



FELLOWSHIP QUALIFICATION ASSESSMENT SCHEME

HONORARY LIFE FELLOW

HONORARY FELLOW

SENIOR FELLOW

FELLOW

ASSOCIATE FELLOW

Major Committee Members

For inquiry about other members of committee, please contact our Executive Office.

Honorary Chairman



Mr. Gustavo Pérez Berlanga

Former chairman of UN Global Compact

Honorary Chancellor



Dr. Ng Hak Kim
GBS, SBS, JP

Former Secretary for Education of HKSAR,
Former Chairman of Hong Kong Examinations and Assessment Authority

Honorary Vice President



Professor Jesús Seade

Deputy Director of World Trade Organization (WTO), Mexico's Chief negotiator NAFTA

Honorary Fellows



Mr. John Montague

Managing Director, The Big Issue, UK



Prof. Takaaki Kajita

Director, Institute for Cosmic Ray Research University of Tokyo



Mr. Luigi Cabrini

Chairman, Board of Directors, Global Sustainable Tourism Council



Prof. Liu Liang

President, Macau University of Science and Technology



Prof. Kuo Tei-Wei
GBM, GBS, JP

Chairman, Ka Kwai Fong Group



Prof. Zhang Xiang, JP

President, The University of Hong Kong

The 10th Anniversary Dinner

The 10th Anniversary Dinner highlight



Fellowship Qualification Assessment Scheme



Organiser

Social Enterprise Research Academy (SERA) established in 2014. With the mission statement of “Harness the Market to Bring Social Caring”, SERA aims to promote a sustainable development in Asian communities. SERA values social responsibility as a common value and brings together sustainability elites from business, academia, social and political sectors to establish a cross-industry “Talent Tank” to promote social responsibility and exert positive social influence from top to bottom.

We bring together business leaders and organizations with a strong sense of social responsibility to conduct joint research on social issues, based on the Social Caring Pledge Framework and the six guiding principles.



**Fellowship
Qualification
Assessment Scheme**



**Social Caring Pledge
Award Scheme**



**ESG
Circular Scheme**



**Certified
ESG Course**

Honorary Chairman



Mr. Gustavo Berlanga

Former Chairman of UN Global Compact

Vision

- To promote awareness of Corporate Social Responsibility (CSR) in all aspects of society.
- To propose and establish standards for Environmental, Social, and Corporate Governance (ESG) management which will enhance the awareness and professional standards of management, and promote sustainable development from the top down.

Strategy

- Identify socially impactful leaders and organizations by “Fellowship Qualification Assessment Scheme”, “Social Caring Pledge Award” and “ESG Circular Scheme”
- Establish SERA Circle, a cross-industry community that fosters social responsibility.
- Host international summits, webinars, and gatherings to facilitate knowledge exchange across industries.

Application Procedures

Qualifications

- Bachelor's degree holder or above, at least 3 years working experience after graduation; or
- At least 5 years working experience, with at least 3 years senior management experience.

Eligibility*

- Founder or Senior Management of an outstanding company
- Forward-looking influencer in the industry
- Significant contributor to social welfare
- Famous Scholars
- Professionals with international awards
- Professionals with qualifications

1st Stage Nomination

- Nominated by well-known professionals or representatives from Chambers of Commerce*
- Nominated by Organizer directly**
- Self-application (must be recommended or referred by at least 2 people)

2nd Stage Review & Interview

- Fellowship Qualification Review
- Interview with internal judges will be arranged by Secretariat on a case-by-case basis for further understanding of applicant's background and achievement
- A confirmation will be issued to the selected candidates after the final review of Judging Panel

3rd Stage Appointment

All selected candidates should:

- Attend the Briefing session and Short Course arranged by SERA;
- Participate in Fellowship & Honorary Award Ceremony to accept the conferred honorary title and become SERA Fellow officially.

*Qualifications do not apply to deceased persons

** To ensure impartiality, the nomination is conducted anonymously and the process is absolutely confidential.

Judging Criteria & Honorable Ranks

1) Personal Qualifications (30%)

An influential leader in the industry, with a high-ranking position and outstanding performance.

Judging Scope:

Community Positions or Titles / Personal Awards/Latest Positions in Company

3) Social Value (30%)

Enthusiastic participation in social welfare, environmental and ecological protection, create social value and practice Corporate Social Responsibility (CSR).

Judging Scope:

Volunteer Work Advisor or Honorary Positions/ESG Report Publications

**Honorary
Life Fellow[#]**
HON. LIFE FSERA

Honorary Fellow[#]
HON. FSERA®

Senior Fellow
SF. SERA®

Fellow
FSERA®

Associate Fellow
ASERA®

[#] By invitation only

2) Personal Expertise (20%)

Equipped with inspiring and professional knowledge relevant to the industry with social recognition.

