



香港浸會大學  
HONG KONG BAPTIST UNIVERSITY



# Knowledge Transfer Annual Report

1 July 2009 – 30 June 2010

## 1 Executive Summary

2009/10 was a groundbreaking year for Hong Kong Baptist University (HKBU) in terms of Knowledge Transfer (KT). Although Technology Transfer (TT) has had a long history in HKBU, KT in non-technology areas is still a reasonably new concept to the local tertiary education sector. In the reporting period July 2009 to June 2010, HKBU attached great importance to promotion and education work on the one hand, while on the other hand, kept encouraging academic staff to patent and license their scientific inventions.

Before promoting KT to faculty members and the public, HKBU first institutionalized KT by making it a university policy and earmarking funds from the University Grants Committee (UGC) for new KT initiatives, in addition to existing on-going KT activities. A new Associate Vice-President has been appointed with KT as his major responsibility. No sooner had policy been strengthened than promotion and education work for new KT activities started. The newly-established KT Office (KTO) seized every opportunity to reach out to academic departments to spell out the scope of KT, promote KT activities and encourage faculty members to relate their research efforts to the community. On top of these, the KTO also organized two promotion and education activities to promote the awareness of, and cultivate a culture in, KT within the campus.

Though academic departments may not be very familiar with the term KT, they were already engaged for many years in a variety of activities through which their knowledge made an impact on society. Our efforts on the technology front have resulted in a number of granted, renewed and filed patent applications in the reporting year. In addition, some 50 books were published to disseminate university knowledge. Apart from organizing training programmes, seminars, conferences, concerts, recitals and exhibitions open to the public, faculty members also served the community through providing statutory bodies and NGOs with expert advice on the one hand, and shared their insights with the public through the mass media on the other. Since the public is more a passive receiver than an active partner playing a significant role in the whole KT process, the University continues to promote KT activities in the community. For better outcomes, as a deliberate strategy of using the KT partnership model for more effective KT to the community, the KTO devoted every effort on sharing with faculty members outstanding cases of KT partnership abroad and encouraging them to factor public interests into the planning of their research and daily activities and build a close partnership with the community.

Beneficial as it may seem, KT partnership with the community is yet to gain ground in Hong Kong due to limited exposure to the subject. The promotion and education work performed by the KTO in the year served precisely as the seeds for closer collaboration with the community on the application of university knowledge and expertise for the benefit of the public. The two KT partnership projects in progress are expected to usher in a new way with increased cooperation with the community.

## **2 HKBU KT Environment**

### **2.1 Institutional Policy**

Well aware of the importance of institutionalizing a practice to make it a standard one among university staff, HKBU has made KT the third pillar of our academic pursuit, alongside teaching and research. This is enshrined in the University Strategic Plan 2009 - 2015, in that enhanced KT activities to the community is one of the aspects which the University will promote. To progress from conventional Technology Transfer (TT), moreover, we have also made it our policy to attach equal importance to KT in both technology and non-technology areas. Furthermore, for effective KT activities, a deliberate strategy of using the KT partnership model is adopted.

In the reporting period, a series of presentations were delivered at faculty board meetings to communicate the above policy to their members, answer their inquiries and encourage them to consider KT in their daily activities. The presentations were met with warm welcome from faculty staff who were generally supportive of the idea of applying knowledge outside the university campus for the benefit of society.

### **2.2 Incentives for Faculties to Engage in KT**

It is the belief of HKBU that KT, from which the public benefits, is also beneficial to the scholars themselves through their interaction with the community. The benefits derived from such interactions are per se an irresistible incentive in the eyes of the University.

Notwithstanding the above belief, the University has set aside part of the KT funding from the UGC to finance our faculties' KT projects in an attempt to encourage faculty members to engage the community and experience the resulting benefits. This is in addition to the funding provided from the

University and from external donations to continue the KT activities, e.g. annual public concerts, International Writers Workshop, Lion Rock poetry recitals, Pulitzer Prize Winners Workshop, which we have been organizing for years. Moreover, the University has for years been encouraging intellectual property protection through patent application and sharing of the relevant costs. In the series of presentations mentioned above at faculty board meetings, faculty members were not only briefed about the University's KT policy, but were also encouraged to make good use of the funds available for their KT endeavours. There was no lack of faculty members with interest in embarking on community projects. In the wake of our KT Symposium in May, the pace of negotiations has picked up with our Academy of Visual Arts on two pilot projects in collaboration with Kingston University UK and British Council HK. Further details will be presented in section 3.3.

### **2.3 Sharing of Good Practices**

Although Technology Transfer (TT) has been well-established in the local tertiary education sector, KT, which straddles the technology and non-technology steams, is relatively new in the local context. Sharing of experience is considered to be one of the best ways to shorten the learning curve with insights from others' experience. HKBU is committed to facilitating the sharing of experience, challenges and good practices between the KT implementers from the University and those externally.

Over the years, there has been periodic presentation of TT by way of intellectual property protection through patent application. Moreover, the idea of TT is a standing item of briefing during the annual new staff members induction session. Sharing sessions organized by the University in the reporting period included an IP seminar and a KT symposium. The year ahead will see a KT conference jointly organized by the other seven local tertiary educational institutions and HKBU, together with a series of seminars and workshops co-organized with the Hong Kong Science and Technology Park (HKSTP). Further elaboration on these activities is given in section 3.2.

### **2.4 Long-term Measures to Promote KT**

With strong belief in the benefits of KT to the community, the University is promoting KT to faculty members and gradually molding it into a general culture within the campus. In the long term, consideration will be given to incorporating KT efforts in the annual appraisal of faculty members'

performance and making KT engagement one of the evaluation criteria for promotion. Through factoring KT into the appraisal system, it is our objective to cultivate a culture within the campus for attaching equal importance to teaching, research and KT and to mobilize the whole team of academic staff to serve the community with their expertise.

In addition, every effort will be made to initiate KT partnership pilot projects between the University and external parties to enable the community to benefit from our knowledge and allow academic staff to widen their horizons from such interaction with society. Benefits of such partnership projects will be widely publicized to prompt other faculties to form partnership with end users and direct their research efforts towards the application side. With reference to overseas experience, the University has set our direction on fostering KT partnership projects between academic faculties and the community in the long term.

### **3 HKBU KT Activities Organized with Additional Funding**

#### **3.1 Formation of KT Committee and KT Office**

The University had long established an Intellectual Property (IP) Committee in charge of IP-related matters. The Committee resolved in 2008 to change its name to Knowledge Transfer Committee (KTC) to better reflect the full scope of its work. Its term of reference has also been changed accordingly to balance its efforts between KT in technology and non-technology areas.

