

香港中文大學  
The Chinese University of Hong Kong



研究及知識轉移服務處  
Office of Research and  
Knowledge Transfer Services

# TRANSFORMING AND CONNECTING



Annual Report  
on Recurrent Funding for Knowledge Transfer  
1 July 2013 - 30 June 2014



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## 1. Executive Summary

CUHK places great value on its interaction with the local community, and is determined to broaden and expand its present range of Knowledge Transfer (KT) activities. Its institutional support for KT has recently been reaffirmed by the merger of two existing offices into a new Office of Research and Knowledge Transfer Services (ORKTS), to give greater visibility to the University's KT programmes and achieve important synergies. This renewed focus on KT has also been reflected in the University's efforts to identify and recognise important contributions by teachers and researchers to its KT programme. With effect from 2014, the University's activity records on teaching and research staff will include not only their teaching and research achievements but also their contribution to KT. Special contributions were recognised in an 'Awards of Excellence in Social Engagement' award ceremony, held in October 2013. The awards were selected by a distinguished outside panel.

IP licensing income during the reporting period reached a record height of HK\$42.5m, while the number of licences granted increased by 27%, from 48 to 61. A number of important agreements were signed between CUHK and prominent commercial firms both in Mainland China and overseas. These successes provide an encouraging indication of the social impact of the University's KT programme and its ability to generate income for further investment.

Another notable accomplishment was the establishment of a Pre-Incubation (Pi) Centre in Lady Ho Tung Hall. The Pi Centre, as it is known, offers office space, equipment, and mentorship to selected teams of students, enabling them to develop innovative ideas and realise business ventures. ORKTS was represented on the Steering Committee for the Pi Centre, and helped to formulate its governance procedures.

An important mission of Knowledge Transfer is to help to improve the lives of local community (see Annex 3 & 8). A few representative examples of this aspect of CUHK's work are described in this report. They include a project to foster greater understanding between Hong Kong's dominant Chinese community and its Indian minority, a series of concerts that use music to help children with autism express themselves better, the search for a drug that can treat cancer without the unpleasant side effects of chemotherapy, and an online computer game that helps students to learn more effectively. These projects are typical cases of CUHK's approach to promoting Knowledge Transfer.

### 2013-14 At a Glance

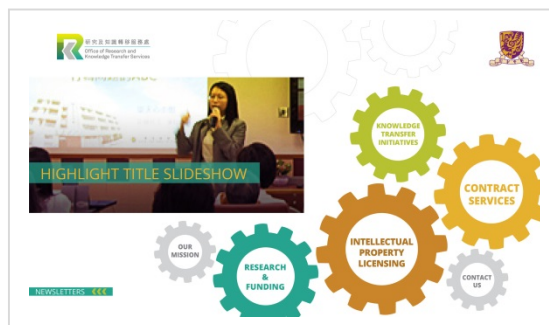
Income generated from IPR	<b>HK\$42.5m</b>	Income generated from collaborative research projects	<b>HK\$52.5m</b>
Number of Patents	<b>Filed: 166 Granted: 136</b>	Income generated from consultancies	<b>HK\$140m</b>
Net Income generated from spin-off companies	<b>HK\$17.6m</b>	Total income received from CPD courses	<b>HK\$37.8m</b>
Income generated from contract research projects	<b>HK\$17.0m</b>	Total number of beneficiaries from KPF projects	<b>486,038 individuals</b>

(please refer to Annex 2, 4-8, 10)

## 2. New Organisational Structure

On 1 March 2014, the Knowledge Transfer Office and Research Administration Office in CUHK were merged to form a new Office of Research and Knowledge Transfer Services (ORKTS). The merger was designed to integrate the processes of knowledge generation and knowledge transfer, achieve synergies at the administrative level, and strengthen the University's commitment to promoting high-quality research and transferring its fruits to the community.

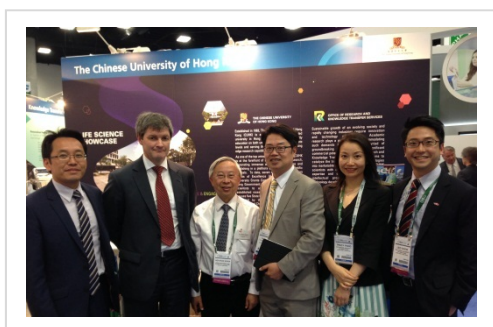
The merger should provide a positive stimulus to the University's Knowledge Transfer (KT) programme by improving the flow of information between researchers and administrators in both directions, enabling market opportunities to be identified and matched with promising research projects at an early stage. The earlier such opportunities are grasped, the easier it is to turn research ideas into practical realities.



## 3. Technology Transfer and Commercialisation

Commercialising technologies from academic research requires commitment and perseverance, as in some fields it can take more than a decade before any financial returns are seen. This reporting period saw particularly encouraging results. Income generated from intellectual property rights (Annex 4-7) more than doubled from HK\$18.6m in 2013 to an unprecedented HK\$42.5m, while the number of licences granted increased by 27%, from 48 to 61 (see Annex 2). Nevertheless, ORKTS is determined not to rest on its laurels. Changes to IPR laws in different jurisdictions, new licensing and business models, increased market competition and risks, and complicated contractual obligations have significantly increased the complexity involved in managing and licensing the University's IPRs and have tested the team's professional knowledge. In view of this increased complexity, some staff members have attended training workshops to enhance their professional knowledge (see Annex 11). ORKTS has also begun to explore the possibility of engaging external service providers to obtain real-time market knowledge and to deploy industry-specific expertise to help it formulate appropriate policies.

### 3.1. *BIO Convention 2014*



Understanding the market is the key to successful commercialisation. In June 2014 a delegation from Hong Kong, which included senior officials of the HKSAR Government and participants from CUHK, acquired first-hand market information through discussions with industry leaders at the BIO International Convention 2014 in San Diego, US. The members of the Hong Kong delegation enjoyed a fruitful exchange of ideas with participants from many countries.

The CUHK exhibition booth in the Hong Kong pavilion attracted considerable attention. The university's technologies and research capabilities were showcased to thousands of potential collaboration partners from around the globe. Three CUHK researchers from School of Life Sciences, Accident and Emergency Medicine Academic Unit, and the Hong Kong Institute of Biotechnology joined the Hong Kong delegation this year, and more than 30 business meetings were held at the CUHK booth to explore collaboration opportunities. Prior to the convention, the Hong Kong delegation participated

in a rewarding two-day biotechnology mission, in which it shared the experience of technology transfer professionals from universities and institutions noted for their technology transfer programmes.

### 3.2. Awards of Excellence in Social Engagement 2013

During the reporting period a ceremony was held to recognise projects funded by the Knowledge Transfer Project Fund (KPF) that have achieved outstanding economic or social impact. The Awards of Excellence in Social Engagement were presented on 23 October 2013, and prominent guest members of the judging panel included Mr K. K. Ling, the HKSAR Government's Director of Planning, and Mr Cliff Choi (on behalf of Ms Christine Fang) of the Hong Kong Council of Social Service, who have reviewed nearly 60 KPF projects completed since 2009.



Prof. Emily Chan (Jockey Club School of Public Health and Primary Care) won the **Best Interdisciplinary Award**, with her project entitled 'Technical Knowledge Transfer of Evidence-based Health and Medical Humanitarian Assistance to Field-based Practitioners in Emergency and Crisis'. Her work resulted in the establishment of the Collaborating Centre for Oxford University and CUHK for Disaster and Medical Humanitarian Response in April 2011.

Prof. Morris Jong (Department of Curriculum and Instruction) won the **Best Innovation Award**, with his game-based multimedia project LearningVillages, which uses information technology developed in the Faculty of Education. LearningVillages has encouraged an issue-enquiry learning approach in 20 local secondary schools, reaching a total of 3,212 secondary students and 68 school teachers in two years.

Prof. Doris Yu (Nethersole School of Nursing) won the **Best Impact Award**, with her project 'Overcoming Insomnia: Transferring Knowledge to Practice'. This project reached over 20,000 individuals, provided additional training for 125 practitioners, and partnered with 15 local organisations. Five Achievement Awards were presented to projects achieving the highest overall scores.

### 3.3. Visit from the ITC Commissioner

On 27 January 2014 the Commissioner for Innovation and Technology visited the Faculty of Medicine at the Prince of Wales Hospital and CUHK's Main Campus. CUHK academics showcased a number of pioneering research projects that have won international recognition. The Commissioner discussed ways of facilitating technology transfer and stimulating economic growth with CUHK senior management and the ITC team.



ITC representatives meeting with Prof Joseph SUNG, VC and President and the university senior management

## 4. Supporting Student Ventures: the Pi Centre

Experienced researchers do not have a monopoly on good ideas. Their students can also generate exciting ideas. For this reason, many universities have begun to encourage student ventures, which take projects developed by students and turn them into practical realities. CUHK encourages

student ventures, partly because they can contribute to economic development and the commercialisation of knowledge, and also because they provide tangible evidence that the university is training its students useful entrepreneurial skills.

During the reporting period the University established a Pre-Incubation Centre (Pi Centre) in Lady Ho Tung Hall. The aim of this Centre is to help budding student entrepreneurs by assessing their creative ideas and taking them forward to the point where their inventors can join an external incubation programme. Besides providing workspace and facilities, the Pi Centre also mentors successful applicants, and lines up regional resources to provide further support to potential teams. ORKTS was represented on the Steering Committee of the Pi Centre, and helped to formulate its governance procedures and clarify the intellectual property implications for projects developed through the Centre. Since April 2014, the Pi Centre has recruited 10 student teams, at both postgraduate and undergraduate levels, who have been matched with experienced CUHK academic advisors.



Co-work space at CUHK Pre-Incubation Centre

## 5. Application of Discoveries

### 5.1. Internal Funding Schemes

ORKTS helps to ensure that a significant proportion of CUHK’s annual grant funding from the University Grants Committee is channelled through internal funding schemes—notably the Knowledge Transfer Project Fund (KPF) and the Technology and Business Development Fund (TBF)—to projects that promise to make an important impact on society. Such projects are entered in the University Staff Profile Update System under the category ‘Research & Scholarship: Other Contributions and Recognitions’, and are viewed as an important component of academic research.

During the reporting period 58 KPF applications were received from the university’s eight Faculties. A total of 19 projects were funded, of which 13 were classed as Interdisciplinary Collaboration projects, and the others as Individual New Initiatives projects (see Annex 8). Figure 1 shows the distribution of project themes within the framework of the Four Key Knowledge Hubs.

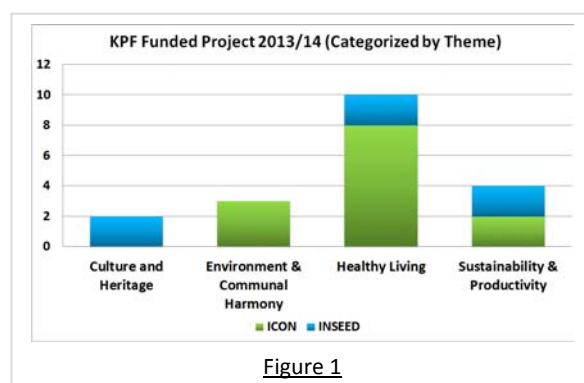


Figure 1

The TBF, a fund designed to help researchers to identify end users at an early stage of the technological development of their projects, also had a successful year. During the reporting period 8 TBF projects were funded (see Annex 9). Figure 2 provides further details of these projects.

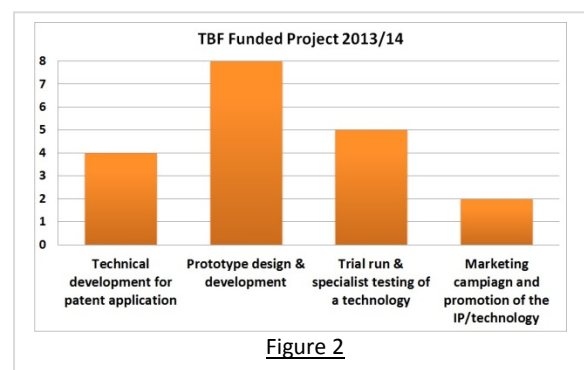


Figure 2

Since its inception in 2009, the TBF has played an important role in transforming research proposals into practical realities. A total of 25 TBF projects have been completed since 2009, many of which generated patent applications in the United States and other jurisdictions. According to reports from project investigators, 10 TBF

projects resulted in 21 agreements with private companies that provided financial or technical support.

Most of the KT initiatives funded during the reporting period were direct outcomes of academic research, and more than half involved projects with identifiable research funding (Figure 3). This suggests that support for KT not only benefits the community but also stimulates further related research.

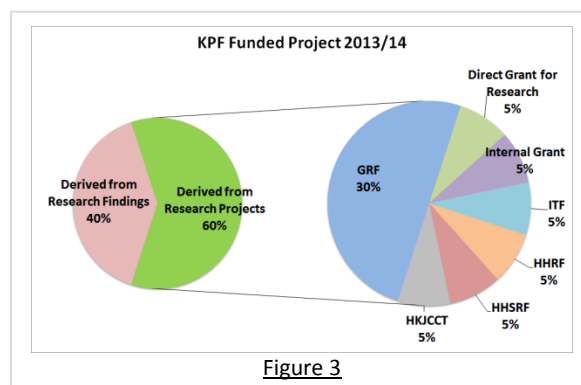


Figure 3

## 6. Stories of Impact

### 6.1. Culture and Heritage

#### Department of Anthropology Reaches Out to Hong Kong's Indian Community

Indians have made their homes in Hong Kong in large numbers since the middle of the nineteenth century, and now represent the city's largest ethnic minority. Indian cuisine, religion and art are a noticeable feature of Hong Kong's daily life, but the cultural contribution made by Indians to Hong Kong has rarely been studied. Many Indians living in Hong Kong suffer from thoughtless stereotyping, and often feel themselves to be victims of social isolation and discrimination.

Prof. Maria TAM Siu Mi, a cultural anthropologist from the Department of Anthropology in the Faculty of Arts, has broken with the time-honoured conventions of anthropological research. Instead of conducting traditional ethnic minority studies, which either describe the colourful cultural traditions of the minority in question or (more recently) lament their plight as victims of social exclusion, Prof. Tam stresses the complexities of such communities and the many factors that influence their relations with the dominant community.



