



編者的話 From the Editors

不經不覺，香港義工學會踏進第三個年頭！祝大家新一年美滿，正能量充沛面對未來的挑戰。今期我們特別刊登學會榮譽會士羅樂風先生對企業社會責任和行義方面的心得。此外，會員羅汝衡女士分享她去年九月在澳洲參與全球義工會議及考察時的所見所聞，大家切勿錯過！

Moving into the third year of the Institute, we wish you a fruitful year, full of positive energy to face the challenges ahead! A special feature of this Issue is our Honorary Fellow, Mr Kenneth Lo, shares his insights on volunteering and corporate social responsibility. Also Ms Anne Loh, IoV member, will share her experience in the World Volunteer Conference and study visits in Australia last September. Don't miss them!



學會 3 年計劃分享會 HKIoV 3-Year Plan Sharing Session

學會於 2014 年 10 月 31 日舉辦會員意見調查和 3 年計劃分享會，邀得學會前副主席鄧桂能 BBS 太平紳士講述調查結果。調查發現，逾 8 成會員希望藉著參與學會來提昇個人義務工作實踐。此外，會員亦冀盼透過學會的宣傳得以啟發更多人成為義工。（調查結果詳見上期《行義薈萃》）

主席李澤培 SBS, OBE 太平紳士在會上就學會 2014-2017 年的三年計劃作出分享，參加者討論熱烈，提出不少意見，例如加強學會的宣傳推廣，廣納更多來自不同層面的優質義工，包括青年義工，以達致知識傳承及學會的可持續發展。針對會員活動和知識分享方面，與會者建議推行不同程度的訓練 / 工作坊之餘，可設立一些專責項目或工作小組，邀請會員參與學會工作，例如編輯小組，以促進會員的凝聚力和對學會的歸屬感。我們感謝積極參與意見調查和出席分享會的學會會員，提出具參考價值的想法和建議。

The Session on Members' Opinion Survey & Sharing on 3-Year Plan was held on 31 October 2014. Mr Tang Kwai Nang, BBS, JP, former Vice Chairman of HKIoV presented the HKIoV Members' Opinion Survey findings. According to the Survey findings, over 80% members expressed that they joined HKIoV because they wanted to advance their volunteering practice, and through the promotion of HKIoV, they hoped more people could be inspired to volunteer.

Mr Lee Jark Pui, SBS, OBE, JP Chairman talked about the 2014-2017 Year Plan. Participants had an active discussion and raised many ideas regarding members' participation, such as enhancing the promotion of HKIoV to recruit more members from different walks of life including the youth, so as to achieve knowledge transfer and sustainable development of HKIoV.

Members suggested in addition to having more training/ workshops at different levels, HKIoV could involve members in specific projects or working groups, e.g. editorial working group, which would foster members' cohesiveness and sense of belonging to the Institute. We should like to thank members for their valuable input, and participating in the Opinion Survey.



羅樂風先生的企業社會責任

Mr Kenneth Lo on Corporate Social Responsibility

榮譽會士暨晶苑集團主席羅樂風先生於學會一週年晚宴分享他對企業社會責任及義務工作的心得，之後會員溫婉儀女士走訪羅先生，進一步介紹他的經驗。

四十多年前，羅先生在香港成立晶苑集團，憑著他精關的管理哲學，晶苑集團已發展成為亞洲三大成衣製造商之一，在 20 個地區聘用超過 60,000 名員工，每年營業額超過 17 億美元，更獲得「商界展關懷」標籤超過十年、世界自然基金會雙鑽石會員及低碳辦公室計劃白金標籤等榮譽。作為集團主席，羅先生認為「企業社會責任」和「可持續發展」是集團業務取得成功的重要基石，而一間公司亦應致力平衡經濟、社會及環境的利益，並以這三方面來衡量成就。

羅先生表示，具社會價值的企業文化除了能提高品牌聲譽及員工凝聚力，更能培養員工的社會責任。一般人以為一間公司最重要的就是營業額，羅先生則認為公司的成功與所身處及服務的社羣是息息相關的。「有些人認



Mr Kenneth Lo, Honorary Fellow and Chairman of Crystal Group, shared his insights on corporate social responsibility (CSR) and volunteering at the dinner of the Institute's first anniversary. Subsequently, Member Ms Elsie Wan interviewed Mr Lo for gaining more of his experience.

