

# 以消費改變世界

Calling for Social Enterprise Partners  
Tithe Ethical Consumption Movement



主辦機構

**FSES**  
豐盛社企學會  
Fullness Social Enterprises Society

# Content

1. About Us
2. Previous Achievement
3. Supporting Organizations
4. Programme Benefits & Details
5. Signature Activities
6. Benefit Summary
7. Your Commitment
8. How to Join
9. Enquiries
10. Appendices



Fullness Social Enterprises Society (FSES) is an NGO set up in 2011 with a mission to promote the **social entrepreneurship development** and city transformation in Hong Kong for **societal betterment** through a team of academic and knowledge volunteers.

As one of our signature social innovation, Tithe Ethical Consumption Movement (TECM) is a platform that connects the government, corporations, social enterprises and volunteers together since 2012 in raising **public awareness** on social entrepreneurship and encouraging the public to support the underprivileged through their **consumption** at social enterprises.

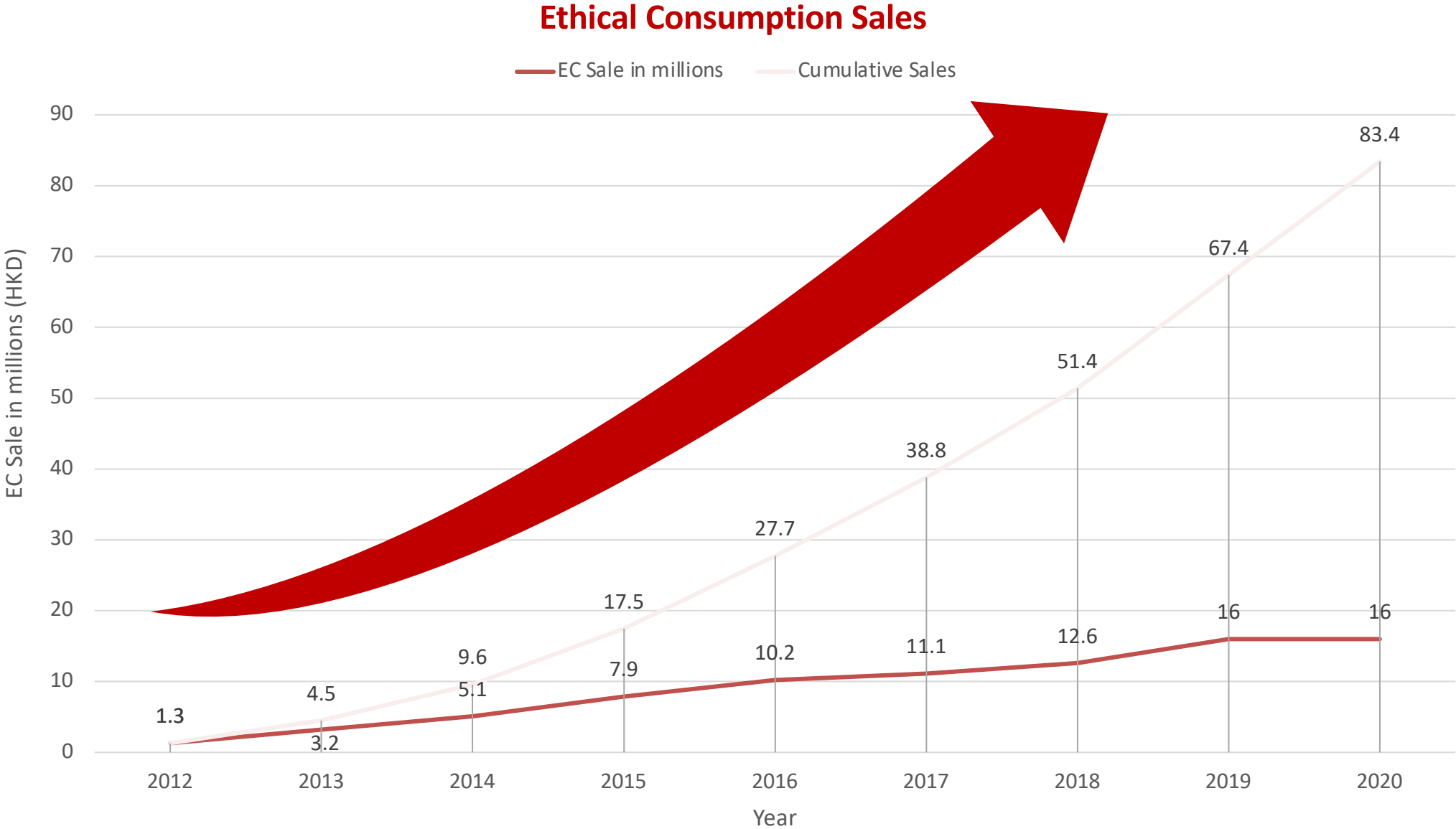
We aim to promote two core values:

- **10% Swap for Good 「十行一善」**  
Replacing “One Tenth” of your usual consumption with social enterprise products or services.
- **Two No; One Yes 「兩不一多」**  
"No almsgiving" and "No extras", "Say Yes to social enterprise".