With support from the KPF, Prof. Tam developed the project 'Multiculturalism in Action: Promoting Indian Culture as Local Heritage', which drew on her earlier research on the South Asian community in Hong Kong. It pioneered a new model of cross-cultural knowledge education using a two-tier approach. The first tier involved community engagement and training of cultural trainers (university students). In the second tier, the trainers conducted interactive presentations in local secondary schools, and an information kit for cross-cultural learning was developed. By involving Indians as speakers and collaborators, Prof. Tam encouraged mutual understanding between Chinese and Indians. Through respecting individual agency and ethnic identity simultaneously, members of both communities were empowered through cultural encounter and knowledge.

During the reporting period, seven seminars were held on a wide range of topics, including Indian facts and myths, ethnic stereotypes as experienced by Indian youths in Hong Kong, gender and family relations in religion, and Bollywood and popular culture. Visits were also made to local Hindu, Sikh, Zoroastrian and Jain temples, to introduce Chinese students to the various religions found in India. Over 500 students and teachers attended the presentations, most of whom had no initial knowledge of the subject. In the evaluation survey, most respondents stated that they would begin to learn more about other cultures, through interacting with South Asian neighbors, and requesting school libraries to increase resources on the subject. The information kit, to be released in summer 2014, will contribute to multicultural education in Hong Kong.

## 6.2. Environment and Communal Harmony

### Psychology and Music Departments Run Concerts for Children with Autism



Autism is an inborn incurable brain disorder that often has a profound, permanent impact on affected individuals and their families. The ability to communicate and interact constructively with others is impaired in individuals with autism, and they often have restricted interests or exhibit repetitive behaviour that prevents them from living normal lives. So far, no effective treatment has been found for autism.

Music has long been known to influence behaviour and promote wellbeing, and scientists have begun to investigate its possible role in promoting psychological health. Prof. Agnes CHAN Sui-yin, a clinical neuropsychologist in CUHK's Department of Psychology, has considerable clinical experience in treating individuals with autism in the university's Integrative Neuropsychological Rehabilitation Centre. Inspired by existing research on the ability of music to help children with autism express their emotions, Prof. Chan has launched a project aimed at promoting greater understanding of the experience of individuals with autism through the appreciation and performance of music.

Prof. Chan organised four concerts between 2013 and 2014, in collaboration with the Caritas-Hong Kong Parents Resource Centre, HKSKH Tung Chung Nursery School and Yang Memorial Methodist Social Service. The concerts attracted 1,955 participants, including many children with autism and their families. Ordinary people closely related to individuals with autism were also invited to participate as voluntary helpers. No restrictions were placed on the behaviour of the participants during the concerts. Moving around the hall or hiding in corners was allowed; dancing was positively encouraged. The concerts attracted participants of various ages, and the children were noticeably relaxed and expressive. More than eight in ten of the participants said that they enjoyed the concerts.



Prof. MAK Su-yin from the Department of Music rehearsed and performed with the musicians. She observed that the musicians enjoyed their interaction with the children, and as a result some of them have begun to see autism in a new light. The musicians were impressed by the children's curiosity about musical instruments, their calmness while listening to the music, and their expressive response to the power of the music. The project website has accumulated 38,964 hits since its establishment in February 2013, and the concerts were widely covered in the local media.

## 6.3. Healthy Living

### Faculty of Medicine Pursues Potential Cancer Drug Lead

The commercialisation of healthcare technologies can have an enormous social impact, but it also carries far higher financial risks than those associated with other technology sectors. During the reporting period a group of investment professionals decided to shoulder these risks because they recognised the potential of research presently underway at CUHK into a possible treatment for cancer, and have taken out a licence on a potential cancer drug lead developed by scientists of CUHK's Faculty of Medicine.

Cancer is one of the top worst killers, with cancer-related deaths projected to exceed 13.1 million worldwide in 2030. Most developed economies have devoted considerable resources to



research into treatment and possible cures for cancer. The US National Institutes of Health predicts that spending on cancer treatment will rise from US\$125 billion in 2010 to over US\$207 billion in 2020. Although the financial rewards for developing effective treatments for cancer are enormous, many obstacles remain to be overcome. Chemotherapy is still the most common cancer treatment, even though it is non-specific to tumors, resulting in high cytotoxicity and severe systemic side-effects.

In an attempt to overcome the disadvantages of conventional chemotherapy, several scientists from CUHK's Faculty of Medicine have developed a potential cancer drug based on their experience of regulating cancer microenvironments. Their potential drug candidate is expected to be far less toxic and more effective than other cytotoxic cancer drugs. By partnering with investors, established pharmaceutical companies and contract research organisations, the CUHK scientists have begun to pursue this drug lead. They hope to advance this potentially life-saving technology to the clinical stage within the next three years.

#### 6.4. Sustainability and Productivity

##### Educationalist Develops Computer Game to Promote Online Student Discussion and Learning

Making learning enjoyable for students remains a perennially elusive quest for educational professionals, but Prof. Morris JONG Siu Yung of the Department of Curriculum and Instruction has found an ingenious way of sugaring the pill by exploiting students' love of computer games. Prof. Jong and his research team in the Centre for the Advancement of Information



Technology in the Faculty of Education have developed LearningVillages, an online learning platform. LearningVillages is a role-playing game for multiple participants, in which each village represents an issue of enquiry. Students are represented by their own avatars, and participate collaboratively in enquiry learning. One student might create a village and appoint himself its chieftain, while others take



the part of villagers, building different types of houses to contribute discussion resources, raise questions, propose hypotheses, delineate arguments and provide evidence. Individual houses can be connected by roads, enabling their relationships to be visualised in the form of a mind map, and every house functions as an independent forum, which participants can enter to discuss the relevant question, hypothesis or argument. A reward mechanism motivates students to participate in quality issue enquiry. When quality houses in the villages reach a certain number, teachers can decide to upgrade the villages, thereby conferring higher social status and additional privileges upon the chieftain and villagers.

During the reporting period students from 18 Hong Kong secondary schools took part in a LearningVillages tournament to pursue collaborative issue enquiry on the topics (a) Self and Personal Development, (b) Society and Culture and (c) Science, Technology and the Environment. These are the three learning areas in Liberal Studies, presently a compulsory subject in Hong Kong's secondary schools. The experience provided useful and important lessons for both students and teachers, and the participating schools are determined to sustain the online communities they have established.

## 7. The Way Forward

It has been a fruitful year for CUHK's KT programme (see Annex 1). Our partnerships with industry and our engagement with the community have been strengthened. Our existing funding schemes will continue to support our researchers in developing community projects and creating intellectual property. Our commitment to student entrepreneurship will be further strengthened with a vigorous mentorship programme. We will also deepen our collaboration with other universities and research centres. The APAC Innovation Summit in December 2014 represents an exciting opportunity in this respect.

After five years of generous support from the UGC, we are now operating our KT programme with a high degree of efficiency. In the years ahead, we intend to improve the effectiveness of our various funding schemes by matching the expertise of our researchers with KT opportunities at a much earlier stage. Achieving this aim will require an efficient flow of information in two directions. We have made an important start with the establishment of ORKTS, a single office embracing both research administration and knowledge transfer. The next step is to create a culture of effective communication. Our KT staff must inform researchers of promising market opportunities as soon as they emerge, and our researchers must also inform ORKTS of research projects with market potential as soon as they think that they might have a winner. The concept is simple, but training, persuasion and outreach will be needed to ensure that this two-way information flow works effectively.



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Professor Fanny M. Cheung, Pro-Vice-Chancellor  
29 July 2014

## Updates on Table 9.1 of Initial Statement

(Data 1 July 2013 – 30 June 2014)

UGC Performance Indicators		Last year	Current year
		2012/13	2013/14
1	Number of patents filed in the year (with breakdown [Annex 4] by country and type)	140	166
2	Number of patents granted in the year (with breakdown [Annex 5] by country and type)	65	136
3	Number of licences granted (with breakdown [Annex 6] by type)	48	61
4	Income (on cash basis) generated from intellectual property rights	\$18,642,337	\$42,514,196 (a)
5	Expenditure involved in generating income from intellectual property rights	\$5,308,337	\$4,238,471 (a)
6	Number of economically active spin-off companies (with breakdown [Annex 10] by type)	19	17
7	Net income generated (or net loss arising) from spin-off companies	\$5,001,006	\$17,599,563 (a)(b)
8	Number of collaborative research projects, and income thereby generated	195 items \$46,895,349	115 items \$52,479,667 (a)
9	Number of contract research projects (other than those included in “collaborative research projects” above), and income thereby generated	61 items \$21,423,109	58 items \$16,975,840 (a)
10	Number of consultancies, and income thereby generated	415 items \$130,104,512	409 items \$140,034,639 (a)
	<b>Subtotal Income Item (4)+(7)+(8)+(9)+(10)</b>	\$222,066,313	\$269,603,905
11	Number of equipment and facilities service agreements, and income thereby generated	3 (No. of facilities) \$838,919	1 (No. of facilities) \$44,115
12	Income received from Continuing Professional Development (CPD) courses	\$34,883,853	\$37,781,390 (c)
	<b>Total Income Item (4)+(7)+(8)+(9)+(10)+(11)+(12)</b>	<b>\$257,789,085</b>	<b>\$307,429,410</b>
13	Number of student contact hours in short courses or e-learning programmes specially tailored to meet business or CPD needs	196,405 hours (274 courses with 10,927 students)	324,101 hours (346 courses with 17,702 students)

14	Number of public lectures/symposiums/exhibitions and speeches to a community audience	840	701
15	Number of performances and exhibitions of creative works by staff or students	103	69
16	Number of staff engaged as members of external advisory bodies including professional, industry, government, statutory or non-statutory bodies	1,133	909

**Footnotes**

- (a) Subject to year-end adjustments.
- (b) Only wholly-owned subsidiaries or controlling companies are included.
- (c) Including income from non-award bearing programmes offered by the School of Continuing and Professional Studies and the Asia-Pacific Institute of Business.

## Updates on Table 9.2 of Initial Statement

(1 July 2013 – 30 June 2014)

		<i>Last year</i>	<i>Current year</i>
<b>Other Performance Indicators</b>		2012/13	2013/14
1	Knowledge Transfer Project Fund (KPF): <i>Projects supported by the UGC KT Fund</i>	2012/13: 21 Total: 87 Beneficiaries: 557,406 for 2012/13	2013/14: 19 Total: 106 Beneficiaries: 486,038 2013/14
2	Technology and Business Development Fund (TBF)	13	8
3	Number of other KT projects and activities not funded by the UGC KT Fund	171 Beneficiaries: 248,122	312 Beneficiaries: 65,749
4	Number of websites on KT activities at Faculties / Departments / Centres	45	15
5	Number of publicity or media features related to KT, including print, on-line and electronic media	1,645	1,733

## Knowledge Transfer Project Fund (KPF) Project Summary List

*Projects completed in this reporting year (details in Annex 8.2):*

### Culture and Heritage

- 1) KTP111206F01 Sounding Treasures: Recording Project of CUHK's Historical Instruments Collection of China 1
- 2) KPF13INF19 jcMotion: Packaging e-Knowledge on Media and Society for Netizens in Hong Kong

### Environment and Communal Harmony

- 3) KTP111206F03 Nurturing Inclusiveness of the Deaf in Hong Kong Society with Empirical Evidence from Sign Linguistics Research
- 4) KPF13ICF03 Towards a Smart City and Healthy Living
- 5) KPF13ICF18 Restoration after 3.11: Pain, Suffering, Memory and Trauma
- 6) KPF13INF18 Web-based Resource Hub on User Involvement in Welfare Service Management

### Healthy Living

- 7) KTP111206F24 Clinical Research Knowledge Transfer of Social Thinking Training Program for Students with Autism Spectrum Disorders to Professionals
- 8) KTP111206F36 Organelle Dynamics and Biogenesis in Eukaryotic Cells: Development and Implementation of Video and Application (Apps) Learning Modules for Teaching & Learning Up-to-date Cell Biology in Secondary Schools and Universities
- 9) KPF13ICF05 Healthy Eating and Active Living for the Elderly
- 10) KPF13ICF06 Family Approach in Support of Families Living with Dementia
- 11) KPF13ICF08 Platform for Atrial Fibrillation Care in an Elderly and Disadvantaged Population (PACED)
- 12) KPF13INF16 Formation of Free Fatty Acids, Trans Fatty Acids and Acrylamide in Edible Oils during Different Cooking Process
- 13) KPF13INF21 Comprehensive Geriatric Fragility Fracture Management Program - From Hospital to Community, towards Maximal Recovery with Sustainable Healthy Happy Aging at Home

### Sustainability and Productivity

- 14) KTP111206F07 China Business Knowledge at CUHK Business School
- 15) KTP111206F10 Bridging the Expectations between Generation-Y Employees and Generation-X Managers
- 16) KTP111206F12 Promoting Junior Secondary Students' Motivation and Skills in Issue-enquiry through Inter-school Game-based Collaborative Learning
- 17) KTP111206F21 Centre for Financial Regulation and Economic Development (CFRED) – Colloquia Series Academic Years 2012-2014
- 18) KPF13ICF07 Advancing CUHK Entrepreneurship Hub
- 19) KPF13INF06 The Chinese University of Hong Kong Moot Cup Competition

*Projects in progress in this reporting year (details in Annex 8.3):*

### **Culture and Heritage**

- 1) KPF13ICF19 Wetland Tourism in Four Seasons: Perspectives from Landscape, Foodways, and Community Lifestyles
- 2) KPF13INF01 Multiculturalism in Action: Promoting Indian Culture as Local Heritage
- 3) KPF13INF03 Sports Science Support: Coach and Player Education within the Hong Kong Football Association (HKFA) to Develop Structures for Enhancement of Preparation and Performance of the National Football Team

### **Environment and Communal Harmony**

- 4) KPF13ICF10 Interactive Concert for Autism: Integrative Application of Music and Clinical Psychology for Teaching Autism and Cultivating a Harmonic Society
- 5) KPF13ICF16 Re-envisioning Community Space in Sai Ying Pun

