



知識轉移處
Knowledge Transfer Office



香港中文大學
The Chinese University of Hong Kong



Transformation and Transparency for Tenacity

**The Chinese University of Hong Kong
Annual Report on Recurrent Funding
for Knowledge Transfer in the 2009 - 2012 Triennium
1 July 2011 - 30 June 2012**



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1. Executive Summary

With much gratification, though not complacency, we have plenty to look back with joy, and to reflect on, at this last year of the first triennium since the introduction of the Recurrent Funding for Knowledge Transfer from the University Grants Committee (the UGC KT Fund). A vibrant environment with strong participation has emerged during the past three years, as exemplified by the wide varieties of KT activities across all disciplines, the strong implementation of necessary management and measurement systems, and outstanding performance in terms of both economic return and social impact.

The year 2011/12 in particular has witnessed visible achievements in effecting institutional as well as systematic transformation. It is true not only in cultivating the out-reaching energy from the Knowledge Transfer Office (KTO) to the Faculties – to actively identify opportunities and engage in marketing, but also in securing buy-in from faculty members. The new Professional Enhancement Fund (PEF) has thus been set up to create a committed Network of KT Fellows to learn and share about the KT experience with academic peers.

More stringent assessment criteria and procedures have been put in place to enhance transparency and professional standards in business operations, in the use of funds especially the UGC KT Fund, and in the more robust measurement of performance and better cost control.

Transformation is manifested in both the hard core systems and the soft yet much needed culture to appreciate our dual emphasis on technology-based and community-based KT. At CUHK, KT is geared for continuity with long term drive and energy, and hence the title of this year's report is **Transformation** and **Transparency** for **Tenacity**, i.e. the **3Ts** (following the **3Ss** of **Strategies, Structure & System** for 2010/11, and the **3Rs** of **Resources, Recognition & Ripple** for 2009/10).

2. Going into the Faculty, Reaching Out with them

2.1. A considerable amount of efforts has been dedicated to marketing and outreaching from the local to the global arena, at which KTO actively explores commercialization opportunities with potential international partners, and motivates faculty members to engage in endeavors of impact to the quality of life and business in arts, culture and the social context.

2.2. A **KTO Brand** is growing in prominence on campus through which hundreds of faculty members learn the knowledge of KT and are inspired by the shared experience. By organizing a total of **16 KTO Seminars and Faculty visits** in 2011/12 alone, KTO proactively went out to the faculty or invite them in (details in Annex 10).

Faculty Seminars / Visits		University-wide KTO Seminar Series	
Sep 2011	Department of Information Engineering	Nov 2011	International Patent Protection: Strategies for Scientists and Engineers
Oct 2011	School of Life Sciences - Molecular Biotechnology Program	Dec 2011	Updated Practice on Patent Litigation in China
	School of Architecture; Faculty of Law		Opportunities for Industry-Academia Collaboration: A Win-win
Nov/Dec 2011	Project Leaders of the KT Project Fund at all eight Faculties	Jan 2012	Patent Law Reform in the US: How it might affect the researcher?
Feb 2012	HK Institute of Asia Pacific Studies	Feb 2012	The Art of Engaging in a Creativity Economy: Living Heritage
Mar 2012	Research Day of Department of Medicine & Therapeutics	Mar 2012	Patenting and Licensing Strategies in the US
May 2012	Executive Orientation Program: KT Activities at CUHK	May 2012	Intellectual Property Valuation - Theory and Practice
Jun 2012	Research Day of the School of Biomedical Sciences		Getting Started with Patent Applications: Essential Knowledge and Skills (3-day Workshop)

- (a) As a result of unwavering advocacy and proactive work, the **KTO Brand effect** has become increasingly visible, when **participants across disciplines** expressed steadfast support for KTO seminars. For workshops on technology and commercialization, participants were not only from the more technology-based Faculties, but also Social Science and administration offices (and interest also shown from the Arts recently). This proves a **change of mindset, with deeper awareness of the wider horizon of KT**. Similarly, seminars on Arts-related topics also attracted participants from the Law and Social Science. The first of the examples below has been one of such.
- (b) A full house of academics from various Faculties attended the lunch seminar **“Living Heritage”** presented by Dr Laurajane Smith of the Australian National University, on her experience in fostering in the modern society an ability to appreciate the richness of cultural heritage, to **transfer the seemingly intangible knowledge to the community**.
- (c) A **3-half-day workshop on “Essential Knowledge and Skills for Patent Filing”**, the first-of-its-kind co-organized by KTO and a US-based patent firm, had received strong support from colleagues with diverse background, stretching across **Engineering, Medicine, Science, Social Science, and administration offices**.

2.3. It has been a remarkable year not only in **securing the support of faculty members**, but to have them **join hands with KTO to reach out to the industry** (Figure 1). The Technology Development Team (TD Team) of KTO has been proactively making use of and initiating opportunities to increase the visibility of CUHK technologies among policymakers and industry practitioners.

Jun 2012	BIO International Convention 2012, in Boston, USA	Dec 2011	Workshop on Innovation and Pioneering Technology, Kobe University, Japan
Mar 2012	Pharma-Academia Partnership Summit, at HK Science Park		Business of Intellectual Property Asia Forum, HK
			Knowledge Exchange Conference, by UGC-funded Institutions, HK
Feb 2012	Accelerating Drug Discovery Workshop, at CUHK	Sep 2011	HiBEAM Asia Hawaii Exchange, at CUHK

(a) At the **BIO International Convention in Boston**, our research capacity and technologies were showcased at the **CUHK Booth** to over 1,000 professional individuals. KTO established approximately **300 business contacts** and conducted over **20 business meetings**. This landmark activity was enthusiastically joined by senior academic staff of CUHK, who together with the HK Biotechnology Delegation co-organized by the HK Science Park, HK Biotechnology Organization, and the HK Trade Development Council, visited 8 leading pharmaceutical companies and prestigious research organizations. The KTO team also took part in the Sino-American Pharmaceutical Professionals Association Annual Conference and CABA’s BioPharma Outlook 2012 Conference. Innovative ways were formulated to accelerate the process of technology development, and to open up new avenues for collaborations.



KTO colleagues and CUHK academics at the CUHK booth

- (b) The KTO Director gave a presentation at the **Kobe University Workshop on Innovation and Pioneering Technology** in 2011, and presented to the **Japanese market** for the first time a CUHK licensed product. Since then, there have been continuous exchanges on the wide horizon of KT and experience in measuring success.
- (c) A selection of CUHK latest research achievements were matched with the interests of a **UK-based research institute and over 10 Hawaiian companies** in the **technology matching events** “Accelerating Drug Discovery Workshop” with MRC Technology and

“Innovation Exchange of Hawaii Tech Asia” with HiBEAM. Academics and Researchers joined KTO marketing staff to meet with international partners face-to-face in stretching the geographic limit for commercialization opportunities.

TD Team Outreach Efforts 2011/12



Figure 1

- (d) Working alongside the HK Trade Development Council in the **Business of IP Asia Forum**, KTO representatives met over 700 IP professionals and business leaders, and effectively linked with IP owners, buyers and sellers, R&D professionals, investment intermediaries, trade associations and technology practitioners from all over the world.
- (e) As organized by KTO, **CK LifeScience** representatives met with CUHK scientists on the **School of Biomedical Sciences Research Day** to learn about the latest development and research capacity of the School, and were inspired by its facilities which may in future help enhance the company’s own capacity. Three research projects were selected for possible collaboration.
- (f) At the pilot **Pharma-Academia Partnership Summit** in the HK Science Park, scientists of CUHK and other local universities presented their latest research achievements to **eight leading international pharmaceutical companies** - Pfizer, Sanofi-Aventis, GSK, Bayer, Roche, J&J, Novartis, and Lilly. Both the academics and industrialists had benefited from this platform of direct dialogue and discussion on focused areas.
- (g) This year, **CUHK is the Strategic Partner of the HK Science Park in InnoAsia**, the annual flagship event with significant emphasis of the HKSAR Government on its agenda for Hong Kong’s sustainable growth. The theme this year is **Innovation for Green & Healthy Living**. Hundreds of participants from the academia and industries, local and overseas, will gather to accelerate research relevance and explore areas of collaboration in the main conference and four specialized Forums organized by CUHK and four other UGC-funded universities. To support this high-profile event, CUHK has contributed a substantial amount of manpower and HK\$1 million to the overall budget.

3. The Innovation Ecology: Thriving & Balanced

3.1. Remarkable Income from Science & Technology

The reporting year continues to record remarkable income from intellectual property rights (IPRs) and commercialization, with a total amount of HK\$18.9 million and 24 licenses granted. It is recognized that major deals of commercialization do not spread evenly over the years, and more stringent practice in the use of funds has been introduced for gradual consolidation and more focused development, as elaborated in Section 4 of this report.

Success Story

- (a) Since late 2011, the Department of Chemical Pathology has launched a **non-invasive prenatal test named SafeT21 for the screening of Down syndrome (trisomy 21)**. The test has been developed by Professors Dennis YM LO, Rossa WK CHIU, Allen KC CHAN and their colleagues at the Department, using a state-of-the-art DNA sequencing technology and innovative bioinformatics analysis, such that fetal Down syndrome can be accurately screened through the analysis of DNA from a blood sample obtained from a pregnant woman. The new test reduces the need for conventional invasive and potentially risky prenatal diagnostic tests such as amniocentesis, thus making prenatal testing safer and less stressful for pregnant women and their families. With the trademark registration currently in progress, **SafeT21 is now being used at prenatal diagnostic units at CUHK, the Hong Kong Sanatorium and Hospital, Union Hospital, Hong Kong Baptist Hospital and a number of obstetrics group practices in Hong Kong.**



Prof Dennis Lo and team members

- (b) It is worth noting that a number of licenses were granted at nominal value for specific social causes. An example is the licensing of **CU Crystal SDK, the world's first Cantonese and Mandarin Text-to-Speech engine** with animated computer model to the HK Society for the Aged (HKSA). The engine is now integrated into HKSA's non-profit-making project "eElderly" (長青網 www.e123.hk) to help elders with vision impairment. A similar license has also been granted to the HK Federation of the Blind, which mission is to improve the welfare and enhance the social position of visually impaired people.

3.2. Balanced Growth in Arts, Humanities, Business and Social Science

Rigorous efforts and performance are evident in these areas in the form of consultancies, collaborative and contract research to benefit society. Together with the SEM Faculties (Science, Engineering, Medicine), a total income of HK\$247 million was recorded for the year (Annex 1). The great achievements in obtaining funding from external organizations for KT activities in the Arts, Humanities, Business and Social Science not only account for about 30% of the total contract value among all disciplines, but also create important impact on the community's quality of life and social issues, with possible implications to government policies, in HK and beyond. Below are only some of the examples demonstrating such effect.

- (a) A **Program on Planning Life Education in Secondary Schools**, funded by the Education Bureau, is being carried out by the University's Department of Education Administration and Policy, Faculty of Education to design the curriculum for life education, and to respond to the social need to instill **positive moral values and attitudes towards life** among youngsters.
- (b) The Division of Occupational and Environmental Health of The Jockey Club School of Public Health and Primary Care established an agreement with the **Macau SAR Government**, to engage world renowned specialists from CUHK for a 10 year research study in health monitoring and epidemiology, **addressing the environmental issues** of the **Kao Ao landfill area**. The study will inform major policy-making process of the government to design regulations for corporate social responsibilities.
- (c) Training on **Emotional Fitness** has been provided to the **Hong Kong Police Force** by the Assessment and Training Centre of the CUHK Department of Psychology, to help police officers of all ranks to develop emotional competence and resilience in the management of negative emotions.
- (d) Staunch support from the HKSAR Government and the community is witnessed for the **Kai Tak River Green Corridor Community Education** project by CUHK School of Architecture. The Opening Ceremony of the Kai Tak River Green Art Fest held earlier in June was officiated by Government leaders including **Mrs Carrie LAM, the then Secretary for Development and currently the Chief Secretary for Administration**. Educational programs of the project were assimilated into the curriculum of primary and secondary schools, for children to learn the inter-dependent relationship of the community and its environment, as an illustration of the **seamless co-existence of cultural ecology and local living**.



Mrs Carrie Lam and guests at the Green Art Fest

3.3. Milestones in Nurturing Entrepreneurship

In December 2011, **CUHK** signed up to be a **Corporate Member of the HK Business Angel Network (HKBAN)**, the investment matching platform set up by the HK Science Park. **Two CUHK professors** from the Center for Entrepreneurship (CfE) are **Founding Members** of the network. For years CfE has been actively providing professional business consultancy services to incubatees of the Science Park, HK Design Centre and local enterprises; and organizing **Social Enterprise Competitions**. With the use of **UGC KT Fund**, CfE has also expanded the **CUHK Alumni Network** and its activities; with the publication of the **CUHK Alumni Entrepreneur Book**

Series (中大創業人), promoting the entrepreneurship spirit and capacity of CUHK to a much wider audience.

4. Internal Good Practice

4.1. While we are committed to a culture of innovation, integrity is the foundation on which we build our operation practice, for **enhanced transparency, systematic management, and cost control**.

- (a) A series of **Standard Operation Procedures (SOPs)** has been developed for several key functions of KTO, including those for the negotiation with and selection of licensing partners, and reviewing licensing terms. Approval-seeking procedures are now in place for the use of the CUHK Name and Logo in external commercial activities, and various vetting procedures for internal funding approval. These SOPs help avoid potential conflict of interest and further improve the consistency and efficiency of our operations.
- (b) To streamline the management of IP-related data and to support paperless operations, sophisticated electronic **database management systems** have been procured to handle and consolidate the large volume of information and documentation on patents, trademarks, copyrights, and contracts. The new functions will serve as powerful tools for statistical analyses for strategic decisions of the Patent Committee.

4.2. More **stringent conditions for the allocation and use of funds** have been implemented for Funding Schemes supported by the UGC KT Fund, in order to keep the use of funds within the ambit of KT, and to keep track of the project progress and achievements.

- (a) For the **Patent Application Fund (PAF)** in particular, new Guidelines have been introduced since March 2012 for the Patent Committee (PC) to improve the overall quality of the University's patent portfolio, and better cost recovery. Full funding support will only be provided for inventions with good commercial value. A review mechanism has been devised to determine whether a patent will be sustained by University fund after a certain number of years. Inventors are required to demonstrate a good track record or commitment to the marketing and commercialization of their inventions. A reimbursable **"Inventor Contribution"** has been introduced as a new funding option to encourage increased contribution by inventors to the costs of patent filing, so as to enhance a sense of ownership and the inventors' awareness of the financial responsibilities as well as potential rewards of patent filing.
- (b) For the **Technology and Business Development Fund (TBF)**, a much stronger element of **competition** has been injected since the latest round in 2012. Under the new scoring mechanism, funding is only allocated to proposals with the highest scores in the light of funding available in a certain round. The emphasis is getting heavier on the evidence of commercialization potential, and the feasibility of marketing plans. In addition to rigorous and numerous rounds of peer review, the track record of the applicant is also taken into consideration.

4.3. As shown in the organization chart in Figure 2, it is one of the three Core Functions of KTO to provide legal support and services in the drafting, negotiating and signing of contracts to protect and exploit University IPRs and KT endeavors for all the eight Faculties and various Research Institutes.

- (a) In the reporting year, a new Committee has been established with KTO as the support on University Subsidiaries and Spin-off Companies (CUSSOC). A policy paper on **"Governance Framework for Subsidiaries and Spin-off Companies from CUHK"** was approved by the University for implementation to ensure high standards of corporate governance and good practice, to establish a well-defined framework for more comprehensive management of companies, and to examine applications for setting up new companies.

