



Harbourfront of the people, by the people, for the people

**A Community Making Approach at HarbourChill
by Social Ventures Hong Kong**

Dec 07, 2021





— Since 2007 —

— Our Vision —

INNOVATING. SOCIAL. CHANGE.

— Our Mission —

SVhk is committed to reimagining a purpose-driven city. As an Impact Purpose Organization (IPO), we drive social change through:

- Pioneering Impact Ventures
- Cultivating Movement of Good
- Orchestrating Impact Capital

About Us

People

Inclusive society to unleash individual potential

Purpose

Recreating value in shared experiences

Planet

Global sustainability and city wellness

Impact Experience

Movement to nurture the next generation of changemakers



Playtao Foreverland



Playtao Dreamland



Light Be



HATCH



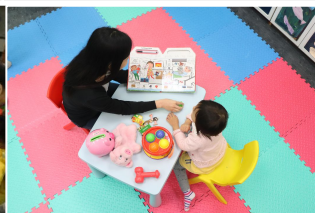
Green Monday



SONOVA



Cradle to Classroom



Playtao Joyland



RunOurCity



CITY.WITH.OUT.DOOR



BottLess



ASIA

Other and former portfolio ventures:



Objectives

A partnership between the Harbourfront Commission and Social Ventures Hong Kong to pilot an impact playground at HarbourChill, Wan Chai

- **Creating an open platform** for people of all backgrounds to participate in impactful and purpose-driven POS activities
- **Reimagining Wan Chai's identity** and strengthening community bonds
- **Connecting cross-sector partnerships** for collective impact



Harbourfront Of The People

2 F&B Outlets

10 Events

20K+ People Engaged

30+ Partners Engaged

100K+ Audiences Reached via Media

May - Dec 2021



HARBOURCHILL LAUNCH (MAY)



WE! RUN WITH RUNOURCITY (MAY)



ART & PHOTOGRAPHY WORKSHOPS (MAY - JUN)



SUMMER AQUA KIDS (AUG)



PUMPKIN IS COMING TO TOWN (OCT)



MOVE IT MOVE IT SPORTS DAY (NOV)



HARBOURFRONT SANTA VILLAGE (DEC)

Impact Partners



COMM' ON



And More

Media Partners



yahoo!



Harbourfront Of The People



Who are the users and stakeholders of Wan Chai Promenade, beyond the usual suspects?

Harbourfront Of The People

Haves & Have-nots



Photography workshop by Playtao Dreamland (Jun)
Move it Move it Sports Day with NESAs (Nov)

Residents & Visitors



Summer Aqua Kids (Aug)

Introverts & Extroverts



Zentangle workshops / We!Run with RunOurCity (May-Jun)

We came here because we need a space to gather and hang out during our holiday on the weekends.

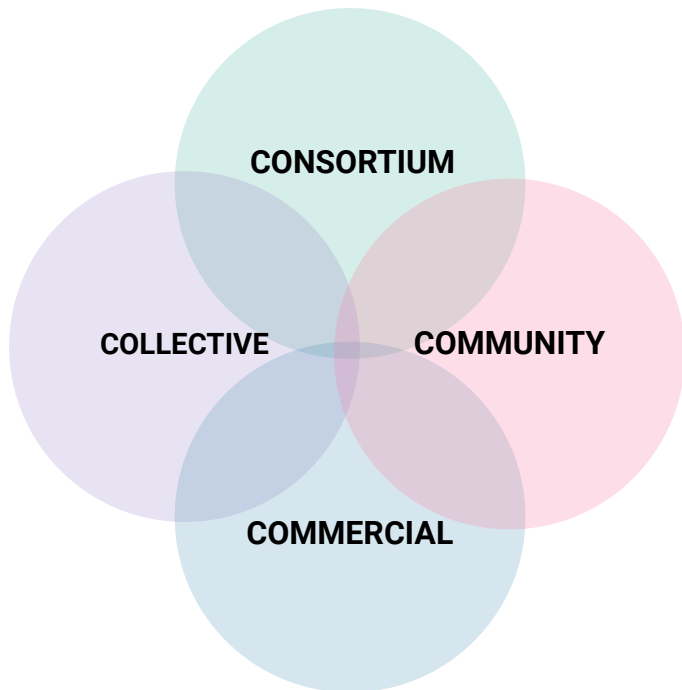
小朋友上星期日剛去完，放電一流👍

第一次同小朋友係海邊畫畫同聽live music，好寫意！

有好多helper，唔使點排隊就有得玩灣仔碼頭一搭船就到。都好方便。

Harbourfront By The People

A Testing Model



Community-making approach



Harbourfront For The People: Going Forward

Changemaking Impact Hub



Community Playground



Celebration For All

