

Share your love by supporting social enterprises

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How can we show our love in everyday life? One way is by visiting our social enterprises at the Hong Kong Food Carnival and making socially responsible purchases.

Five social enterprises under the Home Affairs Department's "Enhancing Self-Reliance Through District Partnership (ESR) Programme" have been sponsored to participate in the second Hong Kong Food Carnival, which starts today (April 21) at Fa Hui Park in Mong Kok. They are operated by St James' Settlement, Yan Oi Tong, Lok Kwan Social Service and YMCA of Hong Kong.

The Under Secretary for Home Affairs, Ms Florence Hui, a keen supporter of socially responsible consumption, said, "I am fully behind the idea of nurturing self-reliance and promoting socially responsible consumption. I personally patronise and try out many social enterprises' products and services, especially those related to food and personal care. From the social enterprises at the Food Carnival there must be certain produce and products that delight you and your family.

"Social enterprise combines a social mission and an economic objective by applying business principles to achieving philanthropic goals and overcoming social challenges. It aims to sustain its operations through ploughing back the profits it generates, and in doing so job opportunities are created for the underprivileged, reinforcing a culture of care and self-reliance in the community.

"We can all contribute to supporting social enterprises in our daily lives. The simplest and perhaps most direct way is through the everyday consumption we make. Today there are over 300 social enterprises in Hong Kong. Our collective support is key to their success."

The second Hong Kong Food Carnival, organised by the Chinese Manufacturers' Association of Hong Kong, is open from 11am to 8pm daily till May 2.

More information about social enterprises and the ESR Programme is available at the following websites: [www.social-enterprises.gov.hk](http://www.social-enterprises.gov.hk) and [www.had.gov.hk/en/public\\_services/en\\_self\\_reli](http://www.had.gov.hk/en/public_services/en_self_reli).

Ends/Thursday, April 21, 2011

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