### **Healthy Living**

- 6) KPF13ICF17 Promoting the Health of Drivers through Understanding Disorders of Transient Impairment of Consciousness
- 7) KPF13INF07 Training of Trainers (ToTs) of Evidence-based Health and Medical Humanitarian Response to Field Practitioners in China
- 8) KPF13INF20 Promotion of Early Language and Communication Intervention for Elders with Dementia

### **Sustainability and Productivity**

- 9) KPF13INF02 Self-Learning Kit: Overcoming the Initial Hurdles of Being Employed
- 10) KPF13INF13 To Develop Concept Acquisition Packages for High School Students to Learn Molecular Biology

*Projects newly funded in this reporting year (details in Annex 8.4):*

### **Culture and Heritage**

- 1) KPF14INF01 The Eight Classic Cantonese Operatic Song Cycles
- 2) KPF14INF02 Multiculturalism in Action: Promoting Nepalese Culture as Local Heritage

### **Environment and Communal Harmony**

- 3) KPF14ICF06 Nourishing a Life of Dignity: Healthy Individuals, Resilient Families and Sustainable Communities
- 4) KPF14ICF08 Representations of Active Ageing and Ageing-in-place: Elderly Participation and Cultural Intervention
- 5) KPF14ICF13 Magic Carpet - Re-envisioning Community Space in Tin Shui Wai

### **Healthy Living**

- 6) KPF142ICF01 Promoting Healthy Brain Function in the Elderly through Cognitive Training Programs and Social Activities
- 7) KPF142ICF13 Preventive Programs on Internet Addiction among Secondary School Students
- 8) KPF14ICF02 Elderly Care and the Phenomenology of Pain
- 9) KPF14ICF04 Active Hong Kong, Healthy Citizens - A Family-Based Physical Activity, Fundamental Movement Skill, and Nutrition Program


- 10) KPF14ICF05 Enhance Public Awareness of Sarcopenia (Aging-induced Muscle Atrophy) - Healthy Aging in the Community
- 11) KPF14ICF10 Grief Detection and Management for Caregivers of People with Dementia
- 12) KPF14ICF14 Development and Dissemination of an Online Exercise and Health Promotion Program for Hong Kong Middle-aged Chinese: The Virtual Trainer System 3rd Version
- 13) KPF14ICF15 A Healthy Eating and Active Living Promotion Program for Ethnic Minority Children in Hong Kong
- 14) KPF14INF07 Internet Chinese Herbal Medicine Safety Information Platform for General Public and Professional Personnel. Phase I: Pregnancy Safety
- 15) KPF14INF08 Self-learning Platform of Plant Identification with Applied Knowledge in Healthy Living

### **Sustainability and Productivity**


- 16) KPF14ICF03 The Production of an Assessment Tool to Evaluate the Spoken Word Recognition for Hearing-impaired Population
- 17) KPF14ICF09 Enhancing Hong Kong Sign Language Education with Intelligent Recognition Systems
- 18) KPF14INF03 e-Learning Platform for HKDSE Economics
- 19) KPF14INF04 Enhancing Young Children's Executive Function Skills: Transferring Knowledge to Practice Using an Online Professional Learning Community




Projects completed in this reporting year

Culture and Heritage					
#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
1	<p><b>Sounding Treasures: Recording Project of CUHK's Historical Instruments Collection of China 1</b> (KTP111206F01) Faculty of Arts (Department of Music)</p> 	<ul style="list-style-type: none"> <li>❖ Concert Audience <b>(380)</b></li> <li>❖ Music CD Buyers <b>(2,000)</b></li> <li>❖ Documentary viewers <b>(Indeterminate)</b></li> </ul> <p><b>Total: 2,380</b></p>	<ul style="list-style-type: none"> <li>❖ Graduate Institute of Ethnomusicology, National Taiwan Normal University (audio recording and music editing) <b>(4)</b></li> <li>❖ Visible Record (script writing, film shooting and editing) <b>(5)</b></li> <li>❖ Art Museum, CUHK (use of museum collection and museum gallery for Guqin concert)</li> <li>❖ Chung Chi College Library, CUHK (use of library collection for Guqin concert)</li> <li>❖ Qin Players (concert and CD recording performers) <b>(3)</b></li> <li>❖ Cantonese Music Ensemble Musicians (concert and CD recording performers) <b>(7)</b></li> <li>❖ Wind Music Company, Taiwan (CD publication)</li> <li>❖ Qin connoisseurs &amp; Faculty of Medicine, CUHK (endoscopic examination of a Guqin)</li> <li>❖ Musical Instrument Manufacturer Mr Ken Li (fixing of an old Yangqin)</li> </ul>	<ul style="list-style-type: none"> <li>❖ An audience of 220 attended the Cantonese Music Concert</li> <li>❖ An audience of 160 attended the Guqin Music Concert</li> </ul>	<ul style="list-style-type: none"> <li>❖ People from different professions and locales were brought together</li> </ul>


## Culture and Heritage

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
2	<p><b>jcMotion: Packaging e-Knowledge on Media and Society for Netizens in Hong Kong (KPF13INF19)</b> Faculty of Social Science (School of Journalism and Communication)</p> 	<ul style="list-style-type: none"> <li>❖ Students of Journalism and Communication (<b>50</b>)</li> <li>❖ General public (<b>100,000</b>)</li> </ul> <p><b>Total: 100,050</b></p>	<ul style="list-style-type: none"> <li>❖ Marigold International Time Media (<b>10</b>)</li> </ul>	<ul style="list-style-type: none"> <li>❖ 25 e-publications have been produced with 101,930 downloads</li> </ul>	N/A


## Environment and Communal Harmony

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
3	<p><b>Nurturing Inclusiveness of the Deaf in Hong Kong Society with Empirical Evidence from Sign Linguistics Research</b> (KTP111206F03)</p> <p>Faculty of Arts (Department of Linguistics &amp; Modern Languages)</p> 	<ul style="list-style-type: none"> <li>❖ Primary School students <b>(2,257)</b></li> <li>❖ Secondary School students <b>(4,173)</b></li> <li>❖ Tertiary School students <b>(60)</b></li> <li>❖ Special Education Needs (SEN) students <b>(190)</b></li> <li>❖ Teachers <b>(200)</b></li> <li>❖ Deaf Adults <b>(202)</b></li> <li>❖ General public (CINTEC reward scheme) <b>(1,000)</b></li> <li>❖ Banner road show viewers <b>(4,359)</b></li> <li>❖ Website viewers <b>(8,176)</b></li> <li>❖ Facebook viewers <b>(4,518)</b></li> <li>❖ Application Downloads <b>(31,821)</b></li> </ul> <p><b>Total: 56,956</b></p>	<ul style="list-style-type: none"> <li>❖ Tsuen Wan and Kwai Tsing Outstanding Student Union <b>(8)</b></li> <li>❖ Hong Kong Society of the Deaf <b>(12)</b></li> <li>❖ Hong Kong Association of the Deaf <b>(3)</b></li> <li>❖ Silence <b>(4)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ 62 seminars and workshops were conducted to disseminate information about sign linguistics, and to help the general public to understand sign language through sign language learning</li> <li>❖ The seminars and workshops were delivered to 46 schools/ organisations from Mar 2012 to Sept 2013 with a total of 8,329 students and adults participated</li> <li>❖ Until Sept 2013, 14,000 copies of educational pamphlet and 2,000 interactive CDs were distributed. The smart phone application achieved 31,821 downloads. The website achieved 8,176 visits and the Facebook page achieved 256 likes and 4,518 views</li> <li>❖ Banner road show has been run in 9 schools/ organizations with a total of 4,359 views</li> <li>❖ 5,222 valid evaluation forms from 32 schools/ organizations were collected</li> <li>❖ 84.7% of the participants learnt about deaf people's needs and challenges. 84% learnt about sign language. 84% learnt about deaf culture, and 71.1% wish to be friends with deaf people</li> <li>❖ The smartphone application was showcased at InnoCarnival 2012</li> <li>❖ 8 newspapers have covered the programme and smart phone application</li> </ul>	<ul style="list-style-type: none"> <li>❖ The workshops have aroused Students' interest to learn sign language</li> <li>❖ The students realized that deaf people are facing challenges in many aspects in their lives</li> <li>❖ The students have a deeper understanding towards deaf people in terms of culture and ways of communication. They are able to fend off some misconceptions towards Deaf people</li> <li>❖ Most students commented that the workshop gave them confidence to communicate and interact with deaf people by using sign language</li> <li>❖ The workshop gave the teacher confidence in how to communicate with deaf students and to help with their learning needs in class</li> <li>❖ Teachers commented that the workshop educating students to view and treat deaf people with equality was paramount to nurture students' respect for all</li> <li>❖ Some students made very constructive comment that both hearing and deaf people were human beings, who might share the same interests, hobbies, and points of view, and that equality comes from respecting each other's difference</li> <li>❖ A teacher had realized that deaf people could do what hearing people do in their own way despite hearing loss</li> </ul>


**Environment and Communal Harmony**

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
					<ul style="list-style-type: none"> <li>❖ Some students commented that they were shocked to know that sign language was deprived in Deaf school in Hong Kong</li> <li>❖ The workshop received highest ratings from the deaf and hard-of-hearing participants. They found the workshop very informative and useful since they never had a chance to know such in-depth information about their own language and culture</li> </ul>
4	<p><b>Towards a Smart City and Healthy Living</b> (KPF13ICF03) Faculty of Social Science (School of Architecture) To collaborate with: Faculty of Medicine (The Jockey Club School of Public Health and Primary Care)</p> 	<ul style="list-style-type: none"> <li>❖ General Public (including high school students, master students) <b>(4,454)</b></li> <li>❖ Professionals (architects, surveyors, engineers, urban planners and designers) <b>(10)</b></li> </ul> <p><b>Total: 4,464</b></p>	<ul style="list-style-type: none"> <li>❖ Lishui government <b>(200)</b></li> <li>❖ Beijing Meteorology Bureau <b>(40)</b></li> <li>❖ Singapore Urban Redevelopment Authority officers <b>(20)</b></li> <li>❖ The Hong Kong Institute of Architects <b>(25)</b></li> <li>❖ Xian City Planning &amp; Design Institute <b>(48)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ A total of 14 public lectures and invited lectures on urban climate, sustainable living and design and health for the professional, high school students and general public were conducted</li> <li>❖ A total of 4 workshops and training programmes for professionals were conducted</li> <li>❖ A website and a Facebook page were developed</li> <li>❖ A journal paper about the project was published</li> </ul>	N/A



## Environment and Communal Harmony

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
5	<p><b>Restoration after 3.11: Pain, Suffering, Memory and Trauma</b> (KPF13ICF18)</p> <p>Faculty of Arts (Department of Philosophy)</p> <p>To collaborate with:</p> <p>Faculty of Arts (Department of Japanese Studies)</p> <p>Faculty of Arts (Department of History)</p> 	<ul style="list-style-type: none"> <li>❖ General public in Hong Kong <b>(600)</b></li> <li>❖ Students/ academics in Hong Kong <b>(600)</b></li> <li>❖ General public in Japan <b>(50)</b></li> <li>❖ Students/ academics in Japan <b>(25)</b></li> </ul> <p><b>Total: 1,275</b></p>	<ul style="list-style-type: none"> <li>❖ Joint Publisher Press, HK</li> <li>❖ Entoku Temple, Sendai, Japan</li> <li>❖ Sendai Mediatheque, Japan</li> <li>❖ Hotel Kanyo Minami-Sanriku, Japan</li> <li>❖ Temporary Housing Center in Fukushima Prefecture, Japan</li> <li>❖ University of Tokyo Center for Philosophy (UTCP), Japan</li> <li>❖ Hong Kong Public Library</li> <li>❖ The Open University of Hong Kong</li> <li>❖ HK Bookreader bookstore, Mong Kok</li> <li>❖ Society of Japanese Language Education Hong Kong</li> <li>❖ Aaron Design League</li> </ul>	<ul style="list-style-type: none"> <li>❖ 7 talks were held ( 2 at Joint Publisher Book Café; 2 at Hong Kong Central Library; 1 at Society of Japanese Language Education HK; 1 at University Bookstore; 1 at Open U)</li> <li>❖ 4 philosophy café were held (3 in Hong Kong; 1 in Japan)</li> <li>❖ An Exhibition was organized at CUHK</li> <li>❖ 4 workshops were conducted (1 for high school students; 1 with temporary housing center residence representatives; 1 at UTCP; 1 at CUHK )</li> <li>❖ A roundtable discussion was held at CityU</li> <li>❖ A sharing sessions were held with residence in temporary housing center</li> <li>❖ A project magazine has been produced and 300 copies were printed</li> <li>❖ 4 news stories were published on the House News and a story was featured on 香港ポスト</li> </ul>	<ul style="list-style-type: none"> <li>❖ The partners and groups will keep a good relationship with the project team</li> </ul>


## Environment and Communal Harmony

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
6	<p><b>Web-based Resource Hub on User Involvement in Welfare Service Management (KPF13INF18)</b> Faculty of Social Science (Department of Social Work)</p> 	<ul style="list-style-type: none"> <li>❖ Social service practitioners and social service managers, welfare service users in local welfare service organizations <b>(40,000)</b></li> <li>❖ Welfare service users engaging in service planning and management in local welfare service organizations <b>(2,000)</b></li> </ul> <p><b>Total: 42,000</b></p>	<ul style="list-style-type: none"> <li>❖ Caritas Hong Kong – Elderly Division <b>(13)</b></li> <li>❖ Elderly Services Division – Evangelical Lutheran Church Social Services – Hong Kong <b>(2)</b></li> <li>❖ Fu Hong Society <b>(3)</b></li> <li>❖ The Hong Kong Down Syndrome Association <b>(4)</b></li> <li>❖ The Salvation Army Tai Po Multi-service Centre for Senior Citizens <b>(3)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ An online resources hub of user involvement in welfare service management was produced with 423 visitors received as at May 2014</li> <li>❖ A seminar for launching the resource hubs was held with a total of 35 practitioners, social service managers and welfare service users attended</li> <li>❖ The rating of the resource hub ranged from 3 to 4 on a 4-point Likert scale survey conducted in the seminar</li> <li>❖ A symposium presentation was conducted with 65 audiences attended</li> </ul>	<ul style="list-style-type: none"> <li>❖ Some positive feedback about the resource hub was received from the participants in the seminar</li> <li>❖ The participants of the seminar said that they were interested in the resource hub and would recommend it to others</li> </ul>