Four decades ago, Mr Lo established Crystal Group in Hong Kong. With his insightful management philosophy, Crystal Group has become one of Asia's top 3 garment manufacturers, employs over 60,000 people across 20 locations, and has an annual turnover of over US\$1.7 billion. It has also been awarded the "Caring Company" logo for over 10 years, World Wildlife Fund Hong Kong (WWF) Double Diamond Member and Platinum Label Award of Low-carbon Office Operation Programme (LOOP). Being the Chairman of the Group, Mr Lo believes that CSR and sustainable development are the cornerstones of his business success, and that a company should strive to balance economic, social and environmental interests on which its achievements may be measured.

Mr Lo says corporate culture with social value not only raises brand reputation and staff cohesion, but also cultivates social responsibility among staff. While it is generally considered that business turnover is most essential for a company, Mr Lo believes the success of a company is tied to the community where it resides and serves. "Some people may think that a company may not need to be socially responsible, or care for its staff as they could run counter to generating revenue. I have found that adopting CSR could lead to my staff becoming more devoted to their tasks, enhancing communication and cooperation among departments. Undoubtedly these are beneficial to the Group's operation."

為一間公司不需要有社會責任和關愛員工，覺得它們與盈利背道而馳。但我發現推行企業社會責任能讓員工更加投入工作，增強部門之間的溝通，這些都無疑對集團營運有幫助。」

「勇於創新」一直是羅先生的企業價值觀之一，他說「創新」不應該只限於發展品牌或產品，而應在各個範疇去推動，包括企業社會責任的業務。他不會限制員工怎樣去發展公司的企業社會責任，只要給員工足夠的空間，他們自然就會發展出一套系統去執行公司的理念，各種限制反而會扼殺他們的創造力。羅先生表示：「曾經有位工友患上癌症，結果全廠的員工捐錢給他醫病。工廠的員工亦會自行組織義工隊伍，令整間工廠有一個義務工作的氣氛，繼而將這種關愛精神透過員工的家庭或其生活的社區發揚開去。」

曾有人以老子的「上善若水」來形容他，就像水一樣，不會對自己所處的位置有所執著，不去爭奪名利，只默默地為別人而奉獻，所謂「利萬物而不爭」。晶苑集團秉持對環境和社會負責任的策略，一針一線地去改變環境和社會，看來羅先生處世之道亦早已滲透整個集團。作為義工，也許亦可向羅先生學習，只要不介意自己所負責的工作崗位，持續為他人付出，相信定能建造出一個美好和諧的世界。

(上文由香港義工學會會員溫婉儀女士提供)



To embrace innovation is one of his corporate values. Innovation should not be limited to the development of brand or product, but should also apply to every respect including CSR. Mr Lo will not restrict staff developing the company's CSR. As long as they have enough room, they will find their own way to execute the company's mission spontaneously. On the contrary imposing limitations to staff would undermine their creativity. "There was a worker suffering from cancer, and the staff of the whole factory donated money for his treatment. The factory staff also form volunteer teams themselves, which creates a volunteering atmosphere and this caring culture is promoted through their families and their communities."

Some described Mr Lo as "benign as water" from Laozi, which means "water" is content with staying in any form, happy to help others and not to compete for name or gain. Crystal Group, with its eco-conscious and socially responsible policy changing the environment and Society one stitch at a time, has apparently been imbued with Mr Lo's philosophy. Volunteers may learn from Mr Lo — try always serve others regardless what you do, and surely you will help build a felicitous and harmonious world.

(By Ms Elsie Wan, Member of HKIoV)



相傳董奉為人治病不收錢，僅要求病癒者種植杏樹，數年後得見杏樹成林。從此，醫學界又稱杏林。

七位年輕醫科畢業生，遠赴非洲坦桑尼亞東岸的小島——桑吉巴 (Zanzibar)，進行為期三週的義務醫療服務，到醫院接生，診治處方、施手術等等。

本身是義務工作發展局 (義工局) 義工組長的岑俊彥 (Bernard) 與友人阿洗及 Lawrence 借鑑香港醫院急症室的運作守則，設計一張簡單易明的報表，便利當地醫療人員分流和診斷病人。一個小小的改變，令當地醫院急症室效率大為提升。

在桑吉巴，產婦多採用「忍痛分娩」，除了因為文化差異，缺乏醫療資源其實也是主要原因。在婦產科幫手的 Lawrence，目睹有位突然臨盆的母親，事出太急來不及推入產房，短短 5 分鐘便在門口完成分娩過程！Lawrence 感受到非洲人母親的堅強：剛產下嬰兒的母親自行沖涼抹身後，便逕自離院返家。

Legend has it that physician Dong Feng would refuse monetary payment for his services, but asked those cured to plant an apricot tree. Years later, a forest of apricot trees appeared. Ever since then, the practice of medicine has been called "The Apricot Forest".