Judging Scope:

Education / Professional Qualification / Patent & Technological Innovation

4) Business Proficiency (20%)

Apply CSR management system effectively in the business. Promote and enhance industry professional developments.

Judging Scope:

Company or Product Patent & Accreditation / Company Awards / Management System Corporate Training

Judging Panel

All applications are submitted to judging panel for selection. The Judging Panel consists of local professionals and representatives of SERA Committee. The judges are regulated by strict internal policy to avoid any conflict of interest, and to maintain the independence, transparency and credibility of the selection process.

The selection process is confidential and all information collected is for judging purpose only. Only partial information of selected applicants will be published after passing the selection process.

Fellowship Rights & Responsibilities



Rights

- Designations of following Honorary Titles could be displayed on namecards:
Honorary Life Fellow (Hon. Life FSERA); Honorary Fellow (Hon. FSERA®); Senior Fellow (SF. SERA®); Fellow (FSERA®); Associate Fellow (ASERA®)
- Share ones success and industry-focused experience with other fellows in SERA Circle
- Chance to represent SERA to attend open events
- Priority access to SERA activities: summits, training networking and volunteer events
- Exclusive opportunity to join SERA Committee Board and to organise activities



SERA members and staffs help International Crossroads Association as volunteers

Responsibilities

- Comply with the Fellowship Guideline which included in the Fellowship Handbook
- Annual Assessment and Update of Fellowship Qualification
- Support SERA various project development via professional industry advises
- Participate in the nomination process of SERA Fellowship and Award programme.
- Promote Social Caring Pledge Scheme to other corporates and leaders



Volunteers was sorting the recycle materials to bring the warmth to those needy

Application Procedures

Applicants can enquire the Executive Office or download the application form from SERA website, and submit the following required documents:

1. Completed Application Form
2. Image document: 1 Digital colored personal I.D. photo (Pixel Requirement: 300 dpi or above)
3. Word document: Personal profile (Around 500 words, in Chinese or English, will be used in Fellowship brochure or press release)
4. Video document: Personal/Corporate profile (if any)



Online Form

<http://bit.ly/FellowForm3e>

Remarks

- A non-refundable Assessment Fee of HKD800 will be charged for each nomination. Assessment fee does not guarantee that I will be selected. Selected candidates must share the administrative fee upon passing the interview with Internal judges; Interview result and supporting documents will be submitted to the 3rd Party Judge, administrative fee is non-refundable once the 3rd Party Judge has confirmed the result. For details, please contact SERA Executive Office.
- Honorary titles of SERA is not an academic qualification, it is a recognition of enrolled fellows' achievements and social contributions.
- To ensure impartiality in the judging process, candidates could lodge a written application of appeal for once only in terms of any dissatisfied judging result; appeal application fee is required.
- SERA reserves all final rights of decision. Once the selected candidate accepts the nomination, he/she agrees to abide by the relevant rules and policies set by SERA.
- SERA reserves the right to modify the relevant rules and policies at its absolute discretion. All information submitted by the applicant must be accurate and true. If there are any false information, SERA has the right to withdraw or revoke any confirmed or issued qualifications.

Development and Achievement

13+
Award Ceremonies

300+
Fellows

13
Cities reached

Since 2018, Social Enterprise Research Academy (SERA) has been dedicated in creating shared values through the Fellowship Qualification Assessment Scheme, around 50 fellows have been stringently selected annually, covering different industries. Up to 2023, 13 Social Caring Pledge Award Schemes have been held. SERA also has connected more than 10000 corporate leaders and organizations by holding international summits and inviting world-class speakers to share, the influence also expanded to 13 cities around the world.

Connected with leaders in more than 10 fields



Industries distribution of Fellows

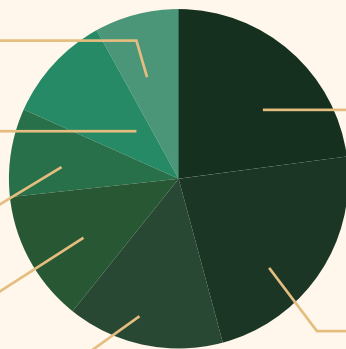
Finance & Insurance
6.69%

Professional Services & Consultancy
8.66%

Technology & Innovation
6.91%

Retail & Trading
10.63%

Beauty, Sport & Healthcare
12.60%

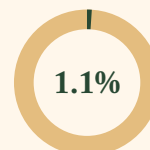


Education, Academic & Research
19.29%

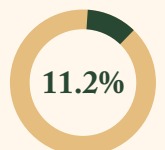
Property, Internet, Design, Engineering
19.29%