The KTC, chaired by the new Associate Vice-President appointed mainly to oversee KT, comprises the Vice-President (Research and Institutional Advancement) as its ex-officio member, together with three deans and one senior academic staff member as its members. The three deans are respectively the Dean of Chinese Medicine, of Science and of Arts whilst the senior academic staff member is a Chair Professor in the Chemistry Department. All of them will serve a two-year term until 15 December 2011. The contributions of the Dean of Arts help to steer the Committee towards a path of balanced efforts in technology and non-technology areas.

During the reporting period, the KTC met a number of times, and approved the support of a number of new patent applications and the continuation of some previously supported patents before the expiration of their period of validity.

The KTC also approved one KT partnership application.

Under the KTC is the KT Office (KTO) which was set up in August 2009 to be responsible for the following:

- (i) Providing the KTC with secretarial and administrative support
- (ii) Nurturing a KT culture within the campus
- (iii) Patenting and commercializing HKBU inventions
- (iv) Organizing KT-related public activities
- (v) Logging HKBU KT activities for impact assessment
- (vi) Initiating and following up KT partnership projects

The KTO is currently supported by three people who work as a team to help the KTC fulfill its mission of promoting KT within and beyond the campus.

### 3.2 Promotion and Education Activities

The limited exposure of the local tertiary education sector to KT necessitates promotion and education work in the University at this stage with a view to nurturing a KT culture within the campus and motivating university staff to take an active part.

Promotion and education activities organized in the reporting period included an Intellectual Property (IP) seminar and a KT Symposium cum Workshops, both of which aimed to raise the KT awareness of university staff and encourage them to support the meaningful cause.

The IP Seminar on 26 April 2010 entitled “Intellectual Property: Essentials to Successes” raised the curtain for a series of promotion and education activities by the KTO. Two seasoned legal professionals were invited to talk on different types of IP and their protection strategies. Following the



explanations on the essentials, the CEO of an American firm specialized in IP commercialization then went on to share with the audience his success stories and the factors behind such successes. An individual consultation session

was also scheduled to provide interested parties with more in-depth guidance. The seminar, attended by some 40 professors, students and members of the public, was well-received by its participants. Further information on the Seminar is given in Appendix I.



The KT Symposium entitled “The Craft of Engagement” took place in May 2010. Apart from HKSTP, the Symposium has also won the support of Kingston University UK and British Council HK, whose representatives,

together with those from HKBU, shared their valuable insights with the audience in KT in arts and humanities. The Symposium was followed by a series of workshops which served as a golden opportunity for participants to clarify any queries they may have with the experts from the UK. The event was well-received by some 60 participants, who were professors and students from HKBU and other universities together with members of the public. It also attracted coverage in the local press. A follow-up item from the Symposium was the negotiation between our Academy of Visual Arts, Kingston University UK and British Council HK on two pilot KT partnership projects. Further elaboration on the Symposium is given in Appendix II, and on the partnership projects, in section 3.3.

As a continuation of the promotion and education drive, the KTO will join hands with HKSTP in organizing a seminar and workshop at approximately monthly intervals, except the summer months, in the coming year. A proposal has been submitted to the Innovation and Technology Fund (ITF) for government funds to finance the project. In November 2010, HKBU will co-organize, with seven other local tertiary educational institutions, a KT Conference in which high-profile speakers from local institutions and abroad will share with the audience their insightful thoughts and best practices in KT.

Looking ahead, the KTO will continue to organize appropriate promotion and education activities, either independently or jointly with external parties, when appropriate speakers and topics are identified.

### **3.3 KT Partnership**

On top of promotion and education activities, the University is also determined to foster close partnership with the community through which our knowledge and expertise can be better utilized to benefit the general public. In this aspect, liaison is already in full swing with our Academy of Visual Arts (AVA) on two applications for the University KT funds.

In one of the applications, AVA proposed to work with British Council HK on a one-year community arts programme “Better Community, Better Life” aiming to engage secondary school students from China, Hong Kong and the UK to better understand their local and global culture while taking part in the development of their local communities through visual arts. Coordinators from the three metropolitan cities – Hong Kong, London and Shanghai – will be given a chance to work together in research, design, and to implement a creative art project specifically tailored to the needs and characteristics of the young learners from these three rich and progressive communities. The funding application has been approved by the KTC, and logistic arrangements are in full swing in preparation for the project.

In the other application, AVA proposed to work with Kingston University UK and British Council HK on the setup of a Student Agency in AVA to provide consultancy and design services for local SMEs in the area of visual arts. The KTO will investigate the feasibility of such a project, through which the participants from the Academy can learn from the entrepreneurial expertise of Kingston University UK.

The above two projects are viewed as excellent opportunities for the community to benefit from the knowledge and expertise of the University and for academic staff to update themselves on the latest developments in their profession outside the campus. Once commenced, the projects will be under regular review, with their two-way benefits widely publicized in an attempt to encourage more faculties to reach out to the community.

### **3.4 Impact Assessment of HKBU Activities**

Different from technology commercialization with impacts readily-assessable in terms of product popularity and sales volume, KT in non-technology areas does not necessarily yield tangible or easily-measurable outcomes. This is the challenge which the University, and effectively all KT implementers, have



to face and overcome.

KT activities in non-technology areas, such as a public seminar on literature appreciation, are conventionally assessed in terms of their audience sizes to determine the impacts. Convenient as it may seem, the approach is not so scientific as to allow the event organizer to determine the factors contributing to the success of an activity, be it the general interest in the subject, the popularity of the speaker or other elements.

The KTO has specially recruited a Research Assistant (RA) experienced in qualitative and quantitative research to take charge of assessing the KT impacts of university activities. Under the current mechanism, the RA will hold talks with the organizer before an activity to understand its objectives and expected outcomes. He will then design an activity-specific questionnaire for feedback collection, analyze the data collected and prepare a report detailing the KT impacts of the activity. The report sheds much light on, among others, what types of knowledge are transferred, how successful they are passed on, and what can be done to improve similar activities in future. These are the parameters required to assess the KT impacts of an activity and identify the areas for future improvement.

The service of conducting KT surveys has met with favourable responses from our faculties and departments, with the number of activities under assessment gradually increasing. In the long run, consideration will be given to the setup of a special team for KT surveys if the level of demand justifies it.

