



Reaching out to Hong Kong's youth through running

THE NEED	Faced with a challenging social sentiments on Hong Kong's political, social and economic environment, ROC, wants to encourage 10X greater participation in running as a means to bring positive change among HK's youth
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USP	Positive social impact, sustainable business model
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EFFECT ON LIVES	Youth development, education, health
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SIP'S CAPACITY BUILDING:	Operational scale up and impact measurement
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LIVES TOUCHED	In 2015, over 2,300 students have participated in the programme and 134 classes were completed
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