## Healthy Living


#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
7	<p><b>Clinical Research Knowledge Transfer of Social Thinking Training Program for Students with Autism Spectrum Disorders to Professionals</b> (KTP111206F24)</p> <p>Faculty of Medicine (Department of Otorhinolaryngology, Head and Neck Surgery)</p> 	<ul style="list-style-type: none"> <li>❖ Educators – Principal, teacher, special education needs, teacher/coordinator, teaching assistant <b>(401)</b></li> <li>❖ Professionals – Social workers, counsellors, psychologists, speech therapists, occupational therapists, paediatricians, nurses <b>(285)</b></li> <li>❖ Schools receiving the handbook sets <b>(~800)</b></li> <li>❖ Others <b>(58)</b></li> </ul> <p><b>Total: 1,544</b></p>	<ul style="list-style-type: none"> <li>❖ Caritas Rehabilitation Service <b>(4)</b></li> <li>❖ The Education Bureau <b>(1)</b></li> <li>❖ Voluntary Senior Speech Therapist <b>(1)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ 2 professional seminars to introduce Social Thinking® training strategies were held and 744 professionals attended</li> <li>❖ Comprehensive handbook sets were distributed to all representatives of participating schools and organizations</li> <li>❖ ~90% of participants rated “agree” or “extremely agree” that the seminar enhanced their understanding of Social Thinking® training approach</li> <li>❖ The overall average score of the training approach was increased by 20% after the seminar</li> <li>❖ 13 newspapers have reported the publication of the Social Thinking® Training Kit</li> </ul>	<ul style="list-style-type: none"> <li>❖ Participants agreed that the training approach was useful to help at their actual workplace</li> <li>❖ Participants found they were better equipped to apply the training approach after the seminar</li> <li>❖ Most participants were willing to use the handbook set to implement training sessions at their workplace</li> <li>❖ Inquiries on the training project and related service were received through emails and phone calls after the press release</li> </ul>
8	<p><b>Organelle Dynamics and Biogenesis in Eukaryotic Cells: Development and Implementation of Video and Application (Apps) Learning Modules for Teaching &amp; Learning Up-to-date Cell Biology in Secondary Schools and Universities</b> (KTP111206F36)</p> <p>Faculty of Science (School of Life Sciences)</p> 	<ul style="list-style-type: none"> <li>❖ University students <b>(500)</b></li> <li>❖ Secondary School teachers <b>(35)</b></li> <li>❖ Secondary School students <b>(700)</b></li> </ul> <p><b>Total: 1,235</b></p>	<p>The project was solely conducted by the project team</p>	<ul style="list-style-type: none"> <li>❖ A set of teaching materials including the videos was developed and available for public downloads</li> <li>❖ A training workshop for secondary school Biology teachers to demonstrate and distribute the new teaching materials was held</li> <li>❖ The videos were used as a teaching tool for the course BIOL 2120 Cell Biology course in 2012-2014 and 500 university students took the course</li> </ul>	<ul style="list-style-type: none"> <li>❖ 95% of participants were satisfied with the workshop</li> <li>❖ 85% of participants agreed the lectures equipped them with knowledge useful to their job</li> <li>❖ &gt;97% of participants agreed the videos were stimulating and 94% would use the movies in teaching</li> </ul>

## Healthy Living


#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
9	<p><b>Healthy Eating and Active Living for the Elderly</b> (KPF13ICF05)</p> <p>Faculty of Science (School of Life Sciences)</p> <p>To collaborate with:</p> <p>Faculty of Education (Department of Sports Science)</p> <p>Faculty of Science (School of Chinese Medicine)</p> <p>Faculty of Science (Food and Nutritional Sciences Program, School of Life Sciences)</p> <p>Faculty of Medicine (The Jockey Club School of Public Health and Primary Care)</p>	<ul style="list-style-type: none"> <li>❖ Elderly people <b>(500)</b></li> <li>❖ Elderly families and carers <b>(500)</b></li> <li>❖ General public <b>(10,000)</b></li> </ul> <p><b>Total: 11,000</b></p>	<ul style="list-style-type: none"> <li>❖ District Elderly Community Centre <b>(2)</b></li> <li>❖ Centre for Food Safety (CFS), Food and Environmental Hygiene Department <b>(1)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ Two easy-to-follow booklets including 10 recipes of healthy Chinese dishes (vol. 1) and 4 sets of step by step exercises guideline (vo1. 2) were developed</li> <li>❖ &gt;1000 copies of the booklets will be printed and disseminated to the elderly community centres</li> <li>❖ &gt; 34 Seminar sessions of healthy living seminars, workshops and physical activity interest-group were conducted in 7 local community centers serving &gt;1256 elderly people</li> </ul>	<ul style="list-style-type: none"> <li>❖ &gt;95% of the participants rated the seminars overall as “very satisfied”</li> <li>❖ &gt;50% of the participants in the cooking class indicated that they will try some of the healthy recipes at home</li> </ul>
					




## Healthy Living

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
10	<p><b>Family Approach in Support of Families Living with Dementia</b> (KPF13ICF06)</p> <p>Faculty of Medicine (Department of Medicine and Therapeutics)</p> <p>To collaborate with: Faculty of Social Science (Department of Social Work)</p> 	<ul style="list-style-type: none"> <li>❖ Family caregivers of persons with dementia through family assessment <b>(41)</b></li> <li>❖ Families (caregivers plus persons with dementia through web-based life story work) <b>(126)</b></li> <li>❖ Interested professionals and community through sharing workshop <b>(229)</b></li> <li>❖ Community users who visit the W-LSW website <b>(2,828)</b></li> </ul> <p><b>Target: 3,224</b></p>	<ul style="list-style-type: none"> <li>❖ Jockey Club Centre for Positive Ageing (JCCPA) <b>(1)</b></li> <li>❖ Prof Wong Oi-ling (Department of Social Work, CUHK) <b>(1)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ The Family Assessment and Intervention (FAI) has been included into the application procedure of JCCPA</li> <li>❖ 10 of the 12 cases retained after FAI (retention rate: 83.3%). For cases without FAI, the retention rate over 12 month period was 43.3%</li> <li>❖ There was an increase in the different domains of quality of life of subjects after participating in the web-based life story using WHOQOL-BREF as measurement</li> <li>❖ 73.8% of subjects were satisfied with the W-LSW</li> <li>❖ Two sharing workshops on FAIG and W-LSW were held and 229 professionals attended</li> <li>❖ 97.2% satisfaction rate was achieved among sharing workshops</li> <li>❖ 95.4% participants rated the sharing workshop useful</li> <li>❖ 108,766 hits were recorded for the website</li> </ul>	<ul style="list-style-type: none"> <li>❖ Thematic analysis on the clinical themes of family assessment and intervention (FAI) is on-going. The family assessment guideline is one of the outputs</li> </ul>


## Healthy Living

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
11	<p><b>Platform for Atrial Fibrillation Care in an Elderly and Disadvantaged Population (PACED)</b> (KPF13ICF08)</p> <p>Faculty of Medicine (School of Pharmacy)</p> <p>To collaborate with: Faculty of Medicine (Department of Medicine and Therapeutics)</p> 	<ul style="list-style-type: none"> <li>❖ Elderly people aged 65 or above <b>(760)</b></li> <li>❖ General public <b>(155)</b></li> <li>❖ Social workers and elderly caretakers <b>(32)</b></li> </ul> <p><b>Total: 947</b></p>	<ul style="list-style-type: none"> <li>❖ Yang Memorial Methodist Social Service: Oi Man Neighborhood Elderly Centre <b>(70)</b></li> <li>❖ South Kwai Chung Service Centre: Cheers (Lok King House) <b>(48)</b></li> <li>❖ South Kwai Chung Service Centre: Lai King Community Wellness Center (Fing King House) <b>(45)</b></li> <li>❖ Fung Kai Public School: Fung Kai Neighborhood &amp; Elderly Centre <b>(60)</b></li> <li>❖ South Kwai Chung Service Centre: Cho Yiu Centre <b>(50)</b></li> <li>❖ HKHS: YMCA Kowloon City Integrated Home Care Service Team <b>(36)</b></li> <li>❖ Caritas Medical Centre: Fu Cheong Community Nursing Centre <b>(30)</b></li> <li>❖ CFSC: Shun On District Elderly Community Centre <b>(58)</b></li> <li>❖ HKSKH Lade MacLehose Centre: Tsing Yi Integrated Service Centre <b>(58)</b></li> <li>❖ The Salvation Army: Yau Ma Tei District Elderly Community Service Centre <b>(49)</b></li> <li>❖ Caritas Medical Centre: Fu Cheong Community Nursing Centre <b>(30)</b></li> <li>❖ HKHS: Kwung Tong Garden Estate <b>(52)</b></li> <li>❖ St James' Settlement: Wan Chai Centre <b>(21)</b></li> <li>❖ SKH Welfare Council: H.K.S.K.H Tseung Kwan O Aged Care Complex- JC District Elderly Community Centre Day Care Unit <b>(64)</b></li> <li>❖ St James' Settlement: Chai Wan Centre <b>(27)</b></li> <li>❖ The Evangelical Lutheran Church of Hong Kong : Ma On Shan District Elderly Community Centre <b>(62)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ 43 subjects had completed the first and second follow up</li> <li>❖ 2 public lectures were held with 155 participants attended</li> </ul>	<ul style="list-style-type: none"> <li>❖ Only 2.5% of the 760 subjects in the summer outreach program, were aware of Atrial fibrillation and 9.6% could suggest at least one drug for stroke prevention</li> <li>❖ 79 (10.4%) of these subjects were detected with atrial fibrillation</li> <li>❖ The project demonstrated the importance of a multi-disciplinary platform for early detection and disease awareness of AF in the elderly community</li> </ul>



## Healthy Living

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
12	<p><b>Formation of Free Fatty Acids, Trans Fatty Acids and Acrylamide in Edible Oils during Different Cooking Process (KPF13INF16)</b></p> <p>Faculty of Science (Food Research Centre, School of Life Sciences)</p>	<ul style="list-style-type: none"> <li>❖ Local restaurant <b>(50)</b></li> <li>❖ Local food manufacturer <b>(50)</b></li> </ul> <p><b>Total: 100</b></p>	<ul style="list-style-type: none"> <li>❖ Enjoi Ltd. <b>(1)</b></li> <li>❖ University of California, Davis <b>(1)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ The project team visited some local restaurants to understand the practical challenge about cooking oil</li> <li>❖ Commercial brands of cooking oil were tested</li> <li>❖ Simple guidelines were formulated for the local restaurants to improve the quality of cooking oil</li> <li>❖ The facts and myths about cooking oil were explained in a radio programme</li> </ul>	N/A
13	<p><b>Comprehensive Geriatric Fragility Fracture Management Program – From Hospital to Community, towards Maximal Recovery with Sustainable Healthy Happy Aging at Home (KPF13INF21)</b></p> <p>Faculty of Medicine (Department of Orthopaedics &amp; Traumatology)</p> 	<ul style="list-style-type: none"> <li>❖ Community Elderly/ Patients <b>(533)</b></li> <li>❖ Frontline staff <b>(26)</b></li> <li>❖ Medial Social Workers, Allied Health staff &amp; Clinicians <b>(89)</b></li> <li>❖ Women &amp; elderly volunteers <b>(43)</b></li> </ul> <p><b>Total: 691</b></p>	<ul style="list-style-type: none"> <li>❖ The Evangelical Lutheran Church of HK</li> <li>❖ Tung Wah Group of Hospitals</li> <li>❖ Hong Kong Society for the Aged</li> <li>❖ Town Health Medical Network Services Ltd.</li> <li>❖ Pok Oi Hospital</li> <li>❖ Hong Kong red Cross</li> <li>❖ Hong Kong SKH Lady MacLehose Centre</li> <li>❖ Lutheran Centre for the Elderly</li> <li>❖ Caritas Hong Kong</li> <li>❖ Family Planning Organization</li> </ul>	<ul style="list-style-type: none"> <li>❖ 8 fall and fracture prevention education talks were given, attended by 490 elderly participants</li> <li>❖ One-to-one consultations were provided in the 4 sessions of talk held in the elderly centres of Caritas Hong Kong</li> <li>❖ 4 training workshops were held and 88 participants attended</li> <li>❖ A public seminar was held, attended by 89 participants</li> <li>❖ A new comprehensive fragility fracture clinic (CFFC) has been established at Tai Wai with 44 patients joined the comprehensive program</li> <li>❖ &gt;120 elderly individuals from 4 community centres were invited to CUHK campus to celebrate the University's 50<sup>th</sup> birthday</li> </ul>	<ul style="list-style-type: none"> <li>❖ Response to the talks and the seminar was overwhelming</li> <li>❖ Connections with centres were strengthened and future collaboration would be enhanced</li> <li>❖ The workshop participants were equipped with the knowledge and practical skills on epidemiology of fall and fracture prevention</li> <li>❖ The overall rating for 2 sessions of the workshops was above 4 in a 5 likert scale evaluation</li> <li>❖ Trained parties continued their bone health promotion work in their own community centres</li> </ul>