- (b) In 2011/12, a total of **711 KT related contracts** had been reviewed or drafted by KTO's Contracts and Legal Affairs Team, at a total **contract value of HK\$183 million** (Annex 12). Professional services were also rendered for issues relating to licensing, copyrights, trademarks, tax liability, University IP policies and compliances. It has been the vital support to mitigate potential risks that collaborations with external parties inevitably entail, and to ensure an open and fair environment for all parties involved.



Figure 2. Organization Chart and Committees

5. Intensified Corporate Identity

5.1. **KT as the Third Mission of the University** is now firmly established through a series of special features on KT in the **CUHK Bulletin** (No.2 2011) which was widely distributed to internal and external stakeholders of the University. It was a comprehensive story by the Information Services Office with the assistance of KTO, ranging from the corporate outlook of KT, the KTO missions and set-up, and exemplary showcases of the all-round endeavors of KT at CUHK as a research based comprehensive University.



5.2. Upon the office restructuring in 2011, KTO is able to contain our structures and capacities under one roof, and to present its functions and services in more integrated publicity materials, including the **KTO Brochure** and the **revamped website** for one-stop information and services (Figure 3). The soon to be launched **KTO e-Newsletter**, together with the new website, will serve as important platforms showcasing **outstanding KT projects** in technology and community initiatives, and the vast array of KT activities presented by the Faculties (see statistics in Annex 2), including **public lectures (>2,000), performances and exhibitions (78), and community services by staff (>800)**.

5.3. Immense effort has been made to professionalize technology promotional materials so as to maximize and capture the marketing and commercialization opportunities. A collection of **Technology Highlights** both on the web and in printed form were developed to create a reader-friendly and eye-catching summary of selected inventions for relevant industries and potential investors.



Figure 3. Tech Highlights, brochure and new website

5.4. CUHK strengths and technologies in Engineering, Medicine and Science had attracted attention and applause at high profile **exhibitions** organized by CUHK’s Centre for Innovation and Technology (CINTEC). These include the **InnoCarnival** of the Innovation and Technology Commission, at which the CUHK booth was voted as one of the five favorite booths, the **China Hi-Tech Fair in Shenzhen**, and the **ICT Expo** etc. At the **China Challenge Cup of Innovations** held in October 2011, the CUHK team, coordinated by CINTEC and the University’s Office of Academic Links (China), won the championship among all teams from Hong Kong and Macau for the 5th consecutive round of the competition.

6. Use of UGC Fund to Stimulate Motivation

6.1. With determination from the University, the KT agenda is now well embedded in the institutional infrastructure. Support from UGC has made possible the continued implementation of various Funding Schemes, apart from the above-mentioned **Patent Application Fund**, which have all been of indispensable significance in gaining the **buy-in** from faculty members for the KT agenda.

- (a) The new **Professional Enhancement Fund (PEF)** has supported capacity building initiatives in KT among **academic and research staff to create a ripple effect** in cementing KT engagement. Since its launch in April 2012, six applications have been successful in obtaining funding support for these activities: (a) Senior academics from the Faculty of Medicine actively participated in the promotion of CUHK biotech inventions at the **Boston Bio International Convention**. (b) Prof Mee Kam NG of the Department of Geography and Resource Management attended the **New York Conference on Placemaking**, at which she was immensely inspired by the way in which research was applied in the construction of spaces and identity for the community. During the sharing session by Prof Ng (as a requirement of the Fund) among staff and students of Social Science, and policymakers from the Government, the new ideas had provoked vibrant debates and interest. (c) Applications were received from senior academics in Medicine to take the **South East Asian Drafting (SEAD) Training Course**, which has been an encouraging sign of growing incentives to pursue professional development in IP protection.



(b) **Touch the Community, Touch their Lives**

The reporting year was the third year into the implementation of the **Knowledge Transfer Project Fund (KTPF)**. Like the trend since the second year, proposals were received from ALL eight Faculties, which had not been the case in the first year. A total of 45 proposals were received in the year and 23 were funded on the basis of scores given by Associate Deans of all the Faculties. Over the three years, a total of **66 projects** had received funding, **benefiting more than 2 million people** in the community locally and beyond (Annex 2).

KTPF projects 2009-12 (breakdown by theme)



Figure 4

Statistics in Figure 4 above show various project themes which touch on the social concerns and important issues of daily life. The growing number of projects (Annex 61.-6.4) are rendering a more diversified range of deliverables to shape the **Institutional Character of CUHK as a Caring University**. With the **KT culture** and enthusiastic support from faculty members, we are charged with encouragement and energy to develop for the **next triennium the more theme-based, focused development** particularly in areas such as culture and heritage, and environmental awareness and protection.

(c) As with previous years, KTPF projects in 2011/12 have created profound impact in **addressing imminent challenges of society**. Below are only a few examples:

❖ Project entitled “**Nurturing inclusiveness of the Deaf in Hong Kong society with empirical evidence from Sign Linguistics research**” from the Faculty of Arts aims to transfer knowledge generated from 18 years of findings of sign linguistics research to the local community through seminars, workshops, and electronic platforms. It is the effort to address the long-standing misconceptions involving deaf education, language rehabilitation, deaf social welfare, Hearing-Deaf communication; and hence to promote **social inclusiveness**.

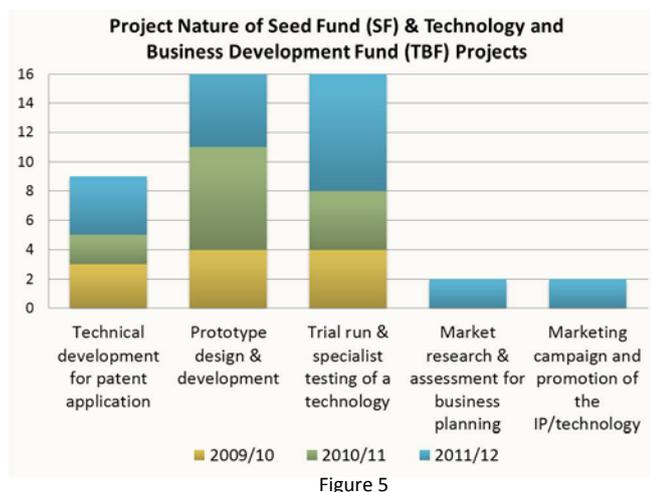
❖ The project “**Collaborative Ambulatory Drug Resources for Elderly (CARxE) – Promoting Medication Safety and Improved Clinical Outcomes among the Elderly Community through Telepharmacy and Outreach Services**” from the Faculty of Medicine identifies and resolves drug-related problems for elders, and develops the much needed and impactful health promotion program including home visits to communicate with the elderly and their caregivers.

❖ Culturally men are often portrayed as being strong and tend not to discuss their health problems publicly. This may cause delay in medical treatment for the seemingly minor problems which may aggravate to a more severe stage. The project “**Promoting Men's Health in the IT Era**” addresses exactly this phenomenon by raising the awareness of men's health and improving their behavior through self-assessment and monitoring. Publicity alone of the project via iPhone applications, website, newspaper columns, exhibition and public talks has already **reached an audience of more than 30,000**. Attendees from three professional groups, i.e. Department of Custom, ICAC and AIA Insurance Ltd., have also benefited from the tailor-made talks.



Prof Joseph Sung, our Vice-Chancellor, enthusiastically joined the participants to promote health

(d) Similarly for the **Technology and Business Development Fund (TBF)**, we received a significant increase in the number of applications this year. From Figure 5 below, it is observed that among the five project natures as defined in the screening criteria, the number of projects making efforts in downstream and translational research and development has been on the rise. It is particularly worth noting that during the year 2011/12, more projects are geared towards conducting business assessment and planning, as well as marketing campaigns and promotion of IP (Annex 8).



- (e) **The UGC KT Fund has been pivotal**, in the stimulation of incentives, and putting through a clear message that we are on the right track. The KT agenda has brought all the many endeavors contributing to the community under the spotlight **for formal recognition**, many of which would otherwise have remained low profile (Annex 7).

7. Three Years of Dramatic Transformation

- 7.1. It has been amazing even to KT advocates like Sir Brian Fender who visited CUHK in October 2011, to see the many changes in the perception and pursuit of KT across the campus in the past three years. Naturally there was reservation and hesitation at the early stages towards the KT agenda due to its relative novelty in the local context of HK, and unclear parameters in practice. Today, after relentless efforts in marketing, lobbying, and putting in actual guidelines and support, we are pleased to observe an incredible degree of transformation, as faculty colleagues are very active in seeking out funding opportunities, working hard for the projects, enjoying the recognition, taking the initiative to put forth new ideas to KTO, and being tuned in to the kind of KT which bears the CUHK edge and characteristics.
- 7.2. It has always been difficult to measure how successfully the University engages in KT activities, mainly because there was no agreed set of measurement tools. With the Faculties' strong participation to facilitate significant KT data collection, it has been possible for KTO to develop more comprehensive and CUHK specific Impact Measurements, which will be further developed in the new triennium, with recognition from academics as higher level corporate goals and purposes.
- 7.3. A change of culture is seen from the more conventional concept of technology transfer being confined to mainly patents and commercialization, to the Knowledge Transfer now which is widely understood as a new horizon spanning across all disciplines. In fact without such transformation, it would not have been possible for the launch of the Professional Enhancement Fund to encourage professional development in KT, as people would not understand why there was the need to learn, what to learn, and what could be the satisfaction in sharing their experience and passion with fellow practitioners.

8. Looking Ahead

KT is now increasingly regarded as having a key role to play in enhancing the effectiveness of knowledge sharing between the academia and society, and contribute directly to the innovation ecology of the knowledge economy. We shall continue to count on the vital support of UGC and University community members, and principally from the Faculties who are the ones delivering the outcomes and achievements of KT. At the same time, KTO will continue to promote the practical use of new knowledge generated at the forefront of research, and to build on the awareness and capacity to engage in the process of sharing. The **Transformation** and **Transparency** achieved are aimed for the continuity of the momentum gathered, i.e. **Tenacity**, which gives us the confidence and determination to pursue KT for greater and wider impact on the industry and community.



Professor Henry N C Wong, Pro-Vice-Chancellor
24 July 2012



Updates on Table 9.1 of Initial Statement
(Data as at 31 May 2012)

UGC Performance Indicators		2011/12
1	Number of patents filed in the year (with breakdown [Annex 3] by country and type)	146
2	Number of patents granted in the year (with breakdown [Annex 4] by country and type)	41
3	Number of licenses granted (with breakdown [Annex 5] by type)	24
4	Income (on cash basis) generated from intellectual property rights	\$18,861,113 (a)
5	Expenditure involved in generating income from intellectual property rights	\$3,793,122
6	Number of economically active spin-off companies (with breakdown by type)	21
7	Number of collaborative researches, and income thereby generated	141 items \$61,526,982
8	Number of contract researches (other than those included in "collaborative researches" above), and income thereby generated	293 items \$61,115,398
9	Number of consultancies, and income thereby generated	350 items \$99,261,122

Total Income over \$240 million.

(a) The high income is due to a major transaction in the year which is not recurrent. This does not include reimbursement of patent costs from licensees.

Updates on Table 9.2 of Initial Statement
(Data as at 31 May 2012)

Other Performance Indicators		2011/12
1	Number of Public Lectures/Seminars by CUHK – involving secondary school students, practitioners in the industry, or people in the community	2,571 (a)
2	Knowledge Transfer Project Fund (KTPF) Projects supported by the UGC KT Fund See Annex 6.1- 6.4 for details	2011/12: 23 Total: 66 (since 2009/10) Beneficiaries: 2,010,405 for 3 years
3	Number of other KT projects or activities not funded by UGC KT Fund	Items:159 (a) Beneficiaries: 207,563
4	Number of performances and exhibitions of creative works by staff/students for a community audience	Items: 78
5	Number of websites on KT activities at Faculties/ Departments/ Centres	121
6	Number of publicity or media exposure related to KT, including print, on-line and electronic media	1,766
7	Community Services of individual staff on advisory bodies or external organizations	821
8	Surveys of outcome or impact achieved on KT activities conducted	225

- (a) With more categories of performance indicators being added to this report, not all KT activities need to be placed under the category of “other KT activities”; but can find other more relevant categories such as “public lectures/ seminars”.

Number of PATENTS FILED in 2011/12 with Breakdown

Country	Faculty of Engineering				Faculty of Medicine											Faculty of Science			Research Units			Total
	CSE	ELE	IEG	MAE	ACP	SBS	CPY	IIR	MEDT	OHNS	ORT	OVS	PHMCY	SPH	SUR	CHM	PHY	SLS	INC	CEID	ISEIS	
PCT		1	1	1			3		1	1				1				1	1			11
US	1	5	6	2	1	6	13	2	2		5	1	1	2		2	1	2	2			54
China	1	1	3	1		2	4	2	1		3						3	4			4	29
Europe		1				1	4															6
Hong Kong	1	3	2	2	1		2	1						1				1		1		15
Japan			1				4															5
New Zealand							1															1
Eurasia							2															2
Australia							4															4
Canada							3															3
Great Britain			2																			2
Taiwan							2		1					1				1				5
Brazil							2															2
Mexico							3															3
Israel							2															2
India							2															2
Total	3	11	15	6	2	9	51	5	4	2	8	1	1	4	1	2	4	9	3	1	4	146

Faculty of Engineering

CSE Dept of Computer Science and Engineering
 ELE Dept of Electronic Engineering
 IEG Dept of Information Engineering
 MAE Dept of Mechanical and Automation Engineering

Faculty of Medicine

ACP Dept of Anatomical and Cellular Pathology
 SBS School of Biomedical Sciences
 CPY Dept of Chemical Pathology
 IIR Dept of Imaging and Interventional Radiology
 MEDT Dept of Medicine and Therapeutics
 OHNS Dept of Otorhinolaryngology, Head and Neck Surgery
 ORT Dept of Orthopaedics and Traumatology
 OVS Dept of Ophthalmology and Visual Sciences
 PHMCY School of Pharmacy
 SPH School of Public Health and Primary Care
 SUR Dept of Surgery

Faculty of Science

CHM Dept of Chemistry
 PHY Dept of Physics
 SLS School of Life Sciences

Research Units

INC Institute of Network Coding
 CEID Stanley Ho Centre for Emerging Infectious Diseases
 ISEIS Institute of Space and Earth Information Science

(1 June 2011 – 31 May 2012)

Number of **PATENTS GRANTED** in 2011/12 with Breakdown

Country	Faculty of Engineering					Faculty of Medicine						Faculty of Science	Research Unit	Total
	Dept of Computer Science & Engineering	Dept of Electronic Engineering	Dept of Information Engineering	Dept of Automation & Computer-Aided Engineering	Dept of Mechanical & Automation Engineering	Clinical Immunology Unit	Dept of Chemical Pathology	Dept of Medicine & Therapeutics	Dept of Orthopaedics and Traumatology	Dept of Paediatrics	School of Pharmacy	School of Life Sciences	Institute of Precision Engineering	
US	1	5	1	1			3	1		1	2	1		16
Australia		1												1
China		3			1	1	2	1				1		9
Europe							1							1
Hong Kong		2					3	1					1	7
Korea		1							1					2
Mexico							1							1
Singapore	1						1		1					3
New Zealand							1							1
Total	2	12	1	1	1	1	12	3	2	1	2	2	1	41

(1 June 2011 – 31 May 2012)

