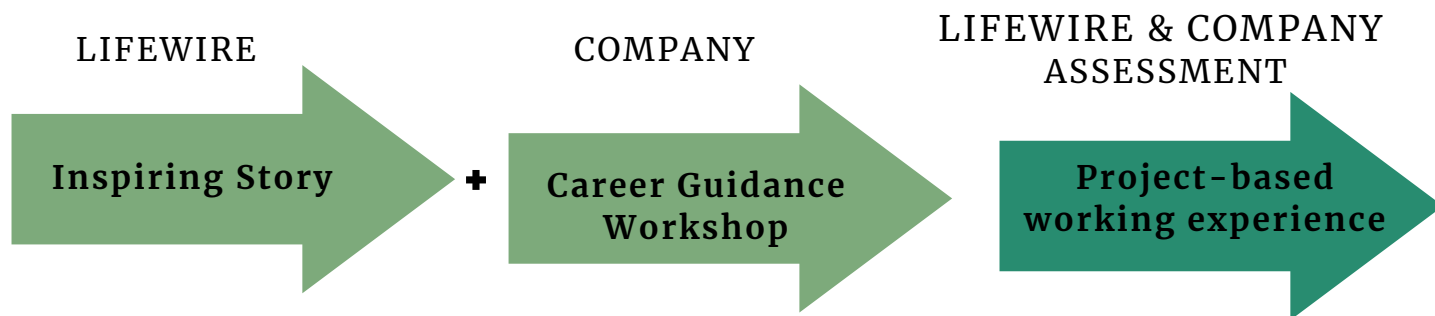
- Secondary Schools
- Universities
- Companies and organizations



OBJECTIVES & FEATURES

- Merge Life Education & Life Planning Education to establish comprehensive program for upper year students.
- Through the inspiring stories of rare disease patients, students can reflect upon and clarify personal answers to "why they live" and "how to live", and better understand how to deal with emotions and adversity by cultivating a positive attitude to life.
- BSNFS provides a framework for schools to promote Life Planning Education to school curriculum and class activities.
- Students will be able to explore about different careers, understand the requirements of employers and develop transferrable skills through career guidance workshop by companies.
- Project-based working experience encourages students to think critically and apply their personal experiences to business objectives
- Promote charitable partnership between schools and businesses to develop corporate social responsibility and enhance school and corporate image.

SCHEME DETAILS



PART 1 - SEMINAR & WORKSHOP

PART 2 (Optional)

PART 1 - SEMINAR & WORKSHOP

***Turning dreams into reality**

1.1 Sharing by rare disease patients to inspire students to reflect on personal values, appreciate strengths & weaknesses and set goals.

Case 1. Chen Tsz Kin (陳梓鍵), a boy with the rare disease Duchenne Muscular Dystrophy (DMD) which causes progressive muscle degeneration and weakness. The average life expectancy is between 18-20. Overcoming physical limitations, he has actively chased his dream to become a Youtuber/KOL.



Case 2. Lai Kwan Yee is a teenage girl with Spinal Muscular Atrophy (SMA). Despite only being able to move 2 fingers, she is determined to be a game developer and has self-taught herself computer programming and digital drawing.

1.2 Career Guidance Workshop led by corporate professionals.

The workshop provides an opportunity for students to learn about industry requirements and to map out an appropriate career path to enter the field. On-site mock interviews will equip students with critical interview skills and assist with resume writing.

PART 2 - PROJECT-BASED WORKING EXPERIENCE (Optional)

By participating in the voluntary project-based working experience, students can gain hands-on experience in applying personal skills to real world business objectives. Through developing their own campaign, students are able to pursue their interests and develop action plans that capitalize upon their strengths.

Details

- Merging charity with curriculum to promote rare disease education. Working in teams of 6, students will plan and execute a campaign, online promotion, or multi-media production to fulfill the following objectives:

1. Fundraising 2. Brand awareness 3. Public Engagement

- Teams that opt to participate in the Project-based Working Experience should submit a proposal (Template can be download in website) and a report in the form of video or text upon completion. The project is to be completed within 1 month and should not include any expenses. The respective teams/schools shall bear the costs for any additional expenses incurred.
- There is no limit to the number of participating teams in each school, only ONE team will win the prize.
- Teacher(s) can assist and guide the students to complete the project.