[Click here to watch our video](#)



# Our work in the past 9 years



**\$83.4M** Ethical Consumption  
**\$15M** Underprivileged Salary  
**100+** Supporting Corporate/ Organization  
**200+** Social Enterprises





# Programme Partner / Supporting Organizations in 2020

Co-organizers  
協辦機構



Corporate Partners

企業夥伴



Energy Efficient Partner  
能源效益夥伴



Social Impact Partner  
社會效益夥伴



## Supporting Organisation 支持機構

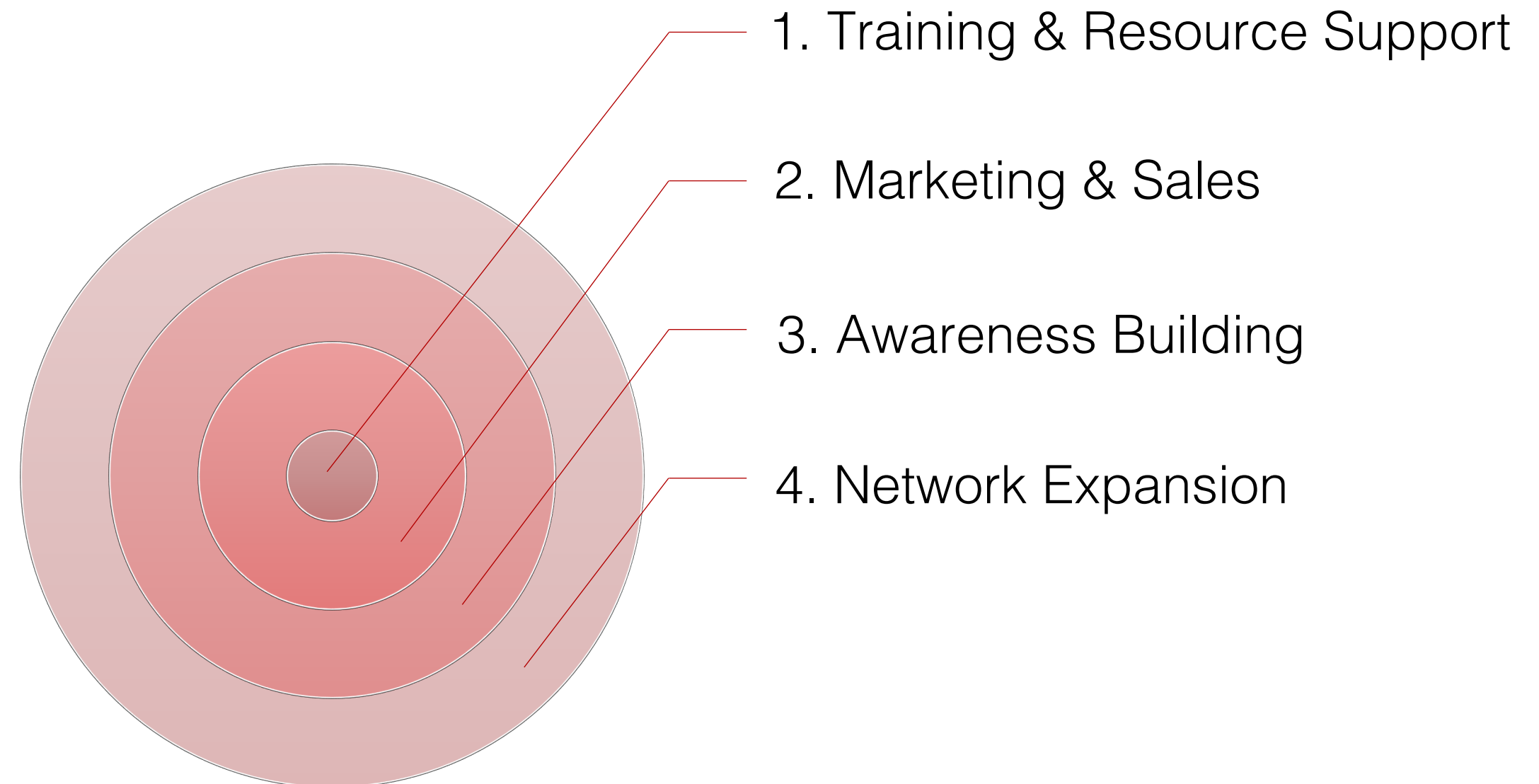


# TECM Programme Benefits

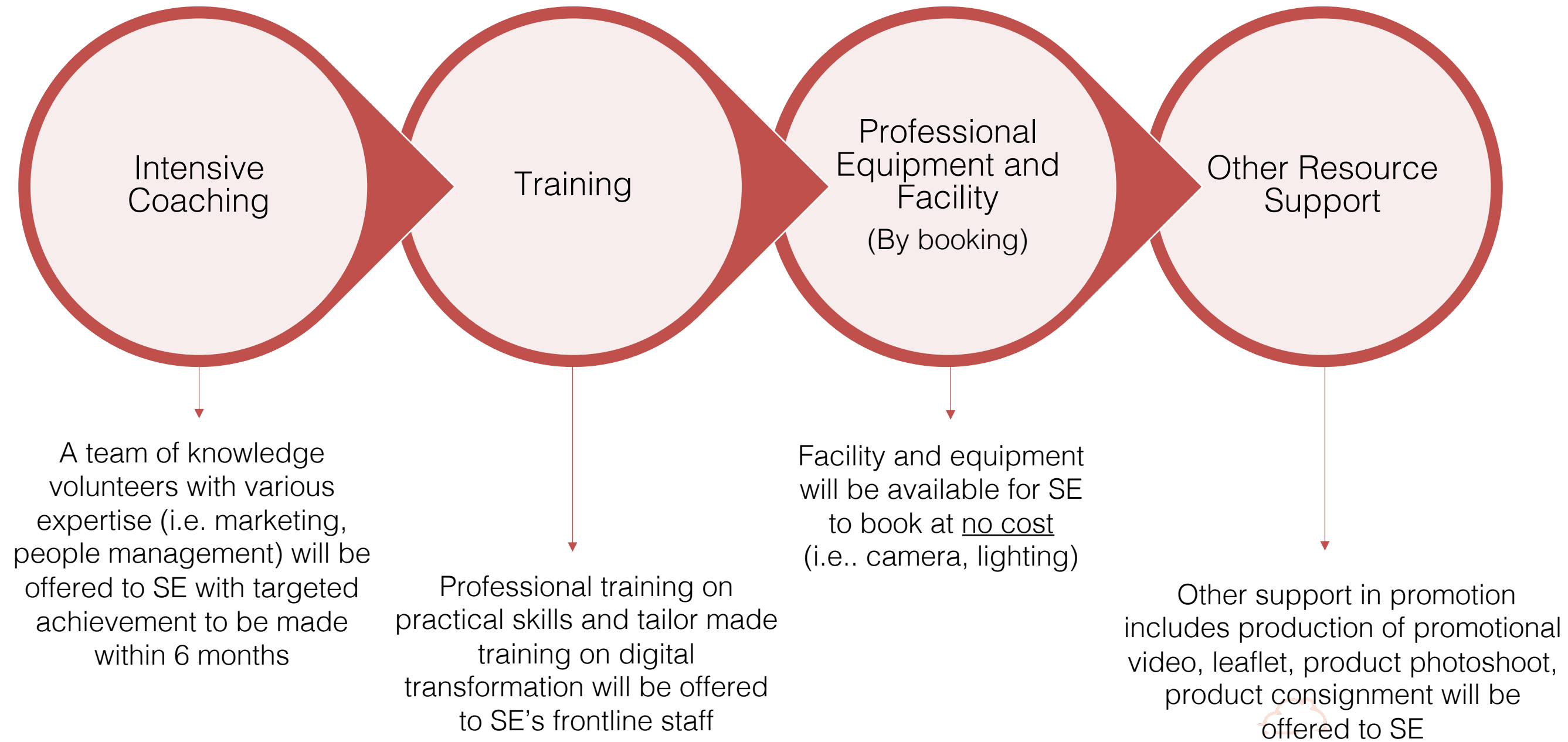
## Why join us?

The Ethical Consumption Movement (TECM) offers various activities and support services to participating social enterprises (SE).