Number of LICENSES GRANTED in 2011/12 with Breakdown

Type	Faculty of Engineering			Faculty of Medicine	Faculty of Social Science	Faculty of Science	Institute of Chinese Studies	Other Service Units	Total
	Dept of Computer Science & Engineering	Dept of Electronic Engineering	Dept of Systems Engineering and Engineering Management	Dept of Chemical Pathology	Dept of Sociology	School of Life Sciences / School of Chinese Medicine	Research Centre for Chinese Ancient Texts	Information Technology Services Centre	
Exclusive				1		1			2
Non-exclusive								2	2
End User License	9	1	5		2		3		20
Total	9	1	5	1	2	1	3	2	24

(1 June 2011 – 31 May 2012)

Knowledge Transfer Project Fund (KIPF)

2009 - 2012



Empowering caregivers to improve dysphagia management

Method as Knowledge: documenting and Investigating Musics of Hong Kong (I)

Social Education Programme on Hong Kong's 7000-Year History

Virtual Dietician at 1 touch - Develop an Apple application on the 1st Hong Kong commonly used food and ingredient database for portable handheld users

Promoting Men's Health in the IT Era

Transferring nutrition knowledge into practice by developing a website for public access

Sounding Treasures: Recording Project of CUHK's Historical Instruments Collection of China 1

Extending CUHK Open Innovation Network (COIN) to University-wide operation

CUHK Alumni Entrepreneur Publication Series

Overcoming insomnia: transferring knowledge to practice

Hong Kong Literary Field Trips: Route Planning and On-the-spot Appreciation Project

Telephone-delivered Psycho-educational Intervention Training Program

Promoting Junior Secondary Students' Motivation and Skills in Issue-enquiry through Inter-school Game-based Collaborative Learning

Learning Vilages

Knowledge Transfer Project Fund: Funded Project Lists 2009-12

2009/10

Social Care

Arts and Culture

- 1) KTP091126F01 Kunqu and Cantonese Opera Education and Promotion Project
Completed
- 2) KTP090126F01 Database on History of Modern Chinese Thoughts (1830-1930)
Completed

City Planning and Environment

- 3) KTP091126F18 CUHK Knowledge Centre for Climate, Urban Climate, Sustainable City Planning and Building Environmental Design
Completed

Health Concerns

- 4) KTP091126F02 Virtual Trainer for Exercise and Health Promotion: Transferring Knowledge to Practice
- 5) KTP091126F03 Internet-delivered Course on Active Living for Health in Secondary Schools
Completed
- 6) KTP091126F06 Teaching Patient Safety to Healthcare Workers
- 7) KTP091126F07 Fight against Cardiovascular Disease- An online Knowledge Transfer Project
Completed
- 8) KTP091126F08 Training programs of Geriatric-orthopaedics – with special emphasis on fall and fragility fracture prevention in the community
Completed
- 9) KTP091126F09 Technical knowledge transfer of evidence-based health and medical humanitarian assistance to field based practitioners in emergency and crisis
Completed
- 10) KTP091126F10 AMPOULE – Online Drug Information Platform for the Public in Hong Kong
Completed

School Reform

- 11) KTP091126F04 Creating and Sustaining "Communities of Practice" for Physical Education Teacher's Continuing Professional Development (CPD)
Completed
- 12) KTP091126F15 Development of hardware modules for DNA amplification for New Senior Secondary School (NSS) Biology teaching and learning
Completed
- 13) KTP091126F16 Development of reagent kits for biotechnology teaching through forensic investigations
Completed
- 14) KTP091126F17 Using the education resources in China Digital Science and Technology Museum (CDSTM) to promote science education and literacy in Hong Kong
Completed

Nurturing the Knowledge Transfer Spirit and Capacity

Industry Links

- 15) KTP091126F05 CUHK Open Innovation Network (COIN)
Completed

Entrepreneurship

- 16) KTP091126F11 CUHK Programmes and Fellowship of Business Venturing
Completed
- 17) KTP091126F12 Entrepreneurial Impact of CUHK Alumni in Hong Kong
Completed
- 18) KTP091126F13 Vice Chancellor's Cup of Student Entrepreneurship (VCCE) 2009-10
Completed

* **Completed** Project completed in the last reporting year

Completed Project completed in this reporting year

2010/11

Social Care**Raising Professional Standards**

- 1) KTP110121F18 **Finished** Mental Training for Hong Kong Fencers: From Lab Findings to Practice & Competitions
- 2) KTP110121F25 **Completed** Public Education Program on Computer Assisted Surgery – with special theme on how “Technologies Enhancing Patient Care – 科技完美醫療” in the community – Achievements in Computer Assisted Clinical Management and Surgery developed in CUHK
- 3) KTP110121F21 **Withdrawn** Learning Custom Product Design through Owner-Designer Role-Playing
- 4) KTP110121F55 **Completed** Dissemination of “Best Practice” in Assessment and Training in Industrial / Organizational Psychology

Health Concerns

- 5) KTP110121F26 **Completed** Promoting Men’s Health in the IT Era
- 6) KTP110121F36 **Completed** Overcoming insomnia: transferring knowledge to practice
- 7) KTP110121F40 **Completed** Empowering caregivers to improve dysphagia management
- 8) KTP110121F48 **Completed** Transferring nutrition knowledge into practice by developing a website for public access
- 9) KTP110121F49 Development of mobile phone “App” to teach acupuncture practice for student and community people
- 10) KTP110121F57 **Completed** OPAL (Outreach Program TO Raise Awareness And Improve Lifestyles) For Prevention of Chronic Diseases
- 11) KTP110121F62 **Completed** Virtual Dietician at 1 touch – Develop an Apple application on the 1st Hong Kong commonly used food and ingredient database for portable handheld users

Quality of Life

- 12) KTP110121F23 **Completed** The Rights of Migrant Women Sex workers In Hong Kong
- 13) KTP110121F28 **Completed** Cognitive Behavioural Training (CBT) for family caregivers of dementia - 3rd phase
- 14) KTP110121F33 **Completed** Improving the quality of end of life care for old age home residents with end stage non-cancer chronic diseases

City Planning and Environment

- 15) KTP110121F53 **Completed** An electronic tree identification encyclopedia
- 16) KTP110121F56 **Completed** Urban Climatology for Tropical Regions

Arts and Culture

- 17) KTP110121F01 **Completed** Hong Kong Literary Field Trips: Route Planning and On-the-spot Appreciation Project
- 18) KTP110121F02 **Completed** Method as Knowledge: Documenting and Investigating Musics of Hong Kong (I)
- 19) KTP110121F04 **Completed** New perspectives on Ancient Civilizations
- 20) KTP110121F06 **Completed** Learning from Neighbourhood Tourism in Sheung Wan, Hong Kong

Support for School Reform

- 21) KTP110121F15 Building and Sustaining a Reading and Writing Teacher Community for Teachers’ Continuing Professional Development
- 22) KTP110121F17 **Completed** Developing young short story writers in secondary schools in Hong Kong – A university-school partnership programme

Nurturing the Knowledge Transfer Spirit and Capacity

Entrepreneurship

- 23) KTP110121F13 CUHK Alumni Entrepreneur Network
Completed
- 24) KTP110121F14 Global Entrepreneurship Week Hong Kong (GEW Hong Kong)
Completed

Industry Links

- 25) KTP110121F22 Database for Industrial Contacts

* **Completed** Project completed in this reporting year

2011/12

Social Care**Arts and Culture**

- 1) KTP111206F01 Sounding Treasures: Recording Project of CUHK's Historical Instruments Collection of China 1
- 2) KTP111206F02 Social Education Programme on Hong Kong's 7000-Year History

City Planning and Environment

- 3) KTP111206F39 Promoting Solar Energy Mapping in Hong Kong
- 4) KTP111206F41 Sustainable Life & Design for Adapting to Climate Change

Health Concerns

- 5) KTP111206F26 Knowledge Transfer e-Health (KTeH) project on patients who have coronary heart disease or stroke
- 6) KTP111206F27 Collaborative Ambulatory Drug Resources for Elderly (CARxE) - Promoting Medication Safety and Improved Clinical Outcomes Among the Elderly Community Through Telepharmacy and Outreach Services
- 7) KTP111206F28 A public education programme on biotechnology - health concerns of genetically modified (GM) food and medicinal products

Quality of Life

- 8) KTP111206F03 Nurturing inclusiveness of the Deaf in Hong Kong society with empirical evidence from Sign Linguistics research
- 9) KTP111206F18 A better categorization and recommendation engine on a mobile platform for community members to share and collaborate instantly
- 10) KTP111206F25 Telephone-delivered Psycho-educational Intervention Training Program

Raising Professional Standards

- 11) KTP111206F07 China Business Knowledge at CUHK Business School
- 12) KTP111206F10 Bridging the Expectations between Generation-Y Employees and Generation-X Managers
- 13) KTP111206F21 Centre for Financial Regulation and Economic Development (CFRED) - Colloquia Series for Academic Years 2012-2014
- 14) KTP111206F22 Hong Kong Summer Academy on Intellectual Property
- 15) KTP111206F24 Clinical research knowledge transfer of Social Thinking Training Program for students with Autism Spectrum Disorders to professionals
- 16) KTP111206F37 Construction of the first food safety information database for Hong Kong and Greater China

Support for School Reform

- 17) KTP111206F12 Promoting Junior Secondary Students' Motivation and Skills in Issue-enquiry through Inter-school Game-based Collaborative Learning
- 18) KTP111206F36 Organelle Dynamics and Biogenesis in Eukaryotic Cells: Development and implementation of video and application software (Apps) Learning modules for teaching & learning up-to-date Cell Biology in secondary schools and Universities
- 19) KTP111206F38 Development of a virtual lab on biochemistry and biotechnology techniques for New Senior Secondary (NSS) Biology Curriculum
- 20) KTP111206F40 The MarsMedia Project: Media Literacy in the New Generation (Pilot project of "The jcMotion Initiative:")

Nurturing the Knowledge Transfer Spirit and Capacity**Entrepreneurship**

- 21) KTP111206F08a CUHK Alumni Entrepreneur Network
- 22) KTP111206F08b CUHK Alumni Entrepreneur Publication Series

Industry Links

- 23) KTP111206F20 Extending CUHK Open Innovation Network (COIN) to University-wide operation

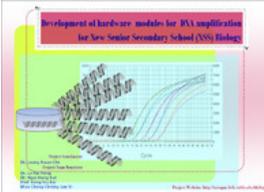
**UGC Funded Projects
Knowledge Transfer Project Fund (KTPF) 2009/10: Project Details**

Total number of applications: 45	Number of projects completed: 16
Total number of projects funded: 18	Number of projects in progress: 2

PROJECTS COMPLETED IN THIS REPORTING YEAR

Arts and Culture					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
1	<p>Kunqu and Cantonese Opera Education and Promotion Project (KTP091126F01)</p> <p>Arts / Chinese Language and Literature</p> 	<ul style="list-style-type: none"> ❖ Secondary school teachers & students (2,800) ❖ General public (600) ❖ University communities (600) <p>Total: 4,000</p>	<ul style="list-style-type: none"> ❖ Professional performers in Cantonese Opera (8) ❖ Professional performers in Kunqu Opera (Shanghai Kunqu Opera Troupe) (19) ❖ Universities in HK (3) ❖ Researchers of Kunqu & Cantonese Opera (3) <p>Total: 33</p>	<ul style="list-style-type: none"> ❖ 4,000 participants in the events of "Spirit in Music: Colloquium on <i>Xilou</i> in Kunqu and Cantonese Opera" ❖ 502 educational DVDs called 春色如許- 崑曲、粵劇與中國文化 were distributed to Hong Kong secondary schools as teaching kits in early October, 2011. Another 70 DVDs were donated to public libraries ❖ Video clips of highlighted events were uploaded to the project website for attracting more visitors 	<ul style="list-style-type: none"> ❖ Distinguished performers and senior researchers of Kunqu and Cantonese opera, as well as celebrities like Prof Kenneth Hsien-yung Pai (白先勇) and Ms Pak Suet Sin (白雪仙), generously supported the project and cast in the DVD, which is an unprecedented effort of this kind. This DVD is a useful tool arousing students' interests in not only Kunqu and Cantonese opera, but in traditional Chinese culture in general ❖ Questionnaires were collected after the event "Spirit in Music: Colloquium on <i>Xilou</i> in Kunqu and Cantonese Opera". Positive comments and encouragements were overwhelming
2	<p>Database on History of Modern Chinese Thoughts (1830-1930) (KTP090126F01)</p> <p>Research Centre for Contemporary Chinese Culture</p> 	<ul style="list-style-type: none"> ❖ General public (through research and educational institutes) (Data to be collected) 	<ul style="list-style-type: none"> ❖ National Chengchi University, Taiwan (1) 	<ul style="list-style-type: none"> ❖ The database can now be assessed online through computer terminals in CUHK libraries since the end of June 2012 ❖ More than 200 historical texts that consists of around 120 million of words have been imported into the Database 	<ul style="list-style-type: none"> ❖ Searching features has been enhanced by "searching with keyword" and "name of article" by the system ❖ Information such as Name of Author, Date of Publishing, Name of Historical Text, as well as its Vol. Number can now be displayed in the searching result ❖ Data can be viewed in both Simplified and Traditional Chinese characters

Health Concerns					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
3	<p>Internet-delivered Course on Active Living for Health in Secondary Schools (KTP091126F03)</p> <p>Education /Sports Science and Physical Education</p> 	<ul style="list-style-type: none"> ❖ Secondary 1 – 3 students (100) Total: 100 	<ul style="list-style-type: none"> ❖ N/A 	<ul style="list-style-type: none"> ❖ A website named Let's Exercise and be Active Daily (LEAD) was developed in which the online program specifically for secondary student is established to promote an active lifestyle ❖ A theory-based booklet was developed and it had been distributed to different secondary schools 	<ul style="list-style-type: none"> ❖ Group interview was conducted among the participating teachers and students from 6 secondary schools. Feedbacks were collected to strengthen the contents for the online program in the future
4	<p>Technical knowledge transfer of evidence-based health and medical humanitarian assistance to field based practitioners in emergency and crisis (KTP091126F09)</p> <p>Medicine/ School of Public Health and Primary Care</p> 	<ul style="list-style-type: none"> ❖ Community participants in the structural training course (28) ❖ Audiences of health and medical humanitarian assistance lectures series (around 330) ❖ Students, field professional volunteer, community counterparts and academics (34) ❖ Population in remote, rural, and poor ethnic communities in China (1,200 – 1,500) Total: 1,892 	<ul style="list-style-type: none"> ❖ Auxiliary Medical Service (1) ❖ Bhutan Government, Ministry of Hong & Cultural Affairs(1) ❖ Bhutan Government, Uguen Academy (1) ❖ Project Vision (1) ❖ Wu Zhi Qiao (Bridge to China) Charitable Foundation (1) ❖ ZeShan Foundation (1) ❖ Centre for Disaster Medical Sciences, University of California, Irvine, USA (1) ❖ Hong Kong Red Cross (1) ❖ Mailman School of Public Health, Columbia University (1) ❖ Medecins Sans Frontiers (MSF) Hong Kong (1) ❖ World Vision Hong Kong (1) ❖ WWF (Hong Kong) (1) Total: 12 	<ul style="list-style-type: none"> ❖ 28 Community participants in the structural training course ❖ 15 public seminars were conducted in lectures series ❖ 34 students were involved in the field-based activities during 2010 - 12 ❖ Research collaboration was established between the PHHI and Project Vision, to examine the disaster epidemiology in post-flooding Hainan province, China ❖ A project website was developed ❖ The guidelines on health and safety issues for field-workers have been drafted and will be published 	<ul style="list-style-type: none"> ❖ Pre and post assessment for the field-based activities ❖ Post-trip evaluation and sharing sessions after the field-based practicum (Majority of students expressed their desire to continue to work in the field as public health professionals. Some of them were happy to have the opportunity to learn and participate in a multi-disciplinary setting, many of them expressed their gratitude to experience "real life" scenario in rural areas) ❖ Interviews and feedbacks were collected from selected participants from the summer courses "Disaster and Humanitarian Crisis" and "Climate Change and Health" during 2010 -11