## Sustainability and Productivity

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
14	<p><b>China Business Knowledge at CUHK Business School (KTP111206F07)</b></p> <p>Faculty of Business Administration (Department of Decision Sciences &amp; Managerial Economics)</p> 	<ul style="list-style-type: none"> <li>❖ Business Administration Faculty Staff <b>(479)</b></li> <li>❖ Senior CUHK Staff <b>(76)</b></li> <li>❖ CBK Subscribers <b>(160)</b></li> <li>❖ Business School Marketing and Communications Office general database <b>(1,735)</b></li> <li>❖ Business School Alumni <b>(27,000)</b></li> <li>❖ Dept/Schools database: EMBA, MBA, OneMBA, MSc, MPhil <b>(1,000)</b></li> <li>❖ PG/UG students <b>(4,577)</b></li> <li>❖ CUHK Media contacts and Maki network contacts <b>(96)</b></li> </ul> <p><b>Total: 35,123</b></p>	<ul style="list-style-type: none"> <li>❖ Business School Professors (research and adjunct) <b>(28)</b></li> <li>❖ Business Community – alumni <b>(6)</b></li> <li>❖ Professors and Scholars outside of CUHK <b>(4)</b></li> <li>❖ Business Community - non alumni <b>(18)</b></li> <li>❖ Students <b>(12)</b></li> <li>❖ Marketing and Communication support <b>(5)</b></li> <li>❖ External service providers <b>(2)</b></li> <li>❖ Chambers of Commerce <b>(2)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ The total page views of CBK@CUHK website and WordPress site were 32,143 and there were 14,281 unique visitors</li> <li>❖ 133 research publications have been listed on the website library</li> <li>❖ 21 <i>Feature Articles</i> have been published</li> <li>❖ 8 <i>Closer Look</i> articles (mini business case studies) have been published</li> <li>❖ 5 videos have been produced</li> <li>❖ 18 <i>Hot Topic</i> (response to the news) articles have been published</li> <li>❖ 6 <i>Alumni Biz</i> profiles have been published</li> <li>❖ A round table video interview has been produced</li> <li>❖ 3 articles were reprinted by <i>The Peak</i> magazine</li> <li>❖ 11 articles have been republished by SCMP Education Post</li> </ul>	<ul style="list-style-type: none"> <li>❖ An ongoing collaboration with SCMP Education Post guaranteed continuous media exposure to a big group of SCMP's and CBK's target readership</li> <li>❖ Associate Director of EMBA program contributed an article which attracted the interest of Coca Cola China to collaborate with him to design a case study and training sessions</li> <li>❖ Some business school professors use CBK articles as teaching tool</li> </ul>

## Sustainability and Productivity


#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
15	<p><b>Bridging the Expectations between Generation-Y Employees and Generation-X Managers</b> (KTP111206F10)</p> <p>Faculty of Business Administration (Department of Management)</p> 	<ul style="list-style-type: none"> <li>❖ Members of Professional Human Resources/ Management Associations including HKIHRM and Personnel Management Club of HKMA <b>(4,300)</b></li> <li>❖ Members of the Youth Employment Start unit of Labour Department <b>(10,000)</b></li> <li>❖ Career Counsellors, corporate trainers, youth workers <b>(300)</b></li> <li>❖ Current CUHK business students <b>(2,000)</b></li> </ul> <p><b>Total: 16,600</b></p>	<ul style="list-style-type: none"> <li>❖ Julie Chak, Vice President, Li &amp; Fung</li> <li>❖ Ronson Ho, VP &amp; Manager, China Construction Bank (Asia)</li> <li>❖ Robert Ip, Director, Konica Minolta</li> <li>❖ Pax Fung, Assistant Director, Hong Kong Student Aid Society</li> <li>❖ Terry Yam, Senior Stylist</li> <li>❖ Current and former CUHK students <b>(40)</b></li> <li>❖ HKIHRM; Personnel Management Club of HKMA; Youth Employment Start unit of Labour Department; career Counsellors, corporate trainers, and youth workers</li> </ul>	<ul style="list-style-type: none"> <li>❖ A public seminar was held, attended by 120 participants from 40 organisations</li> <li>❖ 300 DVDs were published and the DVD was uploaded for the 10,000 youths members of Youth Employment Start Unit, Labour Department</li> <li>❖ 80% of the participants confirmed that “Managing Generation Y Employees” was an important issue in their organizations; 82% thought the DVD for HR/Training practitioners and youth workers was useful</li> </ul>	<ul style="list-style-type: none"> <li>❖ Invitations were received from organisations (e.g. Workplace Consultation Promotion Division, Labour Department) to share the knowledge in this project</li> </ul>
16	<p><b>Promoting Junior Secondary Students’ Motivation and Skills in Issue-enquiry through Inter-school Game-based Collaborative Learning</b> (KTP111206F12)</p> <p>Faculty of Education (Department of Curriculum and Instruction)</p> 	<ul style="list-style-type: none"> <li>❖ Secondary Students <b>(3,212)</b></li> <li>❖ Secondary Teachers <b>(68)</b></li> <li>❖ Pre-service Teachers (BE/ PGDE Students from CUHK) <b>(9)</b></li> </ul> <p><b>Total: 3,289</b></p>	<ul style="list-style-type: none"> <li>❖ Secondary Schools</li> <li>- SKH Bishop Baker Secondary School</li> <li>- CCC Hoh Fuk Tong College</li> <li>- Buddhist Mau Fung Memorial College</li> <li>- ELCHK Lutheran Secondary School</li> <li>- Ho Ngai College (Sponsored by Sik Sik Yuen)</li> <li>- Tuen Mun Catholic Secondary School</li> <li>- PLK Mrs. Ma Kam Ming-Cheung Fook Sien College</li> <li>- Po Leung Kuk Tang Yuk Tien College</li> <li>- Tsung Tsin Christian Academy</li> <li>- Cheung Chau Government Secondary School</li> <li>- Ning Po No.2 College</li> <li>- St. Bonaventure College and</li> </ul>	<ul style="list-style-type: none"> <li>❖ 18 mass student induction sessions were conducted with 3,212 students involved</li> <li>❖ 5 sessions of pedagogical training were conducted with 68 teachers involved</li> <li>❖ 2 sessions of pedagogical training were conducted with 9 pre-service teachers involved</li> <li>❖ The approach of online game-based collaborative learning to facilitate issue-enquiry was transferred to the 18 participating schools</li> <li>❖ A public seminar was held for 32 Liberal Studies teachers and teaching assistants from non-project schools</li> <li>❖ The project has been showcased at InnoCarnval 2012, China Hi-Tech 2012 and International ICT Expo 2013</li> </ul>	<ul style="list-style-type: none"> <li>❖ The students’ motivation and skills in issue-enquiry were promoted</li> <li>❖ The teachers and pre-service teachers realized that their pedagogical knowledge and skills in facilitating issue-enquiry in Liberal Studies were enhanced. They appreciated the advantages of harnessing online gaming in teaching and will adopt the pedagogical approach</li> <li>❖ The participants of the public seminar thought the content covered was useful and were interested in trying the pedagogical approach in teaching</li> </ul>

## Sustainability and Productivity


#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
			High School - Cumberland Presbyterian Church Yao Dao Secondary School - The HKTA Ching Chung Secondary School - The Jockey Club Eduyoung College - Pak Kau College - Stewards Ma Kam Ming Charitable Foundation Ma Ko Pan Memorial College - Ho Dao College (Sponsored by Sik Sik Yuen)	❖ 2 printed media exposures for the project	
17	<b>Centre for Financial Regulation and Economic Development (CFRED) – Colloquia Series Academic Years 2012-2014 (KTP111206F21)</b> Faculty of Law (Centre for Financial Regulation and Economic Development)	<ul style="list-style-type: none"> <li>❖ Legal Practitioners <b>(75)</b></li> <li>❖ Professionals in banking, finance, business sectors <b>(132)</b></li> <li>❖ Lawmakers and regulators <b>(56)</b></li> <li>❖ Academics <b>(50)</b></li> <li>❖ University students <b>(156)</b></li> <li>❖ Others <b>(159)</b></li> <li>❖ <b>Total: 628</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ The Hong Kong RGC Theme-Based Research Project, “Enhancing the Future of Hong Kong as a Leading International Financial Centre” <b>(48)</b></li> <li>❖ The Hong Kong Financial Development Research Committee of the Hong Kong Financial Services Development Council <b>(19)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ 9 colloquia were held, attended by 628 participants</li> <li>❖ 93% of the attendees evaluated one of the colloquia as excellent or very good in a sample evaluation</li> </ul>	<ul style="list-style-type: none"> <li>❖ The colloquia have turned into a major forum where the Hong Kong public can discuss new regulatory initiatives</li> </ul>



## Sustainability and Productivity



#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
18	<p><b>Advancing CUHK Entrepreneurship Hub (ACE Hub)</b> (KPF13ICF07)</p> <p>Faculty of Business Administration (Center for Entrepreneurship)</p> <p>To collaborate with:</p> <p>Faculty of Engineering (Centre for Innovation and Technology)</p> 	<ul style="list-style-type: none"> <li>❖ CUHK Applicants of Mentoring Program <b>(130)</b></li> <li>❖ CUHK participants of business plan competitions organized by CfE (VCCE &amp; HKSEC) <b>(600)</b></li> <li>❖ Early stage companies with high growth potential in China and global market, which were founded by CUHK alumni and intakes <b>(100)</b></li> </ul> <p><b>Total: 830</b></p>	<ul style="list-style-type: none"> <li>❖ Partner Organizations of ACE Hub in Hong Kong: CoCoon, Hong Kong Business Angel Network, Cyberport, Hong Kong Productivity Council, Hong Kong Science &amp; Technology Parks, and Hong Kong Trade Development Council <b>(6)</b></li> <li>❖ Entrepreneurs who will act as Mentors (CUHK Alumni and non-CUHK entrepreneurs) <b>(31)</b></li> <li>❖ Entrepreneurs who will act as speakers and trainers of conference, seminar, and training workshop <b>(15)</b></li> <li>❖ Entrepreneurs and professors act as Consultants <b>(4)</b></li> <li>❖ HGI Capital Holding Limited as one of the investment partner</li> <li>❖ FringeBacker and BizGym as online platform supporting</li> </ul>	<ul style="list-style-type: none"> <li>❖ 31 Mentors and 39 Mentee Teams were recruited in the Mentoring Program</li> <li>❖ 4 consultants were invited to act as consultants of ACE Hub for the Consultation Scheme</li> <li>❖ 76 applications of the Consultation Scheme were received</li> <li>❖ 5 projects were identified with potential which customized coaching was delivered to them</li> <li>❖ 4 training workshops were held with &gt;140 participants attended</li> <li>❖ The beta version of the tool-kit was launched</li> <li>❖ Most Mentees and Mentors gave high rating with average 7.9/10 and 7.6/10 respectively to the Mentoring Program</li> <li>❖ 3 printed media exposures for ACE Hub</li> </ul>	<ul style="list-style-type: none"> <li>❖ 19 Mentee Teams showed that they would recommend the mentoring program to others</li> <li>❖ Most of the mentees said that they learned a lot from the mentor's entrepreneurial experiences</li> <li>❖ Some mentees considered the program as a good channel and network source for future business development</li> <li>❖ ~50% of the Mentors said that they knew more about the young generation</li> </ul>
19	<p><b>The Chinese University of Hong Kong Moot Cup Competition</b> (KPF13INF06)</p> <p>Faculty of Law</p>	<ul style="list-style-type: none"> <li>❖ Secondary school students and teachers from 20 high schools in Hong Kong <b>(56)</b></li> </ul> <p><b>Total: 56</b></p>	<ul style="list-style-type: none"> <li>❖ Secondary Schools and International Schools in Hong Kong <b>(20)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ 21 teams of secondary schools students have participated in the competition</li> <li>❖ Students were largely able to meet the testing demand of a moot aimed at UG level</li> <li>❖ All students strongly agreed or agreed that the exercise had enhanced their knowledge of the Basic Law</li> <li>❖ 3 printed media exposures for the CUHK Moot Cup Competition</li> </ul>	<ul style="list-style-type: none"> <li>❖ Positive endorsement from the participating schools and students suggested that such events should become a fixture in the law school calendar</li> </ul>

## Projects in progress in this reporting year


Culture and Heritage					
#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
1	<p><b>Wetland Tourism in Four Seasons: Perspectives from Landscape, Foodways, and Community Lifestyles</b> (KPF13ICF19)</p> <p>Faculty of Arts (Department of Anthropology)</p> <p>To collaborate with:</p> <p>Faculty of Science (Department of Food and Nutritional Sciences)</p> <p>Faculty of Business Administration (Department of Hotel and Tourism Management)</p> 	<ul style="list-style-type: none"> <li>❖ Yale University students (March 19) <b>(25)</b></li> <li>❖ New Asia staff and their families (April 27) <b>(28)</b></li> <li>❖ Middle School Teachers (May 4) <b>(20)</b></li> <li>❖ Royal Asiatic Society Hong Kong Branch (Jun 1) <b>(28)</b></li> </ul> <p><b>Total: 101</b></p>	<ul style="list-style-type: none"> <li>❖ WWF Hong Kong</li> <li>❖ RTHK eTV Online</li> <li>❖ Hong Kong Bird Watching Society (new)</li> </ul>	<ul style="list-style-type: none"> <li>❖ An interactive website for promoting the tour for some professional groups and general public has been established</li> <li>❖ An edited volume 《濕地四季》 will be published in 2014</li> <li>❖ An article will be published in <i>SPC Traditional Marine Resource Management and Knowledge Information Bulletin</i> in 2014</li> </ul>	To be developed