The following support is available **FREE** of charge to successful applicants:



# Benefit Details



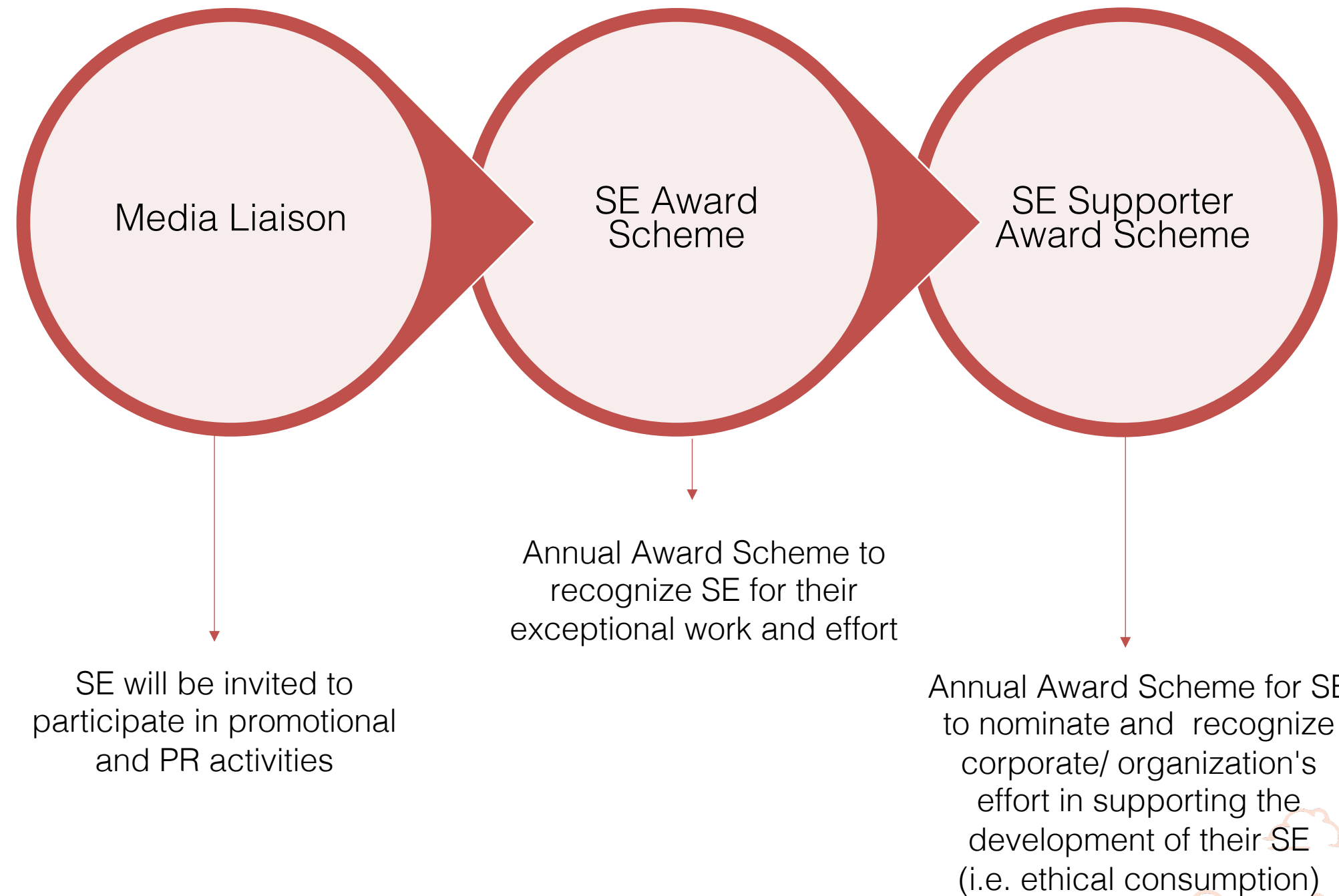


# Benefit Details





# Benefit Details



\*Limited quotas for specific activities

# Benefit Details



# Signature Activities

## TECM MALL

The **first** online shopping platform featuring local SE products and services in Hong Kong

- SE list product/ service on TECM MALL
- Customer makes purchase and payment directly on the platform
- SE ships order to customer directly and input tracking information on platform
- Order money directly deposited into SE's bank account
- 0% listing, admin, and commission for 1<sup>st</sup> year

TECM MALL is suitable for SE who is/ has:

- ✓ Looking to expand their online sales channels
- ✓ Selling at least one type of product/ service
- ✓ With/ without physical or online store

