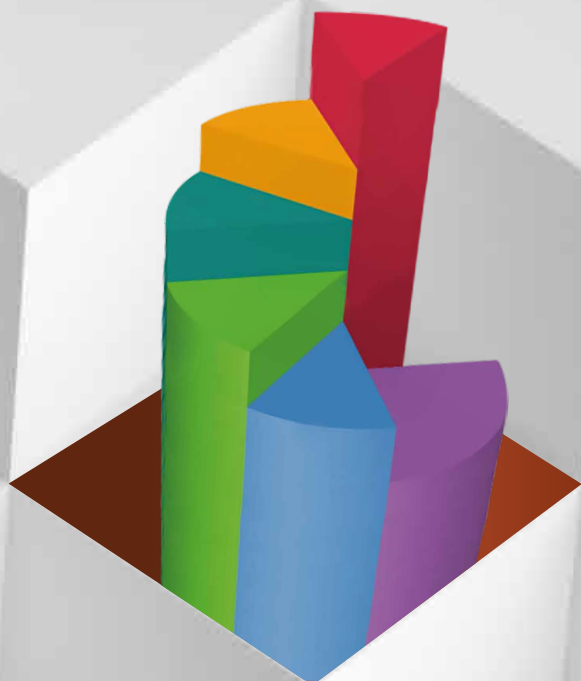


**機構策略發展**

Corporate  
Strategic  
Development



本會於2001年發布首份機構年度計劃，有系統地為服務訂定發展方向和工作指標，並於2004年開始第一個五年計劃周期（2004-09）。本年度為本會第四個五年計劃（2019-24）框架下的最後一年，四大工作方向包括：青年工作數碼化、裝備青年生活及實用技能、推動青年參與可持續發展，以及促進青年認識國情及拓展內地事務，聚焦促進青年全人健康和未來技能兩方面的全面發展。

In 2001, we issued our first Annual Plan, signifying the commencement of a structured approach to setting corporate development with indicators. Our first five-year plan was from 2004 and 2009 and this year, we conclude our fourth five-year plan (2019-2024). This last Plan centred on four directional streams: Digitalisation, Upskilling, Sustainability, and Mainland Strategy.

### 總結第四個五年計劃

#### 青年工作數碼化

全球各行各業正在加速數碼轉型，數碼技術已成為未來生活和就業的重要技能。青協積極運用數碼科技進行研發、改進及推行青年服務，旨在持續有效地接觸、連繫及關愛青年，同時增加他們的學習經驗，創造向上流動的機會。

本年度的重點工作包括：

- 更新用戶關係管理系統，以更有效地處理服務數據並加強數據分析，幫助同工更好地掌握青年的需要，促進以數據為導向制定服務；
- 舉辦「數碼科技高階使用者發展計劃」，為同工提供高階數碼技能培訓，提升他們在數碼科技領域的專業能力；
- 持續發展智慧青年空間，將科技融入服務當中，提升青年用戶體驗，創造更為便捷和個性化的服務；
- M21設立了數碼媒體學院，引入最新的數碼媒體技術，包括延展實境工作室和元宇宙實驗室，讓青年學習最新的科技趨勢，加強他們在媒體相關行業的未來競爭力。

### Concluding Our Fourth Five-Year Plan Digitalisation

Industries worldwide are undergoing digital transformation, where digital skills are becoming imperative for life and employment. We leverage digital technology to develop, enhance and implement youth services, ensuring continuous engagement and support for young people. We also provide opportunities to broaden their learning experiences that foster upward mobility.

Key focuses for the year include:

- Revamping our Client and Customer Relationship Management System (CCRM) system to streamline data processing and enhance analytical insights to empower colleagues in making data-driven decisions;
- Introducing I.C.T Power User Programme to provide advanced digital skills training to staff;
- Integrating technology into Smart S.P.O.T. to elevate the user experience of our youth through more convenient and personalised services;
- Establishing a Digital Literacy Academy at M21, which includes an Extended Reality Studio and a Metaverse Lab, allowing youth to gain experience in cutting-edge technologies and thereby, increasing their employability.

## 裝備青年生活及實用技能

青協致力為青年提供多元化的學習機會，培養他們持續學習和自學能力，透過探索不同領域，學習新的知識和技能，提升個人競爭力。我們聚焦培育青年六大核心能力：全健管理、數碼技能、人生規劃、創新解難、抗逆應變及溝通協作。

重點項目有：

- 成為全港首間「全球社會處方聯盟」機構，透過培訓青年全健師，傳授社會處方的知識，為基層醫療領域培育人才；
- M21及輔導服務加強數碼素養教育，致力培育青年建立正確的價值觀，成為有智慧和道德的科技使用者；
- 透過「SLASH POINT」計劃，提升青年轉型為斜槓族所需的技能及知識，協助他們連繫市場；
- 各單位全年共提供超過3萬個活動予青年，旨在加強他們在各方面的能力。

## 推動青年參與可持續發展

青協已制定「可持續發展策略框架」，透過環境教育、行動實踐及帶領改變三個層面，推動機構上下與青年一同參與可持續發展。我們同時將環保、社會和管治（ESG）融入青年服務，培育青年成為可持續發展領袖。

## Upskilling

We are dedicated to offering young people diverse learning opportunities, nurturing their ability for continuous and self-directed learning, ultimately enhancing their competitiveness. Our focus lies in developing six key abilities: whole wellness, digital skills, life planning, innovative problem-solving, resilience, and communication and collaboration.