Seven young medical graduates went to the island Zanzibar in Tanzania, Africa to volunteer for three weeks, providing services of accouchement, diagnosis, prescription, surgery and so on.

Shum Chun Yin, Bernard, a volunteer leader of the Agency for Volunteer Service (AVS) and his friends, Ah Sin and Lawrence designed a concise report form according to the guidelines of Accident & Emergency Service in Hong Kong hospitals. It allowed local medical staff to sort patients with triage and diagnose them systematically. Just a little change made the accident and emergency service there highly efficient.

In Zanzibar, pregnant women usually labour without using any anodyne. This is because of local cultural differences, as well as lack of medical resources. Serving in the Obstetrics & Gynaecology Department, Lawrence saw a pregnant mother gave birth to a child all of a sudden outside the delivery room in only 5 minutes. Lawrence saw the toughness of African mothers, as the

有一次，Bernard 目睹一位面容枯槁雙目出神的母親，守在剛剛給弄出來的死胎旁邊，然後自己動手包裹好嬰兒的屍體，憔悴又落魄。Bernard 安慰她無效，了解到該母親原來已經歷過七次生產，而今次屬意外懷孕。一種無奈的感覺襲來，如果家庭計劃得以普及有多好？再退一步想，基本的健康知識、性教育更有待推行，Bernard 深信這方面的工作影響更廣更遠，有效控制出生率的同時，也可大大減低婦女難產和嬰兒夭折的比率。

最終要跟桑吉巴說再見了。有人帶走一把已經用到變形的持針器，提醒在極艱難的環境中仍要盡力做好本分；也有人帶回對醫護精神的反思。對於有志到非洲當義工的年輕朋友，Bernard 語重心長地提出他的忠告：「出發前要計劃好，一定要到衛生署旅遊健康中心打針，先避免自己發生問題，你才可以幫到人。」活脫是醫生的口吻。

(上文節錄自義務工作發展局義工蔡利民先生《杏林@桑吉巴》)

woman cleaned herself just after childbirth, and walked home alone.

Bernard once met a haggard mother who looked at her stillborn baby blankly by her side and enwrapped the dead body by herself. He tried in vain to comfort her, and then realized she had already given birth seven times and this was an unplanned pregnancy. A thought flashed into Bernard's mind that it would be great if family planning could be practised, and basic health knowledge and sex education promoted, so that the birth rate could be controlled effectively and the rates of dystocia and infant mortality minimized.

Finally it's time to say goodbye to Zanzibar. Someone took away a distorted needle holder to remind himself to try the best to play his part even in a difficult environment, while others brought back reflections on the spirit of medical practice. Last but not least, Bernard advised those young people who want to volunteer in Africa, "Be well prepared and vaccinated against infectious diseases at the Travel Health Centre of the Department of Health, for only if you are fit can you help others."

(Abstracted from *The Apricot Forest at Zanzibar*, by Volunteer Choy Lee Man, at Agency for Volunteer Service)

2014 全球義工會議及考察

2014 World Volunteer Conference and Study Visits

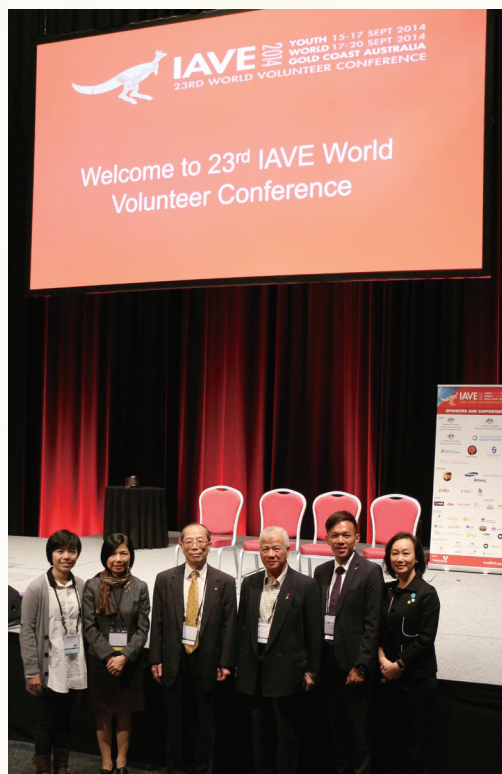
自 2012 年加入國際義工協會 (IAVE) 以來，我很高興作為義務工作發展局 (義工局) 代表團成員之一，出席多個全球義工會議，與各地義工領袖交流。2014 年 9 月，我參與在澳洲黃金海岸舉行的第 23 屆 IAVE 全球會議。當地組織性與非組織性的義務工作發展成熟，政府在制訂政策及資助方面擔當重要角色。是次會議有超過 100 場內容豐富的專題演說、討論會和工作坊。義工局代表團成員與各地義務工作者交流義務工作發展趨勢、義工培訓及管理、青年及企業義務工作發展等議題。今次會議相當重視義務工作對增強社會團結及凝聚力的重要性，而青年人更是重點關注對象。