## **4 Programme Highlights**

### **4.1 Faculty of Arts**

The Faculty of Arts has long been organizing activities from which the community will benefit. The direction from the UGC to extend KT to cover non-technology areas goes a long way towards encouraging the Faculty to step up its effort in KT by relating its existing programmes to public interests and incorporating the KT element in the design of future activities. Major public activities organized by the Faculty in the reporting period included the annual public concert, the International Writers Workshop and Lion Rock Poetry Reading.



The Department of Music has been organizing for years an annual public concert when its Symphony Orchestra will perform. In the reporting period, it was no exception. A Gala Concert was organized in May 2010, when the University's Symphony

Orchestra performed a number of favourite pieces. The event culminated with the performance of Tchaikovsky's 1812 Overture. This concert took place in the Hong Kong Convention and Exhibition Centre, with a paying audience of below 100 and an attendance of around 1,200. In addition, the Orchestra ran music appreciation concerts for secondary school students. Such concert was attended by over 1,000 secondary school students. Moreover, the Baroque Choir conducted by its resident conductor in the Department of Music performed in St John's Cathedral to an audience of over 100.

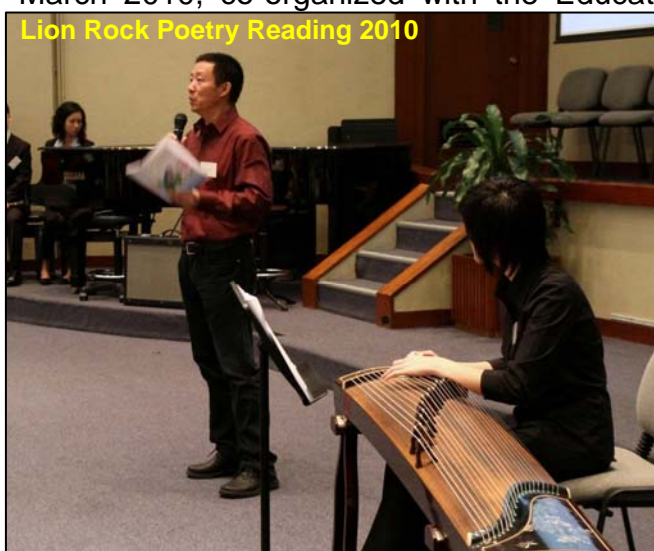
The International Writers Workshop is a programme launched in 2004, under which renowned writers from around the globe are invited to stay on the campus and interact with our staff and students, writers and the public, both from the territory and the mainland. The Workshop serves a three-thong objective: to cultivate the literary creativity and cultural atmosphere of HKBU; to enhance Hong Kong's cultural dimension; and to help writers from all over the world to learn about Hong Kong and experience the life here. The Workshop is a typical community project which has over the years won the support of the Young Writers' Association of Hong Kong, Hong Kong Central Library, Joint Publishing (Hong Kong), Radio Television Hong Kong, the Sino Group together with other local and mainland schools and universities, arts groups and business concerns.

Under the International Writers Workshop 2009, "Writers from the Pacific Rim" programme was held in November and December 2009. Our Featured Writer Mr Gary Snyder and eight other visiting writers from Japan, New Zealand, the Philippines, Singapore, South Korea, the US, Mainland China and Taiwan interacted with the general public in an array of cultural activities. The International Writers Workshop this year also invited Mr Zhang Wei, a

conscientious and prolific writer of fictions from Mainland China, to serve as the Writer-in-Residence. During Mr Zhang's stay, a host of public activities were organized to promote cultural exchanges with the local community. A total of 800 members of the public attended the public talks, recitals, symposia, seminars and workshops organized under the Workshop in the reporting period.



Another signature programme of the Faculty of Arts is Lion Rock Poetry Reading which has been organized annually since 2004 to help the public better understand poetry, encourage youngsters to engage in poetry writing and cultivate a passion for literature in the local community. The recital in October 2009 centred on classical Chinese poems where another one in March 2010, co-organized with the Education Bureau, was on poetry and



music. Renowned poets were invited to recite and share poems, mostly their original creations, with the audience. Both rounds of poem recitals were well-received by participants from universities, high schools and the local community, with the participant number totaling 430.

Other outreach activities of the Faculty of Arts included, *inter alia*, the 74 concerts and talks attended by some 21,100 music lovers, and 21 different training courses serving some 1,500 in-service professionals and members of the public. These programmes served as an important vehicle for the transfer of knowledge between the University and the public.

## 4.2 School of Business

Over the years, our School of Business has developed close relationship with the business community. The link serves as a readily-available channel for the application of our knowledge and expertise in the commercial sector and the collection of updated information from the prevailing market. The transfer of knowledge can be described as a two-way exchange, thereby creating a win-win situation for both the University and the industry.

One of the focus areas of our School of Business is applied research – an excellent way to make use of our knowledge and expertise to help the business sector with issues of concern like corporate governance and pay level determination.



There are four centres responsible for different research areas, namely the Centre for Corporate Governance and Financial Policy; Centre for Human Resources Strategy and Development; Chinese Businesses Case Research Centre and Logistics Management Research Centre. Applied research projects conducted in the reporting period included a survey on corporate governance standards of companies listed in Hong Kong, an annual pay level survey for Hong Kong and Mainland China and a study of the development paths followed by SMEs. These research projects have resulted in a wealth of valuable indices against which market participants can benchmark themselves. Our research efforts culminated in the research project “Transparency Index and Company Valuation: Evidence from Hong Kong” by Dean of Business, Prof Stephen Cheung. A paper written from this report won the winning paper of the Hong Kong Asian Capital Markets Research Prize 2009.

Another way to help the business sector is the offer of our professional development and continuing education courses to business executives to meet their business or CPD (Continuous Professional Development) needs. The School's Institute for Enterprise Development (IED) is active in collaborating with the business communities in Hong Kong and the Mainland by providing, among others, executive training programmes and consultancy



service tailored to meet industry needs. The consultancy and training projects undertaken by our faculty members have helped shape business practices in different industries. In the reporting period, the IED organized 12 training programmes and 11 seminars, symposia and public forums serving a total of 2,100 people.



During the period, senior government officials and business leaders invited to share their insights included Mrs Carrie Lam, Secretary for Development; Mr Joseph Yam, Founding Chief Executive of Hong Kong Monetary Authority; Mr Paul Chow,

Former Chief Executive of Hong Kong Exchanges and Clearing Limited; and, Mr KC Chan, Secretary for Financial Services and the Treasury.