## Shopping Rewards Scheme

Annual loyalty programme partnering with 100+ SE to promote ethical consumption

- SE gives 1 stamp to customer for every **\$25** spent at designated SE outlets
- Customer collects stamps to redeem SE coupon/ gifts:
  - \$20 SE cash coupon that can be used at all participating SE outlets; and/ or
  - SE gifts at designated SE outlets
- 0% admin fee and 100% reimbursement on any SE coupon used by customer

This scheme is suitable for SE who is/ has:

- ✓ Looking to expand their physical sales channels
- ✓ Selling at least one or more type of product/ service
- ✓ A physical store



# Benefit Summary



# Your Commitment

- ❑ A clear and strong social mission (i.e. poverty alleviation, social exclusion)
- ❑ Be a registered business (with BR) or operating under a non-profit organization (with Section 88)
- ❑ Must join at least one of our signature activities (TECM MALL / Shopping Rewards Scheme)
- ❑ Your commitment to cooperate with FSES on the following but not limited to:
  - Participate in promotional and PR activities (i.e. photo shooting, interviews, media events, and provide special offers to media when necessary)
  - Promote the programme through your communications platforms (i.e. Facebook / Instagram, other social media channels, website)
- ❑ Your willingness to work hand in hand with FSES throughout the programme period  
(Sept 2021 – Mar 2022)





# How to join?

## 1 Registration

Application must be made online and for any information missing, application may be dismissed.

**SIGN UP**

By Sept 3, 2021 18:00



## 2 Initial Screening

An initial screening is conducted by FSES's staff upon receipt of all applications. The objective is to ensure that applications have fulfilled the eligibility criteria.

Sept 3 – Sept 10, 2021

## 3 Partnership Confirmation

A partnership confirmation will be sent to social enterprise through email to confirm collaboration.

Sept 13 – Sept 17, 2021



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## Enquiries



SE Hotline

(852) 9726 0243



Email

[tecm.se@fses.hk](mailto:tecm.se@fses.hk)



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# Appendices

- A) Achievement in 2020
- B) Testimonials
- C) Online Presence
- D) History of FSES
- E) Signature Social Innovation programmes of FSES
- F) FSES Publications



# A) Achievement in 2020



[View TECM 2020 Closing Video](#)





## B) Testimonials



**Ms. Joyce Ho**  
Marketing and Development  
Manager, The Salvation Army

同事覺得這個平台 (TECM) 很好，亦令到我們的團隊對於大家和社企之間怎樣互相幫助，或者我們自己也可以做多一點。這個轉變，無論是在方向、還是財務、宣傳、社會效益方面等等。通過這個平台 (TECM) 都可以令到社企在不同範疇裏成長、做得更好！



**Mr. Ryan Xie**  
Student Intern

「好榮幸有呢個機會喺FSES做到TECM嘅實習生，不但是一個好好嘅機會比我實踐學過嘅嘢📖而且擴闊了我對社會市場的了解。認識到社會企業(SE)是一種可以互助互利的商機，不但可以促進本地經濟圈，而且可以幫助有需要人士。」

My sincere gratitude to FSES. It's our humble pleasure to support this meaningful movement (TECM), especially during this challenging time to stand with FSES and social enterprises. Together, we can be stronger!



**Ms. Tricia Kwong**  
Assistant Vice-President  
DBS (HK) Bank



**Mr. Zana Yeung**  
Volunteer

I am very satisfied with all the events as a FSES volunteer. The experiences through TECM really inspired me to start my own social enterprise!





## C) Online Presence

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Website [tecm.hk](http://tecm.hk)

TECM MALL [shopsocial.hk/](http://shopsocial.hk/)

Facebook [Tithe Ethical Consumption Movement](https://www.facebook.com/TitheEthicalConsumptionMovement)

