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