## Culture and Heritage

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
2	<p><b>Multiculturalism in Action: Promoting Indian Culture as Local Heritage</b> (KPF13INF01) Faculty of Arts (Department of Anthropology)</p> 	<ul style="list-style-type: none"> <li>❖ Islamic Kasim Tuet Memorial College (IKTMC) <b>(70)</b></li> <li>❖ Yuen Long Merchants Association Secondary School <b>(198)</b></li> <li>❖ New Asia Middle School <b>(125)</b></li> <li>❖ Hong Kong Taoist Association Tang Hin Memorial Secondary School <b>(121)</b></li> </ul> <p><b>Total: 514</b></p>	<ul style="list-style-type: none"> <li>❖ Mr. and Mrs Sivaji Rao</li> <li>❖ Mr. Vivek Mahbubani</li> <li>❖ Ms. Minaz G. Master</li> <li>❖ Ms. Lillian Tsang</li> <li>❖ Mr. Steven Matthews</li> <li>❖ Ms. Meera Rohira</li> <li>❖ Mr. Vinod Sharma</li> <li>❖ Ms. Jackie Law</li> <li>❖ Hong Kong Bengali Association</li> <li>❖ ISKCON Hong Kong (International Society for Krishna Consciousness)</li> <li>❖ Khalsa Diwan Sikh Temple</li> <li>❖ Zoroastrain Temple</li> <li>❖ Jain Temple</li> </ul>	<ul style="list-style-type: none"> <li>❖ An information kit will be distributed and available online in August 2014</li> <li>❖ Training of cultural trainers' seminars were conducted</li> <li>❖ 4 cultural trainers' presentation were held with 523 students and teachers attended</li> <li>❖ 97% of the participants from 3 secondary schools felt that the presentations had helped them know more about Indian culture</li> </ul>	<ul style="list-style-type: none"> <li>❖ Speakers of seminars and visits appreciated the opportunity to discuss their views on various aspects of Indian culture and they could discuss stereotypes/discrimination in their daily life</li> <li>❖ Cultural trainers appreciated acquiring knowledge and firsthand experience by listening to Indian speakers' personal narratives</li> <li>❖ Secondary school students were interested in customs and experiences of ethnic minorities in Hong Kong</li> <li>❖ Teachers appreciated the outreach efforts and thought the presentation a worthwhile event for their students</li> </ul>
3	<p><b>Sports Science Support: Coach and Player Education within the Hong Kong Football Association (HKFA) to Develop Structures for Enhancement of Preparation and Performance of the National Football Team</b> (KPF13INF03) Faculty of Education (Department of Sports Science and Physical Education)</p> 	<ul style="list-style-type: none"> <li>❖ Coaches responsible for Hong Kong National football squads <b>(20)</b></li> <li>❖ Coaches responsible for the training of teams in the HKFA First Division <b>(40)</b></li> <li>❖ Football players selected to represent Hong Kong at any grade, from U-13 to senior international level <b>(150)</b></li> </ul> <p><b>Target: 210</b></p>	<ul style="list-style-type: none"> <li>❖ Hong Kong Football Association <b>(20)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ Performance testing sessions were implemented with 60 international Hong Kong soccer players involved</li> <li>❖ Education and feedback sessions were held with coaches and administrators of the teams involved</li> </ul>	<ul style="list-style-type: none"> <li>❖ Follow-up sessions will be arranged to evaluate the work that has been completed</li> </ul>

## Environment and Communal Harmony

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
4	<p><b>Interactive Concert for Autism: Integrative Application of Music and Clinical Psychology for Teaching Autism and Cultivating a Harmonic Society</b> (KPF13ICF10)</p> <p>Faculty of Social Science (Department of Psychology)</p> <p>To collaborate with: Faculty of Arts (Department of Music)</p> 	<ul style="list-style-type: none"> <li>❖ Individuals with autism spectrum disorders (ASD) or other special needs and their families <b>(1,416)</b></li> <li>❖ Ordinary people (including audience, musicians, helpers) attending the concerts <b>(539)</b></li> <li>❖ Website visitors <b>(38,964)</b></li> </ul> <p><b>Total: 40,919</b></p>	<ul style="list-style-type: none"> <li>❖ Hong Kong Caritas Parents Resources Centre</li> <li>❖ HKSXH Tung Chung Nursery School</li> <li>❖ Yang Memorial Methodist Social Service</li> </ul>	<ul style="list-style-type: none"> <li>❖ A total of 4 concerts were held, attended by 1,955 people participants</li> <li>❖ 81.5% of the participants have expressed that they like the concerts</li> <li>❖ The website for the “Interactive Concert for Autism” providing related information and photos/ videos has accumulated 38,964 hits since it was established in February 2013</li> <li>❖ The concerts received coverage in 5 local newspapers and featured as the cover story in a local magazine</li> </ul>	<ul style="list-style-type: none"> <li>❖ The parents of children with special needs generally appreciated the organization of the concerts and the effort of the voluntary organizers, musicians and helpers</li> <li>❖ The parents responded that their children enjoyed in experiencing the concerts</li> <li>❖ Some parents said that their child appeared more responsive and initiative in interacting with others and expressing themselves during the concerts</li> <li>❖ The musicians were delighted to participate and be able to help with people with special needs</li> <li>❖ Recognition was received from some educational or social service organizations which agreed to be collaborative partners of the project</li> </ul>

## Environment and Communal Harmony



#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
5	<p><b>Re-envisioning Community Space in Sai Ying Pun</b> (KPF13ICF16)</p> <p>Faculty of Social Science (School of Architecture)</p> <p>To collaborate with:</p> <p>Faculty of Social Science (School of Journalism and Communication)</p> 	<ul style="list-style-type: none"> <li>❖ Participating secondary school students (26 ambassadors from King's College, Sai Ying Pun) <b>(26)</b></li> <li>❖ Participating secondary school teachers (2 teachers from King's College, Sai Ying Pun) <b>(2)</b></li> <li>❖ Community members in Sai Ying Pun (interviewed by the student-ambassadors) <b>(50)</b></li> <li>❖ Community members in Sai Ying Pun (screening audience; exhibition viewers; passer-by) <ul style="list-style-type: none"> <li>- Moonlight Cinema <b>(600)</b></li> <li>- Year-end Reunion <b>(150)</b></li> <li>- UABBHK Exhibition <b>(130,409)</b></li> </ul> </li> <li>❖ Students from the School of Architecture and the School of Journalism and Communication, CUHK (assisted in Moonlight Cinema, Year-end Reunion, UABBHK exhibition &amp; other deliverables) <b>(60)</b></li> <li>❖ Visitors of project website and various social media platforms <b>(2000)</b></li> <li>❖ Viewers of interview videos on YouTube <b>(500)</b></li> </ul> <p><b>Total: 136,332</b></p>	<ul style="list-style-type: none"> <li>❖ The Conservancy Association Centre for Heritage (CACHe) <b>(3)</b></li> <li>❖ King's College <b>(28)</b></li> <li>❖ 2013 Bi-City Biennale of Urbanism\Architecture <b>(10)</b></li> <li>❖ Community members in Sai Ying Pun in collaboration (Kwok at Year-end Reunion) <b>(1)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ 6 workshops for 26 students in collaboration with 2 teachers from King's College were organized</li> <li>❖ 13 groups of student-ambassadors have produced 46 video interviews with community members in Sai Ying Pun</li> <li>❖ A Moonlight Cinema showing 26 video-interviews of the community members was organized with 600 people participated</li> <li>❖ A reunion gathering was held shortly before CNY with 150 people participated</li> <li>❖ Drawing exercise for individuals to re-envision their neighbourhood was conducted during the interviews, the Moonlight Cinema and other events</li> <li>❖ A website has been built to disseminate and archive the Magic Carpet project and findings</li> <li>❖ The Moonlight Cinema was featured on 5 newspapers and the project appeared in a news programme on TV</li> <li>❖ Participating students were invited to speak at a radio programme</li> <li>❖ A publication about Magic Carpet is scheduled to be published in March 2015 with external funding</li> </ul>	<ul style="list-style-type: none"> <li>❖ The workshops motivated the students to explore their city and community</li> <li>❖ Through interviews, people living and working in Sai Ying Pun were offered a chance reflecting upon their experiences in the area</li> <li>❖ The videos shown at the Moonlight Cinema stimulated discussion in the audience about their experiences and memories in the district</li> <li>❖ A Sai Ying Pun resident launched a memory collection campaign after the Moonlight Cinema, inviting people to submit old photos and objects for archival purposes</li> <li>❖ The participating students of BSSc in Urban Studies and MSc in Urban Design were inspired by how theories could be brought into practice</li> <li>❖ Magic Carpet was selected as one of projects showcased at the Biennales's main exhibition</li> <li>❖ Taiwan's Ministry of Culture funded the team to organize a series of workshops on urban regeneration and community empowerment</li> <li>❖ The team was invited to present the project at the Biennale in Rome and the International Conference in Italy</li> </ul>

## Healthy Living


#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
6	<p><b>Promoting the Health of Drivers through Understanding Disorders of Transient Impairment of Consciousness</b> (KPF13ICF17)</p> <p>Faculty of Medicine (Department of Medicine and Therapeutics)</p> <p>To collaborate with:</p> <p>Faculty of Medicine (Centre for Occupational and Environmental Health Studies, The Jockey Club School of Public Health and Primary Care)</p> <p>Department of Occupational Health, Prince of Wales Hospital</p>	<ul style="list-style-type: none"> <li>❖ Non-commercial drivers <b>(5,000)</b></li> <li>❖ Commercial drivers <b>(500)</b></li> <li>❖ Medical doctors and allied health professionals <b>(300)</b></li> </ul> <p><b>Total: 5,800</b></p>	<ul style="list-style-type: none"> <li>❖ Community Rehabilitation Network – The Hong Kong Society for Rehabilitation <b>(300)</b></li> <li>❖ Other Departments in the Chinese University of Hong Kong <b>(300)</b></li> <li>❖ Other Departments in The Hospital Authority <b>(300)</b></li> <li>❖ Orient Europharm Co. Ltd <b>(200)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ No. of website visitors (Target: 5,000)</li> </ul>	<ul style="list-style-type: none"> <li>❖ A web-based questionnaire will be conducted</li> </ul>




## Healthy Living

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
7	<p><b>Training of Trainers (ToTs) of Evidence-based Health and Medical Humanitarian Response to Field Practitioners in China</b> (KPF13INF07)</p> <p>Faculty of Medicine (The Jockey Club School of Public Health and Primary Care)</p> 	<ul style="list-style-type: none"> <li>❖ Frontline workers of NGO working on community health in Guangxi <b>(33)</b></li> <li>❖ Student volunteers working in Guangxi communities <b>(16)</b></li> </ul> <p><b>Total: 49</b></p>	<ul style="list-style-type: none"> <li>❖ Partners in Hope <b>(1)</b></li> <li>❖ Nanning True Love Holistic Care Social Work Service Centre <b>(4)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ 33 workers from 12 NGOs in Yunnan were trained in the first workshop on disaster prevention and reduction in Kunming</li> <li>❖ 5 action plans were received and 2 projects were nominated after the Kunming workshop</li> <li>❖ 16 volunteers from 5 NGOs in Guangxi were trained in another workshop in Nanning</li> <li>❖ The participants in Yunnan workshop were highly satisfied with the program and lecturers, giving an average score of 4.7 and 4.8 out of 5</li> <li>❖ The participants in Guangxi workshop were highly satisfied with the program and lecturers, giving an average score of 4.6 out of 5</li> </ul>	<ul style="list-style-type: none"> <li>❖ The participants felt that the training was a bit too short and the materials were too informative to digest with a short period of time</li> <li>❖ There was marked improvement of participants' knowledge uptake in every aspect after the workshops</li> </ul>
8	<p><b>Promotion of Early Language and Communication Intervention for Elders with Dementia</b> (KPF13INF20)</p> <p>Faculty of Medicine (Institute of Human Communicative Research)</p> 	<ul style="list-style-type: none"> <li>❖ General public <b>(135)</b></li> <li>❖ Caregivers of people with dementia <b>(81)</b></li> <li>❖ Elderly people with dementia and their caregivers <b>(108)</b></li> <li>❖ Staff in the nursing homes for the elderly <b>(18,580)</b></li> </ul> <p><b>Total: 18,904</b></p>	<ul style="list-style-type: none"> <li>❖ Ho Cheung Home for the Elderly (Sponsored by Sik Sik Yuen) <b>(150)</b></li> <li>❖ Jockey Club Centre for Positive Ageing <b>(100)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ Three public talks were held, attended by 135 participants</li> <li>❖ 73.1% of the participants had a gain of <math>\geq 20\%</math> in the knowledge-based questionnaires after the public talks</li> <li>❖ Two workshops were held, attended by 51 participants</li> <li>❖ The average examination scores of the caregivers who participated in the workshops was 80%, which was considered to be high</li> <li>❖ Among the 27 elderly people who joined the group therapy, 84.6% of them had positive improvement</li> </ul>	<ul style="list-style-type: none"> <li>❖ Both family members and elderly people with dementia rated high for the intensive therapy</li> <li>❖ Nearly all of the elderly people were attentive and motivated to perform the tasks during the group therapy sessions</li> <li>❖ The social workers said that there was an improvement in the communication abilities of the group members after attending the course</li> </ul>


## Sustainability and Productivity

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
9	<p><b>Self-Learning Kit: Overcoming the Initial Hurdles of Being Employed</b> (KPF13INF02)</p> <p>Faculty of Business Administration (Department of Management)</p> 	To be developed	The project is solely conducted by the project team	❖ No. of young people who have viewed the self-learning video (Target: 2,000/year)	❖ Responses from the young people given to their career counselors will be discussed
10	<p><b>To Develop Concept Acquisition Packages for High School Students to Learn Molecular Biology</b> (KPF13INF13)</p> <p>Faculty of Science (School of Life Sciences)</p>	<p>❖ High school students for trial run <b>(10)</b></p> <p><b>Total: 10</b></p>	The project is solely conducted by the project team	<p>❖ Teaching and learning materials, experimental protocols, reagents and work sheets were developed</p> <p>❖ A trial workshop has been executed with 10 secondary school students from different schools involved</p> <p>❖ A more extensive trial workshop has been scheduled</p> <p>❖ The 3 topics of the packages were fixed</p>	<p>❖ Comments from potential users in trial run workshops</p> <p>❖ Comments and suggestions from helpers</p> <p>❖ Feedbacks from schools</p>

Projects newly funded in this reporting year


Culture and Heritage					
#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
1	<p><b>The Eight Classic Cantonese Operatic Song Cycles</b> (KPF14INF01) Faculty of Arts (Department of Music)</p> 	To be developed	❖ Professional musicians and singers (To be developed)	<ul style="list-style-type: none"> <li>❖ Interviews with experts and singers will be conducted for stylistic analysis of <i>Badaqu</i> (八大曲)</li> <li>❖ A book with a research-based historical introduction on <i>Badaqu</i> will be published</li> <li>❖ No. of attendees of the concert (Target: 350)</li> <li>❖ Printing of books and CDs (Target: 500 books+500 CDs)</li> <li>❖ Sales of publications (book and CDs) (Target: 800)</li> </ul>	❖ Feedback from questionnaires and information from sales reports
2	<p><b>Multiculturalism in Action: Promoting Nepalese Culture as Local Heritage</b> (KPF14INF02) Faculty of Arts (Department of Anthropology)</p>	<ul style="list-style-type: none"> <li>❖ Secondary school students <b>(300)</b></li> <li>❖ Post-secondary students to be equipped with Nepalese traditions and its significances <b>(15)</b></li> </ul> <p><b>Total: 315</b></p>	<ul style="list-style-type: none"> <li>❖ Hong Kong Integrated Nepalese Society <b>(800)</b></li> <li>❖ Non-Resident Nepali Association Hong Kong <b>(400)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ An information kit will be developed</li> <li>❖ Cultural trainer training seminars and field visits will be conducted</li> <li>❖ Cultural trainers will give presentations in secondary schools</li> </ul>	<ul style="list-style-type: none"> <li>❖ Improvement of participants' knowledge of cultural significance of Nepalese festivals and daily practices</li> <li>❖ Improvement of participants' critical understanding of ethnic relations in Hong Kong society</li> <li>❖ Survey of target groups by questionnaires and through focus group discussion</li> <li>❖ Feedback from partners through individual interview</li> </ul>