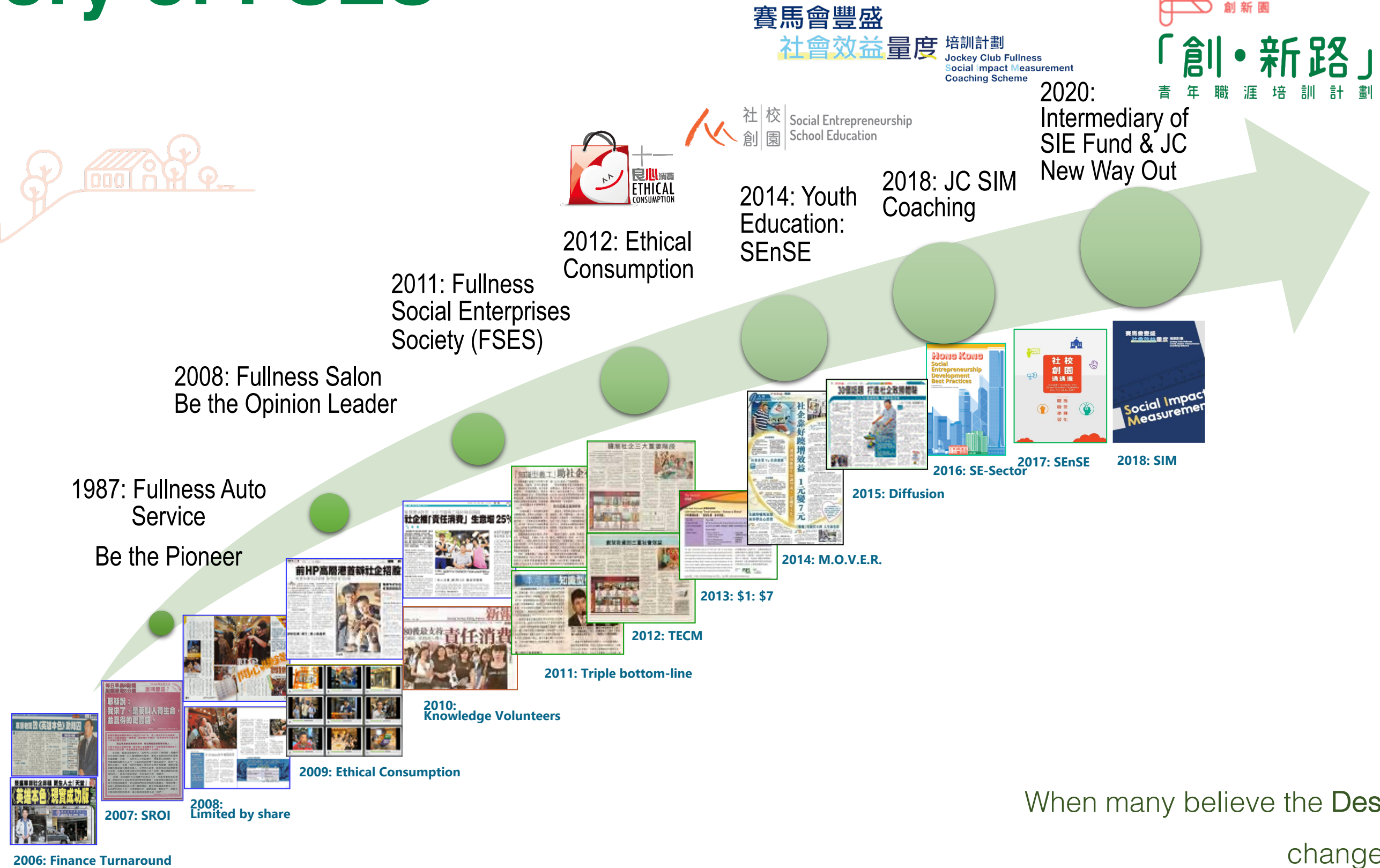
Instagram [ethicalconsumption.hk](https://www.instagram.com/ethicalconsumption.hk)

YouTube [Tithe Ethical Consumption Movement](https://www.youtube.com/TitheEthicalConsumptionMovement)

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# D) History of FSES



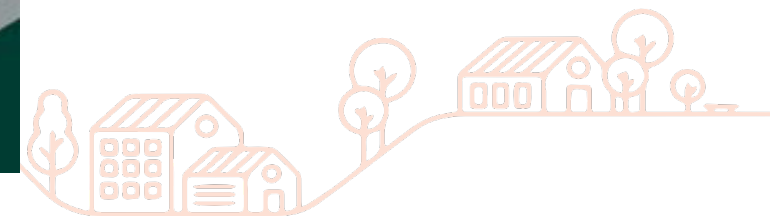
When many believe the Desirable is Viable, social changes may be Achievable.

# E) Signature Social Innovation programmes of FSES





# F) FSES Publications





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## Stay Connected



☎ 9726 0243

✉ [tecm.se@fses.hk](mailto:tecm.se@fses.hk)

f [TitheEthicalConsumptionMovement](https://www.facebook.com/TitheEthicalConsumptionMovement)

📷 [ethicalconsumption.hk](https://www.instagram.com/ethicalconsumption.hk)

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