#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
5	<p>Creating and Sustaining "Communities of Practice" for Physical Education Teacher's Continuing Professional Development (CPD) (KTP091126F04)</p> <p>Education/ Sports Science and Physical Education</p> 	<ul style="list-style-type: none"> ❖ In-service PE professionals and alumni (500) ❖ Pre-service teachers of PE (80) <p>Total: 580</p>	<ul style="list-style-type: none"> ❖ CUHK Sports Science and PE Alumni Association (350) <p>Total: 350</p>	<ul style="list-style-type: none"> ❖ An online professional community of practice in a website was developed. More than 60 pre-service teachers & some other in-service teachers were actively browsed and used the website for their teaching practices and learning materials ❖ 5 workshops for pre-service teachers ❖ 2 workshops for 20 pre-service PE teachers have been successfully recruited ❖ 1 seminar for 115 in-service PE teachers ❖ A follow-up contact with 300 CUHK SSPE alumni was implemented 	<ul style="list-style-type: none"> ❖ Views and opinions from teachers were collected during the workshops and seminars so as to meet the needs of potential users ❖ 8 in-service PE teachers were invited and agreed to serve as professional consultants for the COMPETE platform during and after the project period ❖ Semi structured individual interviews with 8 primary and secondary PE teachers to examine their perceptions of the proposed online continuing professional development (CPD) practice based on Fullan's framework
6	<p>Development of hardware modules for DNA amplification for New Senior Secondary School (NSS) Biology teaching and learning (KTP091126F15)</p> <p>Science/ Biochemistry</p> 	<ul style="list-style-type: none"> ❖ Secondary school teachers and students (58) 	<ul style="list-style-type: none"> ❖ CUHK TWGHs Community College (1) ❖ Department of Biochemistry, CUHK (1) <p>Total: 2</p>	<ul style="list-style-type: none"> ❖ 1 website was developed ❖ 10-well DNA amplification module and 5 sets of such unit were developed and produced ❖ 2 Workshops and 1 video production for local secondary school students ❖ The video was shown to the public in the Inno Carnival 2011 during 5 to 13 November 2011 at Hong Kong Science & Technology Parks 	<ul style="list-style-type: none"> ❖ A sample of prototype was sent to Hong Kong Standards and Testing Centre Limited for assessment referring to the IEC61010-1 standard ❖ Feedback from participants including adding names or trademarks of manufacturer, appropriate label on heat surfaces, model number, wattage and fuse ratings would be consider for mass production in the future
7	<p>Development of reagent kits for biotechnology teaching through forensic investigations (KTP091126F16)</p> <p>Science/ Biochemistry</p> 	<ul style="list-style-type: none"> ❖ Secondary school and university teachers and students (42) 	<ul style="list-style-type: none"> ❖ Tang Ngan Centre for General Science Education, CUHK (1) ❖ Faculty of Education, CUHK (1) ❖ Faculty of Engineering, CUHK (1) <p>Total: 3</p>	<ul style="list-style-type: none"> ❖ 1 website was developed where the feedback from students were summarized and relevant materials were uploaded for sharing ❖ 3 potential assay kits named DNA fingerprinting reagent kit, Polymerase chain reaction kit and Glycated hemoglobin (HbA1c) Assay reagent kit were identified and developed for production ❖ 3 workshops, 2 trial runs and 2 conference talks for secondary students 	<ul style="list-style-type: none"> ❖ A successful model for the teaching and learning of biotechnology knowledge for the education sector ❖ The transfer of technological knowhow in biochemistry & molecular biology to develop experimental kits for education ❖ Students' understanding of principles of biotechnologies and applications are improved through crime scene investigation ❖ Students' critical thinking & analytical ability strengthened

Knowledge Transfer Project Fund (KTPF) 2009/10: Project Details

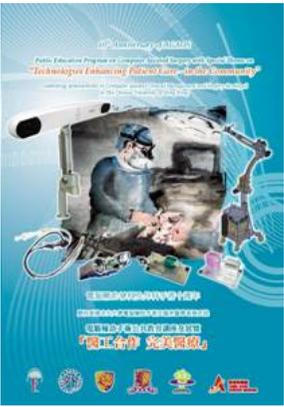
PROJECTS IN PROGRESS

Health Concerns					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
1	Virtual Trainer for Exercise and Health Promotion: Transferring Knowledge to Practice (KTP091126F02) Education/ Sports Science and Physical Education 	❖ N/A	❖ N/A	❖ Data to be collected ❖ The VT website development is ~70% completed ❖ Publicity materials (bookmarks, banners, posters, YouTube videos) and incentive prizes (T-shirts, ropes, calculators) are ready for promotion or distribution	❖ HKPF & YMCA indicated their interests in the website and agree to promote VT within the organizations upon the completion of the website
2	Teaching Patient Safety to Healthcare Workers (KTP091126F06) Medicine/ Anaesthesia and Intensive Care 	❖ Healthcare workers (174)	❖ Hospital Authority Staff (7)	❖ Course material for level 2 has been completed and successfully disseminated to 174 healthcare workers ❖ The e-teaching platform is in the process of development for further dissemination to overseas, network of BASIC course organizers, professional societies and colleges	❖ Feedback from course participants via Questionnaire, Focus groups and Before and After study ❖ Formative evaluation by expert review and user testing sessions for iterative improvements of the course material ❖ Expressions of interests in running the course from organizers in Scotland, Iceland and India

**UGC Funded Projects
Knowledge Transfer Project Fund (KTPF) 2010/11: Project Details**

Total number of applications: 62	Number of projects completed: 20
Total number of projects funded: 25	Number of projects in progress: 3
	Number of projects finished/ withdrawn: 2

PROJECTS COMPLETED IN THIS REPORTING YEAR

Raising Professional Standards					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
1	<p>Public Education Program on Computer Assisted Surgery – with special theme on how "Technologies Enhancing Patient Care-科技完美醫療" in the community - Achievements in Computer Assisted Clinical Management and Surgery developed in CUHK (KTP110121F25)</p> <p>Medicine/ Orthopaedics and Traumatology</p> 	<ul style="list-style-type: none"> ❖ General public benefited from the lectures (179) ❖ General public benefited from the exhibition (45,000) <p>Total: 45,179</p>	<ul style="list-style-type: none"> ❖ Hong Kong Science Museum (HKSM) (13) ❖ Stryker Pacific Ltd. (3) ❖ Beijing JX Digital Wave Co., Ltd. (1) ❖ NDI Asia Pacific (1) ❖ Olympus Hong Kong and China Ltd. (2) <p>Total: 19</p>	<ul style="list-style-type: none"> ❖ Some 45,000 people visited the exhibition "Technology Enhancing Patient Care" during 10 September 2010 - 10 December 2011 ❖ 7 public education talks were organized and held on 10 September 2010 ❖ 179 people participated the lectures ❖ 8 exhibition booths were displayed at the Science News Corner (SNC) at HKSM during 10 September 2011 – 31 March 2012 ❖ 6-month poster and device exhibition at SNC at HKSM during 10 September – 31 March, 2012 ❖ An opening ceremony for the exhibition was held on 10 September. 11 journalists from 8 media companies attended and reported on the ceremony and exhibition 	<ul style="list-style-type: none"> ❖ The general public was educated on the knowledge of CAS, and their awareness of its trend and development has been raised, e.g. minimally invasive surgeries ❖ The most up-to-dated CAS achievements of CUHK were successfully demonstrated to the local citizens ❖ The number of audiences shows that there is a demand from the public for better patient care, and safer procedures, and the increasing need for minimally invasive procedures were met with research and development in CUHK as well as by other international professionals ❖ Secondary school students were inspired for better idea and understanding on the collaborative work in CAS, so as to improve patient care in the community and broaden their views on future academic development

<p>2</p>	<p>Dissemination of "Best Practice" in Assessment and Training in Industrial/Organizational Psychology (KTP110121F55)</p> <p>Social Science/ Psychology</p> 	<ul style="list-style-type: none"> ❖ HR professionals in the Business Community (1,000) ❖ Job applicants & incumbents who will benefiting from the training of the corporate HR personnel (1,000) <p>Total: 2,000</p>	<ul style="list-style-type: none"> ❖ Members of DIOP (The Division of I/O Psychology of the HK Psychological Society) (80) ❖ Members of HK Institute for Human Resources Management (4,700) <p>Total: 4,780</p>	<ul style="list-style-type: none"> ❖ Pre- and post- measurements of the level of knowledge gained among trainees in the workshops (An increase of at least 2 points on a 5 point Likert Scale in the "post" measurement) ❖ No. of hits on the website over the course of the project (500) 	<ul style="list-style-type: none"> ❖ Responses of surveys among the trainees showed that the training was valuable
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Health Concerns

#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
<p>3</p>	<p>Promoting Men's Health in the IT Era (KTP110121F26)</p> <p>Medicine/ Surgery</p> 	<ul style="list-style-type: none"> ❖ Male aged from 30 -70 ❖ Females partners of targeted male audiences and participants who are interested in Men's health ❖ Medical professional & allied health workers <p>Total: 33,000</p>	<ul style="list-style-type: none"> ❖ Pharmaceutical Companies (5) ❖ Other internal departments interested in men's health topics (3) ❖ Professional medical groups interested in promoting men's health (5) ❖ Other professional groups (other fields e.g. accountants, Insurance related workers etc) interested in promoting men's health issue to their members (3) <p>Total: 16</p>	<ul style="list-style-type: none"> ❖ 2,000 participants in exhibition ❖ 10,000 Readers supported the feature articles in Headline Daily Newspaper ❖ 200 Medical Professional and allied health workers attended the academic meeting ❖ 10,000 people downloaded the I-phone apps ❖ 200 Facebook page readers ❖ 11,000 webpage visitor per episode ❖ 126 Professional groups attended special public lectures ❖ A free health check-up and survey was held during July– October 2011 in the Lithotripsy and Urological Investigation Centre, Prince of Wales Hospital 	<ul style="list-style-type: none"> ❖ Free urological investigations and survey for the public helped to raise the awareness of Men's health ❖ A number of Tai Chi Practice sessions were held to attract the public awareness and interest in Men's Health ❖ 319 patients were involved in the survey, providing some local data on the voiding status of local male population and their knowledge on prostatic problems

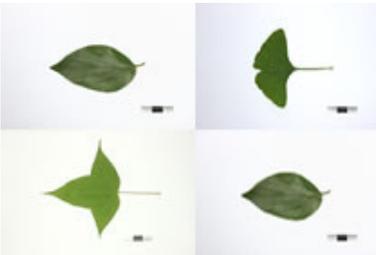
<p>4 Overcoming insomnia: transferring knowledge to practice (KTP110121F36) Medicine/ The Nethersole School of Nursing</p>  	<ul style="list-style-type: none"> ❖ General public who participated in the carnival and visited the web-site: Sweet Dreams” (470,400) ❖ Health & social care workers practicing in the involved elderly community center (100) ❖ Older people who have insomnia and will participated in the training activities on cognitive-behavioral strategies & auricular therapy as organized by the trained health & social care professionals in the elderly community center_ (900) ❖ General public who watched the TV program broadcasted in Dec 2011 (N/A) <p>Total: 471,400</p>	<ul style="list-style-type: none"> ❖ Hong Kong Sheng Kung Hui Welfare Council (10) ❖ Hong Kong Young Women’s Christian Association, Ming Yue District Elderly Community Centre, Wan Wah Care and Attention Home for the Elderly (2) ❖ Hong Kong Young Women’s Christian Association Elderly Continuing Education (1) ❖ Aberdeen Kai-fong Welfare Association Social Service Centre, Southern District Elderly Community Centre (1) ❖ Jordan Valley Kai Fong Welfare Association Choi Ha Social Centre for the Elderly (1) ❖ Shatin Rhenish Neighbourhood Elderly Centre (1) ❖ The Neighbourhood Advice-Action Council in Lei Tung Neighbourhood Elderly Center and Tung Chung Integrated Services Centre (2) ❖ Evangelical Lutheran Church Social Service Hong Kong, Shatin Multi-service Centre for the Elderly (1) ❖ Chinese YMCA of Hong Kong , Chai Wan & Tin Ping District Neighbourhood Elderly Centre (2) ❖ ELCHK Ma On Shan District Elderly Community Centre (1) ❖ Hong Kong Society for the Aged (6) <p>Total:28</p>	<ul style="list-style-type: none"> ❖ 21,378 people visited the “SWEET DREAMS” website which was accessible to the public until July 2013 ❖ 903 participants attended the carnival for kick-off the “SWEET DREAMS” ❖ 58 visitors received individualized advice on handling insomnia on the “SWEET DREAM” ❖ 125 professional health & social care workers participated in the train-the-trainer workshops ❖ Level of satisfaction & feedback from the health & social care workers in the train-the-trainer workshops <p>(The Evaluation Survey with an average mean score of 45.8 (SD =3.4), indicating the participants were very satisfied with the workshop)</p> <ul style="list-style-type: none"> ❖ There were 16 insomnia workshops conducted by the trained health & social care workers to the elderly & the 201 elderly participated in the workshop <p>(The Evaluation Survey with the overall mean score of 46.4(SD = 2.9), indicating the elderly people were satisfied with the workshop)</p> <ul style="list-style-type: none"> ❖ A TV program was organized by RTHK and broadcasted by ATV called “Doctor and You”, episode #10 highlighting the topic of late-life insomnia and the role of cognitive-behavioral intervention on insomnia. <p>(The top 7th rating program with more than 5% recognition out of 8,381 interviewed audience in an annual research carried out by the University of Hong Kong)</p>	<ul style="list-style-type: none"> ❖ Visitors’ written comments on the survey indicate that the “SWEET DREAMS” provided useful information & support to help them overcome insomnia ❖ The carnival for kick-off the “SWEET DREAMS” received very good response. The participants were very enthusiastic in learning how to access the website and they enjoyed playing the booth games which educated and reinforced them the lifestyle factors affecting their sleeping pattern. ❖ Health & social care workers’ written comments on the evaluation form & their perception on the train-the-trainer workshop as solicited from the focus group interview indicate that the workshop is effective & useful in helping them grasp the techniques of using cognitive-behavioral strategies & auricular therapy for the elderly are useful to help them overcome insomnia ❖ The workshops being rated by the elderly as useful in helping overcome insomnia
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<p>5</p>	<p>Empowering caregivers to improve dysphagia management (KTP110121F40)</p> <p>Medicine/ Otorhinolaryngology, Head and Neck Surgery</p> 	<ul style="list-style-type: none"> ❖ Nursing home manager, health workers, personal care workers and nurses (311) ❖ Nursing home residents with swallowing disorders (164) ❖ General public who are concerned about dysphagia management (123) <p>Total: 598</p>	<ul style="list-style-type: none"> ❖ Doctor in Community Geriatric Assessment Team (CGAT), New Territories East Cluster (NTEC) (3) ❖ Nursing homes (5) <p>Total:8</p>	<ul style="list-style-type: none"> ❖ Nursing home staff knowledge test results (More than 20% improvements in test score. Overall, there was 26% improvement in test score) ❖ Around 20% reduction in related data on hospital admissions (swallowing disorder related medical consequences) ❖ Number of nursing home patient visiting NTEC speech therapy outpatient clinic (Around 80% reduction on speech therapy clinic visits in the NTEC area) ❖ Hours of escort and transport hours (More than HK\$50,000 savings in escort and transport hours) ❖ Questionnaire filled by family members. (More than 20% improvements in knowledge score. Overall, there was 22% improvement in test score) 	<ul style="list-style-type: none"> ❖ The results from questionnaires showed an improvement in staff awareness of swallowing disorder, its consequences and safe feeding strategies
<p>6</p>	<p>Transferring nutrition knowledge into practice by developing a website for public access (KTP110121F48)</p> <p>Science/ School of Life Sciences</p> 	<ul style="list-style-type: none"> ❖ General public (6,000,000) <p>Total: 6,000,000</p>	<p>N/A</p>	<ul style="list-style-type: none"> ❖ The website was developed and launched for the public access in April 2011 ❖ At least 9 media published the news regarding the website ❖ More than 15,000 visits within 2 months after its launched, 80% of them were local visitors 	<ul style="list-style-type: none"> ❖ Increase nutrition knowledge of the public, enable the general population to make informed choices for healthy diet and improvement on eating behavior

