



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

USP Positive social impact, sustainable business model

EFFECT ON LIVES Youth development, education, health

SIP'S CAPACITY BUILDING: Operational scale up and impact measurement

LIVES TOUCHED In 2017, over 3,100 students have participated in the programme and 169 classes were completed