Suggested idea:

Idea 1 : Interview a rare disease patient and promote on social media platforms

Idea 2: Targeted online marketing to increase public awareness of rare diseases

Idea 3: Create an online/offline fundraising campaign

*Best Project Showcase

The best project in each school will be assessed by the sponsoring company & Lifewire, the most outstanding team might win a \$6000 team scholarship prize sponsored by the company and might be featured in Lifewire's media & publication.

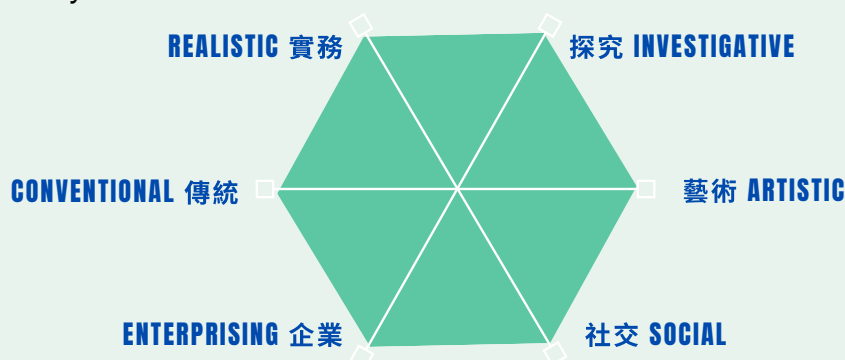
RECOMMENDATION
Project-based working experience can be integrated into school curriculum or class activities. (e.g. Writing, Multi-media, STEM....etc)

Matching Personality /Interests to Occupation

Through dividing work and assigning their own roles, students can pursue their areas of interest and apply their unique skillset to collectively achieve business objectives. This designation helps students better understand their strengths, weaknesses, and suitability for a field and allows them to refine career goals.

Eg. Event coordinator, copywriter, producer, graphic designer, researcher, engineer, etc.

The different nature can be divided into 6 categories. Students can better understand the type of work they are suitable for.



RECOMMENDATION
Teachers can review student performance through questionnaires.

*Project submissions will be assessed by the corporation & Lifewire, the most outstanding team will win the sponsored prize and will be featured in Lifewire's media & publication.

ASSESSMENT STANDARD

1.Division of labour & time management

2. Innovative – the nature and execution of the project

3. Degree to which the project fulfills 3 objectives
(Fundraising, Brand awareness, Engagement)

4. Students' understanding of Lifewire and children with rare diseases.



RECOMMENDATION

After the Seminar & Workshop / Project-based Working Experience, teachers can opt to review student performance through questionnaires, helping students identify personal interests and strengths.



Q. Are you assigned a job that utilizes your skillset?

Q. Do you think this field is suitable for you? Why?

TIMELINE

BUSINESS-SCHOOL NURTURING FUTURE SCHEME



SEMINAR & WORKSHOP (1 HOUR 30 MINS)



**30
MINS**

Inspiring story
(Lifewire beneficiaries)

**45
MINS**

Career Guidance Workshop
(Company or organization)

