Sustainability Leadership Programme

SPRING 2024

Jockey Club
Sustainable Campus
Consumer Programme
賽馬會｜綠續・源園

Programme Introduction

The JCSCCP Sustainability Leadership Programme aims to provide leadership training to approximately 8-12 students from each university campus* to develop and execute student-led projects dedicated to foster sustainability and responsible consumption within their own campus communities. The training and guidance from the Programme empower students to become future leaders of sustainability, and expand students' network by connecting them with like-minded individuals from other universities, as well as professionals working in the field.

Students participating in the Programme will form project teams and receive leadership and sustainability-related training to develop a project proposal under UNSDG 12 – Responsible Consumption and Production. Each project team will receive up to HK$6,000 in funding to execute their own project on campus.

Upon completion of projects, each team will be required to submit a report and recorded presentation (within 3 minutes) for the JCSCCP and Programme Judging Panel to review. Students delivering the top three projects based on the evaluation criteria will be awarded with Students may also be nominated to receive additional leadership awards for recognition of their work.

Duration: February - June 2024

No. of Students: Around 8-12 students from each university*

* Students from the eight member universities of the Hong Kong Sustainable Campus Consortium (HKSCC) are eligible for the Programme

APPLY NOW

Programme Schedule

Category	Date (2024)	Item
Application Period	29 Jan – 16 Feb	Student Application Period for Programme
	On or before 21 Feb	Result Announcement of Application for Programme
Sustainability Leadership Training	24 Feb 10:00 am – 5:30 pm	**Softskills Training (Day 1):** Leadership, Project Planning, Sustainability, Influencing behaviour change
	2 Mar 10:00 am – 5:30 pm	**Industry Case Study (Day 2):** Sharing by industry experts, hands-on experience, team building, project formulation
Project Development and Execution	10 Mar, 5:00 pm	Project Proposal Submission Deadline
	Mar – May	Student-led Project Delivery
Project Wrap-up	24 May, 5:00 pm	Project Completion Report Submission Deadline
	31 May, 5:00 pm	Recorded Project Presentation Submission Deadline
Programme Conclusion	June	Competition Results Announcement

Eligibility

- UG and PG students from member universities of the [HKSCC](#) (CityU, CUHK, EdUHK, HKBU, HKU, HKUST, LU, and PolyU) are eligible
- Students should have a passion for or interest in sustainability
- Students should have a strong sense of responsibility and motivation, and be able to communicate and align expectations
- Students be able to speak, read, and write in English (Note: The Programme will be conducted in English)

Skills You Will Develop

- Sustainability
- Leadership
- Project Management
- Impact Measurement
- Effective Communication
- Marketing
- Influence Factor for Behavioural Change
- Education
- Presentation and Public Speaking

Programme Details

Students admitted to the Programme will be required to attend two full-day trainings, where they will meet like-minded students across universities in the HKSCC, develop their leadership skills, and learn about a case study of circular economy in Hong Kong, with regards to the fashion industry.

Throughout the training, student project teams will develop, then submit a project proposal for the JCSCCP team's approval, before moving forward to deliver their student-led project in their respective university communities by the end of May 2024. Upon completing their projects, teams are required to submit a report and recorded project presentation for the JCSCCP team and Programme Judging Panel's review and evaluation, of which the **top three projects** will receive a **personal development subsidy of up to HK$1,000** for courses or online subscriptions such as MasterClass, Skillshare, and certificate programmes to further equip themselves as future sustainability leaders. All students who complete the Programme will be awarded with a Certificate of Completion.

Students who have completed the Programme will especially be welcome to join and support JCSCCP initiatives and events in the future.

Project Evaluation Criteria

The JCSCCP and Programme Judging Panel will judge the submitted project completion report and recorded project presentation on the below criteria to determine the **top three projects**.

- **Project Content: Engagement and educational Value (70%)**
    - Design of the project to drive circularity within a university community
    - The ability of the project's initiatives to achieve targeted outcomes
    - Evaluation of the project for future improvement in terms of scaling within the campus community, and in the wider Hong Kong community

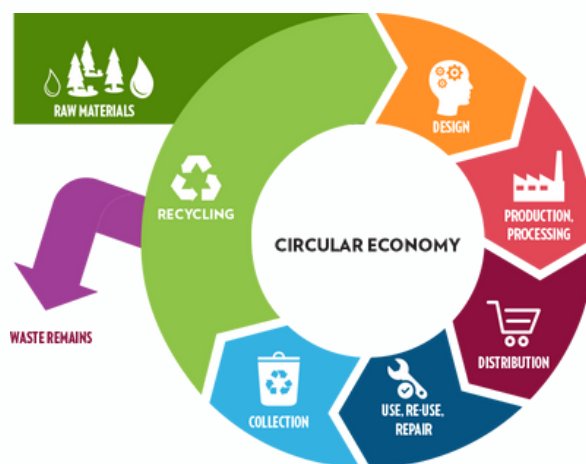- **Social Media Performance: Reach (30%)**

Spring 2024 Programme Theme

Driving Circularity on Campus

What is 'Circularity' or the 'Circular Economy'?

The circular economy is a closed-loop model of production and consumption, where items are designed, made, and using resources within our planet's boundaries. As such, circularity avoids creating waste and pollution from an item's design stage and aims to keep resources in use for as long as possible.

Regions' Alliances for Interconnected Startup Ecosystems

The principles of circular economy can be applied to all industries, from fashion, to electronics, and furniture. In our current day and age, overconsumption and overproduction have become alarming issues worldwide. To work UNSDG 12 – Responsible Consumption and Production, it is crucial for industries and consumers to shift to a circular economy, where items are designed with zero-waste and minimal pollution in mind, and such that items can be repaired, or recycled (preferably upcycled, to maximise its value) in the system.

Why 'Drive Circularity' on Campus?

Regardless of where people come from—items and products are essential in their lives—people wear clothes, consume food, use electronics, furniture, etc. There is no part of human life that does not involve using resources from the planet.

Yet, waste is a prominent problem in our world. Not only is waste an issue, but oftentimes, even when consumers try to repair or recirculate their items, it is either inaccessible, or collection programmes aren't transparent with how items are dealt with. A key example of this is in fashion, where when the average consumer gives away their clothes to charity, they might not make an extra effort to research what happens to the clothing, and it ends up being exported to developing countries, where the majority ends up in landfills in the end.

While the issues of overconsumption and overproduction are a systems-wide problem, consumers can still be empowered to take action to reduce their environmental footprint!

Through this Programme, students are tasked to deliver projects that 'Drive Circularity On Campus,' aiming to drive the circular economy within their own campus communities to foster sustainability.

Enquiries

Please contact Charly at charlycheung@ust.hk for any enquiries about the Programme.