



香 港 大 學
THE UNIVERSITY OF HONG KONG

**Recurrent Funding for Knowledge Transfer
in the 2009/10 to 2011/12 Triennium**

ANNUAL REPORT 2010/11

submitted to

University Grants Committee

July 2011

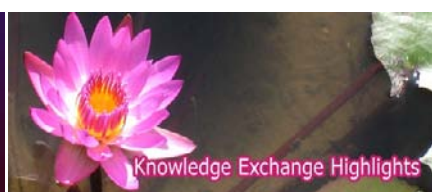


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Executive Summary

With explicit recognition given in the HKU Strategic Development Plan 2009-2014 to knowledge exchange (KE) as one of the three pillars underpinning all HKU activities, the University is committed to firmly building KE into the HKU culture. The UGC's recognition of the importance of Knowledge Transfer (KT) and the new KT funding allocation have played a significant role in enabling the University to expedite the developments in this direction.

In these initial years of systematic KE development, the main objective is to promote and raise awareness across the University of the breadth of KE and to embed KE in our culture. As detailed in the Annual Report for 2009/10, the University has set out to implement the strategic initiatives according to the operational priorities laid down in the HKU Strategic Development Plan 2009-2014 and the Initial Statement submitted to the UGC in July 2009.

The University has continued to devote efforts to build up a comprehensive enabling environment for KE. In 2010/11 the University has achieved the following:

- (a) Strengthened the KE infrastructure by setting up a Faculty KE unit in every Faculty; expanding the capacity of the Technology Transfer Office for undertaking Mainland initiatives; and enhancing *The HKU Scholars Hub*, the key vehicle of the University to make visible HKU research and expertise;
- (b) Made significant progress in the implementation of supportive institutional policies on KE, including approval of the Intellectual Property Rights Policy by the University Council; making a start towards including KE in the budgetary process; and increased recognition of KE in the staffing process, with preparations underway for introducing a separate weighting for KE to the main portfolios of professoriate staff, alongside Teaching, Research, and Service/Administration;
- (c) Launched two new incentive schemes to drive cultural change towards KE, *i.e.* Competitive Impact Project Funding Scheme and the Faculty KE Award Scheme. Through these new schemes, the University has also made a useful start in promulgating the concept of impact as a critical element in evaluating KE;
- (d) Took the lead to work with other UGC-funded institutions to organize the *KE Conference: Knowledge Transforming Society*, which will be held on December 5-6, 2011, in order to provide a platform for the institutions to showcase their success stories in KT/KE and to discuss issues of common interest and concern such as impact assessments; and
- (e) Launched the Three-Minute Thesis (3MTTM) Competition and Entrepreneurship Academy, which have long-term implications for KE development as they enable the University's KE concept to spread among staff and students.

The UGC KT funding for 2010/11 has again been put to very fruitful use according to a consistent strategic approach as follows:

- Capacity Building
- Enhancement of Knowledge Access
- Enhancement of Knowledge Engagement
- Broadening KE Opportunities

Below is a schematic summary showing the inter-connected KE driving force formed by the aforementioned strategic approach.