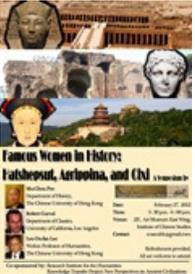
<p>7</p>	<p>OPAL (Outreach Program To Raise Awareness And Improve Lifestyles) For Prevention of Chronic Diseases (KTP110121F57)</p> <p>Hong Kong Institute of Diabetes and Obesity</p> 	<ul style="list-style-type: none"> ❖ Publicity program to community and workforce (8,000) ❖ Health screening of young to middle aged subjects (2,727) ❖ Identification of high risk subjects for diabetes (545) ❖ Subjects from low socioeconomic class (2,000) <p>Total: 8,000</p>	<ul style="list-style-type: none"> ❖ Asia Diabetes Foundation (1) ❖ impeto company (1) ❖ Pharmaceutical companies and sponsors (6) ❖ Political parties (3) ❖ Community groups (11) <p>Total: 22</p>	<ul style="list-style-type: none"> ❖ 22 health surveys in different settings including websites and community centres through collaborations with academic institutions, professional groups, NGOs, etc. ❖ 80% with at least secondary school level or above and 83% of them had at least 1 risk factor for diabetes ❖ 35% were considered to have moderate to high risk ❖ 72% reported improvement in at least 1 action item 	<ul style="list-style-type: none"> ❖ An outreach program identified high percentage of young –to- middle aged subjects harboring risk factors for diabetes/prediabetes ❖ Increased awareness and risk communication resulted in behavioral change although there remained barriers in reaching out some subjects despite their high risk profile
<p>8</p>	<p>Virtual Dietician at 1 touch – Develop an Apple application on the 1st Hong Kong commonly used food and ingredient database for portable handheld users (KTP110121F62)</p> <p>Science/ Food Research Centre</p> 	<ul style="list-style-type: none"> ❖ General public (100,000) ❖ Food industry (500) ❖ Health related personnel (medical doctors, dieticians, nutritionists) (1,000) ❖ Centre of Food Safety (100) ❖ Food & Environmental Health Department (60) <p>Total: 101,660</p>	<ul style="list-style-type: none"> ❖ Centre of Food Safety (1) ❖ Food & Environment Health Department (1) ❖ Food Industry (5) ❖ Centre of Nutritional Studies (1) <p>Total:8</p>	<ul style="list-style-type: none"> ❖ 1 application program was developed with its structure and framework were well set up ❖ The application was released in Apple iTunes ready (free-of-charge) since February 2012 with user friendly interface and easy access platform ❖ 100 people download the application 	<ul style="list-style-type: none"> ❖ Increase the awareness of nutrients among the Hong Kong local commonly food products ❖ 50 selected participants were interviewed and commented on the application. Some of them gave positive feedback while some provided suggestions for improvements and expansion of the application

Quality of Life					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
9	<p>The Rights of Migrant Woman Sex Workers in Hong Kong (KTP110121F23)</p> <p>Law</p> 	<ul style="list-style-type: none"> ❖ NGOs (e.g. HK Refugee Advice Centre, International Social Services) (28) ❖ Relevant government departments (e.g. Dept of Immigration, Police) (10) ❖ Social hygiene Clinics (6) ❖ Public Hospitals (15) ❖ Religious Organizations (22) ❖ UNHCR (1) ❖ Researchers in human rights law and sociology (research assistants involved in project) (3) <p>Total: 85</p>	<ul style="list-style-type: none"> ❖ Hong Kong Refugee Advice Centre (1) ❖ International Social Services (1) ❖ UNHCR (1) ❖ NGOs – social service providers (confidentiality respected) (1) ❖ Research Assistants (1) <p>Total: 5</p>	<ul style="list-style-type: none"> ❖ A website was created ❖ A booklet with 4 languages (English, Simplified and Traditional Chinese, and Swahili) were developed and they will be made available online through the website 	<ul style="list-style-type: none"> ❖ Increased awareness of the legal rights of migrant sex workers (increased numbers of migrant sex workers assessing social support services) ❖ Regulatory change to ensure the human rights of migrant sex workers, as identified in the project are given legal protection (consideration by the Legislative Council of legal reform in accordance with the regulatory gaps identified during the project)
10	<p>Cognitive Behavioural Training (CBT) for family caregivers of dementia – 3rd phase (KTP110121F28)</p> <p>Medicine/ Medicine and Therapeutics</p> 	<ul style="list-style-type: none"> ❖ Family caregivers of persons with dementia through combined interventions (37) ❖ Family caregivers of persons with dementia through CBT community workshops (807) ❖ Family caregivers of persons with dementia or interested professionals through website (28,157) ❖ Interested professionals through sharing workshop (~100) <p>Total: 29,001</p>	<ul style="list-style-type: none"> ❖ Jockey Club Centre for Positive Ageing (1) ❖ Dr. Au May-lan, Alma (Hong Kong Polytechnic University) (1) <p>Total:2</p>	<ul style="list-style-type: none"> ❖ 807 caregivers served in 22 CBT community workshops. 100% of participants rated the workshops as satisfied or very satisfied. 100% of participants rated them as useful or very useful. ❖ 28,157 hit rates for the website ❖ Around 100 participants attended the Sharing workshops for professional staff on 17th July 2012, with over 80% of satisfaction rate ❖ 600 copies of posters and 2,000 copies of leaflets were distributed to 272 district elderly community centres, neighborhood elderly centres, social centres for the elderly, and integrated family service centre 	<ul style="list-style-type: none"> ❖ Significant effect of combined interventions <p>Preliminary results from collected data:</p> <ul style="list-style-type: none"> - Almost significant change in stress level in a 10-point scale - Significant change in the controlling upsetting thoughts about caregiving subscale in the Revised Scale for Caregiving Self-Efficacy - Significant difference on the Neuropsychiatric Inventory score

<p>11</p>	<p>Improving the quality of end of life care for old age home residents with end stage non-cancer chronic diseases (KTP110121F33)</p> <p>Medicine/ Medicine and Therapeutics</p> 	<ul style="list-style-type: none"> ❖ Residential Care Homes for the elderly (RCHEs) in Shatin and Tai Po (22) ❖ Residents at the end stage of chronic diseases (745) ❖ Frontline staff of these RCHEs (739) ❖ Senior nursing and management staff of these RCHIEs (47) <p>Total: 1,553</p>	<ul style="list-style-type: none"> ❖ NGOs running the RCHEs (14) ❖ Hospital Authority: Shatin Hospital staff & NTEC community outreach team (1) <p>Total: 15</p>	<ul style="list-style-type: none"> ❖ 19 RCHIEs each with at least 50 residents were engaged in the programme ❖ 320 frontline care staff attended 22 on-site educational talks and interactive sessions in each of the homes. ❖ 660 staff participated in the pre-training survey and 632 staff participated in the post-training survey ❖ 745 residents estimated to be in the last stage of their lives were benefitted ❖ 5 residents were identified and offered advanced care planning as of 20 April 2012. 6 family caregivers were interviewed for their views on advanced care planning and end of life care 	<ul style="list-style-type: none"> ❖ A survey on the knowledge and attitude of RCHE staff on end of life care issues were conducted before and after the completion of the training ❖ Pre-training <ul style="list-style-type: none"> - Many misunderstanding toward demented patient in general. 60% thought they would have degenerated or less pain sensation, which were not true while over 30% thought they would not have pain if there are no wounds ❖ Post-training <ul style="list-style-type: none"> - Significant increase in knowledge of end-of-life-care issues after the training, significant attitude change towards adopting less invasive approach with end-of-life patients - 91% thought the training was helpful to their work and 90.5% rated the programme as satisfactory or above
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City Planning and Environment					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
12	<p>An electronic tree identification encyclopedia (KTP110121F53)</p> <p>Science/ School of Life Sciences</p> 	<ul style="list-style-type: none"> ❖ Tree professionals – landscape architects, arborists, tree surveyors, landscape contractors, herbal doctors (600) ❖ Conservationists, ecotour guides (200) ❖ Biology teachers & students (3,000) ❖ General public – ecotourists, hikers, park visitors, nature lovers (100,000) <p>Total: 103,800</p>	<ul style="list-style-type: none"> ❖ Schools (e.g. via Hong Kong School Net) (N/A) ❖ Landscaping professional (N/A) 	<ul style="list-style-type: none"> ❖ Over 70% recognition accuracy using 2 different datasets with less than a second's speed of identification ❖ leaf image dataset, a recognition algorithm and a tree species information database were developed 	<ul style="list-style-type: none"> ❖ A new tree recognition system using leaf in the format of digital photos was developed. This could assist those who want to identify trees in the field, whether it is for work, research or leisure. ❖ The tree species information database prepared shows text and pictorial information of the relevant species, which could be an additional on-line resource for identification of local tree species
13	<p>Urban Climatology for Tropical Regions (KTP110121F56)</p> <p>Social Science/ School of Architecture</p> 	<ul style="list-style-type: none"> ❖ Architects, urban designers, planners, surveyors and engineers professionals, etc. <p>Total: N/A</p>	<ul style="list-style-type: none"> ❖ RICS (20) ❖ ISOCARP and China Institute of Planners (4,000) ❖ High School Students (300) ❖ Public (1,000) ❖ Hong Kong Green Building Council (HKGBC) (427) ❖ The Development Bureau of HKSAR (N/A) ❖ HKIS (550), HKO (40) ❖ Ronald Lu & Partners (HK) Ltd. (67) ❖ Master students of the City University of Hong Kong (40) <p>Total: 6,444</p>	<ul style="list-style-type: none"> ❖ 1,000 participants in public lectures ❖ 301 participants in 2 BEAM AVA Workshops ❖ Around 2,000 audience with different backgrounds attended ISOCARP Congress 2011 ❖ Around 80 people attended "Stakeholders Engagement of Hong Kong Urban Climate Map" Forum 	<ul style="list-style-type: none"> ❖ 141 participants conducted the survey for AVA Workshop on 5 March 2011 and commented on Logistics, Quality of Presentation Materials, Content of the Topics and suggestion of other CPD events or topic in future

Arts and Culture					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
14	<p>Hong Kong Literary Field Trips: Route Planning and On-the-spot Appreciation Project (KTP110121F01)</p> <p>Arts/ Chinese Language and Literature</p> 	<p>i) Forum on Literary & Field Trips in CUHK (39 teachers & 198 students)</p> <p>Local Chinese teachers & students in secondary schools (95 teachers)</p> <p>Sub-total: 332</p> <p>ii) Workshops for Designing Literary Field Trips in Three Major Districts (523)</p> <p>iii) CD-Rom on Hong Kong Literary Field Trips: Route Planning & On-the-spot Appreciation Project (66)</p> <p>Sub-total: 589</p> <p>To be distributed to:</p> <ul style="list-style-type: none"> ❖ all local secondary schools ❖ Public libraries <p>Total: 921</p>	<p>❖ Education Bureau (1)</p>	<p>❖ 39 teachers & 198 students participated in Forum on Literary Field Trips in CUHK</p> <p>(More than 80% of the respondents agreed that the objectives of the 4 events were achieved)</p> <p>❖ 95 teachers participated in Workshops for Designing Literary Field Trips in Three Major Districts, Hong Kong Island, Kowloon and New Territories</p> <p>(More than 90% of the respondents of Workshops for Designing Literary Field Trips in 3 major districts agreed that these events were useful in teaching and learning under the New Senior Secondary Curriculum in Chinese Language and Literature)</p> <p>❖ 589 CD-Roms were distributed to secondary schools (523) & public library (66)</p> <p>❖ The website was created. No. of hits on the Hong Kong Literary Field Trip Resources Website</p> <p>❖ A Literary Field Trip Package containing video clips of the talks, literary scene maps, selected literary works, and bibliographies of related literary will be delivered to all local secondary schools and public libraries in Sep 2012</p>	<p>Focus group interviews:-</p> <ul style="list-style-type: none"> ❖ Teachers are willing to incorporate the concept of literary field trip in their curriculum ❖ Teachers are able to make use of the resources available in this project to tailor-make their own literary field trip ❖ Students are more interested in the literature & culture of HK

<p>15</p>	<p>Method as Knowledge: Documenting and Investigating Musics of Hong Kong (I) (KTP110121F02)</p> <p>Arts/ Music</p> 	<ul style="list-style-type: none"> ❖ Teachers (90) ❖ Students (41) ❖ General Public who are interested in local music / heritage (221) <p>Total: 352</p>	<ul style="list-style-type: none"> ❖ Hong Kong Heritage Museum (1) 	<ul style="list-style-type: none"> ❖ 352 people participated in lectures & workshops, especially the 1st lecture series which had an average attendance of 54 ❖ The percentage of general public (56%) joined the intensive workshops exceeded that of students (33%) and teachers (11%) 	<ul style="list-style-type: none"> ❖ In general, those attendees who filled out questionnaires responded positively to the experience of the lectures and the workshops, expressing high satisfaction with the speakers and quality of the learning experience. The overall rating was between 4.0 – 4.5, out of a 5 point scale (1=Poor; 5 = Excellent)
<p>16</p>	<p>New Perspectives on Ancient Civilizations (KTP110121F04)</p> <p>Arts/ History</p> 	<ul style="list-style-type: none"> ❖ High School Teachers (200) ❖ CUHK Alumni and students (179) <p>Total: 379</p>	<ul style="list-style-type: none"> ❖ N/A 	<ul style="list-style-type: none"> ❖ 379 participants in the lecture series ❖ 500 emails sent to high school teachers for survey 	<ul style="list-style-type: none"> ❖ Identification of major progress in knowledge in the areas which the workshop has addressed ❖ Level of historical interpretation increased ❖ Level of teaching ability increased
<p>17</p>	<p>Learning from Neighbourhood Tourism in Sheung Wan, Hong Kong (KTP110121F06)</p> <p>Arts/ Anthropology</p> 	<ul style="list-style-type: none"> ❖ International tourists (10,000) ❖ Domestic excursionists (including school children) (8,000) ❖ Tourism industry & local community (cultural dimension) <p>Total: 18,000</p>	<ul style="list-style-type: none"> ❖ Traders in Sheung Wan (40) ❖ Experts doing research in the areas (5) ❖ NGOs, groups that are interested in preserving heritage & culture, and/or Hong Kong Tourism Board (5) <p>Total: 50</p>	<ul style="list-style-type: none"> ❖ No. of people engaged in the walking tours for the pilot study ❖ No. of survey feedbacks from participants & merchants ❖ No. of hits on the website 	<ul style="list-style-type: none"> ❖ Increase in general awareness of the Sheung Wan local community ❖ Questionnaire survey & focus group discussion among participants