Noteworthy achievements include:

- As the first organisation in Hong Kong to join the Global Social Prescribing Alliance, we have started training youth as Wellness Managers with social prescribing knowledge. This initiative helps to supply talent for the primary healthcare sector;
- M21 and counselling services providing digital literacy education, assisting youth in developing the right values, thereby enabling them to become wise and ethical technology users;
- Enhancing the skills and knowledge necessary for youth to transition into slashers through the SLASH POINT programme, connecting them with the market;
- Offering over 30,000 activities for youth throughout the year, strengthening their capabilities in various domains.

## Sustainability

Our Sustainable Development Framework has laid out a three-tiered strategy: environmental education, practical initiatives and driving change to attain sustainability with our staff and youth. Additionally, we integrate elements of ESG (environmental, social and governance) into our youth services, nurturing youth to become sustainability leaders.

## 機構策略發展

### Corporate Strategic Development

重點項目包括：

- 協會已制定《綠色工作間管理指引》，並啟動了「青協減碳」五年計劃；
- 於全健綜合大樓發展青年健康服務，裝備青年投身基層醫療工作，為社會的整體健康出一分力；
- 於賽馬會赤柱戶外訓練營發展水上活動，不僅培育青年體能和毅力，更增加他們對保護水資源及生物多樣性的關注；
- 推出青年減碳平台，凝聚及動員青年在生活上實踐十項減碳行動，建立綠色生活習慣。

### 促進青年認識國情及拓展內地事務

粵港澳大灣區的急速發展，為青年發展及青年專業服務的開拓帶來新機遇。青協制定「青年服務兩地合作與發展計劃」，由內地事務辦公室負責統籌、協調與內地事工發展相關工作。隨著兩地在疫後全面通關，青協舉辦各種活動，一方面協助青年認識國家和把握國家發展的機遇，融入國家發展大局，另一方面鼓勵青年建立與國家的聯繫和情誼，培養他們成為兼具家國情懷和國際視野的人才。

Significant areas include:

- Releasing a *Green Workplace Guideline* and launching our Decarbonisation Five-Year Plan;
- Establishing the Wellness Plus Complex, where we develop youth wellness and train youth to contribute in the primary healthcare sector, benefiting society at large;
- Transforming the Jockey Club Stanley Outdoor Training Camp into a hub for water sports. In addition to building physical fitness and resilience, we raise youth awareness about conserving water resources and biodiversity;
- Launching a Youth Carbon Reduction Platform to encourage young people to adopt ten carbon reduction actions in daily lives, fostering green living habits.

### China Strategy

The rapid development of the Guangdong-Hong Kong-Macao Greater Bay Area has brought new opportunities for youth development and youth services. We have formulated the Youth Service Cooperation and Development Plan, with the Mainland Affairs Office responsible for coordinating and managing relevant work. With the resumption of normal travel between Hong Kong and the Mainland after the pandemic, we have organised various exchange activities to foster youth's understanding of the development and opportunities in China, while simultaneously providing them with connections to China and cultivating them into leaders with both a sense of national identity and an international perspective.



年內主要工作包括：

- 舉辦「國情研修班」，讓同工從多角度探討國家發展與青年工作的機遇；
- 於前海設立「香港青年協會前海香港青年發展中心」，支援香港青年在灣區生活、學習、就業和創業，並建立一站式資訊及交流平台；
- 組織義工隊為國家服務，包括「杭州亞運青年義工服務團」、「中國國際進口博覽會義工服務（上海）」，為青年提供參與國家盛事的機會，培養對國家的自豪感及參與感；
- 舉辦《中國歷史文化周》，帶領青年透過研習國家減貧工作，認識國家歷史文化，探索國家發展進程。

### 邁進第五個五年發展計劃

經過廣泛的討論，我們因應青年的需要，制定第五個五年發展計劃（2024-29）。未來五年我們將以三大發展為目標，包括：持續創新、優化體驗和創造價值，並通過四個策略聚焦服務：青年參與、數碼轉型、全健發展和人才培育。



Key tasks for the year include:

- Organising National Study Tour to enable staff to explore national development and the accompanying opportunities in youth service;
- Establishing the HKFYG Qianhai Hong Kong Youth Development Centre to support Hong Kong youth in areas related to living, studying, working and starting businesses in the Greater Bay Area, and providing a one-stop information and sharing platform;
- Organising volunteers to serve in national events, fostering a sense of pride and engagement with our country. This year, our volunteers have served in the 19th Asian Games in Hangzhou and the 6th China International Import Expo in Shanghai;
- Engaging youth in our annual China Week programme, where they learn about Chinese history and culture, and explore our country's development process. This year, we led youth to learn about our country's poverty alleviation efforts.

### Commencing our Fifth Five-Year Plan

Extensive discussions have been conducted to formulate our Fifth Five-Year Plan (2024-29), centred around the needs of youth. In the forthcoming five years, our commitment lies in achieving three key development goals: Continuing Innovation, Optimising Experience and Creating Values through four strategic directions: Youth Participation, Digital Transformation, Wellness Development and Talent Nurturing.