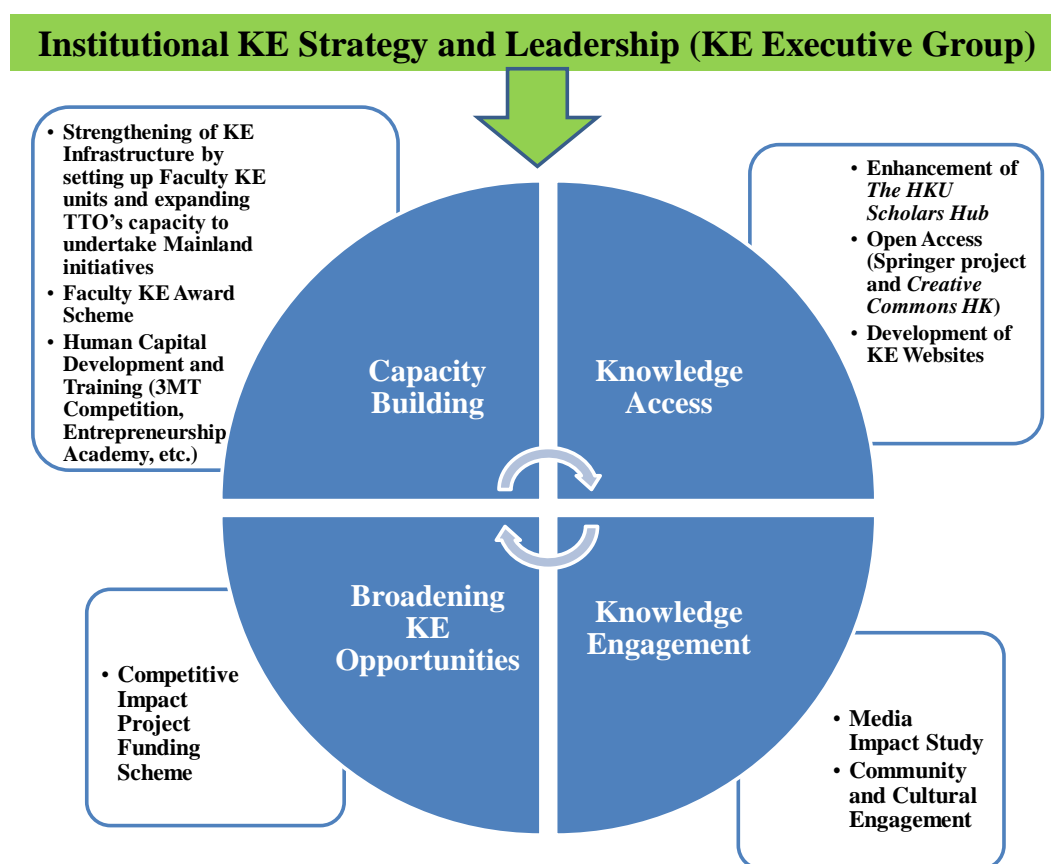


Figure 1. Strategic approach of HKU KE development with initiatives supported by the UGC KT funding 2010/11

The KE initiatives and projects undertaken all contribute to the development of a comprehensive enabling KE environment within the University. The new initiatives in 2010/11, some of which were mentioned in (c) and (e) above, have spurred much interest and enthusiasm across the University:

- Competitive Impact Project Funding Scheme
- Faculty KE Award Scheme
- Three Minute Thesis (3MTTM) Competition
- Entrepreneurship Academy
- Enhancement of Creative Commons Hong Kong

In the reporting year, the University has made a conscious effort to promulgate the concept of impact as a critical element in evaluating KE and to engage students in the KE momentum. The growing awareness of the immense possibilities of KE is most encouraging. Looking ahead, the University will further explore innovative measures (e.g. launch of student KE project grants in 2011/12) to foster a KE culture on campus and achieve the goals laid down in the Strategic Development Plan. The University will strive to provide a sustainable enabling environment to facilitate members of the University to contribute to social, cultural, economic and technological advancements through KE.

1. Preamble

The University of Hong Kong (HKU) has a long tradition and strong foundation of contributing to society through nurturing talents and leaders, application of cutting-edge research, and community service. With explicit recognition given to knowledge exchange (KE) as one of the three pillars underpinning all HKU activities alongside Teaching and Research, the HKU Strategic Development Plan 2009-2014 has set out the strategic initiatives and operational priorities for taking KE development to the next level ([Annex I](#)).

The new UGC recurrent funding for Knowledge Transfer (KT) for the 2009-2012 triennium enables the University to embrace KE with a fresh impetus at the strategic level, and provides a timely matching boost to the University's diverse and broad KE activities by tapping into the huge potential for the full scope of KE in HKU beyond traditional technology transfer (TT). As described in the Initial Statement submitted to the UGC in 2009, as a comprehensive research university, HKU will support and enhance KE activities across all disciplines and stakeholders, with enhanced knowledge access processes underpinned by open access to the community. This report provides an update of the University's KE initiatives in 2010/11.

In this report, the term "Knowledge Transfer" (KT) is used when referring to the UGC's recurrent funding allocation for the 2009-12 triennium, whereas "Knowledge Exchange" (KE) is used when referring to HKU.

2. Building an Enabling Environment for KE

Guided by the Strategic Development Plan, the University continues with its determined efforts to build a comprehensive enabling environment to foster sustainable development of KE.