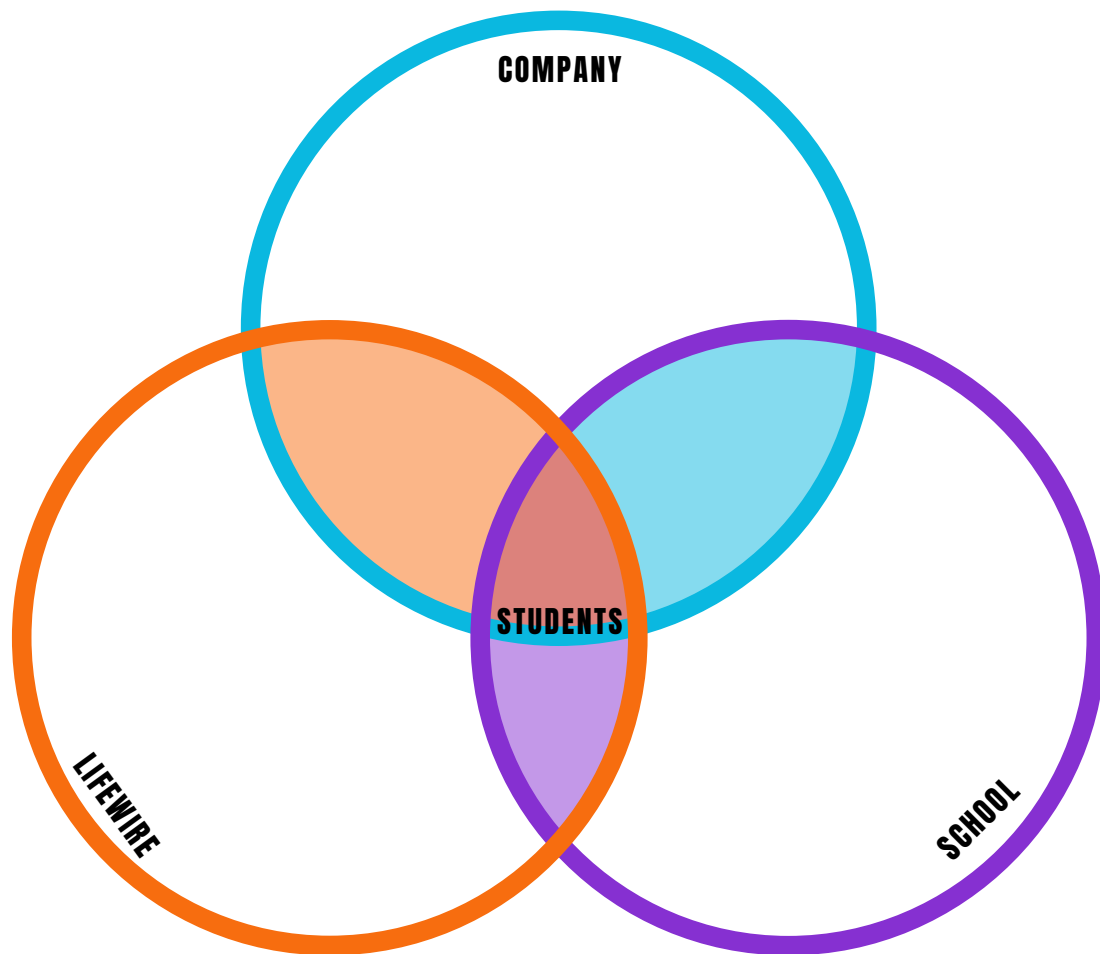
**5
MINS**

Q & A session

**10
MINS**

Introduction of
“Project-based Working Experience”
(Lifewire)

ROLES & DUTIES



- Provide inspiring story.
- Introduction and assessment of Project-based Working Experience.
- Promotion: press/media feature, social media, newsletter publication.
- Caring Company nomination.

LIFEWIRE

- Provide career guidance workshop.
- Assessment of Project-based Working Experience.
- Donation to Lifewire.
- Scholarship to students

COMPANY

- Join the BSNFS.
- Assist and guide the students to complete the project.
- Evaluate and review through questionnaires.

SCHOOL

BENEFITS

SCHOOL

- Provide a framework for schools to implement Life Planning Education into curriculum and class activities.
- Logo displayed on Lifewire's media channels and publication.

STUDENT

- Inspiring story helps establish positive values and perseverance
- Better understand industry requirements and facilitate life planning.
- Reflect on their strengths and job preference
- Develop social responsibility
- Opportunity to gain team scholarship and media exposure
- Provide charity service by their project work at the same time

COMPANY

- Integrate philanthropy with education to achieve corporate social responsibility.
- Cultivate the youth who are aspiring to join the industry.
- Caring Company nomination.
- Logo displayed as a supporting organization for the BSNFS project across Lifewire's media channels and publication. (print & social media)

LIFEWIRE

- Connect companies, schools and students to collaboratively support patients with rare diseases.
- Obtain donation from Companies to subsidise patients' medical expenses.
- Increase brand awareness and exposure.

APPLICATION METHOD AND DEADLINE

報名方法及截止日期

All interested companies, organizations and schools must complete the application form and submit it by email to info@lifewire.hk before 31 Oct 2021 .

有興趣參與之企業／機構及學校須填妥報名表格，並於截止日期2021年10月31日前將報名表格電郵至info@lifewire.hk。

Inquiry 查詢

Office Hours: Monday to Friday 9am to 6pm
(except public holidays)