Male 70%



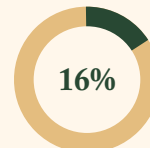
Director/ Manager



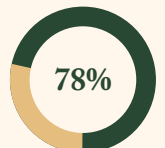
Academia



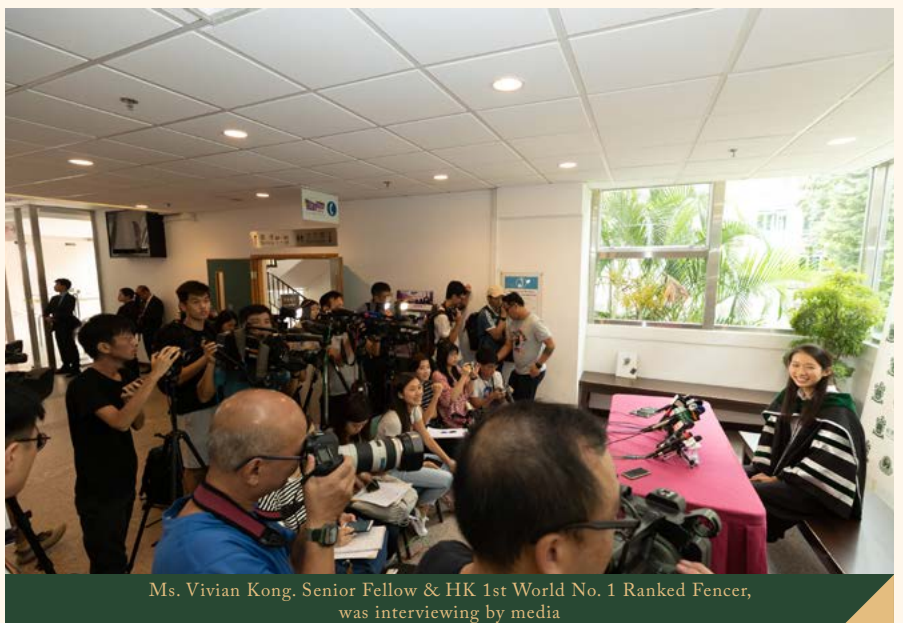
Female 30%



C-level Executive



Founder



Conference
Corporate Training
Thematic Activities
Media Exposure



The forum brought together international social entrepreneurs to conduct cross cultural exchanges



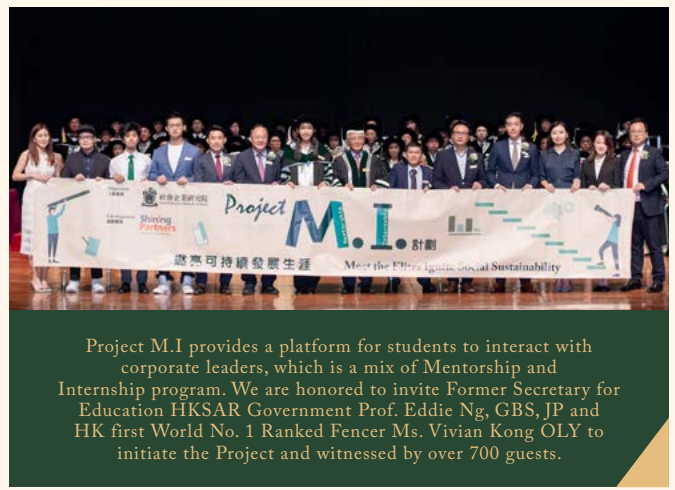
ESG Professional Certificate Course



Representatives of social enterprises from UK, Indonesia, Mexico communicated in the sSummit



Social Caring Pledge Signature Ceremony & Employers' Forum



Project M.I provides a platform for students to interact with corporate leaders, which is a mix of Mentorship and Internship program. We are honored to invite Former Secretary for Education HKSAR Government Prof. Eddie Ng, GBS, JP and HK first World No. 1 Ranked Fencer Ms. Vivian Kong OLY to initiate the Project and witnessed by over 700 guests.



Over 250 guests among government, business and academic aspects gathered to promote Social Caring Pledge Scheme



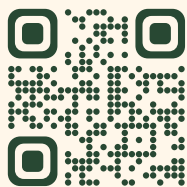
社會企業研究院

Social Enterprise Research Academy

凝聚市場力量 · 締造社會關愛
HARNESS THE MARKET TO BRING SOCIAL CARING

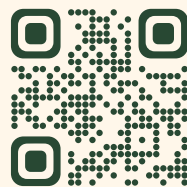
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SERA Official Website



www.seraasia.org

Download Application



bit.ly/FellowForm3ec