2.1. KE Infrastructure Strengthened

The KE infrastructure at the institutional level was set up in 2009/10, with strong leadership provided by the KE Executive Group comprising Pro-Vice-Chancellor (Research) Professor Paul Tam, Pro-Vice-Chancellor (Infrastructure) Professor John Malpas, Director of the Social Sciences Research Centre Professor John Bacon-Shone, and Director of the Technology Transfer Office Professor Paul Cheung. The KE Executive Group is supported by the KE Working Group, which has faculty representation at Associate Dean level or above, to oversee strategic developments in KE across the University.

2.1.1. Establishment of Faculty KE Units

As KE is a core element not only at the institutional level but also at the faculty level, all ten Faculties have set up their KE units as a formal structure within the Faculty in 2010/11. Each Faculty KE unit is led by the Dean or Associate Dean serving on the KE Working Group and supported by staff dedicated to work on KE. Working in concert with the Knowledge Exchange Office at the institutional level, the Faculty KE units play an instrumental role in promoting a culture conducive to KE at the faculty level and execute the Faculty KE plans to extend the power of the knowledge of the Faculties to the society at large. The University's organizational structure for KE is summarized in [Annex II](#).

2.1.2. Strengthening of the Technology Transfer Office

The Technology Transfer Office (TTO), which is the University's central unit to handle all technology transfer operations, has strengthened its capacity by recruiting a research officer to provide liaison support for researchers of the University with industry, government departments and other research organizations in the Mainland and to facilitate their

collaboration in R&D projects or transfer of the University's technologies to the Mainland.

TTO has further confirmed its strategy that licensing rather than spin-off companies should be the preferred route for commercialization because licensing would allow the University to leverage on industry expertise and remain focused in its core capabilities. Spin-off companies will only be set up if necessary.

2.1.3. Enhancement of The HKU Scholars Hub

The *HKU Scholars Hub* (<http://hub.hku.hk/>) is the institutional repository of the University and the key vehicle of the University to make visible HKU research and in turn to facilitate collaboration with external parties in research and KE activities. It serves as a visible expertise directory of HKU and a unique one-stop online platform for searching our experts.



Individualized ResearcherPages (RP) were created by the HKU Libraries for each professoriate staff member of HKU. Each RP is divided into 4 sections: *Publications*, *Achievements*, *Grants*, and *Bibliometrics* (sample shown above). Each RP also shows contact details, research interests, and areas of expertise on which the researcher is prepared to speak to the media. The scope of the Hub was broadened in the reporting year from displaying only entries for which there were accompanying full text to all research authored by current HKU authors. Further enhancements are underway, including making publications highly retrievable through DOI resolvers; showing visualizations of the different types of collaboration; improving the mechanisms for data import and export; etc.

This system has already greatly enhanced visibility as seen by the much higher rankings of HKU researchers in any Google search for research capability in Hong Kong, which is greatly appreciated by young active researchers.

2.2. Supportive Institutional Policies on KE

2.2.1. Intellectual Property Rights Policy

The Intellectual Property Rights Policy ("IPR Policy") was approved by the University Council in June 2011. The IPR Policy, which sets out the University's policy on Intellectual Property Rights for works produced at the University by staff, students and visitors of the University, will provide a clear policy framework for their pursuits of KE with outside parties.

2.2.2. Recognition of KE in Budgetary Process

In the reporting year relevant KE data were provided to the Budget and Resources Committee of the University for reference in the budgetary process. It is expected that the degree to which KE counts towards budget resource allocation will gradually increase over the years, which will reward Faculties that respond effectively to the increased strategic importance of KE.

2.2.3. Recognition of KE in Staffing Process

One of the operational priorities for KE as identified in the HKU Strategic Development Plan 2009-2014 is to encompass KE activities in the staff performance review process so as to acknowledge staff members' contributions in this area. In the reporting year, the performance review system for academic staff was improved to expand the number of KE activities that could be reported and to enable description of impact of those activities by individual staff members.

To give due recognition to KE in the staffing process, the KE Working Group has agreed to propose for Faculty consultation that a separate weighting for KE be introduced to the main portfolios of professoriate staff, alongside Teaching, Research, and Service/Administration. The Faculty consultation exercise will also invite feedback on the draft core criteria in KE for promotion and tenure, and request Faculties to draw up Faculty-specific criteria in KE for personnel events of professoriate staff (similar to the existing criteria for research).