Sparing no effort to widen the application of their knowledge, faculty members have never ceased to identify appropriate channels to reward the community with their expertise. A number of our faculty members are either chairing or sitting on government committees, statutory bodies and NGOs of different natures. These include: the Consultation Panel of West Kowloon Cultural District Authority; the Advisory Committee of the enhancing Self-Reliance through District Partnership Programme of the Home Affairs Department; Commission on Strategic Development; Central Policy Unit and Equal Opportunities Commission. The award of a Bronze Bauhinia Star (BBS) by the HKSAR Government to Dean of Business, Prof Stephen Cheung attested to his valuable contribution to poverty alleviation and to promoting the further development of social enterprises in Hong Kong. Under Prof Cheung's leadership, the School of Business will keep up its effort to



Award of BBS to Dean of Business Prof Stephen Cheung

serve the community with their expertise.

### 4.3 School of Chinese Medicine

Chinese medicine, popular in the Chinese society, is extending its influence well beyond the Chinese communities. The close link of the subject with public health has put the School of Chinese Medicine in an excellent position to seek wider application of their medical knowledge and expertise for the benefit of the community. Apart from medical consultation services to individual members of the public through 11 public Chinese medicine clinics, the School also made significant strides in advancing the professionalism of the Chinese medicine industry and enhancing its global recognition.



One of the major KT initiatives in the year was the Hong Kong Chinese Medicine Authentication Centre (HKCMAC) which was officially opened on 29 March 2010. Officiating guests at the opening ceremony

included Dr Lam Ping-yan, Director of Health and Miss Janet Wong, Commissioner for Innovation and Technology. The event was well-received by 120 participants from the Government, the industry and the University, and attracted much media attention. The opening of HKCMAC was accompanied by the setup of the A-Mark Quality Chinese Medicines Authentication Scheme – a mechanism to ensure the safety and quality of proprietary Chinese medicine products through a series of stringent laboratory tests. Through the provision of testing and certification services, the Centre aims to boost consumers' confidence in Chinese medicine products, enhance the competitiveness of the products in the international market and strengthen their role in health care.

In response to the relative sparsity of English teaching materials in Chinese medicine, the School also made its mark in advancing the education in the subject with the authoritative English textbook series "Essentials of Chinese Medicine" launched in April 2010. The book series, co-written by 14 distinguished Chinese medicine scholars from Mainland China, Hong Kong and the US, was initiated by our School of Chinese Medicine with assistance

from the State Administration of Traditional Chinese Medicine in co-ordinating the efforts of mainland institutions. The three-volume set totaling some 1,500 pages details the basic theories in Chinese medicine and usual approaches for healing common illnesses. The publication of the textbook series helps to systematize knowledge in the subject and promotes the study of Chinese medicine to the English-speaking world.



On top of the textbook series, the School of Chinese Medicine has also compiled an online database of medicinal plants (<http://www.hkbu.edu.hk/lib/electronic/libdbs/mpd/index.html>), the first of its kind in the territory. The database contains information of more than 1,000 species of medicinal plants including their names in Chinese, English and Latin, their pictures, geographical distribution and medicinal effects. Since its launch in mid-October 2009, the webpage has recorded a total number of over 400,000 hits. It is visited daily by some 2,000 visitors including teachers and students



in Chinese medicine together with members of the public interested in medicinal plants. Apart from being an online library of medicinal plants, the database also serves as a vehicle to popularize and internationalize the study of the subject.

The Institute for Advancement of Chinese Medicine, a wholly-owned subsidiary of the University, produced 10 herbal health improvement products, which are publicly available. They are sold through a collaborative agreement with Mannings, the largest pharmacy chain store in Hong Kong. Some of these herbal products, e.g. an ointment for facial beauty, a mildly sedative drug, are very popular among the general public.



#### 4.4 School of Communication

The School of Communication has maintained close ties with the public media, and the journalist profession in particular. Since the freedom of speech is a core value the Hong Kong society cherishes, the School is committed to helping the media industry maintain best practices in order to allow the public access to complete and unbiased media coverage. Efforts made in the year to advance the professionalism of journalists included the third Pulitzer Prize Winners Workshop, Journalists-in-Residence 2010 and Hangzhou Newspaper Group Professional Training Course 2010.

The Pulitzer Prize Winners Workshop, the first of its kind in Asia, was founded in 2006 by the Department of Journalism in the School of Communication. The Workshop invites three to six winners of the Pulitzer Prize – the most respected



and recognized award to journalists in the US – to the campus each year for a two-week series of intellectual activities including lectures and seminars, meetings with students, media professionals and the public. Through such interactions, the Workshop aims to advance journalistic education and practice locally and in the Greater China region. The third Pulitzer Prize Winners Workshop opened in November 2009, with The Honorable Tsang Chun-wah, JP, Financial Secretary as the officiating guest and Hong Kong Economic Journal as the key sponsor. In the six-day period, seven winners of the Pulitzer Prize were invited to share their experience and expertise in lectures and seminars open to university members, media professionals and the public. A total of 2,000 participants turned up in the weeklong Workshop.

Another key initiative of the School of Communication to better the media industry's practice is the Journalists-in-Residence programme launched by the Institute for Journalism and Society (IJS), a unit established in September 2007 to integrate the various capabilities of journalism to reach out to the people and serve the public. The first of its kind in Hong Kong, the Journalists-in-Residence programme was launched in 2008 under which seasoned journalists are invited every year to stay on the campus for one to two weeks at a time. They will engage in lectures, small group discussions,





demonstrations and experience sharing for a two-pronged objective: to better prepare participants for a career in the ever-changing media environment and to inspire media practitioners by bringing them into contact

with the latest developments in journalistic education. The Journalists-in-Residence 2010 programme was held between 8 and 12 March, during which class sharing were organized on practical topics like editorial writing skills, in-depth reporting and news commentary. The activities, which were open to the public, attracted a total of 150 participants.

Strongly committed to advancing journalistic education and practice, the School has also devoted every effort on organizing professional development courses tailored to meet the needs of the media industry in Hong Kong



**Professional Training Course for Hangzhou Newspaper Group 2010**

and the Greater China Region. In the reporting period, the School organized a professional training course for 23 media practitioners from Hangzhou Newspaper Group. During the five-day course from 10 to 15 May 2010, members of senior management and seasoned journalists from Reuters, Phoenix TV, Sing Tao, Hong Kong Economic Times, together with the Dean of Communication and Head, Department of Journalism were invited to share their experiences and insights with the audience. The training course helped the participants upgrade their professional standards, and allowed the trainers to understand the latest developments in the press media in China. The win-win benefits are what make our training courses typical endeavours in KT.