## Environment and Communal Harmony


#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
3	<p><b>Nourishing a Life of Dignity: Healthy Individuals, Resilient Families and Sustainable Communities</b> (KPF14ICF06)</p> <p>Faculty of Social Science (Department of Geography and Resource Management)</p> <p>To collaborate with: Faculty of Social Science (Department of Psychology) Faculty of Social Science (Department of Social Work)</p> 	<ul style="list-style-type: none"> <li>❖ Urban planners (including architects) <b>(20)</b></li> <li>❖ Social Workers <b>(11)</b></li> <li>❖ Psychologists <b>(13)</b></li> <li>❖ Local public <b>(34)</b></li> </ul> <p><b>Total: 78</b></p>	<ul style="list-style-type: none"> <li>❖ Hong Kong Institute of Planners <b>(10)</b></li> <li>❖ Caritas Community Centre - Ngau Tau Kok <b>(2)</b></li> <li>❖ Artists and designers <b>(2)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ A “Train-the-Trainers” session was held with 78 registrations and 66 turned up</li> <li>❖ No. of participants in events including “Train-the-Trainers” Programme, one-day workshop for district councilors and multi-purpose workshop for local residents (Target: 830)</li> <li>❖ No. of website visitors (Target: 2,000)</li> </ul>	<ul style="list-style-type: none"> <li>❖ ~50% of the participants expressed interests in collaborating with the project team to provide training for District Councillors and local residents</li> <li>❖ Online feedback from visitors to the website</li> <li>❖ Report through social media</li> <li>❖ Exposure in the mass media</li> </ul>



## Environment and Communal Harmony

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
4	<p><b>Representations of Active Ageing and Ageing-in-Place: Elderly Participation and Cultural Intervention</b> (KPF14ICF08)</p> <p>Faculty of Arts (Department of Cultural and Religious Studies)</p> <p>To collaborate with:</p> <p>Faculty of Social Science (Department of Psychology)</p> <p>Faculty of Social Science (Department of Social Work)</p> 	<ul style="list-style-type: none"> <li>❖ Elderly people <b>(142)</b></li> <li>❖ Staff of NGOs <b>(17)</b></li> <li>❖ Unit directors of NGOs <b>(2)</b></li> </ul> <p><b>Total: 161</b></p>	<ul style="list-style-type: none"> <li>❖ Department of Elderly Service, YWCA of Hong Kong <b>(105)</b></li> <li>❖ Yan Oi Tong Woo Chung Elderly District Community Centre <b>(54)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ 2 talks on Cultural Ageing were held, attended by 94 elderly people</li> <li>❖ 4 training workshops were held (YWCA:3; Yan Oi Tong: 1), in which 48 elderly people participated</li> <li>❖ A talk on Elderspeak was held with 17 staff members of partnered NGOs attended</li> <li>❖ No. of visitors to the exhibition on “Active-Ageing” and “Ageing-in-place” in Hong Kong (Target: 400)</li> </ul>	<ul style="list-style-type: none"> <li>❖ Feedback from the NGO staff was positive and they encouraged their members to take part in the activities</li> <li>❖ Some participants stated that they found the cultural perspective to ageing provided them with a fresh understanding</li> <li>❖ Some participants of the workshops found it an amazing experience to take photos with group members in the community</li> <li>❖ The NGO staff enjoyed the activities of role playing which brought reflections on their daily interactions with the elderly</li> </ul>

## Environment and Communal Harmony

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
5	<p><b>Magic Carpet - Re-envisioning Community Space in Tin Shui Wai</b> (KPF14ICF13)</p> <p>Faculty of Social Science (School of Architecture)</p> <p>To collaborate with: Faculty of Social Science (School of Journalism and Communication)</p> <p><b>Previous Research:</b> How to Create Sustainable Communities in Hong Kong? Inherent Problems of Recent Urban Layouts for Microeconomic Opportunities and Quality of Living</p> 	<ul style="list-style-type: none"> <li>❖ Secondary school students (22 ambassadors from Pui Shing Catholic Secondary School) <b>(22)</b></li> <li>❖ Secondary school teachers (2 teachers from Pui Shing Catholic Secondary School) <b>(2)</b></li> <li>❖ Interviewees in Tin Shui Wai by students <b>(12)</b></li> </ul> <p><b>Total: 36</b></p>	<ul style="list-style-type: none"> <li>❖ Tin Sau Bazaar <b>(2)</b></li> <li>❖ Shop owners and assistants at Tin Sau Bazaar <b>(250)</b></li> <li>❖ Pui Shing Catholic Secondary School <b>(24)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ 5 workshops for the 22 students and 2 teachers were conducted</li> <li>❖ 12 interview-videos have been produced (Target before the Moonlight Cinema: 40)</li> <li>❖ The page for Magic Carpet Tin Shui Wai will be launched before the Moonlight Cinema held in Sept 2014</li> <li>❖ The resulting videos will be shown on various platforms</li> </ul>	<ul style="list-style-type: none"> <li>❖ The students were very motivated and interested in the project and worked hard to produce their first videos</li> <li>❖ Through interviews, people in Tin Shui Wai were offered an opportunity to tell their own stories and reflect on the past and potential future of the district</li> <li>❖ Many interviewees expressed love and strong bonding towards the district, in contrary to the media image of the district as a “City of Sorrow”</li> <li>❖ Some interviewees pointed out that the monopoly of the Link had led to a lack of choices, high retail prices and difficulties for small businesses</li> </ul>


## Healthy Living

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
6	<p><b>Promoting Healthy Brain Function in the Elderly through Cognitive Training Programs and Social Activities</b> (KPF142ICF01)</p> <p>Faculty of Arts (Department of Linguistics and Modern Languages)</p> <p>To collaborate with:</p> <p>Faculty of Education (Department of Educational Psychology)</p>	To be developed	❖ Day care centers for the elderly (to be developed)	<ul style="list-style-type: none"> <li>❖ No. of pamphlets (Target: 3,000)</li> <li>❖ No. of talks (Target: 8)</li> <li>❖ No. of workshops (Target: 20)</li> <li>❖ No. of elderly attending the talks/ workshops (Target: 300)</li> <li>❖ No. of participants in social groups (Target: 250)</li> <li>❖ Sign-ups for further cognitive training or intervention (Target: 200)</li> <li>❖ Referrals to medical treatment (Target: 15-20)</li> <li>❖ A project website will be created</li> </ul>	<ul style="list-style-type: none"> <li>❖ The elderly will become more interested in the foreign language learning and cognitive or computerized training</li> <li>❖ The elderly will engage in a larger social community through social groups</li> </ul>


## Healthy Living

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
7	<p><b>Preventive Programs on Internet Addiction among Secondary School Students</b> (KPF142ICF13)</p> <p>Faculty of Medicine (Centre for Health Behaviours Research)</p> <p>To collaborate with:</p> <p>Faculty of Social Science (School of Journalism and Communication)</p> <p>Faculty of Education (Department of Educational Psychology)</p> <p>Faculty of Medicine (The Jockey Club School of Public Health and Primary Care)</p> <p><b>Previous research:</b> Incidence and longitudinal factors predicting onset and recovery of internet addiction among secondary school children in Hong Kong</p>	To be developed	<ul style="list-style-type: none"> <li>❖ Secondary Schools <b>(2)</b></li> <li>❖ Mentors (recruited from Fire Services Department) <b>(6)</b></li> <li>❖ Advisors <b>(2)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ A teaching kit and a parental workshop manual will be developed</li> <li>❖ Teachers and/ or school staff completed training (Target: 6)</li> <li>❖ Mentors completed mentorship training (Target: 6)</li> <li>❖ Two class sessions and a parental workshop will be conducted by trained teachers</li> <li>❖ Students joined the primary prevention program (Target: 720)</li> <li>❖ Identified students joined the in-depth intervention program (Target: 30)</li> <li>❖ Participation rate of primary prevention program (Target: 85%)</li> <li>❖ Participation rate of in-depth intervention program (Target: 80%)</li> <li>❖ Parents' participation rate of primary prevention talks and in-depth intervention activities (Target: 30%)</li> <li>❖ Students' scores on cognitions and intention to reduce internet use after completing the primary prevention program will increase</li> <li>❖ Students' scores on Chen's Internet Addiction Scale after completing the in-depth intervention program will decrease</li> </ul>	<ul style="list-style-type: none"> <li>❖ Feedback obtained from students, parents, mentors and teachers on in-depth individual interview and/or focus group interview</li> </ul>

## Healthy Living

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
8	<p><b>Elderly Care and the Phenomenology of Pain</b> (KPF14ICF02)</p> <p>Faculty of Arts (Department of Philosophy)</p> <p>To collaborate with:</p> <p>Faculty of Arts (Department of Cultural and Religious Studies)</p> <p>Faculty of Arts (Department of Anthropology)</p> <p><b>Previous research:</b> On Naturalism in Pain Research: A Phenomenological Critique”</p> 	<ul style="list-style-type: none"> <li>❖ Elderly in the palliative and elderly centers <b>(65)</b></li> <li>❖ Healthcare Professionals and managers <b>(5)</b></li> <li>❖ Volunteers from Public <b>(5)</b></li> </ul> <p><b>Total: 75</b></p>	<ul style="list-style-type: none"> <li>❖ Specialist doctors and multi-disciplinary professionals <b>(11)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ Visits to palliative centers were conducted</li> <li>❖ Expert workshops and Local professional/ public talks will be conducted</li> <li>❖ No. of professionals participating in the workshops (Target : 200)</li> <li>❖ No. of visitors/readers of the coming magazine and webapp publication (Target: 1,000)</li> </ul>	<ul style="list-style-type: none"> <li>❖ Better understanding of patients/ general public in the phenomena of pain</li> <li>❖ Better understanding of professionals in different cultural framework on non-physiological pain therapy</li> <li>❖ Feedback from participants in visits and expert workshops</li> <li>❖ Feedback from the readers/ users of magazine/ webapps</li> </ul>
9	<p><b>Active Hong Kong, Healthy Citizens - A Family-Based Physical Activity, Fundamental Movement Skill, and Nutrition Program</b> (KPF14ICF04)</p> <p>Faculty of Education (Department of Sports Science and Physical Education)</p> <p>To collaborate with:</p> <p>Faculty of Medicine (Centre for Nutritional Studies)</p> <p>Faculty of Education (Physical Education Unit)</p>	To be developed	To be developed	<ul style="list-style-type: none"> <li>❖ An exercise toolkit will be developed</li> <li>❖ Talks on healthy living and “Exercise together” workshops will be conducted</li> <li>❖ The CUHK Cup will be organized</li> <li>❖ The participants’ BMI, HRF, FMS and diet pattern will be measured</li> <li>❖ Appropriateness of exercise program will be measured by survey of participants</li> </ul>	<ul style="list-style-type: none"> <li>❖ The participants will be invited for interview</li> </ul>

## Healthy Living

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
10	<p><b>Enhance Public Awareness of Sarcopenia (Aging-induced Muscle Atrophy) - Healthy Aging in the Community (KPF14ICF05)</b></p> <p>Faculty of Medicine (Department of Orthopaedics &amp; Traumatology)</p> <p>To collaborate with: Faculty of Medicine (School of Biomedical Sciences) Faculty of Medicine (Department of Medicine and Therapeutics)</p> <p><b>Previous research:</b></p> <ol style="list-style-type: none"> <li>1. An animal study of vibration treatment effect on skeletal muscle where the muscles were atrophied induced by 28-day tail suspension unloading</li> <li>2. A randomized clinical trial of vibration treatment on 710 community elderly</li> </ol> 	<p>❖ Community elderly (<b>96</b>)</p> <p><b>Total: 96</b></p>	<ul style="list-style-type: none"> <li>❖ Caritas Hong Kong</li> <li>❖ The Evangelical Lutheran Church of HK</li> <li>❖ Tung Wah Group of Hospitals</li> <li>❖ Yan Oi Tong</li> <li>❖ Sun Chui Lutheran Centre for the Elderly</li> <li>❖ International Church of the Foursquare Gospel Lung Hang Church</li> <li>❖ Evangelical Free Church of China</li> <li>❖ Sik Sik Yuen</li> <li>❖ The Neighbourhood Advice-Action Council</li> <li>❖ The Chinese Rhenish Church Hong Kong Synod</li> </ul>	<ul style="list-style-type: none"> <li>❖ An elderly talk was held with 40 elderly people attended</li> <li>❖ Two elderly train-the-trainer workshops were conducted with 56 elderly people attended</li> <li>❖ The booklet on nutrition and exercise training has been designed</li> <li>❖ 15 district elderly community centres (DECC) will organize health education talks from August 2014 onwards</li> <li>❖ The overall rating of the workshops was 4.5 out of 5</li> </ul>	<ul style="list-style-type: none"> <li>❖ Participants gained a better understanding of sarcopenia</li> </ul>