2.2.4. Improved Process for Contract Research

Further to the improvement made to the enumeration process of contract research with a database built using the University's own funds in 2009/10, the administrative procedures of contract research were reviewed in 2010/11. The administrative procedures have since become much better defined to facilitate the approval process and improve the accuracy of institutional data on contract research.

2.3. Using Incentives to Drive Cultural Change towards KE

To bring about a genuine cultural and behavioural change among faculty to become more active in taking up KE, the University continues to make use of incentives strategically, including competitive funding and Faculty KE Awards.

2.3.1. Competitive Impact Project Funding Scheme

Under the University's strategic approach in the use of the UGC KT Funding, one of the strategic initiatives is "Broadening KE Opportunities", i.e. to enable faculty members to see that numerous KE opportunities are possible. In 2010/11, a competitive funding scheme for impact projects was launched with a view to encouraging faculty members to undertake innovative projects that will create positive social, economic, environmental or cultural impacts for industry, business or the community. The scheme has proven to be successful in generating much interest and enthusiasm among faculty members who are keen to translate their knowledge and expertise into benefits for society. Through this scheme, the University has also made a useful start in promulgating the concept of impact as a critical element in evaluating KE. More details are provided in section 3.4 below.

2.3.2. Faculty KE Award Scheme

The Faculty Knowledge Exchange (KE) Award Scheme was launched in 2011, which aims to recognize each Faculty's outstanding KE accomplishment that has made demonstrable economic, social or cultural impacts to benefit the community, business/industry, or partner organizations. Responses were encouraging and the nine participating Faculties received a total of 41 nominations of outstanding quality. A formal selection process at the Faculty level was put in place, involving an external member invited by each participating Faculty and a member of the KE Executive Group. The inaugural exercise was successful not only in raising awareness of KE among staff members, but also in enhancing understanding of the HKU KE concept and in aligning expectations on how to evaluate KE accomplishments in

terms of the quality of knowledge, the effectiveness of the communication process, and the impacts achieved, taking into account disciplinary differences. A summary of the results is at [Annex III](#).

2.4. Arrangements for Sharing of Good Practice

2.4.1. Internal Platform

The monthly KE lunch seminars continue to provide a very useful platform for sharing good practice and raising awareness among staff and students in KE. The success stories and experience shared by the speakers are not only inspiring but could also spur interest from other colleagues and students in exploring collaborative opportunities to build on those KE projects. Details of the seminars organized in 2010/11 are at [Annex IV](#).

2.4.2. External Links

The University has established a close link with The University of Queensland in the launch of the inaugural Three Minute Thesis Competition at HKU in 2011 (details in section 2.6.1 below). The past year also saw the strengthening of our links with The University of Melbourne and The University of Leeds, which are well known as regional leaders in KE. In particular, the opportunity was taken during a visit of Dean of Arts Professor Frank Finlay and KT Director Professor Christopher Megone of The University of Leeds in April 2011 to learn about their experience and views on the UK's Research Excellence Framework (REF) Impact Pilot Exercise.

2.4.3. Sharing with Other UGC-funded Institutions

The KT Conference, jointly organized by all the UGC-funded institutions and led by PolyU, was held on November 8-9, 2010. HKU organized the non-technology-related forum ([Annex V](#)) of the KT Conference 2010.

To follow up on the complex issues raised at the KT Conference (*e.g.* impact assessment) and to provide a platform for the UGC-funded institutions to showcase their success stories in KT/KE, HKU has taken the lead to organize the "KE Conference: Knowledge Transforming Society", which will be held on December 5-6, 2011 in the Hong Kong Convention and Exhibition Centre. The KE Conference will also incorporate the PolyU hosted "3+3+4" Symposium on KT. The themes of the tentative Conference programme are set out in [Annex VI](#). A detailed proposal was submitted to the UGC in April 2011, and UGC has kindly approved funding support of HK\$100,000 for the Conference, on top of the HK\$200,000 earmarked for the "3+3+4" Symposium.