#### **4.5 Faculty of Science**

The five departments under the Faculty of Science – Biology, Chemistry, Computer Science, Mathematics and Physics – are all devoted to arousing the

public's interest in science and promoting science in daily life. The Faculty has organized different types of science-related activities since 1961, the most significant of which being the annual Science Summer Camp dated back a few years ago.



The inter-disciplinary Science Summer Camp started its existence with the summer camps of different disciplines held over the past few years for secondary school students to appreciate science. These discipline-

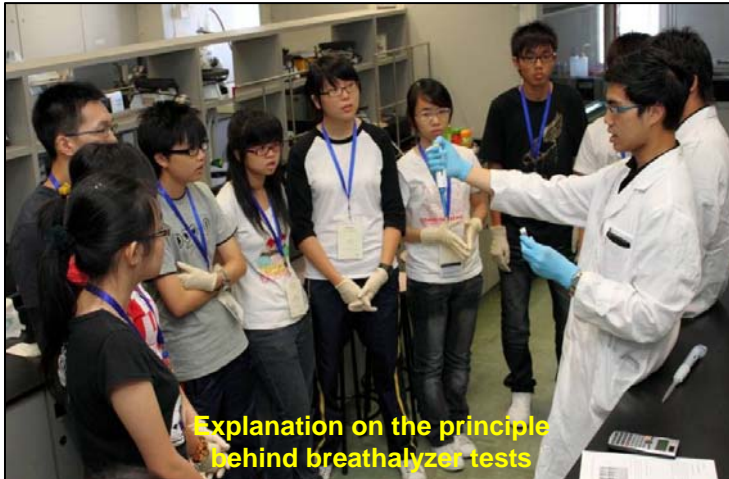
specific summer camps were combined to form the Science Summer Camp held in July 2009. The Science Summer Camp 2009, entitled “Learning Science in Our Daily Life”, aimed to enable participants to learn about the ways science interacts with daily life. Secondary school students can make good use of the summer time to explore more into science through a series of activities including lectures, hands-on experiments, small-group activities and games.

The Science Summer Camp 2009 started with the Plenary Talk on “Science in Our Daily Life – Forensic Investigation and Food Safety”. The insightful talk inspired the audience to relate science to their everyday life. The talk was followed by a series of games and activities specially designed to arouse participants’ interest in science. In one of the activities, students learnt to make yogurt with the assistance of microorganism. Through the activity, participants made the yogurt of their own flavor, learnt the use of microorganism in making dairy food items and enjoyed the fun from science application.



Participants learning to make yogurt

In another activity, students learnt the principle behind the breathalyzer tests



conducted by traffic police officers and tried to fabricate a device for measuring alcohol content. Apart from enjoying the success brought by the experiment, participants also experienced the application of science in daily life.

The Science Summer Camp 2009 attracted as many as 70 secondary school students who formed small groups, took part and competed with one another in a series of games and activities over the three-day period. Through those carefully-designed activities, students learnt more about the relation of science to everyday life, developed a team spirit and sharpened their communication skills.

#### **4.6 Faculty of Social Sciences**

The Faculty of Social Sciences is, as its name reveals, dealing with subjects which have much to do with society. Examples include general and physical education, geography, history, government and international studies, social work and sociology. Issues of social concern are thus often chosen as topics for the Faculty's research, which is to be carried out for their academic merits and for the community as a whole.

A typical example of such a research project is the Study of Creative Education in Hong Kong Primary and Secondary Schools conducted by the Faculty's Centre for Child Development (CCD) with funding from the UGC. The Centre was established in 1991 out of the concern for children, youth, families and school. It is the major objective of CCD to foster children's positive development, and enhance their achievement motivation, creativity in problem-solving and self-competence in particular. A major task completed by the Centre in the reporting period was the above study which sought to find out the factors facilitating teachers' creative teaching as well as the difficulties hindering its realization. Instead of merely presenting the research findings, the Centre went on to offer suggestions on the ways the Government, school



management and individual teachers can go to promote creative teaching in primary and secondary schools. A press conference to announce the research findings was held in February 2010. For the high relevancy of the project to the local community, the research findings were



**Press Conference on Study of Creative Education in HK Primary & Secondary Schools**

covered by a number of newspapers like Sing Tao, Ming Pao, Hong Kong Standard, South China Morning Post and Taikungpao. With the release of the research findings, it was hoped that the Government, schools, teachers and parents will work closer to promote creative education.



**Professional Development Course on Enhancing Learning & Teaching in a Small Class Environment**

Another representative KT project by the Faculty is the offer by its Education Department of the Teacher Professional Development Course on Enhancing Learning and Teaching in a Small Class Environment. The project, funded by the Education Bureau, consisted of twelve courses of various subjects for in-service teachers of government and government-aided primary schools. By helping teachers reflect on the shift in the deployment of teaching strategies in different classroom contexts, the courses aimed to help them improve the effectiveness of learning and teaching, understand why and how to adopt a range of teaching strategies to optimize a small class context, and enhance their capability in planning, implementing and evaluating teaching strategies to utilize a small class setting. The courses were warmly received by in-service teachers, with the number of participants topping 360. It is the vision of the Department to have its knowledge and expertise passed through the courses on to teachers who, with better training, will in turn provide students with better education.

On top of project-based endeavours, the Faculty has also been making continuous efforts to widen the impacts of its research and knowledge. The Faculty has been organizing the Research Support Network Seminar Series in the past 15 years, in which faculty members are invited to share their research



efforts and findings with fellow academics, students and the public. The public seminar series, which attracts local media coverage, serves as an excellent channel to pass new knowledge on to the general public. During the reporting period, nine seminars were organized in which 18 research topics and projects were presented. They included highly-relevant social issues like the future development plan of Wanchai, the work life balance of local teachers, use of the internet in re-engaging youth in social withdrawal and the plight of the mainland Chinese immigrant artists in Hong Kong. It was hoped that the participants' knowledge in social issues would be improved via the seminars, the public awareness of such issues would be raised through media coverage, and relevant authorities would be spurred into action amid the resulting discussions in society.

#### **4.7 Academy of Visual Arts**

The Academy of Visual Arts, the first academy of its kind established by a local university, was inaugurated in January 2006. Not only does the Academy offer "creativity inspiring" education in Hong Kong, it also seeks to promote the appreciation of visual arts among the public and enhance the community with their expertise. The major programmes of the Academy in the year – Visual Arts Axis, Parking the Park and the Visual Arts Conference – were typical KT activities benefiting the public.

