

**Social Enterprise Research Academy (SERA)**  
**2020/21 Social Caring Pledge Awards Presentation Ceremony**



Recognizing outstanding organizations and leaders for showcasing their spirit of social caring  
A group photo of the outstanding awardees with the guests of honor in Hong Kong

(Hong Kong, November 23, 2021-Tuesday) The "2020/21 Social Caring Pledge Awards Presentation Ceremony" organized by the Social Enterprise Research Academy (SERA) has been successfully held yesterday at the Hong Kong Convention and Exhibition Center. Winners are invited to attend the award ceremony both physically and online, and accept the award under the witness of overseas and local officiating guests and board members, and build confidence among the public and industry stakeholders. The "Social Caring Pledge Awards Scheme" entered its 12th edition this year and expanded to Asia, including Singapore, the United Kingdom, India, Cambodia and other countries, to further promote the spirit of social caring.

In order to recognize the outstanding performance and contribution of leaders and enterprises from all walks of life in Asia to the six categories of the "Social Caring Pledge Framework", a total of 6 "Asian Social Caring Leadership Awards" and 2 Winners of the "Asian Social Caring Female Leadership Award" and 1 "Outstanding Social Caring Young Leadership Award"; and a total of 17 companies from various industries were selected in the organization category and were awarded the "Outstanding Social Caring Organization Award" and 11 were awarded the "Outstanding Social Caring SME Award"; 2 special themed awards were also awarded the ESG Investment Excellence Award and 2 "Social Caring Award for Green Excellence".

The ceremony was attended by elites from all walks of life, virtually and in person. It was a great honor to have invited the following **International Guests of Honor**:

1. SDG Pioneer of UN Global Impact, Mr. Gustavo Berlanga;
2. Nobel Chemistry Laureate, Prof. Kurt Wuthrich, who is also 2016 SERA Social Caring Leadership Awardee;
3. Chairman of Horasis, Dr. Frank Jurgen Rither,

4. Chairman of the Global Sustainable Tourism Council (GSTC), Mr. Luigi Cabrini; and others.

SERA has also invited the following as the **Guests of Honor in Hong Kong:**

1. Under Secretary for Commerce and Economic Development, The Government of HKSAR Dr. Bernard Chan Pak Li, JP
2. Under Secretary for Innovation & Technology, The Government of HKSAR, Dr. Chung Wai Keung, JP
3. Honorary Chancellor of Social Enterprise Research Academy and Former Secretary of Education Bureau. Mr. Eddie Ng Hak Kim, GBS, JP
4. Chairman of Yan Chai Hospital, Ms. Macy Wong
5. Internationally famous philanthropist Prof. Alice T H W Chiu, BBS, JP
6. Chairman of Brand Development Council, Mr. Simon Ka Wo Wong BBS JP
7. Vice Chairman, Hong Kong Chinese Women's Club, Dr. Mona Chau
8. Chairman of International Association of Chinese Traders, Dr. Lo Tai Chin MH
9. Chairman, Centaline Charity Fund Limited, Mr. Wong Wai Hung, MH, JP
10. Awarded Professor Emeritus by Hong Kong Baptist University, Prof. Fu Hoo Kin Frank BBS, MH, JP

Mr. Gustavo Berlanga, a member of the UN Global Compact and Honorary President of Social Enterprise Research Academy(SERA), gave a welcome speech via video, which kicked off the ceremony. In his speech, he congratulated all outstanding individuals who were awarded the title of Fellowship and praised their major contributions in fulfilling social corporate responsibilities. He hopes that leaders from all walks of life will continue to promote the six major areas of the "Social Caring Pledge Framework" through the international platform of Social Enterprise Research Academy (SERA) to practice the spirit of social caring.

In his speech, Dr. Bernard Chan said: "There is more and more focus on the ESG assessment. Nowadays, sustainability ought to be a regular factor of consideration for decision makers, policy makers and businessmen alike. By tracking and auditing the environment, social, governance, and the ESG performance, the company can identify specific areas to tackle and to improve the equivalency and the stakeholders relation. My sincere thanks to Social Enterprise Research Academy (SERA) in putting all initiatives and in developing the sustainability initiatives. I look forward to working with you all to pursue different sustainable development goals."

In his speech, Dr. David Chung said: "We are delighted to see that I&T also brings a big impact on traditional industries and more companies and organisations are adopting I&T solutions into their daily operation. As the Under Secretary for Innovation and Technology and my previous role at Cyberport, I have had lots of chances to meet with many social innovators from different industries backgrounds. They all share the same empathy for the underprivileged and apply their expertise to drive change for social good."

The partial list of outstanding awardees of Social Caring Pledge Scheme are the following:

- Chen Qing JP, Chairman of Unicef HK (ASIAN SOCIAL CARING LEADERSHIP AWARD)

- DTC World Corporation Pte Limited (OUTSTANDING SOCIAL CARING SME AWARD)
- Fosun International Limited (OUTSTANDING SOCIAL CARING ORGANIZATION AWARD ) & (ESG INVESTMENT EXCELLENCE AWARD)

### **About SERA**

Social Enterprise Research Academy (SERA) established in 2014. With the mission statement of “Harness the Market to Bring Social Caring”, SERA aims to create a cross-sectorial platform with business, academia, social and political sectors to foster communications and to gather sustainability elites from various industries into one unparalleled high-value networking platform that foster social responsibility and sustainable development in Asian communities. Social Enterprise Research Academy(SERA) has united more than 10,000 business leaders and organizations via hosting international summits with world-class speakers and our presence is extending to 13 cities.

SERA is dedicated to the continual social responsibility, development, promotion and application of Social Caring Pledge Framework and the 6 principles, to broaden the international perspective of industry leaders and give back to our society. ([www.seraasia.org](http://www.seraasia.org))

### **About the Social Caring Pledge Awards (SCP Awards) Scheme**

The Social Caring Pledge Awards (SCP Awards) Scheme honors business leaders and organizations who have shown exemplary performance and persistence in developing successful businesses, whilst not neglecting the social responsibilities that come with leadership, promoting social caring spirits in accordance to Social Enterprise Research Academy’s Social Caring Pledge, which promotes 6 core principles in UN Global Compact.

The year of 2021 marks the 12th edition of the SCP Awards Scheme and we are extending our influence in Asia to bring social caring awareness to another level.

### **About the Executive Director of SERA, Ms. Bonnie Liao**

Ms. Bonnie Liao currently serves as different community positions including Executive Director of Federation of Hong Kong Guangdong Community Organizations, VP of The Chinese University of Hong Kong MBA Alumni Association and VP of Miss Entrepreneurs Club. Ms. Liao has been

invited to be award presenter and guest speaker for various events, such as “South China Media Group: Corporate Social Responsibility Awards 2019, “Innovation Development and Talent Demand in Green Finance Seminar” organized by CityU Research Centre for Sustainable Hong Kong and radio shows. At earlier times, she represented to compete for “Hult Prize’. In 2019, she was appointed as SC.Net of Community Investment & Inclusion Fund of Labor and Welfare Bureau.

### **Media Enquiry**

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