## Healthy Living

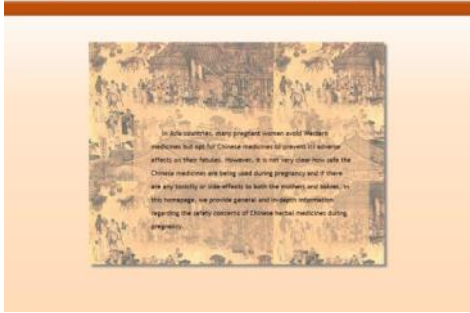

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
11	<p><b>Grief Detection and Management for Caregivers of People with Dementia</b> (KPF14ICF10)</p> <p>Faculty of Medicine (Department of Medicine and Therapeutics)</p> <p>To collaborate with: Faculty of Social Science (Department of Social Work)</p>	To be developed	❖ Jockey Club Centre for Positive Ageing	<ul style="list-style-type: none"> <li>❖ A booklet for the caregivers in grief management will be developed</li> <li>❖ No. of social welfare units that receive the booklet (Target: 1,300)</li> <li>❖ No. of workshops for professionals or community (Target: 2)</li> <li>❖ At least 70% of the participants find the workshops useful</li> </ul>	❖ Improvement of the participants in assessments after using the booklet
12	<p><b>Development and Dissemination of an Online Exercise and Health Promotion Program for Hong Kong Middle-aged Chinese: The Virtual Trainer System 3rd Version</b> (KPF14ICF14)</p> <p>Faculty of Education (Department of Sports Science and Physical Education)</p> <p>To collaborate with: Faculty of Social Science (Department of Psychology) Faculty of Medicine (The Jockey Club School of Public Health and Primary Care)</p> <p><b>Previous Research:</b> Development of an automatic physical activity measuring and reporting system for online exercise promotion: the Virtual Trainer 3rd Version</p>	To be developed	To be developed	<ul style="list-style-type: none"> <li>❖ A new device of automatic physical activity (PA) measuring and reporting system is under development and will be integrated to the existing Virtual Trainer program</li> <li>❖ No. of registered users in 6 months (Target: 3,000-5,000)</li> </ul>	❖ 200 subjects will be recruited for testing the effectiveness of application

## Healthy Living

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
13	<p><b>A Healthy Eating and Active Living Promotion Program for Ethnic Minority Children in Hong Kong</b> (KPF14ICF15)</p> <p>Faculty of Science (Food Research Centre, School of Life Sciences)</p> <p>To collaborate with:</p> <p>Faculty of Education (Department of Sports Science and Physical Education)</p> <p>Faculty of Science (School of Life Sciences)</p> <p><b>Previous Research:</b> The Hong Kong Food Composition Database</p>	To be developed	<ul style="list-style-type: none"> <li>❖ Delia Memorial Schools (Broadway, Glee Path, Matteo, Ricci, Hip Wo and Yuet Wah) <b>(5)</b></li> <li>❖ Hog Kong Dietitians Association <b>(1)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ The framework of the new curriculum “Learning Healthy Eating through Food Preparation” has been developed</li> <li>❖ &gt;50% of the teaching materials are ready for trial runs</li> <li>❖ No. of pre-runs of the course (Target: 2)</li> <li>❖ No. of train-the-trainers workshops (Target: 2)</li> <li>❖ A cooking guide will be developed</li> <li>❖ Healthy Lifestyle Student Ambassadors will be trained</li> <li>❖ A Joint School Health and Fitness Fair will be organized</li> <li>❖ No. of participants in food preparation class (Target: 100)</li> <li>❖ No. of participants in Joint School Health and Fitness Fair (Target: 1,500)</li> <li>❖ &gt;70% of the students felt that the program as “useful”</li> <li>❖ &gt;30% of the students of the participating schools joined the Fair</li> </ul>	<ul style="list-style-type: none"> <li>❖ Feedback from questionnaire survey</li> </ul>




## Healthy Living

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
14	<p><b>Internet Chinese Herbal Medicine Safety Information Platform for General Public and Professional Personnel. Phase I: Pregnancy Safety</b> (KPF14INF07)</p> <p>Faculty of Medicine (Department of Obstetrics and Gynaecology)</p> <p><b>Previous Research:</b></p> <ol style="list-style-type: none"> <li>Embryotoxicity studies of Rhizoma Atractylodis Macrocephalae extracts for skeletal malformation in mice</li> <li>Evaluations of in vitro embryotoxicity tests for Chinese herbal medicines</li> <li>Safety studies on commonly used Chinese herbal medicines during pregnancy</li> </ol> <p>Safety of Chinese herbal medicines for pregnancy</p> 	To be developed	To be developed	<ul style="list-style-type: none"> <li>❖ A platform providing information regarding the safety concerns of Chinese herbal medicines during pregnancy will be established</li> <li>❖ No. of visit/enquiry/contact (Target: 1,000)</li> <li>❖ No. of attendance of public workshops and seminars (Target: 100)</li> <li>❖ No. of press, media and article publications (Target: 10)</li> </ul>	<ul style="list-style-type: none"> <li>❖ Feedback from survey</li> </ul>
15	<p><b>Self-learning Platform of Plant Identification with Applied Knowledge in Healthy Living</b> (KPF14INF08)</p> <p>Faculty of Science (School of Life Sciences)</p> 	To be developed	<ul style="list-style-type: none"> <li>❖ Sustainable Living and Agriculture Department; Kadoorie Farm &amp; Botanic Garden (<b>20</b>)</li> <li>❖ Hong Kong Herbarium; Agriculture Fisheries and Conservation Department (<b>8</b>)</li> <li>❖ The Hong Kong Poison Information Centre (<b>10</b>)</li> </ul>	<ul style="list-style-type: none"> <li>❖ A web-based database for teaching and professional applications will be established</li> <li>❖ No. of users group (Target: &gt;6 groups)</li> <li>❖ No. of collaborators (Target: &gt;5 groups)</li> <li>❖ No. of webpage users (Target: &gt;100,000 users in long term)</li> <li>❖ No. of plant species (Target: &gt;1,000 species in long term)</li> </ul>	<ul style="list-style-type: none"> <li>❖ Time required for each species search and linkage to relevant databases</li> <li>❖ No. of specialized photos and related database links</li> <li>❖ No. of repeated users</li> </ul>

## Sustainability and Productivity





#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
16	<p><b>The Production of an Assessment Tool to Evaluate the Spoken Word Recognition for Hearing-impaired Population</b> (KPF14ICF03)</p> <p>Faculty of Medicine (Institute of Human Communicative Research)</p> <p>To collaborate with: Faculty of Engineering (Department of Electronic Engineering)</p> <p><b>Previous Research:</b> The construction and validation of CanSWORT</p>	To be developed	<ul style="list-style-type: none"> <li>❖ Audiologists in Hong Kong <b>(5)</b></li> <li>❖ International manufacturer of hearing device <b>(2)</b></li> </ul>	<ul style="list-style-type: none"> <li>❖ A standardized, computer-assisted assessment tool will be produced and disseminated</li> <li>❖ 20% increase of case numbers that clinicians perform speech recognition test</li> <li>❖ Attendance of the dissemination / training seminar (Target:200)</li> <li>❖ No. of assessment tool disseminated (Target: 200)</li> <li>❖ No. of hearing-impaired patients receiving the test within the first 3 months after the dissemination among professional (Target: 100)</li> </ul>	<ul style="list-style-type: none"> <li>❖ Increase in clinicians' willingness to perform speech recognition test in routine clinical work, as relevant and appropriate test material is available</li> <li>❖ Positive attitude of professionals on the test regarding its reliability and validity</li> </ul>
17	<p><b>Enhancing Hong Kong Sign Language Education with Intelligent Recognition Systems</b> (KPF14ICF09)</p> <p>Faculty of Engineering (Department of Computer Science and Engineering)</p> <p>To collaborate with: Faculty of Arts (Department of Linguistics and Modern Languages) Faculty of Engineering (Department of Electronic Engineering)</p> <p><b>Previous Research:</b> Hong Kong Sign Language Recognition with Microsoft Kinect</p>	To be developed	To be developed	<ul style="list-style-type: none"> <li>❖ A learning enhancement system will be designed</li> <li>❖ No. of service users (Target: 400)</li> <li>❖ Level of software satisfaction (Target: 80 %)</li> </ul>	<ul style="list-style-type: none"> <li>❖ Users' feedback on the effectiveness of the software</li> </ul>
18	<p><b>e-Learning Platform for HKDSE Economics</b> (KPF14INF03)</p> <p>Faculty of Business Administration (Department of Decision Sciences and Managerial Economics)</p>	To be developed	To be developed	<ul style="list-style-type: none"> <li>❖ A E-learning platform will be produced</li> <li>❖ No. of registrations (Target: 2,000)</li> <li>❖ No. of views (Target: 100,000)</li> </ul>	<ul style="list-style-type: none"> <li>❖ Feedback will be collected</li> </ul>

## Sustainability and Productivity

#	Project Title (Project Code) Faculty (Unit)	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (No. in the group)	Quantitative Indicators	Qualitative Indicators
19	<p><b>Enhancing Young Children's Executive Function Skills: Transferring Knowledge to Practice Using an Online Professional Learning Community</b> (KPF14INF04)</p> <p>Faculty of Education (Department of Educational Psychology)</p> <p><b>Previous Research:</b> A project related to executive function and behavior problems</p> 	<ul style="list-style-type: none"> <li>❖ School social workers/Teachers/Teaching Assistants <b>(46)</b></li> </ul> <p><b>Total: 46</b></p>	<ul style="list-style-type: none"> <li>❖ Educational Psychology Unit, Po Leung Kuk</li> <li>❖ Primary School Counselling Services, Sheng Kung Hui</li> </ul>	<ul style="list-style-type: none"> <li>❖ An online professional learning community to build EF skills for preschool and primary school children will be established</li> <li>❖ Attendance of the 4 sharing sessions (Target: 100 each)</li> <li>❖ No. of teaching related staff registered (Target: 300)</li> <li>❖ Sample worksheets collected from partnered schools (Target: ~50)</li> <li>❖ No. of participants using e-forum for discussion</li> <li>❖ No. of screening tools (evidence based) that can identify children's strengths and weakness in various EF domains (Target: &gt;10)</li> <li>❖ No. of participants from the wider education community and the general public</li> </ul>	<ul style="list-style-type: none"> <li>❖ Feedback from the participants</li> <li>❖ Quality of the website</li> <li>❖ Usefulness of the online community (based on the comments by participants and/or user survey)</li> <li>❖ Quality of the discussion</li> <li>❖ Feedback posted in relation to the usefulness of the sample worksheets and the effectiveness of the screening tools</li> </ul>

## Knowledge Transfer Seminar Series

No. of seminars organized in 2013/14: 9

<p>5 Aug 2013   <b>Global Intellectual Property Strategy</b> Dr. Keith CHAN, Dr. Anne- Cécile TRILLAT and Ms. Xinsheng WANG</p> <p style="text-align: right;">31</p> <p style="text-align: right;">No. of participants</p>	
<p>12 Sep 2013   <b>Knowledge Transfer Experience-sharing Session: Translating Technology from the Bench Top to the Market Place</b> Dr. Karen WONG and Dr. Min CUI</p> <p style="text-align: right;">11</p> <p style="text-align: right;">No. of participants</p>	
<p>13 Sep 2013   <b>PEF Sharing Session: Identify Emerging Potential in the Arts and Humanities Knowledge Transfer*</b> Prof. Simon HAINES, Prof. Gladys TANG, Prof. Donna CHU, Prof. Grant HAMILTON and Prof. David HUDDART</p> <p style="text-align: right;">26</p> <p style="text-align: right;">No. of participants</p>	
<p>28 Oct 2013   <b>Patentable Subject Matters and Updates in US Patent Law*</b> Dr. Albert CHAN Wai-Kit</p> <p style="text-align: right;">18</p> <p style="text-align: right;">No. of participants</p>	
<p>31 Oct 2013   <b>Knowledge Transfer Experience-sharing Session: Public Private Partnerships in Biomedical Sciences</b> Dr. Michael ENTZEROTH</p> <p style="text-align: right;">10</p> <p style="text-align: right;">No. of participants</p>	

17 Feb 2014 | **Intellectual Property Rights and Protection\***  
Mr. Sam YIP, Mr. Vincent OEY and Ms. May CHAN



150

No. of participants

13 Feb 2014 | **Knowledge Transfer Workshop: Free Consulting Session with the Patent Expert**  
Dr. GAO Chuan

6

No. of participants

20 Feb 2014 | **Legal Implications in Contracts to be signed by the University** (co-organized with Faculty of Medicine)  
Mr. CHAN Yick San



70

No. of participants

28 Apr 2014 | **Subject Matter Eligibility After Myriad and US Patent Law Update\***  
Dr. Albert Wai Kit CHAN



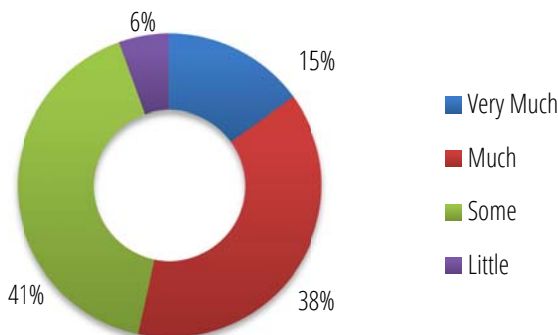
15

No. of participants

\*Activity Evaluation Questionnaire distributed

### Feedback from the participants

How much has the seminar inspired you or given you new ideas to participate in Knowledge Transfer activities?



Total no. of questionnaires collected: 73

**Networking Building:  
Activities Conducted or Participated in by ORKTS 2013/14**

**A. Advocating KT to CUHK Faculties and Staff**

- 1) Orientation for New Teachers 2013, by the Centre for Learning Enhancement And Research (CLEAR), August 2013
- 2) 香港中文大學深圳研究院知識產權實務講座, November 2013

**B. Promoting KT within and beyond campus**

- 1) Seminar “Global Intellectual Property Strategy and Investment”, by Law Offices of Albert Wai-Kit Chan, PLLC, August 2013
- 2) Seminar “Research and Development of Chinese Medicines-Present and Future”, by the Committee on Research and Development of Chinese Medicines, September 2013
- 3) Seminar “Hong Kong, the Rising City for Angel Investors”, by Hong Kong Venture Capital and Private Equity Association, October 2013
- 4) InnoAsia 2013, December 2013
- 5) Hawaii Business and Entrepreneur Acceleration Mentors, December 2013
- 6) Business of IP Asia Forum, by the Hong Kong Trade Development Council, December 2013
- 7) CUHK Booth at International ICT Expo 2014, April 2014
- 8) Networking Luncheon with Alliance for the Commercialization of Canadian Technologies (ACCT Canada), April 2014
- 9) Oxbridge Biotech Roundtable Hong Kong, April 2014
- 10) Asia Biotech Invest, June 2014
- 11) Bio International Convention, June 2014

**C. Presentations to International Delegations**

- 1) 中山市代表團, March 2014
- 2) 深圳市科技創新委員會, May 2014