會議後，我們走訪位於悉尼、墨爾本及阿德萊德的州立義工中心，受到熱情招待。義工局與當地義工中心於推動義務工作方面，懷抱相同願景。此行亦為未來的協作打開機遇。而我最印象深刻的是企業義工的發展趨勢 - 跨國企業以企業公民身份履行社會責任，這些企業活動可以調動的義工人手和資源數量巨大，影響甚廣。

過去數年，我積極參與香港和內地的義務工作。到外地或與海外義工交流總是令我眼界大開，獲益良多。這些經驗啟發、推動及訓練我更能廣泛及深入地參與義務工作，發掘創新意念和理論，從而延伸出一些有影響力、具潛力及可持續發展的項目。

(上文由香港義工學會會員羅汝衡女士提供)

Since joining the International Association for Volunteer Effort (IAVE) in 2012, I am delighted to be a delegate of missions organized by Agency for Volunteer Service (AVS) to attend various global volunteer conferences and interact with overseas volunteer leaders. In September 2014, I participated at the 23rd IAVE World Conference in Gold Coast, Australia. Formal and informal volunteering were well developed in Australia, and the government had a strong role in formulating volunteering policy and funding support. There were over 100 sessions of informative presentations, forums and workshops. AVS delegates exchanged views with their international counterparts on volunteering trends, volunteer training and management, youth and corporate volunteering development. Throughout the event, enhancing social cohesion and solidarity through volunteering was highly recognized with particular emphasis on youth.



After the Conference, we visited the state volunteer centres in Sydney, Melbourne and Adelaide receiving warm reception. AVS and the volunteer centres shared the same vision in advocating volunteerism. These visits also opened up possibilities for future collaboration. What impressed me most in corporate volunteering was the trend that multinational corporations fulfilled social responsibility as corporate citizen. They were able to mobilize enormous volunteer manpower and resources in their activities which made significant impact.

For the past few years, I have been actively volunteering in Hong Kong and China Mainland. Overseas visits and meeting volunteers abroad are always an eye-opening and rewarding experience for me. Such experiences enlighten, motivate and prepare me for broader and deeper involvement in volunteering, exploring innovative ideas and thoughts leading to impactful projects with potential for sustainable development.

(By Ms Anne Loh, Member of HKIoV)



行義脈搏 Volunteerism Pulse

一個名為 RealHero 的手機應用程式於哥倫比亞推出，讓您成為現實中的真英雄！RealHero 根據用家的喜好（如音樂）提供義工任務（如對露宿者唱歌），用家透過完成任務賺取遊戲金幣，換取現實世界的獎勵（如演唱會門票）。用家更可把完成任務的影片或相片透過社交媒體分享，吸引更多人加入行義的行列，成為改變社會的英雄！

（編者語：義務工作的本質是自願的無償服務，但透過有趣的獎勵提供誘因吸引年輕人投身義務工作，也未嘗不是具創意的策略哩！）

A mobile application called RealHero has been launched in Columbia, which allows you to become a genuine hero in real life! RealHero, according to players' preferences (e.g. music), provides volunteer opportunities (e.g. sing to the homeless people) for players to complete and earn tokens for redeeming benefits in the real world (e.g. concert ticket). Players can also share their videos and photos of completed missions through social media to mobilize more people to join volunteering, and become heroes who change Society!

(Editors' remarks: Volunteering is to serve out of free will with no expectation of materialistic return. However, it could be a creative tactic to attract young people to volunteer by providing interesting incentives.)