Support for School Reform					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
18	<p>Developing young short story writers in secondary schools in Hong Kong – A university-school partnership programme (KTP110121F17)</p> <p>Education/ Curriculum and Instruction</p>	<ul style="list-style-type: none"> ❖ Form 2 students from the participating secondary schools (1,400) ❖ Form 2 English teachers from the participating secondary schools (40) <p>Total:1,440</p>	<ul style="list-style-type: none"> ❖ Participating secondary schools (10) ❖ Facilitators (4) <p>Total: 14</p>	<ul style="list-style-type: none"> ❖ Workshops for participating teachers on teaching short story writing and on basic skills in writing short stories ❖ Collaborative writing of short stories after workshops ❖ Experience sharing seminar with exemplar students writers as guests ❖ A short story writing competition ❖ Prize presentation ceremony and experience sharing session of short story writing competition ❖ Student anthologies published by the participating schools ❖ An anthology of award-winning writing pieces published by CEELT ❖ A handbook on good practices for developing young short stories writer published by CEELT ❖ An online e-gallery established 	<ul style="list-style-type: none"> ❖ Pre- and post-programme surveys were conducted for the participating students and teachers. ❖ 87.1% of them were encouraged to express their ideas. 90.1% of them could benefit from participating in peer discussion. 89.2% of them thought the workshop created a relaxing environment which could greatly motivate students to learn English (88%) and stimulate their creativity (90.4%) ❖ Majority of students thought that the workshops and the learning activities in their schools increased their confidence in reading (81.2%), reading aloud (75.9%) and writing (85.3%) simple English stories ❖ Teachers thought that their confidence in helping students to achieve learning targets of the short stories module grew after participating in the programme. High percentages of the teachers ❖ Over 80% of the teachers teaching S1 to S3 tried to implement the ideas or knowledge gained from the workshop to some extent/ to a great extent in their teaching. More than Half of S4 – S7 teachers tried to do so

Entrepreneurship					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
19	<p>CUHK Alumni Entrepreneur Network (KTP110121F13)</p> <p>Centre for Entrepreneurship</p> 	<ul style="list-style-type: none"> ❖ CUHK students (undergraduates) (11,000) ❖ CUHK students (postgraduates) (~10,000) ❖ CUHK alumni entrepreneurs (responded to our census) (80) ❖ CUHK fresh alumni (3,000) <p>Total: 24,080</p>	<ul style="list-style-type: none"> ❖ CUHK alumni entrepreneurs (30 out of 80 expressed their interest from an estimated population of 30,000) (30) ❖ HK Business Angel Network led by the Hong Kong Science & Technology Park (50) <p>Total: 80</p>	<ul style="list-style-type: none"> ❖ No. of participation from CUHK students (50) ❖ No. of participation from CUHK fresh alumni (20) ❖ No. of participation from CUHK alumni entrepreneurs (30) 	<ul style="list-style-type: none"> ❖ Business venture ideas initiated with mentors advisor ❖ Business venture plan to be implemented by alumni with mentors advisor ❖ Close relationship between mentees & mentors empowering entrepreneurial resources
20	<p>Global Entrepreneurship Week Hong Kong (GEW Hong Kong) (KTP110121F14)</p> <p>Centre for Entrepreneurship</p> 	<ul style="list-style-type: none"> ❖ CUHK students, researchers and faculty with an interest but insufficient knowledge of creating value through innovation, starting their own companies or participating in the process of starting and developing companies to solve problems and create value (895) <p>Total: 895</p>	<ul style="list-style-type: none"> ❖ Hong Kong Science & Technology Park (1) ❖ Hong Kong Cyberport (1) ❖ SIFE (Student in Free Enterprise) (1) ❖ Wu Yee Sun College, CUHK (1) ❖ CINTEC (1) <p>Total: 5</p>	<ul style="list-style-type: none"> ❖ 895 participated in the series of events ❖ 7,907 hit rates (with 5,930 unique page views) for the Entrepreneurship week website ❖ 7 selected videos for the CUHK entrepreneurship week were available at Youtube 	<ul style="list-style-type: none"> ❖ The experience with the two consecutive entrepreneur weeks in 2010 and 2012 indicated that holding a week's activities is not the highly effective in reaching students. ❖ In August 2012, this project planned to achieve greater effect through working with the colleges in their orientation sessions and to co-promote high impact speakers, e.g. co-branding with the Center for Business Innovation and Globalization and TED Talks organized by student groups

Knowledge Transfer Project Fund (KTPF) 2010/11: Project Details

Total number of Applications: 62	Number of projects completed in this year: 20
Total number of projects funded: 25	Number of projects in progress: 3
	Number of projects finished/ withdrawn: 2

PROJECTS IN PROGRESS

Health Concerns					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
1	<p>Development of mobile phone "App" to teach acupuncture practice for student and community people (KTP110121F49)</p> <p>Science/ School of Chinese Medicine</p> 	<ul style="list-style-type: none"> ❖ Chinese Medicine students (HK, China & beyond) 1,000 (HK) 100,000 (overseas) ❖ Western medical & allied health practitioners be interested in acupuncture (HK & beyond) 10,000 (HK) 100,000 (overseas) ❖ The HK community in HK & beyond (N/A) Total: 11,000 (HK) 200,000 (overseas) & community 	N/A	<ul style="list-style-type: none"> ❖ 2 mobile phone apps were designed. One is related to the knowledge of Acupuncture for Traditional Chinese Medicine students (student apps) and the knowledge of Acupressure for community (community app). ❖ 14 meridians and over 400 acupoints with the help of professional consultants for both apps were discussed and proofread ❖ Information and translation in Chinese and English version for both apps were collected and consolidated for further apps development by the software company 	<ul style="list-style-type: none"> ❖ Feedbacks from academics, practitioners & browsers & user comments in the service providers' websites by using monthly & quarterly assessment ❖ Qualitative comments from users after utilizing for 1 month in questionnaires (Good comments from academics, practitioner & users on the service providers' website

Support for School Reform					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
2	<p>Building and Sustaining a Reading and Writing Teacher Community for Teachers' Continuing Professional Development (KTP110121F15)</p> <p>Education/ Curriculum and Instruction</p> 	<p>❖ Secondary teachers (About 300)</p> <p>Total: 300</p>		<ul style="list-style-type: none"> ❖ A website for reading and writing teachers' continuing professional development was created with 140 registered members ❖ A territory-wide seminar was held on 21 June 2011 to launch the website, to introduce teachers to various aspects of literacy instruction, and to announce the creative writing and digital storytelling competitions ❖ The Young Writers Creative Writing Awards (summer and winter) and the Digital Storytelling Competition were held ❖ A digital storytelling workshop was held for secondary teachers in CUHK in July 2011 ❖ A School-based workshop on digital storytelling cum prize-giving ceremony is to be held on 4 July 2012 ❖ An invitation by the English Schools Foundations (ESF) to deliver a CPD seminar on digital storytelling on 28 September 2012 	<ul style="list-style-type: none"> ❖ The website contains a range of resources to help teachers enhance the teaching of reading and writing ❖ More teachers are encouraging students to engage in creative writing and digital storytelling in the English classroom ❖ The Young Writers Creative Awards and Digital Storytelling Competition encouraged students to think and write creatively. Some students and teachers were invited to share their experiences in the seminar on 4 July 2012

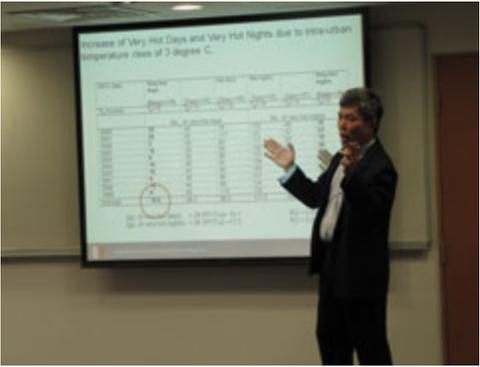
Industry Links					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
3	<p>Database for Industrial Contacts (KTP110121F22)</p> <p>Engineering/ Centre for Innovation and Technology</p> 	<ul style="list-style-type: none"> ❖ Members of CUHK involving in technology transfer companies in the database (310) <p>Total: 310</p>	<ul style="list-style-type: none"> ❖ N/A 	<ul style="list-style-type: none"> ❖ The system has more than 300 companies in the database ❖ The system was tested internally and still under the stage of modification ❖ The internal testing and modification will be completed by mid of July 2012 ❖ The system deployment with testing data will be cleared and real data will be uploaded by the end of July, 2012 ❖ The system will be opened for collaborating offices including Center for Entrepreneurship and Knowledge Transfer Office ❖ Demonstration session will be arranged to all potential users. User guide will be finalized and available at the website for review 	<ul style="list-style-type: none"> ❖ Level of information sharing and usefulness of the database as a inter-departmental, university-wide initiative

**UGC Funded Projects
Knowledge Transfer Project Fund (KTPF) 2011/12: Project Details**

These projects have just started for 4 - 5 months. Some of the Performance Indicators have been achieved while many are targets for the time being.

Total number of applications: 45
Total number of projects funded: 23

Arts and Culture					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
1	Sounding Treasures: Recording Project of CUHK's Historical Instruments Collection of China 1 (KTP111206F01) Arts/ Music 	<ul style="list-style-type: none"> ❖ CD Buyers (3,000 same as the no. of CD copies to produce) ❖ Concert Audience (269 according to the capacity of Lee Hysan Concert Hall) Total: 3,269	<ul style="list-style-type: none"> ❖ Hugo Production (N/A) ❖ Mr Li Hoi (Professional Instrument Repairer) (1) ❖ Performing Musicians (6) Total: 7	<ul style="list-style-type: none"> ❖ No. of CD sold ❖ No. of Concert Attendance 	<ul style="list-style-type: none"> ❖ CD Buyers' Feedback gathered through Facebook Page ❖ CD Reviewers' Comments ❖ Concert Audience's Feedback from the questionnaire results
2	Social Education Programme on Hong Kong's 7000-Year History (KTP111206F02) Arts/ History 	<ul style="list-style-type: none"> ❖ Secondary schools students (761) ❖ Teachers of Chinese History, Integrated Humanities, History & Culture (675) ❖ University Students (N/A) ❖ Tourists (N/A) ❖ Passers-by at the possible booklet distribution point (N/A) ❖ Researchers and amateurs of ancient culture (N/A) Total: 1,436	<ul style="list-style-type: none"> ❖ Education Bureau (3) Total: 3	<ul style="list-style-type: none"> ❖ No. of hit rate in the website (Target: 80,000) ❖ No. of teachers participating the workshop (Target: 150 persons) ❖ Attendance rate of the public guest talks (Target: 200 persons) 	<ul style="list-style-type: none"> ❖ Feedback / rating from website visitors ❖ Feedback of teachers participating the workers ❖ Result of questionnaire for the workshop ❖ Feedback from the tourist information centres and booklet distribution points ❖ Feedback from the exhibition visitors

City Planning and Environment					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
3	<p>Promoting Solar Energy Mapping in Hong Kong (KTP111206F39)</p> <p>Social Science/ Geography and Resource Management</p> 	<ul style="list-style-type: none"> ❖ Government (4) ❖ Companies who sell solar facilities (20) ❖ Organizations who use solar facilities (91) ❖ Public (More than 23,593 households) <p>Total: 23,708</p>	<ul style="list-style-type: none"> ❖ ESRI China Hong Kong (1) ❖ Electrical and Mechanical Services Department (1) <p>Total: 2</p>	<ul style="list-style-type: none"> ❖ Process Time (Less than 65%) ❖ Memory Available Mbyte (No dramatic growth) ❖ Average Throughput (bytes/second) (More than 9,150) ❖ Request Queued Per Second (More than 190) ❖ No.of downloads on App application (More than 50,000) 	<ul style="list-style-type: none"> ❖ Average Response Time (Less than 5s) ❖ Successful Rounds Per Second (More than 43) ❖ Successful Hits Per Second (More than 43) ❖ User Connections (More than 190) ❖ No. of deadlocks (0) ❖ Butter Cache hit (More than 90%) ❖ Average Daily Visits (More than 5,000) ❖ User Experience (More than 60% users think that this website provides useful information and user-friendly interfaces)
4	<p>Sustainable Life & Design for Adapting to Climate Change (KTP111206F41)</p> <p>Social Science/ School of Architecture</p> 	<ul style="list-style-type: none"> ❖ General Public (including high school students) (Around 300) ❖ Professionals (architects, surveyors, engineers, urban planners and designer) (60) <p>Total: 360</p>	<ul style="list-style-type: none"> ❖ Hong Kong Government Departments (30) ❖ Professional Institutes and Councils (30) <p>Total: 60</p>	<ul style="list-style-type: none"> ❖ Facebook and Website (General Public) 	<ul style="list-style-type: none"> ❖ Online Feedback on Facebook ❖ Evaluation from the 2-day workshop (Professionals)

Health Concerns					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
5	<p>Knowledge Transfer e-Health (KTeH) project on patients who have coronary heart disease or stroke (KTP111206F26)</p> <p>Medicine/ The Nethersole School of Nursing</p> 	<ul style="list-style-type: none"> ❖ Public accessing to the e-Health link (15,000 per year) ❖ 50 Health care organizations i.e. Patient self-help group "Care for your Heart" (3,000 members) ❖ Self-financing Homes for elders (4,500 members) ❖ DVDs to all patients on demand (1,000) ❖ Open Lecture (500) <p>Total: 24,000</p>	<ul style="list-style-type: none"> ❖ TWEH cardiac rehabilitation centre (400 per year) ❖ TWEH stroke rehabilitation centre (400 per year) 	<ul style="list-style-type: none"> ❖ No. of satisfaction and outcome survey sent to the selected targets ❖ No. of questionnaires received after the public lectures ❖ No. of web access entries by participants 	<ul style="list-style-type: none"> ❖ Feedback from the satisfaction and outcome survey forms received from the target beneficiaries ❖ Qualitative interviews from 30 DVD users ❖ Convenience sampling of 100 clients
6	<p>Collaborative Ambulatory Drug Resources for Elderly (CARxE) - Promoting Medication Safety and Improved Clinical Outcomes Among the Elderly Community Through Telepharmacy and Outreach Services (KTP111206F27)</p> <p>Medicine/ School of Pharmacy</p> 	<ul style="list-style-type: none"> ❖ Home bound elderly subjects (100) ❖ Elderly subjects in Community Centers (100) <p>Total: 200</p>	<ul style="list-style-type: none"> ❖ Hong Kong Sheng Kung Hui Welfare Council (HKSXH) Tseung Kwan O Aged Care Complex – Jockey Club District Elderly Community Centre Day Care Units (2), Sik Sik Yuen Ho Chui District Community Centre for Senior Citizens (2), Sheng Kung Hui Welfare Council Wong Tai Sin District Elderly Community Centre (2), Sheng Kung Hui Welfare Council Chuk Yuen Canon Martin District Elderly Community Centre (2), Po Leung Kuk Wong Yau Cheung Memorial Neighbourhood Elderly Centre (2), Po Leung Kuk Vicwood K.T. Chong Neighbourhood Elderly Centre (2), Yang Memorial Methodist Social Service Choi Hung Community Centre for Senior Citizens (2) <p>Total: 14</p>	<ul style="list-style-type: none"> ❖ EuroQol The EQ-5D (a tool to assess the quality of life of subjects) [Baseline (visit 0) and at the end of project (visit 2)] ❖ Morisky 8-item medication adherence assessment (a tool to assess the improvement of medication adherence) [Baseline (visit 0) and at the end of project (visit 2)] ❖ Satisfaction survey utilizing 5.0- point Likert scale for elderly subjects, caregivers, and social workers [At the end of project] 	<ul style="list-style-type: none"> ❖ Improvement of EQ-5D scores by at least 3% ❖ At least 20% more subjects will be considered medication adhered at the end of the project ❖ Over 85% of subjects will express satisfaction of this program with a least 4.0 on the 5.0-point Likert scale.