2.5. Monitoring and Evaluation Systems

The reporting requirement for all KE funded projects and capacity building activities has been put in place since 2009/10. Useful experience has been gained through the Faculty KE Award Scheme in respect of evaluation of impact of KE achievements in different disciplines.

A KE database to allow staff members to input data on those KE activities that are not captured in existing central databases has been developed and arrangements are being made for testing. It is intended that the data to be captured in the new KE database will be fed into the performance review system mentioned in section 2.2.3 above for the purpose of further encompassing KE in the staffing process next year.

2.6. Longer-term Capacity-Building Measures on KE

All the enablers described above will contribute to building up an environment within the University that is conducive to systematic KE development in the long term. In addition, it is recognized that skills development to empower staff and students to embark on KE activities has significant long-term impact in nurturing cultural change towards KE. The following two new initiatives were launched in the reporting year:

2.6.1. Three Minute Thesis (3MTTM) Competition

The inaugural Three Minute Thesis (3MTTM) Competition of HKU was held on June 17, 2011. Developed by The University of Queensland (UQ) in 2008, 3MT is an academic competition that challenges research postgraduate (RPg) students to explain their research within 3 minutes to a general audience. 3MT celebrates the discoveries made by research students and encourages skill development in communicating the importance of research to the broader community.



The inaugural competition received a strong response from RPg students. 43 research postgraduate (RPg) students competed for 3 prizes decided by the adjudicating panel and the People's Choice Award decided by audience ballot. The adjudicating panel was comprised of 3 internal members and 2 external members. The two external members were Professor Sarah Roberts-Thomson, Deputy Dean of the UQ Graduate School, and Dr John Strickland, former member of the HKU Council 1996-2011.

All the student contestants had clearly made considerable efforts preparing for their presentations to ensure that they could be understood by laymen, which contributed greatly to the success of this inaugural competition. The external members also confirmed that the quality of the research work presented by our students was impressive. The 3MT Competition is a very meaningful initiative that enables our RPg students to understand the importance and challenge of explaining their research to the public. The Competition also provided a platform for our students to impress and learn from each other by reflecting on others' performances. More details are attached at [Annex VII](#).

2.6.2. Entrepreneurship Academy

To foster an entrepreneurial culture and strengthen such pertinent skills in the University, TTO initiated the Entrepreneurship Academy in the reporting year, under which an eight-week workshop series in Entrepreneurship were organized for research staff, RPg students and alumni of related postgraduate programmes of the University, once in each semester of 2010/11. The invited speakers were either seasoned practitioners or academics specialising in entrepreneurship. The workshop series covered a range of topics at the core of entrepreneurship, focusing on integrating information and ideas from multiple perspectives in order to help participants recognize and gauge the critical factors in the commercialization process of innovations. They also provided plenty of networking opportunities for the speakers and participants. The Entrepreneurship Academy received an enthusiastic response from staff and RPg students, with over 100 participants in each semester. The excellent feedback evaluations received indicated that there is ample demand for entrepreneurship training in HKU. Details of the programmes in 2010/11 are at [Annex VIII](#).

Both the Three Minute Thesis (3MT) Competition and the Entrepreneurship Academy have long-term implications for KE development as they enable the University's KE concept to spread among staff and students.

3. Strategic Approach in the Use of the UGC KT Funding 2010/11

The University is again grateful to the UGC for the KT funding allocation of HK\$11.84M for 2010/11. The use of the funding was guided by the HKU Strategic Development Plan 2009-14, and the internal allocation process was managed by the KE Executive Group with review by the KE Working Group of competitive bids to ensure fairness and transparency. The same strategic approach as in 2009/10 was used in 2010/11 as follows:

- **Capacity Building:** Development of infrastructure, capabilities, and partnerships at both the institutional and faculty levels that will support, enable and drive forward KE effectively
- **Enhancement of Knowledge Access:** To improve the mechanisms of making the University's knowledge base accessible to potential users and the public
- **Enhancement of Knowledge Engagement:** To strengthen community and cultural engagement which represents one key area where the University can achieve societal impact in the long term
- **Broadening KE Opportunities:** To enable faculty members to see that numerous KE opportunities are possible given the inclusive definition of KE adopted by HKU and that KE can maximize the impact of their research

3.1. Capacity Building

3.1.1. Strengthening of KE Infrastructure

As our Faculties are the powerhouses of our knowledge base, it is important to enable Faculties to build up their capacity in KE. As described in section 2.1.1 above, in the reporting year, all ten Faculties have set up their Faculty KE units using UGC KT funding and Faculty matching resources. Support was also provided to TTO to expand its capacity for undertaking TT-related initiatives in the Mainland (re. section 2.1.2 above).