辦公時間：星期一至五上午9點至下午6點（公眾假期除外）



info@lifewire.hk



3758 8701



6290 9985

Notes for Registration 報名須知

- 1.BSNFS operates on a one-to-one basis (1 company : 1 school)
此計劃以一對一服務為基礎（1家公司：1所學校）。
- 2.Companies are prohibited from engaging in any sales behavior in the seminar & workshop.
嚴禁公司在研討會和工作坊中向校方及學生進行任何銷售行為。
- 3.Participated Companies / organizations will donate a sum of \$38,000 to Lifewire to subsidize patients' medical expenses, Lifewire's education and publicity and for the scholarship to students.
參與的公司/機構將向Lifewire捐贈\$38,000 港元，此捐款包括支持罕見病童作醫療用途、Lifewire 教育和宣傳用途及贊助學生的獎學金。
- 4.Part 2 of the scheme (Project-based Working Experience) is optional for students.
If all teams forfeit participation, the scholarship prize will be donated in full to Lifewire Foundation Limited.
計劃的第二部分「模擬工作體驗」是選擇性參與的。如沒有學生參與第二部分，學生的獎學金將轉贈Lifewire。
- 5.Lifewire is responsible for caring company nomination, the nomination processing fee will be borne by the respective company or organization (nominee).
本會將為參與公司/機構提名「商界展關懷」計劃，提名所需的手續費應由公司/機構（被提名人）支付。
- 6.Lifewire reserves the right to make the final and binding decision in any disputes.
任何爭議本會保留最終決定權。

實務型：注重技能 發揮所長

- 個性溫和、誠實、順從、堅強。在待人接物方面，有禮但帶點害羞，重視可見的成果，予人重視物質的感覺。

適合投身的行業

- 不害怕一些涉及體力及複雜性的技術性工作，能運用實際操作技術解決問題，便會感到自在及滿足。
- 可考慮投身的職業: 如廚師、機械工程師、混音師、維修技術員、飛機師等。

探究型：內向好奇 分析力強

- 聰明但內向，喜歡靜靜地觀察和學習新事物。充滿好奇心，腦袋常有很多疑問。在求知慾的推動下，為了解事情，喜歡從不同層面，不斷尋根究底，窺探內情，並相信閱讀及深入思考是最有效解難的方法。喜歡獨立行事。

適合投身的行業

- 習慣以理性、嚴謹的思考方式，分析及判斷事情，致力於尋找方法及定律。適合一些涉及求知求真的工作。
- 可考慮投身的職業: 如學術或科學研究人員，心理學家、生物學家、研究員、翻譯員等。

藝術型：強調美感 創意表達

- 多變、重視直覺、獨立自主，對美感有強烈的要求，亦有豐富的想像力和創造力。在待人方面，率性而行，亦會透過不同的方法或媒介去表達自己的想法和感受，故此予人情緒化的感覺。

適合投身的行業

- 願意開放自己去經歷及改革，崇尚完美和理想，重視原創性，富幻想。如能在工作中找到空間，會表現出不平凡的意念。
- 可考慮投身的職業: 如設計師、攝影師、舞蹈員、音樂家、化妝師、髮型師等。

社交型：同心同德 助人為本

- 友善、仁慈、個性溫柔、具同理心、有耐性。在待人方面，善解人意，重視人際關係多於成果，關心別人的情感，亦希望能對社會作出貢獻，予人隨和、慷慨的感覺。

適合投身的行業

- 喜歡教導及幫助別人，善於運用社交能力去解決問題。
- 可考慮投身的職業: 如社工、老師、起居照顧員、護士、服務生等。

傳統型：著重條理 謹慎守規

- 願意跟隨既定指引或常規辦事，予人順從可靠及安份守己的特質。在待人方面，個性坦白有禮。處事方面，小心謹慎，做事具耐性及效率。不喜歡天馬行空，習慣井井有條地完成工作。對於沒有清晰指引的工作會感到無所適從。

適合投身的行業

- 具資料處理、存檔及文書處理能力，適合一些涉及編排及整理文字及數字的工作。
- 可考慮投身的職業: 如編輯、文員、會計師、圖書館管理員、資料輸入員等。

企業型：勇往直前 魅力領袖

- 性格外向，樂觀自信，主導性強，重責又精明，喜歡擔任領袖角色。愛冒險及勇於接受挑戰，會勇往直前達成工作目標。享受被認同的感覺，而且重視金錢、權力和社會地位。在待人方面，熱衷參與社交生活，享受團隊工作，善於推動及指揮他人完成目標。能力方面，擁有優秀的說服技巧，充滿個人魅力，很容易成為眾人的焦點。

適合投身的行業

- 重責又精明，喜歡擔任領袖角色。愛冒險及勇於接受挑戰，適合在商業社會上打滾。
- 可考慮投身的職業: 如保險從業員、市場部經理、律師、公共關係管理、地產代理等行業。