7	<p>A public education programme on biotechnology - health concerns of genetically modified (GM) food and medicinal products (KTP111206F28)</p> <p>Medicine/ School of Biomedical Sciences</p> 	<ul style="list-style-type: none"> ❖ Parents, school teachers and students (60,000) 	<ul style="list-style-type: none"> ❖ School teachers (N/A) ❖ Professionals in biotechnology (N/A) 	<ul style="list-style-type: none"> ❖ Successful conduction of the workshops (serving 120 participants with different backgrounds (students, teachers, parents, general public)) ❖ Production of the DVD and learning materials (Producing 500 copies of the DVD package for dissemination) 	<ul style="list-style-type: none"> ❖ Satisfaction with the workshop ❖ Acquisition of new knowledge on GM technology ❖ Change of attitude ❖ Positive response from users
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Quality of Life

#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
8	<p>Nurturing inclusiveness of the Deaf in Hong Kong society with empirical evidence from Sign Linguistics research (KTP111206F03)</p> <p>Arts/ Linguistics & Modern Languages</p> 	<ul style="list-style-type: none"> ❖ Education institutes (pre-schools, primary & secondary schools, post-secondary institutions, tertiary institutions) (4,000) ❖ Local deaf associations (e.g Hong Kong Association of the Deaf, Hong Kong society of the Deaf, Chinese YMCA of Hong Kong-The Centre for the Deaf, 路德會長青群康中心, Silence, etc.) (300) ❖ Deaf-related sectors & industries (e.g. Parents of deaf children, teachers for the deaf, medical and clinical professionals, social workers, etc.) (300) ❖ Newspaper readers (2,000) ❖ General public (4,000) <p>Total: 10,600</p>	<ul style="list-style-type: none"> ❖ Child Assessment Services, Department of Health, HKSAR (1) ❖ Subcommittee on the Promotion of Sign Language, Rehabilitation Advisory Committee, HKSAR (1) ❖ The Institute of Human communicative Research, CUHK (1) ❖ Centre for innovation and Technology, CUHK (1) ❖ Hong Kong Association of the Deaf (1) ❖ Hong Kong Society for the Deaf (1) <p>Total: 6</p>	<ul style="list-style-type: none"> ❖ No. of download of Smartphone application (Target: approx. 1,000) ❖ No. of hit rate of website (Target: 2,000) ❖ No. of seminars/ workshops participants (Target: 10 workshops/ 8,000 participants) ❖ No. of Educational leaflets being distributed (Target: 5,000 persons) ❖ No. of Multi-media access e.g. DvDs (Target: 2,000 persons) 	<ul style="list-style-type: none"> ❖ Feedback from the participants of the workshops ❖ Qualitative comments from the Media coverage

<p>9</p>	<p>A better categorization and recommendation engine on a mobile platform for community members to share and collaborate instantly (KTP111206F18)</p> <p>Engineering/ Computer Science & Engineering</p>	<ul style="list-style-type: none"> ❖ Interest-based communities (3 communities, each with 100,000 members) ❖ Alumni Association from departments/ colleges in the Universities (3 Alumni Associations, each with 1,000 members) ❖ Student societies/ associations in the Universities (10 societies, each with 50 members) ❖ Startup and tenants in the Hong Kong Science Park (50 organizations, each with 10 members) <p>Total: Around 34,000 members</p>	<ul style="list-style-type: none"> ❖ Red Solider Limited (1) 	<ul style="list-style-type: none"> ❖ No. of users joined the system (Target:34,000) ❖ No. of pieces of information (photos, tips/reviews/experiences sharing) shared by the communities members (Target: 100,000) ❖ No. of Deployed Countries (including HK) (Target: 5) ❖ No. of correct categorizes being automatically detected (Target: 100) ❖ No. of relevant recommendations being generated (Target: 1,000) 	<ul style="list-style-type: none"> ❖ Over 80% testers agree with the categorization ❖ Over 50% user actions show positive confirmation with the recommendations
<p>10</p>	<p>Telephone-delivered Psycho-educational Intervention Training Program (KTP111206F25)</p> <p>Medicine/ Medicine and Therapeutics</p> 	<ul style="list-style-type: none"> ❖ Community Workers/ Professional Staff (80 workers) ❖ TPEI program (128 caregivers) ❖ Sharing Session – Professional Staff/ Community Workers (who have not attended the Train the Trainer Workshops) (150 professional staff/ community workers) <p>Total: 358</p>	<ul style="list-style-type: none"> ❖ Train the trainer Workshop (Elderly Community Centres/ Elderly Homes/ NGOs) (80) ❖ Sharing Session (100) ❖ Training Kit distribution (578) <p>Total: 758</p>	<ul style="list-style-type: none"> ❖ Workshop Evaluation Questionnaire <ul style="list-style-type: none"> (a) No. of participants served (Target: 80) (b) Participants' confidence to handle and provide support to caregivers (Target: 70%) (c) Participants' satisfaction (Target: 70%) ❖ Sharing Session Evaluation Questionnaire <ul style="list-style-type: none"> (a) No. of participants served (Target: 150) (b) Participants' satisfaction (70%) 	<ul style="list-style-type: none"> ❖ Feedbacks and comments from the participants ❖ Feedbacks and comments from the participants ❖ Pre and Post Assessment for 160 caregivers to evaluate the effectiveness of the program <ul style="list-style-type: none"> (a) No. of Caregivers served (Target: 160) (b) Caregivers' Stress level and Self-Efficacy (Significantly decrease)

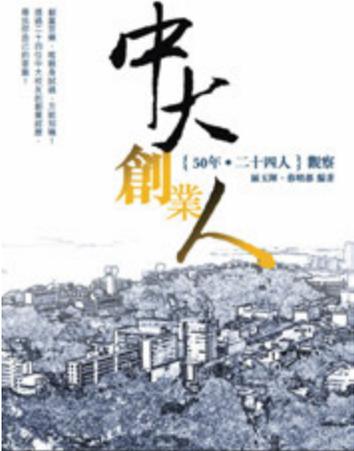
Raising Professional Standards					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
11	<p>China Business Knowledge at CUHK Business School (KTP111206F07)</p> <p>Business Administration/ Decision Sciences & Managerial Economics</p>	<ul style="list-style-type: none"> ❖ Business leaders and senior executives including alumni in Greater China, Asia and globally (N/A) ❖ Faculty members of CUHK, CUHK Business School and global academic partners (N/A) ❖ Students in Hong Kong, China & globally (N/A) ❖ Other stakeholders (N/A) 	<ul style="list-style-type: none"> ❖ China & Global businesses (N/A) ❖ Business and/ or media companies (N/A) ❖ The HK Government (N/A) 	<ul style="list-style-type: none"> ❖ The launch of CBK@CUHK prototype ❖ CBK@CUHK site traffic, use and quality of online dialogues, content and participation in online forums, interest in podcasts and live forums based on viewership or number of downloads etc. ❖ No of members signed up to and active in the CBK@CUHK Community 	<ul style="list-style-type: none"> ❖ Increase in awareness for school globally, specially its image as a global leader in China business ❖ Feedback from online forums
12	<p>Bridging the Expectations between Generation-Y Employees and Generation-X Managers (KTP111206F10)</p> <p>Business Administration/ Management</p> 	<ul style="list-style-type: none"> ❖ N/A 	<ul style="list-style-type: none"> ❖ Mr Ronson Ho, VP & Manager, China Construction Bank (Asia) (N/A) ❖ Ms Pax Fung, Assistant Director, Hong Kong Student Aid Society (N/A) ❖ Ms Julie Chak, VP, LF Sourcing (N/A) 	<ul style="list-style-type: none"> ❖ Stage 1: 5 video-taped interviews with business executives from diverse backgrounds ❖ Stage 2: 2 video-taped focus group meetings with the young people to give feedback on the above 5 interviews ❖ Stage 3: 300 DVDs to be distributed in a public seminar. Target participants include professional Human Resources and Management associations, career counselors, corporate trainers and media representatives ❖ Stage 4: Selected audio-visual materials will be edited and uploaded to the e-learning platform 	<ul style="list-style-type: none"> ❖ Feedback from CUHK graduates who participated in the focus group ❖ Feedback from participants of the public seminar ❖ Feedback from CUHK students of the e-learning platform ❖ Adoption of the materials by HKIHRM, Personnel Management Club of HKMA, and Youth Employment Start unit

<p>13</p>	<p>Centre for Financial Regulation and Economic Development (CFRED) - Colloquia Series for Academic Years 2012-2014 (KTP111206F21)</p> <p>Law/ Centre for Financial Regulation and Economic Development</p>	<ul style="list-style-type: none"> ❖ Legal practitioners (30,000) ❖ Professionals in banking, finance, business sectors (30,000) ❖ Lawmakers and regulators (5,000) ❖ Academics (5,000) ❖ University students (30,000) <p>Total: Approx. 100,000</p>	<ul style="list-style-type: none"> ❖ Regulators such as the ICAC, HKMA, SFC, HK Department of Justice & the HKEEx (N/A) ❖ Hong Kong University's Asian Institute for International financial Law (AIIEI), The City University of Hong Kong, HKUST (N/A) ❖ Law firms such as Clifford Chance, Eversheds, Davis Polk Wardwell and Baker & McKenzie (N/A) 	<ul style="list-style-type: none"> ❖ No. of attendants (Target: 30 – 70 attendees for each colloquium; seating capacity of available venues ranges from 75 – 130) ❖ Evaluation of the colloquium by participants (Target: General evaluation of the colloquium: 80% of the collected response rated good or excellent) ❖ No. of speakers ❖ No. of students 	<ul style="list-style-type: none"> ❖ Key regulator, leading practitioners, leading academics ❖ Practical impact on the thinking of regulators, practitioners, academics ❖ Speakers gain interlocutor among their neighbors in the formulation, use and application of law ❖ Students receive knowledge and insights they are unable to obtain from ordinary university classes
<p>14</p>	<p>Hong Kong Summer Academy on Intellectual Property (KTP111206F22)</p> <p>Law</p>	<ul style="list-style-type: none"> ❖ Academic (Hong Kong based) (5 – 10) ❖ Professionals/ Attorneys (primarily Hong Kong based) without background in intellectual property (5 – 10) ❖ Government officials (some will be Hong Kong based) with background in intellectual property (8 – 10) ❖ IP specialists from governments benefitting from technical assistance programmes (10 – 12) <p>Total: 40 - 50</p>	<ul style="list-style-type: none"> ❖ World Trade Institute, University of Berne (1) ❖ Hong Kong Government, Intellectual Property Department (1) ❖ Swiss Government, Swiss Federal Institute of Intellectual Property (1) ❖ World Intellectual Property Organization, Geneva (1) ❖ Swiss Chamber of Commerce in Hong Kong (1) <p>Total: 5</p>	<ul style="list-style-type: none"> ❖ The event provides state-of-the-art training and contributes significantly to the knowledge transfer between academic, governmental institutions and practitioners in the field of international intellectual property protection ❖ Sufficient no. of suitable participants, balanced budget ❖ The CUHK and the WTI establish a strong academic partnership and create a network for future collaboration. 	<ul style="list-style-type: none"> ❖ Detailed evaluation by the participants according to best practices in the fields of knowledge transfer and technical assistance ❖ Successful event that can be repeated in future years

<p>15</p>	<p>Clinical research knowledge transfer of Social Thinking Training Program for students with Autism Spectrum Disorders to professionals (KTP111206F24)</p> <p>Medicine/ Otorhinolaryngology, Head and Neck Surgery</p> 	<ul style="list-style-type: none"> ❖ Educators (Principals & Teachers of Local Secondary Schools, Special Education Needs Teachers, and Teaching Assistants) (300 – 1,000) ❖ Professionals (Social workers, Counsellors, Psychologists, Speech Therapists, Occupational therapists, etc.) (200 – 400) ❖ Audience/ Readers-audience/ readers reached through media report (100,000) <p>Total: 100,700 – 101,400</p>	<ul style="list-style-type: none"> ❖ Caritas Rehabilitation Service (4) ❖ The Education Bureau (1) <p>Total: 5</p>	<ul style="list-style-type: none"> ❖ No. of attendance in seminars (Target: 500 -1,000) ❖ No. of handbooks disseminated (Target: 1,000 – 2,000) ❖ Evaluation questionnaire regarding participants' attitude towards Social Thinking Training approach (Target: ~80% participants showing positive attitude towards Social Thinking Training approach) ❖ Pre & Post test on knowledge of Social Thinking Training approach (Target: ~20% improvements in test score) ❖ Evaluation questionnaire regarding participants' willingness to try applying Social Thinking Training in practise 	<ul style="list-style-type: none"> ❖ Improved recognition of Social Thinking Training approach ❖ Improved understanding of Social Thinking Training approach ❖ Positive attitude in trying to apply Social Thinking Training approach in self practice environment (e.g. schools or clinic)
<p>16</p>	<p>Construction of the first food safety information database for Hong Kong and Greater China (KTP111206F37)</p> <p>Science/ Food Research Centre</p> 	<ul style="list-style-type: none"> ❖ General Public (100,000) ❖ Food industry (500) ❖ Health related personnel (medical doctors, dietician, nutritionist) (1,000) ❖ Centre of Food Safety (100) ❖ Food and Environmental Health Department (60) <p>Total: 101,660</p>	<ul style="list-style-type: none"> ❖ Centre of Food Safety (1) ❖ Food and Environmental Health Department (1) ❖ Food Industry (40) ❖ Department of Health (1) <p>Total: 43</p>	<ul style="list-style-type: none"> ❖ Construct a framework of the website (Target: 1) ❖ Cumulated Hit rate of the website (Target: 5,000) 	<ul style="list-style-type: none"> ❖ More than 1,000 food safety related searchable keywords ❖ The history of all the food safety keywords will be evaluated to update the system ❖ Feedbacks from the users will be evaluated, modified and adjusted after the first launch to the public

School Reform					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
17	<p>Promoting Junior Secondary Students' Motivation and Skills in Issue-enquiry through Inter-school Game-based Collaborative Learning (KTP111206F12)</p> <p>Education/ Curriculum and Instruction</p> 	<ul style="list-style-type: none"> ❖ Secondary students (3,200) ❖ Secondary teachers (100) ❖ Pre-service teachers (Bed/ PGDE students from CUHK) (20) <p>Total: 3,320</p>	<ul style="list-style-type: none"> ❖ Secondary Schools (20) 	<ul style="list-style-type: none"> ❖ Student development <ul style="list-style-type: none"> - No. of students' participation - students' access rate of LV ❖ Teacher development <ul style="list-style-type: none"> - No. of participating teachers and pre-service teachers) - Attendance of each training session ❖ Transfer of Educational Innovation to Schools <ul style="list-style-type: none"> - No. of participating schools - Assess rate of LV for each school - Analysis of the villages in LV for examining the inter-school learning and teaching collaboration at both student- and teacher levels ❖ Dissemination of the Project's Innovation, Experience, and Outcomes to the Educational Community <ul style="list-style-type: none"> - Hit rate of the project website - Popularity of the project fan page on Facebook - Attendance of the press conference and public seminars ❖ Conduct survey for receiving the feedback from seminar audience on their perceptions of the projects, and usefulness of the content shared in the seminars 	<ul style="list-style-type: none"> ❖ Survey conducted for studying the students' motivation in issue-enquiry ❖ Students' formative and summative learning artefacts for studying the enhancement of their issue-enquiry skills ❖ interview with a number of selected students for understanding their issue-enquiry process in LV ❖ Conduct survey for receiving the teachers' and pre-service teachers' overall feedback on the project ❖ Interview with selected teachers and pre-service teachers for understanding their issue-enquiry facilitation process in LV ❖ Analyze the villages in LV for examining the inter-school learning and teaching collaboration at both student- and teacher-levels. ❖ Reviewers' feedback on the journal papers