3.1.2. Faculty KE Award Scheme

The UGC KT funding enabled the University to launch the Faculty Knowledge Exchange (KE) Award Scheme in 2011 to recognize and reward each Faculty's outstanding KE accomplishment. Details are provided in section 2.3.2 above.

3.1.3. Human Capital Development and Training

To strengthen capabilities in KE, the University continues to use a two-pronged approach to human capital development and training, *i.e.* best practice sharing and targeted skills training. Details of the former are given in section 2.4 above. In respect of targeted skills training, TTO joined hands with The Federation of Internationale des Conseils en Propriete Industrielle (FICPI) (in English – The International Federation of Industrial Property Attorneys) again to run an intensive training course on patent drafting for the second year in a row in Hong Kong.

To provide training to academic and research staff as well as RPg students for converting academic writing to non-specialist writing, Mr Simon Clews, Director of the Writing Centre for Scholars and Researchers at The University of Melbourne, was invited to conduct writing workshops on campus in October 2010.

Other KT funded initiatives for skills development that have more long-term implications for cultural change towards KE, *viz.* Three Minute Thesis Competition and Entrepreneurship Academy, are set out in section 2.6 above.

3.2. Enhancement of Knowledge Access

3.2.1 *The HKU Scholars Hub*

The HKU Scholars Hub is regarded as both an infrastructure and a knowledge access project. Details of the enhancements made for the Hub in the reporting year are given in section 2.1.3 above.

3.2.2. *Open Access*

The open access pilot project with Springer was extended for another year such that over 100 articles could be published in Springer journals using Springer Open Choice. It is recognized that more time is needed to evaluate the impact of this project. The increased access to HKU research afforded by this project accords with the University's belief that publicly funded universities should return the results of their research to the community that funded them.

Creative Commons is an international non-profit organization that promotes creativity by providing user-friendly and free licenses for creators to share their works globally. The licenses encourage creativity and sharing of works by professionals including artists, writers, musicians, academics, scientists, teachers and members of the public at large. The HKU Journalism and Media Studies Centre (JMSC) launched *Creative Commons Hong Kong* (CCHK, <http://hk.creativecommons.org>) in 2008 as a contractual partner of CC International, which is an international network of 53 countries including the U.S., Canada, Japan, and the U.K. CCHK promotes creativity and legal sharing of contents, thereby promoting knowledge exchange between the academia and the public. With KT funding support, JMSC is expanding CCHK through upgrading of the website, social media, APPS, expansion of the Creative Archive, and outreach and promotion activities to schools, the cultural sector, media and the general public. As of end June 2011, the number of works licensed using CCHK has increased by 70% from 260,000 to 440,000.

3.2.3. *Development of KE Websites*

Some Faculties have stepped up efforts in making their knowledge more readily accessible via webpages created to promote KE. An example from the Faculty of Engineering is attached at [Annex IX](#).

3.3. Enhancement of Knowledge Engagement

3.3.1. *Media Impact Study*

In order to assess the effectiveness of the University's efforts in publicizing knowledge through the media and the impact made on the community, the media impact study was again conducted in 2010/11. The scope of analysis was expanded to include a breakdown of the KE related news items by Faculty, in addition to the breakdown by broad subject areas, to facilitate individual Faculties to gauge the outcomes of their KE efforts through media channels.

3.3.2. *Community Engagement and Cultural Engagement*

With KT funding support, our Faculties continue to strengthen their knowledge partnerships with different non-academic stakeholders in the community. Activities organized typically involved the flow of skills and knowledge to potential users and beneficiaries in the public sector, private sector, non-governmental organizations and/or the general public as appropriate; stakeholder feedback evaluation and engagement activities to understand their needs; and arts

and culture activities. Selected examples are at [Annex X](#).

