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碧海中的天堂 馬爾代夫

MALDIVES

AMAZING PARADISE

+ INFLIGHT ENTERTAINMENT
機上娛樂 P.77



HONGKONG AIRLINES
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SOCIAL ENTERPRISE



The 'i' in iBakery represents 'inclusion' and defines its mission of social inclusion. It also means 'I can do it'.
iBakery 的 i 代表 inclusion，社會共融，亦包括「我」能做到的意思。



Located in Prince Edward Road Flower Market, rwb330 promotes a positive Hong Kong spirit through products and workshops.
位於太子花墟的紅白藍 330 以產品及工作坊推廣正面香港精神。

In the 1970s, Indian scholar Muhammad Yunus founded the Grameen Bank in Bangladesh, offering small loans to impoverished people to start up their own businesses, pioneered the practice of social enterprise. Nowadays, social enterprises have rapidly developed around the world and also in Hong Kong. Everyone can participate through simple consumer behaviors in daily lives, which helps benefit and change society.

七十年代，印度學者 Muhammad Yunus 在孟加拉成立 Grameen Bank，貸款給貧窮人士創業，成為社會企業的先驅。時至今天，社會企業在全球急速發展，回看香港，衣食住行各類型社企陸續出現，讓我們透過日常生活參與當中。簡單的一個消費行為，也在改變社會。

A WAY OF LIFE

社會企業 從生活出發

Text 撰文 | 林喜兒

Photo 圖片 | 紅白藍 330、iBakery、林喜兒



A Taste of Hong Kong

Florence, the Assistant Superintendent of Tung Wah Group of Hospitals Jockey Club Rehabilitation Complex, says that social enterprise is a way to solve social problems. Established in 2010, iBakery is dedicated to training and employing people with disabilities through bakery production. More than half of the employees are disabled. The first iBakery workshop opened in Kennedy Town. It mainly sells bread and cookies. Later they were successful in bidding for the right to operate the Tamar Café at Tamar Park and open the first iBakery Café.

Before the establishment of iBakery, the management travelled to Taiwan to learn the necessary operation skills. When they returned to Hong Kong, they invited masters to teach people with disabilities and create employment opportunities. Compared with other commercial organizations, social enterprises are more focused on staff training, and are more patient and tolerant. Making bread and cookies needs time and effort to achieve the right results. So the hand-made, iBakery products are particularly valuable and heartwarming.

iBakery offers additional employment opportunities by operating a café. Employee/students can improve their skills and experience so they can join the commercial sector. The overall goal of social enterprise is to not pursue commercial profits. But, it is still a business and they hope to make enough profits to sustain operations.

iBakery sells high-quality products. In addition to hand-made products, they also strive to source high quality, all-natural and preservative-free ingredients. Cookies are its signature products. They use fresh butter from New Zealand. Their bottle design is particularly outstanding. The bread features a continental flavor. In addition, iBakery Café at Tamar Park in Admiralty is also a gallery that regularly organizes exhibitions.



iBakery Gallery Café 愛烘焙餐廳

Address 地址: Tamar Café at Tamar Park, Admiralty
金鐘添馬公園添馬茶座
Telephone 電話: 2352 2700
Opening Hour 營業時間: 8:00am-8:00pm
Website 網址: <http://ibakery.tungwahcscd.org>



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享受香港味道

東華三院副院長 Florence 說，社企就是要解決社會問題。東華三院屬下有不同的社企，2010 年成立的 iBakery 愛烘焙工作團隊中，有超過一半為殘疾人士，目的是從工場開始，訓練及聘用殘疾人士。第一家愛烘焙麵包工房設在堅尼地城，透明的工場比一般麵包店還要大，店舖則以售賣麵包曲奇為主。後來投得添馬茶座的經營權，開設了首家烘焙餐廳。從教室、工場到餐廳，麵包糕點正是人手密集的行業，也需要一定的技術。在成立 iBakery 之前，他們專程到台灣取經，回港後邀請師傅教授殘疾人士，提供就業機會。社企比一般商業機構著重員工培訓，而且更有耐性和包容，做麵包和曲奇更需要耐性，特別花時間和心機，因此全人手製造的 iBakery 出品特別珍貴。

iBakery 亦擔當中轉站角色，以烘焙餐廳提供另一種就業機會。當員工經培訓後學懂技巧，又未達至能在商業機構工作的水準時，可在此多待些日子磨鍊一下，到一定時間再出外闖關。當然，社企的目標不是追求商業利潤，不過始終還是生意，也希望做到自負盈虧。

iBakery 賣的是優質的產品，除了人手製外，也致力尋找好食材，追求全天然無防腐劑，曲奇是其招牌產品，用的是來自紐西蘭的鮮牛油，樽子設計也特別出色，麵包則是歐陸風味。另外，iBakery 在添馬艦政府總部的餐廳同時也是畫廊，與東華三院另一社企 i-dArt 合作，定期舉辦不同展覽。

- iBakery Gallery Café located in the Tamar Park at Admiralty provides customers a comfortable dining ambience.
座落於添馬艦的愛烘焙餐廳為顧客提供舒適輕鬆的餐飲氣氛。
- i-dArt is operated by the Tung Wah Group of Hospitals; it collaborates with iBakery Gallery Café, which regularly stages exhibitions.
與東華三院另一社企 i-dArt 合作，定期舉辦展覽。
- iBakery Express at Hong Kong University offers additional employment opportunities to people with disability.
愛烘焙在香港大學開設了輕食站，為殘疾人士提供更多就業機會。
- iBakery Gallery Café offers bread and cookies in its bakery.
愛烘焙餐廳提供工場製作的麵包和曲奇。

The First Dialogue in the Dark

Dialogue in the Dark is a social enterprise from Germany. For more than 20 years it assisted more than 7,000 people with visual impairment around the world to earn a productive livelihood and acquire social recognition. It has been officially stationed in Hong Kong since 2010 creating unique programs like an 'Experiential Exhibition' to provide an inspiring experience for all participants. In the same year, they organized the world's first 'Concert in the Dark'. Audiences enjoy a unique music experience in total darkness.

香港首創黑暗中對話

黑暗中對話是起源自德國的社會企業，有超過 20 年歷史，為全球 7,000 名視障人士賺取生計及獲得社會認同。2010 年正式長駐香港，創造獨一無二的體驗館，使健視者在完全漆黑的環境中獲得嶄新的領悟，與視障人士互相瞭解，體驗一次「看不見」的精彩旅程。同年亦開始籌辦第一次亦是全球首創的《暗中作樂》聲演會，觀眾在全黑的環境下能用心享受音樂會。



Dialogue in the Dark 體驗館

Address 地址: Shop 215, 2/F The Household Centre,
No. 8 King Lai Path, Mei Foo, Kowloon
九龍美孚景荔徑 8 號盈暉家居城 2 樓 215 室
Telephone 電話: 2310 0833
Opening Hour 營業時間: 10:00am - 7:30pm
(Close on Monay 星期一休館)
Website 網址: www.dialogue-in-the-dark.hk