<p>18</p>	<p>Organelle Dynamics and Biogenesis in Eukaryotic Cells: Development and implementation of video and application software (Apps) Learning modules for teaching & learning up-to-date Cell Biology in secondary schools and Universities (KTP111206F36)</p> <p>Science/ School of Life Sciences</p>	<ul style="list-style-type: none"> ❖ Secondary school teachers (100) ❖ Secondary School students (500) ❖ First-year university students (500) <p>Total: 1,100</p>	<ul style="list-style-type: none"> ❖ N/A 	<ul style="list-style-type: none"> ❖ Survey on the satisfaction after the confocal workshop ❖ No. of participants of the confocal workshop ❖ No. of teacher who will/ has planned to use our supporting teaching materials ❖ Questionnaires to students for their cell biology knowledge 	<ul style="list-style-type: none"> ❖ More than 90% satisfied participants ❖ N/A ❖ More than 50% increase in number of teachers that are interested in using our teaching materials ❖ At least 30% improvement in their cell biology knowledge
<p>19</p>	<p>Development of a virtual lab on biochemistry and biotechnology techniques for New Senior Secondary (NSS) Biology Curriculum (KTP111206F38)</p> <p>Science/ School of Life Sciences</p>	<ul style="list-style-type: none"> ❖ Secondary School Teachers (400) ❖ Senior secondary school students (14,000) ❖ Secondary School technicians (400) <p>Total: 14,800</p>	<ul style="list-style-type: none"> ❖ N/A 	<ul style="list-style-type: none"> ❖ No. of visit of the online platform/ Teaching & Learning materials downloaded ❖ No. of workshops & organized (About 30 participants per workshop) ❖ Feedback and free comments from teachers and students participated in workshops by questionnaire survey 	<ul style="list-style-type: none"> ❖ Feedbacks from secondary students, teachers and technicians after workshops
<p>20</p>	<p>The MarsMedia Project: Media Literacy in the New Generation (Pilot project of "The jcMotion Initiative:") (KTP111206F40)</p> <p>Social Science/ School of Journalism and Communication</p> 	<ul style="list-style-type: none"> ❖ Students of Journalism & Communication (60) ❖ Users of Social Media Platform (1,000) ❖ Senior Secondary School students (300) ❖ Junior Secondary School Student (80) <p>Total: 1,440</p>	<ul style="list-style-type: none"> ❖ Secondary schools (N/A) ❖ Primary schools (N/A) 	<ul style="list-style-type: none"> ❖ Click rate (Target: 2,000) ❖ Impression of the website (Target: 10,000) ❖ Students' media products (Target: 50 video clips) ❖ Facebook affiliate (Target: 1,000) ❖ Workshop Attendance (Target: 100) 	<ul style="list-style-type: none"> ❖ Experts' Evaluation ❖ Students' Evaluation

Entrepreneurship					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
21	<p>CUHK Alumni Entrepreneur Network (KTP111206F08a)</p> <p>Business Administration/ Centre for Entrepreneurship</p> 	<ul style="list-style-type: none"> ❖ CUHK undergraduates (11,000) ❖ CUHK postgraduates (10,000) ❖ CUHK current alumni (3,000) ❖ CUHK alumni entrepreneurs (those who are willing to be mentors based on 2010 study) (120) <p>Total: 24,120</p>	<ul style="list-style-type: none"> ❖ CUHK Alumni Entrepreneurs (Mentors)(40 out of 120) ❖ Hong Kong Science & Technology Park (50) <p>Total: 90</p>	<ul style="list-style-type: none"> ❖ No. of recruited Mentors (Target: 40) ❖ No. of recruited Mentees (Target: 100) ❖ No. of members of the Network (Target: 200) ❖ Website and collaborate platform for Mentor and Mentee ❖ reports of Mentees regarding Mentors 	<ul style="list-style-type: none"> ❖ Evaluations from Mentors and Mentees ❖ Interviews of 6 selected Mentees
22	<p>CUHK Alumni Entrepreneur Publication Series (KTP111206F08b)</p> <p>Business Administration/ Centre for Entrepreneurship</p> 	<ul style="list-style-type: none"> ❖ CUHK alumni from previous years with interest and experience in entrepreneurship (1,000) ❖ CUHK undergraduates (11,000) ❖ CUHK postgraduates (10,000) ❖ CUHK current alumni (3,000) ❖ Students and teachers in other universities and tertiary institutions of Hong Kong (1,000) ❖ Public citizens as potential readers of the book (5,000) <p>Total: 31,000</p>	<ul style="list-style-type: none"> ❖ CUHK alumni entrepreneurs (those who are the interviewees in the book) (24) ❖ CUHK Alumni Affairs Office (100,000) <p>Total: 100,024</p>	<ul style="list-style-type: none"> ❖ Sales of the ordinary publication (Target: 1,000 copies) ❖ Sales of the premium publication (Target: 200 copies) ❖ No. of downloads of the free E-book ❖ Sales of the paid version of E-book 	<ul style="list-style-type: none"> ❖ Mass paperback for general education to the public ❖ Premium copies for entrepreneurs and serious readers ❖ Different countries, and for young generation with preference in e-book reading

Industry Links					
#	Project Title (Project Code) Faculty/Department	Performance Indicators			
		Beneficiary Types (Numbers)	Partners (Number of Partners)	Quantitative measures of achievements	Qualitative measures of achievements
23	<p>Extending CUHK Open Innovation Network (COIN) to University-wide operation (KTP111206F20)</p> <p>Engineering/ Centre for Innovation and Technology</p> 	<ul style="list-style-type: none"> ❖ External industries and companies (557) ❖ Internal students and staff (891) <p>Total: 1,448</p>	❖ N/A	<ul style="list-style-type: none"> ❖ No. of University member participated in COIN (Target: 600) ❖ No. of industrial members (Target: 3,000 from different sectors of industry) ❖ No. of technology transfer or industrial collaboration project established (Target: 10 projects) 	❖ N/A

Non-UGC Funded Community Projects/ Initiatives 2011/12

With the unique capacities of CUHK, performance of and benefits from these new and existing projects by the Faculties will continue into the new triennium, although may not be in the same project names or formats as they evolve.

1. School of Architecture

#	Project Name	Target Groups	Performance Indicators	2011/12
a)	Wu Zhi Qiao Bridge Building Project	People in rural China	Number of beneficiaries	10,000
			Number of participating local universities	11
			Number of teachers and student volunteers	130
b)	Spanish Architectural Exhibition "Architecture without Paper"	School of Architecture students and public	Number of participants	200
c)	Form & Energy. Architecture in / from Austria	School of Architecture students and public	Number of participants	200
d)	Bamboo Theatre Exhibition	School of Architecture students and public	Number of participants	Data not available
e)	2011 Hong Kong & Shenzhen Bi-City Biennale of Urbanism/ Architecture	School of Architecture students and public	Number of participants	Data not available
f)	Kai Tak River Green Corridor Community Education Project	General public	Number of participating secondary and primary schools	17
			Number participating local and overseas artists	15

2. Social Science

#	Project Name	Target Groups	Performance Indicators	2011/12
a)	Community Planning Workshop in Yau Ma Tei, jointly organised with Hulu Culture	Community members in Yau Ma Tei and young planners	Number of participants	50
b)	《城市规划理论与实践》的培训	Urban planners	Number of participants	29

c)	Provision of Teacher and Student Workshops of Budding Innovators Award (Digital Media)	Secondary School Teachers and Students	Number of teachers	60
			Number of students	120
d)	DIALOGUE · MOBILE · NO DRUGS – a beat-drugs mobile mentor project	Teenagers	Number of participants	1,000
e)	Opinion Survey on public issues	General public	Number of participants	28,652
f)	Clinical Supervision & Consultation	Caritas CD team, Social Welfare Department, HK Cancer Fund & HKSKH	Number of people served	154
g)	"Think FIT not THIN" Exhibition	Teachers, students and visitors	Number of participants	Data not available

3. Arts and Culture Programmes

#	Project Name	Target Groups	Performance Indicators	2011/12
a)	Shakespeare Festival	University students (from HK), secondary school students, general public & universities in Mainland China	Number of attendees	4,500
b)	Andrew Parkin Drama Cup	University students & general public	Number of attendees	100
c)	Learning/ experience exchange visits: Primary School Bilingual classroom in JC-SLCO Programme	Primary and secondary school teachers	Number of participants	164
d)	Departmental booth at Fine Arts Asia 2012	General Public	Number of participants	Data not available
e)	Multi-function Chinese Character Database: An Infra-structure for Future Chinese Education	Secondary and Primary Schools	Number of participants	Data not available
f)	「1950、60年代台港文藝思潮的交涉與形構學術工作坊(I)」	Academics & general public	Number of participants	20

4. Engineering

#	Project Name	Target Groups	Performance Indicators	2011/12
a)	Building the dedicated Web Portal by using Crystal Text-to-Speech Engine	Elderly people	Number of participants	Data not available
b)	Science Academy for Young Talent	Secondary School Students	Number of participants	337
c)	Summer Engineering Academy 2010	Secondary school students	Number of participants	80
d)	RoboCup Junior Hong Kong 2011	Primary and secondary school students	Number of participants	500

5. Health Care

#	Project Name	Target Groups	Performance Indicators	2011/12
a)	Development of Non-Invasive Prenatal Diagnosis for Trisomy 18 and 13 Using Massively Parallel Genomic Sequencing	In vitro Diagnostics companies	Number of participants	Data not available
b)	A Novel Approach for the Non-invasive Prenatal Diagnosis of Sex-linked Disorders	In vitro Diagnostics companies	Number of participants	Data not available
c)	Launch of the non-invasive prenatal screening test for Down Syndrome through the University Pathology Services	Obstetricians interested in offering the service to their patients	Number of users	2,400 since late 2011
d)	2011 Seminar on Medication Safety in the Elderly	Health care workers and caregivers of nursing home residents	Number of participants	272
e)	Cataract-Blindness-Free-Zone Project (A project that aims to help China to be a cataract-blindness-free country. Faculty members and honorary staff of DOVS volunteer to perform free cataract surgeries (or collect partial fees from patients) at Charity Eye Centers established in China by Project Vision Charitable Foundation)	Patients with cataract in China (Hainan, Guangdong, inner Mongolia, Shaanxi and Yunnan)	Number of charity eye centers established	22
			Number of free cataract surgeries conducted	72,000
			Number of local doctors trained	70
f)	Update in Paediatric Respiratory Diseases	Physicians, allied health professionals and medical students	Number of participants	200
g)	《至 FIT 男女》兒科醫學系列	General public	Number of participants	Data not available
h)	How can we prevent atopic dermatitis? – from Gut to Skin	Medical practitioners, nurses, allied health workers	Number of participants	30
i)	Internet based disease registry and management program	Patients	Number of participants	30,000
j)	Team based chronic care centre of excellence	Patients	Number of participants	22,000
k)	Outreach Screening Program for diabetes and offer of diabetic complication screening services to public at subsidized rate	Patients and layman	Number of participants	11,000
l)	Baby Signing class	Parents and toddlers (deaf/hearing, age 0 – 2)	Number of participants	28
m)	Saturday Reading Programme	Deaf/hard-of-hearing children (age 3 – 6)	Number of participants	20
n)	Parents Sign Language Class	Parents	Number of participants	20

6. For Education Professionals

#	Project Name	Target Groups	Performance Indicators	2011/12
a)	Game-based Collaborative Inquiry Learning between Hong Kong and Beijing Primary Schools	Teachers and students in primary schools	Number of participants	1,887
b)	Physical Fitness Test for the Community of the Leisure and Cultural Service Department	General public	Number of participants	10,000
c)	Virtual Trainer: An Innovated Approach for Exercised and Health Promotion for Secondary School Students	Hong Kong secondary school students	Number of participants	5,000
d)	Spiritual Education: Learning to be Inspired and to Inspire 「心靈教育」計劃	先導及種籽學校教師及學生	Number of participants	60
e)	Program for the Gifted and Talented (PGT)	Primary and secondary school students and their parents	Number of participants	2,356
f)	Research and development project on promoting listening competency in Chinese language education at the secondary level" funded by Education Bureau, HKSAR Government	Secondary school teachers and students	Number of participants	3,000
			Number of participating secondary schools	9
g)	PISA Pedagogical Practice Series: The Assessment of Mathematical Literacy: Learning from PISA. PISA Assessment Framework and Pedagogical Practice Series. Hong Kong: Hong Kong PISA Center.	Teachers	Number of participants	100
h)	Training workshops on "Content Analysis" for the commissioned project from Education Bureau, HKSAR Government: Professional Development Programme - "Curriculum Planning and Teaching for Independent Enquiry Study (IES)" for New Senior Secondary Liberal Studies (NSS LS)	In-service teachers from secondary schools	Number of participants	151
			Number of participating secondary schools	30
			Number of training workshops	6
i)	Training workshops on "Survey Research Methods" for the commissioned project from Education Bureau, HKSAR Government: Professional Development Programme - "Curriculum Planning and Teaching for Independent Enquiry Study (IES)" for New Senior Secondary Liberal Studies (NSS LS)	In-service teachers from secondary schools	Number of participants	151
			Number of participating secondary schools	30
			Number of training workshops	9
j)	A presentation by Prof Stephen W. K. Chiu on "Family Change and Income Inequality Under Globalization: The Case of Hong Kong" in the International Conference on Social Inequality and Mobility in Chinese Societies: Towards a Comparative Study	Scholars and general public in Hong Kong	Number of participants	80

k)	PISA Pedagogical Practice Series: The Assessment of Scientific Literacy: Learning from PISA. PISA Assessment Framework and PISA Pedagogical Practice Series: Hong Kong: HKPISA Centre, Faculty of Education & HKIER, CUHK.	Teachers	Number of participants	80
l)	PISA Pedagogical Practice Series: The Assessment of Reading Literacy: Learning from PISA. PISA Assessment Framework and Pedagogical Practice Series. Hong Kong: Hong Kong PISA Center.	Teachers	Number of participants	100

7. Science Promotion in the Community

#	Project Name	Target Groups	Performance Indicators	2011/12
a)	FHC Gifted Education Centre Year-Long programme for Gifted Students	Gifted students in secondary schools	Number of participants	17
b)	Electrical and Mechanical Services Department (EMSD) Technology Seminar	Engineers	Number of participants	60
c)	Seminar on industrial robot	Manufacturing industry	Number of participants	20
d)	Building the dedicated Web Portal by using Crystal Text-to-Speech Engine	Elderly people	Number of participants	Data not available

8. For the Business Sector

#	Project Name	Target Groups	Performance Indicators	2011/12
a)	The luncheon seminar of 2012 China Urban Competitiveness Report	Business and academic representatives	Number of participants	18
b)	Leadership Training for Shanghai Electric	Senior management staff of Shanghai Electric	Number of participants	13
c)	Leadership Training for Daqing Government officials	Senior government officials of Daqing district	Number of participants	35
d)	工程设计的公理与优化	天津海鸥集团 & 广州毅昌集团	Number of participants	130