3.4. Broadening KE Opportunities

As mentioned in section 2.3.1 above, KT funding was used in 2010/11 to introduce a competitive funding scheme for impact projects to enable faculty members to undertake innovative projects that could create positive social, economic, environmental or cultural impacts for industry, business or the community. Proposed projects may be technology-based or non-technology-related. Assessment of proposals was based on the quality of the knowledge to be transferred/exchanged, the effectiveness of the communication process, and potential impact. 34 proposals were received, of which 23 were supported. A list of the funded projects is at [Annex XI](#).

4. Looking Ahead

A century of outstanding teaching and learning, international recognition of world-class research, and a long tradition of community service have provided an exceptionally strong foundation for the University to embark on systematic development of KE. As the University continues on the journey to embed KE in its core missions, enthusiasm and awareness in all quarters of the University keep on growing. The UGC KT funding has enabled us to execute or kickstart the strategic initiatives and operational priorities set out in the HKU Strategic Development Plan 2009-2014, for which we are most grateful.

Through the Competitive Impact Project Funding Scheme and the Faculty KE Award Scheme launched in 2010/11, the University has made a useful start in promulgating the concept of impact as a critical element in evaluating KE. Given that KT/KE is still a relatively new development in the UGC sector, we anticipate that much remains to be worked out in respect of identification and assessment of impacts of KE activities, especially when most impacts may only be realized in the long term. In this regard the University will continue to keep abreast of overseas experience and debates, for example, the UK's 2014 Research Excellence Framework, which will use a case study approach to assess impacts arising from research.

Looking ahead, the University will further explore innovative measures to foster a KE culture on campus and achieve the goals laid down in the Strategic Development Plan. A student KE project grant scheme will be launched in 2011/12 to promote a student culture of contributing to society through applying their knowledge gained at HKU; to nurture the spirit of innovation among students; and to promote the development of engagement projects between students of the University and external organizations. We will spare no efforts to build up a sustainable enabling environment to ensure that KE will thrive in the long term.

July 29, 2011

Annex I**Extract from the HKU Strategic Development Plan 2009-2014**

As a centre of intellectual development, creativity and informed social awareness, the University will ensure that knowledge exchange contributes to regional and global development, and increase the opportunities for staff and students to benefit from the commercialization and application of their expertise. We will build sustainable relationships with the government, professions, private sector, community and individual citizens to foster creativity and informed social awareness, and to demonstrate our commitment to societal leadership in the region.

The University fully recognizes that higher education institutions have an important role to play in a modern knowledge society, contributing to social, cultural, economic and technological development and to international competitiveness. The knowledge exchange process is mutually beneficial to both the institution and the community in a broad range of fields. The University aims to pursue knowledge exchange as a two-way partnership with the communities in the region, emphasizing engagement.

We see knowledge exchange as being intrinsically interwoven with research and teaching. The University has been engaging in a wide range of knowledge exchange activities through applied research, educational delivery, knowledge dissemination, expertise sharing and community service, and we will implement the following strategic initiatives in order to achieve a substantial and measurable increase in the quantity and impact of our knowledge exchange activities

STRATEGIC INITIATIVES

1. Develop a strong knowledge sharing culture
2. Demonstrate leadership in communities across the region in a broad range of fields through enhancing the quality, range and impact of our knowledge exchange activities
3. Acknowledge contributions to knowledge exchange
4. Embed knowledge exchange in the curriculum

