BiciLine

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University Nike Icon

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1. Background – BiciLine

• Social enterprise aiming at training low income family, low academic level and low skills youngsters to become eco-tour guides

• Since 2008, BiciLine make use of the natural ecology and the popularity of bicycles in the district as selling point

• Services:
  ecotours by cycling and coach, corporate training and bike services

Mission

“Creating employment and Growth Opportunities, for Youth through Eco-Tourism”
2. **Background – University Nike Icon (UNI)**

- Apprenticeship program organized by Nike
- Candidates must be undergraduates from the six universities in HK

**UNIs need to:**

- organize joint-school gathering for sports community members
- promote sports through sharing their exclusive experience
- inspire people around them to fall in love with sports
3. Issues

- BiciLine cannot expand their unique services to the foreign tourists
- The amphibious assault ship USS Makin Island, along with the embarked Marine Expeditionary Unit, arrived in Hong Kong for a port visit in last year
- BiciLine was invited to provide cycling eco-tours for those sailors and marines
4. Proposal for Corporate Partnership

Duration: 2 months

Rationale:
Make the unique cycling eco-tourism to be more international

UNI participates have:
✓ good standard of English
✓ higher initiative of outdoor activities than the others
5. Resources

**Tangible resources:**
- Bicycles

**Intangible resources:**
- Information of the daily operations & cycling routes

UNIs work as eco-tour guides and instructors

**Intangible resources:**
- Knowledge, time and effort of UNIs
6. Mutual Benefits

**BiciLine**
- Help the existing youth eco-tour guide improve their English capability
- Make the unique cycling eco-tourism to be more international

**University Nike Icon**
- Train UNIs up to be a leader and develop their leadership skills
- Help Nike establish a good brand image and awareness

- Increasing the awareness of social enterprise and the social responsibility of students
- Increase the number of potential employees and future corporate partners
Thank You!