The Visual Arts Axis was a community arts service project launched in January 2009 to promote the awareness and appreciation of visual arts through community arts service programmes. Two streams of programmes – school and community – were organized under the project for students and the general public respectively. In the school stream, a series of visual arts workshops and summer schools were organized to inspire and encourage



secondary school students to appreciate arts, explore their creative potentials and help them acquire other learning experience required by the New Senior Secondary Curriculum. Under the

community stream, extensive arts activities including campus visits, guided tours, seminars and exhibitions were organized to promote the appreciation of arts in the community. At the end of the reporting period, 9 school programmes, 25 community programmes and 10 volunteer training sessions were completed, benefiting more than 1,500 participants from over 20 schools and organizations. In addition, over 50 visual arts students and graduates were recruited in the year to help with the various activities under the project.

Turning to “Parking the Park”, it was a project under the Budding Winter 2009 campaign led by the Home Affairs Bureau to bring arts to people and people to arts. The Academy was invited to contribute towards the improvement of Tuen Mun Park with its expertise.



Students and graduates of the Academy presented a series of art concepts based on the interaction between the scenery of Tuen Mun Park and activities of park-goers, generating an imaginative spatial culture within the park in the Parking the Park Exhibition. The project not only benefitted the community by bringing them to arts, but our budding artists also benefited as they were presented a golden opportunity to realize their creative ideas.

The Conference on Visual Arts Education in Asia entitled “Opportunities and Challenges”, organized by the Academy of Visual Arts, started on 23 June 2010. It was the objective of the Conference to provide art educators and practitioners with a platform to review and discuss the opportunities and challenges brought by the expansion of art education in certain Asian regions as a result of their respective education reforms and thriving creative industry.



Speaking at the Conference were representatives from CreateHK, Education Bureau, HKBU, other tertiary educational institutions in Hong Kong and Asia, design centres and companies. The 2.5-day Conference featuring 15

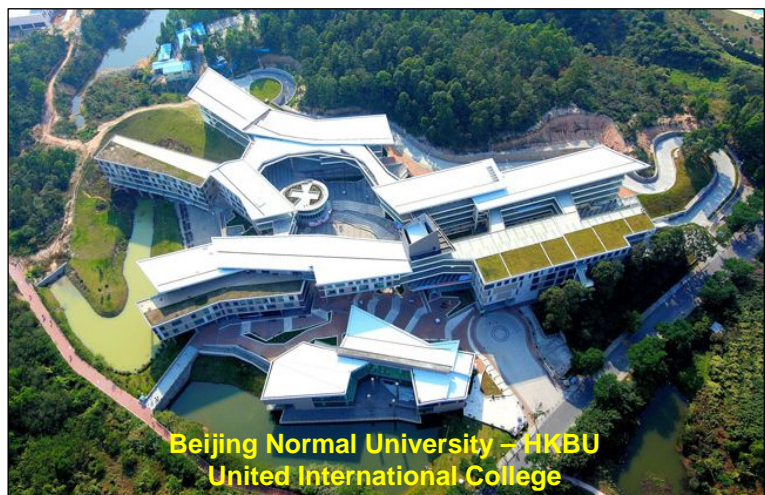


presentations was well-received by an audience of some 200. It was hoped that the insights obtained from the interactive discussions would help to advance the standard of art education in the region.

#### 4.8 Other University Units

Apart from the above academic units which are making KT efforts, there are other university units which are also contributing towards the meaningful cause. After all, it is the belief of the University that KT issues are not only the concerns of science departments, but also those of non-science departments and administrative units as long as they have valuable knowledge to pass on to the public. In order to maximize the impacts of the University's knowledge and expertise, every unit capable of engaging in KT is encouraged to go onboard.

One of the largest KT exercises undertaken by the University is the creation of a University in Mainland China to promote its whole person education ethos. Beijing Normal University – Hong Kong Baptist University United International College (UIC) came into existence in 2005. UIC is a collaboration between HKBU and Beijing Normal University, with HKBU providing less than \$150 million, through non-UGC sources, for the construction of the campus and its facilities. The students of UIC receive



HKBU qualifications. The academic quality assurance of the UIC is provided by HKBU through an institutional visit at approximately 18-month intervals. Today, UIC offers 13 undergraduate degree programmes and has nearly 4,000 students. The majority of the students come from Mainland China, most of them admitted with level one of the United Higher Education Examination (students with such qualification can be admitted to most key and prestigious universities in China).



Another major outreach units of the University is the Jockey Club Creative Arts Centre (JCCAC) which came into operation in 2008 under the support of the Home Affairs Bureau and sponsorship from the Hong Kong Jockey

Club. The Centre, initiated by the University, is a multi-disciplinary artists' village converted from a decommissioned factory estate to promote arts in the community. Management of the Centre is handled by a self-financed, registered charity organization whose missions are to provide studio space for local artists and arts groups, help promote arts and culture in the community and nurture creative art talents for Hong Kong. With purpose-built studios, galleries, a black-box theatre and other communal facilities, the Centre has over 150 artists and arts groups working under one roof. Those tenants engage in a variety of arts disciplines covering both visual and performing arts, making the Centre undoubtedly the first studio centre in Hong Kong where the public can have close encounters with both renowned masters and budding artists. To cultivate a passion for arts in society, a host of guided tours and art programmes were organized in the reporting period, with the participant number reaching 2,700 and 35,700 respectively.

On the environmental front, the University is also doing its bit to promote conservation and organic farming by setting up the Hong Kong Organic Resource Centre (HKORC) in 2002 with funding support from the Agricultural Development Fund of the Vegetable Marketing Organization. With technical support from the University, the Centre serves as an independent organic certification agent responsible for testing and certifying organic food, raising the awareness of farmers, consumers and the public to organic farming and



healthy food, and promoting the sustainable development of organic farming in Hong Kong. It is the ultimate objective of the Centre to ensure the supply of safe and quality food and an ecologically-balanced living environment for our future generations. Apart from certifying 70 organic products, the Centre also organized 101 activities in the reporting period to enhance the public's knowledge in organic farming and raise their environmental awareness. The activities were warmly received by the public, with the number of participants nearing 62,000.



Another unit with remarkable contribution to the cause of KT is our International Office with its signature Consul-General-in-Residence programme. The Office works closely with academic and adminis-

trative units on improving cultural awareness and fostering international collaboration. It organizes an array of academically and socially enriching activities to enhance international and cross-cultural understanding. The Consul-General-in-Residence programme is the Office's major KT endeavour to foster international cooperation and intercultural understanding in today's interdependent world, and enhance the University's and public's knowledge of and interest in world affairs. Under the programme, a number of consuls-general in Hong Kong are invited each year to be our Consul-General-in-Residence and to deliver talks about their countries. The talks will be part of the University's International Lecture Series, which is open to the public. In the reporting period, three talks were given by the Consul-General of Canada, of Nigeria and of South Africa about their respective countries. The talks were well-received by university staff and students together with members of the public, with the participant number totaling 180.