來源 Source : <https://www.realhero.co>



義愛世界 Love of Volunteer

去年 12 月英國一位名叫 Dominique Harrison-Bentzen 的女士丟失提款卡，沒錢搭車回家，卻遇到一名流浪漢堅持把身上僅餘的 3 英鎊給她乘計程車回家。她雖然沒有接受流浪漢的錢，但卻決心為流浪漢籌款，希望給他一個溫暖且安全的住所以作回報。Harrison-Bentzen 於募款網頁 gogetfunding 寫道：「一名終日受到漠視和冷落的男子做出這樣的好事，讓我深受感動。」

Harrison-Bentzen 回家後在網上發現，該名流浪漢名叫 Robbie，曾經多次協助途人，包括把錢包還給路人，和把自己的圍巾送給別人保暖等等。Robbie 因沒有住址而找不到工作，需繼續流浪街頭。Harrison-Bentzen 為了感謝 Robbie，決定在街頭逗留 24 小時，募款給 Robbie 作住宿費用。至今 Harrison-Bentzen 已籌得超過 3 萬英鎊。



Last December a British woman, named Dominique Harrison-Bentzen, lost her bank card in the street and had no money to travel home. A homeless man approached her and insisted to give her his only change of £3 for taking a taxi home. Although she did not take the money, she decided in return to raise fund to help him get a safe and warm shelter. Writing on her fundraising page at GoGetFunding, Harrison-Bentzen said: "I was touched by such a kind gesture from a man who faces ignorance every day."

After Harrison-Bentzen was home, she found on the internet that the man was called Robbie, and had helped a lot of pedestrians, for example, by returning their wallets or offering his scarf to keep others warm. Robbie stays homeless because he cannot get a job due to having no address. To thank Robbie,

Harrison-Bentzen decided to spend 24 hours on the street in order to raise funds for Robbie to have a shelter. Harrison-Bentzen has now raised over £30,000.

來源 Source : <http://gogetfunding.com>

IAVE 義工會議分享會 Sharing on IAVE Conference

義務工作發展局去年 9 月組織代表團參與在澳洲黃金海岸舉行的「第二十三屆國際義工協會全球會議暨青年會議」。學會於 2015 年 1 月 24 日舉行簡報會，由代表團成員分享他們於是次會議的收獲，包括政府的角色、企業義工、青年義務工作、義工管理及培訓、義務工作的發展趨勢等。代表團成員表示，義務工作被視為在實現未來可持續發展目標 (SDGs) 上，承擔重要的策略角色。而政府在義務工作的發展方面，應提供政策及資源的支持，而不是主導的作用。簡報會亦分享會議啟發的新思維，包括尊重每位義工的獨特性，追求良好而非最好的義務工作實踐方法，而有創意的義務工作亦應以切合社區需要為大原則等等。參加者對分享的內容深感興趣，並對青年義工代表的服務熱誠大加讚許。

Last September, Agency for Volunteer Service (AVS) organized a delegation to attend the IAVE World Volunteer Conference & Youth Conference at Gold Coast, Australia. HKIoV held a report back session on 24 January 2015 for delegates to share their experience and insights gained such as the role of the government, corporate volunteering, youth volunteering, volunteer management and training and future trends for volunteer development. Delegates learned that volunteering was recognized as an important strategic asset to achieve the Sustainable Development Goals (SDGs) in the future. The government should not lead but should provide

policy and resource support to volunteering development. They also shared their inspirations, including to respect every volunteer's uniqueness and the pursuit of good volunteer practice rather than best practice, and even innovative volunteering service should, as a matter of principle meet social needs, etc. The sharing was well received and the enthusiasm of the youth delegates was highly appreciated.

加入學會 Joining the Institute

香港義工學會透過訂立服務標準、義務工作研究及知識轉移，帶動優質義務工作。如您認同學會的理念，符合會員資格，有意提升知識及服務質素，我們誠意邀請您加入學會。詳情請參閱學會網址。

HKIoV is dedicated to promoting good practice in volunteerism through service standards setting, research studies and knowledge transfer, etc. If you share the same vision, meet the membership requirements, and are interested in enhancing knowledge and service quality, we invite you joining the Institute. Please visit our website for more information.

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歡迎投稿 We Welcome Your Contributions

如您希望分享義務工作的心得和經驗，歡迎投稿到 iv@avs.org.hk (中文 500 字/英文 300 字以內)。香港義工學會對來稿保留刪改權。

If you like to share your ideas and experience on volunteerism, kindly send your article to iv@avs.org.hk (within 300 words in English/ 500 words in Chinese). HKIoV reserves the right to edit the content.



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