



RunOurCity organises running programs and races for teenagers to build a stronger body, a positive mind and develop their social ties and leadership abilities. Its signature Youth.ROC program is funded by revenue generated from organisation of running events.

- **The need:** Faced with a challenging political, social and economic environment, many youth in Hong Kong feel angry, depressed and hopeless. ROC believes running brings positive changes to their lives
- **USP:** Youth development, mental and physical health, breakeven business model and strong execution capability
- **Step change:** Reached 20 times pre-investment number of participants over four years
- **SIP capacity building:** Scale up and impact measurement
- **Social impact:** Measurable improvement in confidence, perseverance and physical strength in student runners
- **Sustainability:** Support by revenues from running events