

The 4th Asia-Pacific Regional Conference on Service-Learning
“Service-Learning as a Bridge from
Local to Global: Connected World, Connected Future”



BiciLine

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University Nike Icon



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Contents

1. Executive Summary	1
2. Background	
2.1 TWGHs BiciLine Cycling Ecotourism Social Enterprise (BiciLine).....	1
2.2 University Nike Icon (UNI)	2
3. SWOT Analysis of BiciLine.....	3
4. Pitch for Corporate Partnership	4
5. Tangible and Intangible resources.....	5
6. Mutual Benefits	6
7. Conclusion	7
8. References.....	8

1. Executive Summary

The collaboration between social enterprises and businesses is significant to help the community attain balance in the environmental, social and economic aspects. It can boost more and more corporations share the social responsibility. In this proposal, TWGHs BiciLine Cycling Ecotourism Social Enterprise and University Nike Icon are chosen to be matched.

2. Background

2.1 TWGHs BiciLine Cycling Ecotourism Social Enterprise (BiciLine)

BiciLine is established by Tung Wah Group of Hospitals and located in Yuen Long. Its aim is to create job opportunities to the marginalized youth, who have low income, low education level and low skill, through eco-tourism. BiciLine hopes to encourage capital flow from other districts to boost consumption in Yuen Long. At the same time, it promotes cycling eco-tourism.

The jobs of BiciLine include training the adolescence to be eco-tour guides so that the marginalized youth are able to earn money and become skilled. Besides, it offers cycling eco-tour in West New Territories, involving Nam Sang Wai. The visitors can enjoy the beautiful scenery and acquire more knowledge about the natural ecology. It can arouse their awareness of environmental protection. On the other hand, it provides various services to the tourists, such as family activities set, lovers' romance set, etc.

BiciLine are striving to attain a balance in the environmental, social and economic aspects. Cycling eco-tours of BiciLine is now unique in Hong Kong.

2.2 University Nike Icon (UNI)

University Nike Icon is the apprenticeship program organized by Nike yearly. This program is to help raise Nike's brand popularity in campus. Participants must be an undergraduate from The University of Hong Kong, Hong Kong Baptist University, The Hong Kong Polytechnic University, The Chinese University of Hong Kong, The Hong Kong University of Science & Technology and City University of Hong Kong, and hold a valid university student card. Those participants are required to promote sports through sharing their exclusive experience to their peers and inviting them to join sport events. They also need to organize joint-school gathering for sports community members to connect in sports and be responsible for planning and executing marketing plans to promote Nike brand¹.

¹ <http://www.nike.com.hk/uni/>

3. SWOT Analysis of BiciLine

Strengths

- Uniqueness of job nature
- Rich natural ecology in West New Territories
- Good reputation of Tung Wah Group of Hospitals
- Gimmick of youth eco-tour guides

Weakness

- Unstable services
- Inconstant training time of each tour guide
- High turnover rate of tour guides

Opportunities

- Entirely new idea of local tourism
- High awareness of environmental protection
- High demand for green living
- Popularity of cycling

Threats

- Unfavorable weather (e.g rainy day and winter)
- Low season (i.e. workdays)
- Consumption change under different economic environment
- New entrants of local travel agency

4. Pitch for Corporate Partnership

BiciLine is currently the only social enterprise offering cycling eco-tours which is different from the traditional tours in Hong Kong and promotes not only the beautiful scenery but also the local culture². However, BiciLine cannot expand their unique services to the foreign tourists because most of the frontline staffs belong to the low education group. Tim, the person in charge of BiciLine, said that a few months ago the amphibious assault ship USS Makin Island, along with the embarked Marine Expeditionary Unit, arrived in Hong Kong for a port visit and BiciLine was invited to provide cycling eco-tours for those sailors and marines. Unfortunately, their youth eco-tour guides have a limited capability of providing eco-tours in English. Therefore, they lost the rare and valuable opportunity.

In order to make the unique cycling eco-tourism to be more international, I suggest BiciLine cooperating with University Nike Icon (UNI). Since the participants of UNI must be an undergraduate from universities, they have a good standard of English and it may help the BiciLine eco-tour guides by enhancing their English capability. Moreover, most of the UNI participants are sports players, thus they have a higher initiative of outdoor activities than the others. On the whole, cooperating with BiciLine could be a part of the apprenticeship program in UNI. All the UNI participates must work as an eco-tour guide in BiciLine for two months.

² <http://www.nwd.com.hk/thegreenbook/>

5. Tangible and Intangible resources

The obvious tangible resources involving bicycles, UNI participants, BiciLine managers and staff. On the other hand, intangible resources are including the natural ecology and cycling routes in Yuen Long district and the efforts of the UNI participants and BiciLine employees.

Since BiciLine has its own bicycles and bicycle providers already, there is no additional cost for equipment. In the two-month cooperation with UNI, the BiciLine managers and staff are mainly responsible for offering information about their daily operations and cycling routes. They perform as guidance and consultant for the UNI participants. As for those participants, their duties encompass working as an eco-tour guide and instructor. They are responsible for teaching the existing youth eco-tour guides how to introduce the natural ecology in English and how to get along with foreign tourists. Actually, both of the youth eco-tour guides and UNI participants could learn from each other indeed.

6. Mutual Benefits

The eco-tour guides in BiciLine are marginalized youngsters who belong to low education group and they do not have a good standard in English. Sometimes BiciLine may not be able to embrace the opportunities to serve foreign tourists. If the UNI participants can work for BiciLine, they could help the existing youth eco-tour guide improve their English capability. At the same time, one of the purposes of UNI apprenticeship program is training participants to be a leader through working in different fields. If the UNI participants can be eco-tour guides for BiciLine, it could train them up to be a leader and develop their leadership skills. What is more, another purpose of the apprenticeship program is raising Nike's brand awareness, Nike can sponsor the sports supporters for BiciLine such as knee support, elbow support, helmet, to name just a few. It can help Nike establish a good company image and reputation by supporting social enterprise. Apart from the above mentioned merits, the biggest advantage of the corporate partnership is increasing the awareness of social enterprise and the social responsibility of students.

In addition, the cooperation can increase the number of potential employees and future corporate partners. It is a channel to build up a long term relationship with universities students because UNI holds the apprenticeship program annually. It is also a long term investment for BiciLine after the apprenticeship program; those participants can be part-time or temporary staffs for BiciLine during peak seasons. Moreover, those participants may become future corporate partners of BiciLine after their graduation because nowadays corporate social responsibility is very common in business world.

7. Conclusion

Since BiciLine is a mature social enterprise, it has stable expenses and reliable bicycle providers. Forming corporate partnership with UNI is a cost-effective idea to expand its business to campus. As for UNI, it is a socially impactful idea to increase Nike's brand awareness through educating eco-tour guides and offering sponsorship in social enterprise.

To sum up, both BiciLine and UNI can achieve a win-win synergy if they form corporate partnership in long term by making good use of their existing resources.

8. References

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