The Advanced Centre for Contemporary China Studies (ACCS), a research centre set up with external donations, came into existence in 2008. Apart from research, it also carries out consultancies for Hong Kong, Macau and China. In the reporting period, it carried out a number of consultancies, including a consultancy on the Chinese Renminbi and its impact on the world currency. This consultancy was sponsored by the Central Policy Unit.

## **5 The Way Forward**

It has been mentioned in the executive summary that 2009/10 was the groundbreaking year in which promotion and education work was carried out mainly to have the concept of KT penetrated into each faculty, nurture a KT culture in the campus and pave the way for future collaboration with the community in a better-organized manner.

In the year ahead, HKBU will not only keep up our promotion and education work but will also attach greater importance to fostering university-community partnership. In respect of promotion and education, as mentioned in section 3.2, the University will organize a year-round series of seminars and workshops with HKSTP, the KT Conference in November with seven other local tertiary educational institutions, and any other promotion and education activities beneficial to the community as a whole.

On top of promotion and education, the University will also step up our effort to foster close partnership with the community through which our knowledge and expertise can be better utilized to benefit the general public. Apart from the two KT partnership projects on hand, every effort will be made to identify and initiate new partnership projects beneficial to both the university and community, and encourage faculty members to set greater store by working with the community.

To sum up, 2010/11 will be the year of expansion, in which the University will adopt a two-pronged approach – promotion and community engagement – to continue the meaningful journey of KT.

26 Apr 2010 (Mon), 9:15am - 12:30pm

*Knowledge for a Productive, Healthy & Sustainable Society*

## INTELLECTUAL PROPERTY: ESSENTIALS TO SUCCESSES

A seminar designed to share with you the essentials of Intellectual Property (IP) protection & successes in its application

### Programme Details:

- Date/ Venue** : 26 April 2010, Monday 9:15am at Room 702, David C Lam Building, HKBU
- Topics** : Important Legal Issues when Protecting University Knowledge & Research Output  
by Ms Ai-Leen Lim, Partner & Head of IP Portfolio Management, Greater China, & Mr Nigel Lee, PRC Patent Agent, of Bird & Bird
- IP: The Process & Art of Application  
by Dr Charles Seligson, President & CEO of Xyting Corporation
- Medium** : English
- Registration** : All are welcome. As seats are limited, please email to [kto@hkbu.edu.hk](mailto:kto@hkbu.edu.hk) or call 3411 8074 now for registration or inquiry. Admission is free.



Ms Ai-Leen Lim is a Partner, & Head of IP Portfolio Management, Greater China, of Bird & Bird. Her colleague Mr Nigel Lee is a qualified PRC Patent Agent. Bird & Bird is an international law firm with 21 offices across Europe & Asia. Specialized in IP & commercial law, Bird & Bird has won the title of "HK IP Firm of the Year" at the Asian Legal Business' HK Awards 2009, & has been ranked among top-tier IP law firms in China, HK & Singapore in numerous surveys.



### Who should attend

1. University colleagues with IP to protect or commercialize
2. Post-doctoral, post-graduate & undergraduate students interested in starting up business
3. Members of the public interested in IP



Dr Charles Seligson, awarded a PhD by Cornell University, has 26 years of experience in the sales & marketing of technology products in international markets.

Dr Seligson is now President & CEO of

Xyting Corporation, an IP commercialization firm with headquarters in the US and offices & representatives across Europe, Asia-Pacific, South America, Africa & the Middle East. Projects handled by Xyting range from wireless communication & computer software to water filtration, aquaculture & nano technologies.

# Summary of KT Impact Report for IP Seminar “Essentials to Successes”

## Understanding of Intellectual Property

The participants perceived the seminar positively in deepening their understanding of IP (69% indicating agreement or much agreement) (Table 1) and essential elements in IP protection (70%) (Table 2). They were comparatively less appreciative of the impact of the seminar in improving participants' understanding of IP commercialization (53%) (Table 3). They had more understanding of IP variety (69%) than IP protection (46%) and commercialization (46%) (Table 4).

Table 1 - Expansion of IP Knowledge

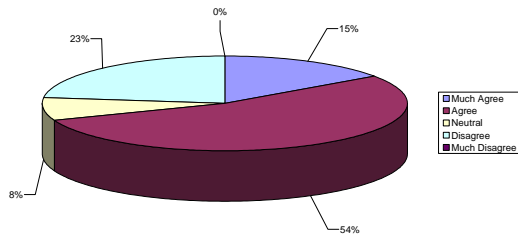


Table 2 - Improvement of Understanding of Essential Elements in IP Protection

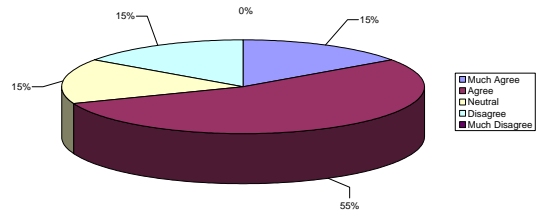


Table 3 - Expansion of Knowledge of IP Commercialization

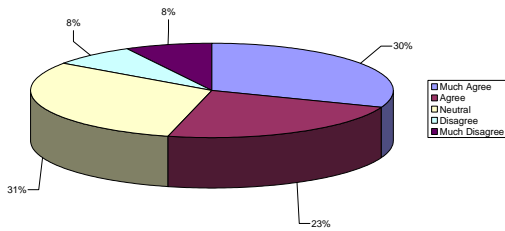
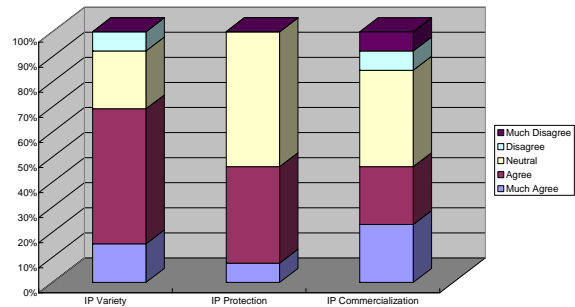


Table 4 - Understanding of IP Concepts



In general, the seminar was very successful and satisfactory in the eyes of the participants. They learned much about IP and its commercialization. Therefore, over two-thirds (69%) of the participants were interested in furthering their understanding of IP (Table 5) and over half of them (54%) were interested both in attending future activities on related topics (Table 6) and in commercializing their IP (Table 7).

Table 5 - Inspiration to Further Understand IP

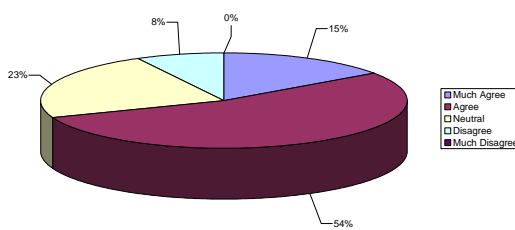


Table 6 - Intention of Attending Future Activities on Related Topics

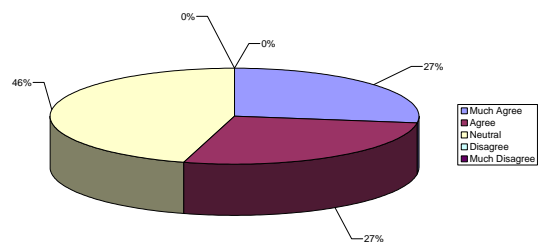
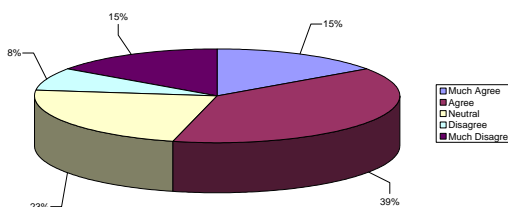


Table 7 - Inspiration of Commercializing Own IP







**Mr Peter Upton**  
Director, British Council Hong Kong



**Ms Deborah Lock**  
Executive Director of Enterprise  
Kingston University, UK



**Ms Charlene Edwards**  
Head of Knowledge Transfer  
Kingston University, UK



**Prof Chung Ling**  
Dean of Faculty of Arts, HKBU



**Dr Martha Mador**  
Head of Enterprise Education  
Kingston University, UK



**Mr Peter Benz**  
Assistant Professor  
The Academy of Visual Arts, HKBU



#### Speakers

**Mr Peter Upton**

**Ms Deborah Lock**

**Ms Charlene Edwards**

**Dr Martha Mador**

**Prof Chung Ling**

**Mr Peter Benz**

#### Topics

What Works is What Matters: The Experience of UK Higher Education and Industry Partnerships

UK Higher Education Perspectives of Knowledge Transfer

Case Study: Knowledge Transfer in Arts & Humanities

Case Study: Knowledge Transfer in Social Science

What Can Be Considered "Knowledge Transfer" in the Realm of Humanities?

Making a Difference: Visual Arts and the Community

# The Craft of Engagement

## Knowledge Transfer Partnerships in Arts & Humanities

### Symposium and Workshops

31 May-1 June 2010

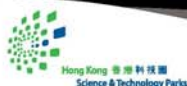
Hosted by Prof AC Tsoi  
Vice-President (Research and Institutional Advancement), HKBU

Symposium Details:  
31.05.2010 08:45 - 13:00  
WLB104, Lam Woo International Conference Centre, HKBU  
Online Registration: <http://kto.hkbu.edu.hk/news.php>  
or contact Ms Vivian Lee Tel: 3411 8075

Supported by:



Kingston University London



# Summary of KT Impact Report for KT Symposium “The Craft of Engagement”

## Understanding of Knowledge Transfer

The participants perceived the symposium positively in deepening their understanding of Knowledge Transfer (60% indicating agreement or much agreement) (Table 1), and of its conception in particular (45%) (Table 2). However, the symposium was less effective in improving participants’ understanding of KT implementation (25% indicating agreement or much agreement) and of KT impact (21%) (Table 2).

Table 1 - Expansion of KT Knowledge

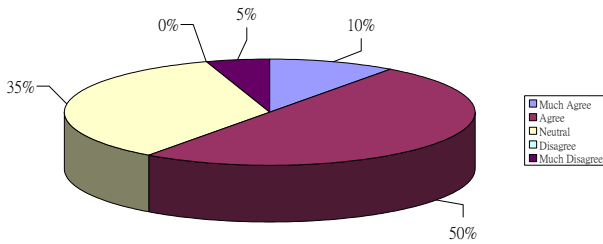
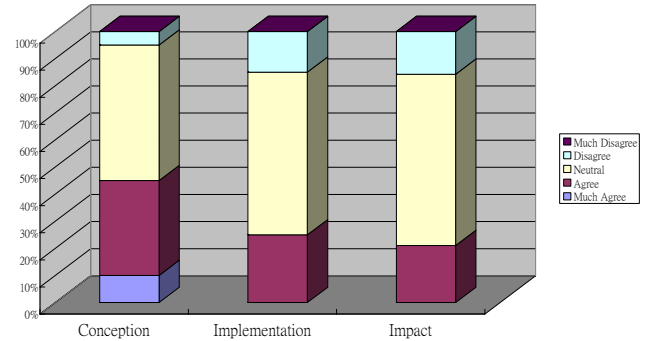


Table 2 - Improvement of Understanding of KT



In general, the symposium was very successful and satisfactory in the eyes of the participants. It aroused their interest in KT. Hence, although the participants were less keen on engaging in KT partnership projects (44%) at this stage (Table 3), they were mostly interested in attending future activities on related topics (70%) (Table 4) and in furthering their understanding of KT (50%) (Table 5).

Table 3 - Inspiration to Participate in KT Partnership Projects

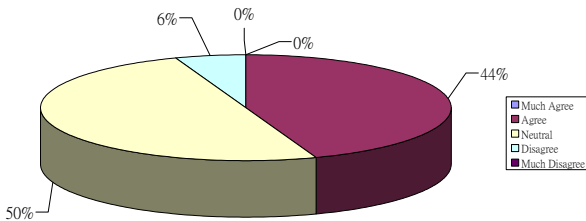


Table 4 - Intention of Attending Future Activities in KT-related Topics

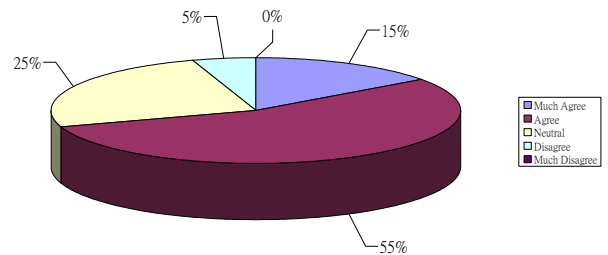


Table 5 - Inspiration to Understand KT