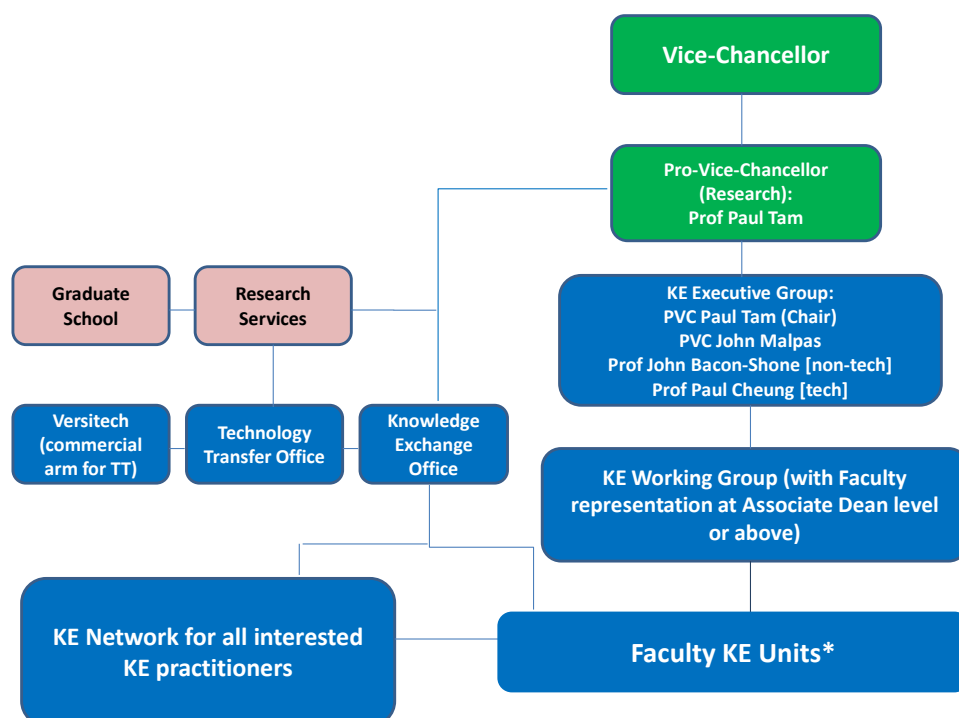
OPERATIONAL PRIORITIES

- by implementing a more effective and responsive management and support structure for knowledge exchange at the central level and across Faculties, including the establishment of knowledge exchange offices, we will underpin our knowledge exchange activities

- by gradually increasing the degree to which knowledge exchange counts towards budget resource allocation, we will ensure that Faculties respond to the changing priorities
- by strengthening the existing Technology Transfer Office as a central set-up for technology exchange, we will enhance licensing and patenting operations
- by setting up a database to record knowledge exchange activities in the University and improving communication within and outside the University, we will facilitate dissemination of information and serve as an exchange hub
- by implementing a sustainable web-based expertise directory which draws upon research output, research grant records, contract research, media expertise and community service databases, we will facilitate inbound enquiries that seek to identify expertise
- through newsletters, reports, seminars, conferences and public events, and enhanced media impact, we will improve the communication of knowledge exchange achievements within and outside the University
- by strengthening existing organs of knowledge exchange, such as the Hong Kong University Press and the Libraries, we will facilitate the process of knowledge exchange
- through our postgraduate programmes and the various educational offerings by the HKU School of Professional and Continuing Education (HKU SPACE), we will continue to extend lifelong learning opportunities for different communities
- by developing and adopting indicators to measure the quality and quantity of our knowledge exchange activities, we will monitor and assess their impact
- by encompassing knowledge exchange activities in the performance review process for individual staff and in the budget allocation process for academic units, we will acknowledge this area of contribution at all levels
- by developing a career track for practitioners, we will highlight professional expertise in the University
- by expanding opportunities for experiential learning and civic engagement for our students, we will promote inclusion of knowledge exchange as a curriculum element

Annex II

HKU KE Organizational Structure



* Set-up of Faculty KE Units in 2010/11:

Faculty	Head of Faculty KE Unit (Dean or Associate Dean serving on the KE Working Group)	Position of Co-ordinator/ Manager for KE already in post
Architecture	Dr Roger C K Chan Associate Dean (Research)	Director of Community Project Workshop
Arts	Dr Yoshiko Nakano Associate Dean	Public Affairs Manager
Business & Economics	Professor Simon Lam Associate Dean (Research)	Administrative Assistant
Dentistry	Professor L P Samaranayake Dean	Assistant Dean (External Relations) & Deputy Director of Knowledge Transfer Unit
Education	Professor Edwin M L Yiu Associate Dean (KE)	Development & Communications Manager
Engineering	Professor Y S Hung Associate Dean (KE)	Assistant Dean (KE)
Law	Dr Felix W H Chan Associate Dean (Research)	Administrative Assistant
Medicine	Professor Daniel T M Chan Associate Dean (External Relations)	Manager (External Relations)
Science	Professor W S Cheung Associate Dean (Development and External Relations)	Executive Officer
Social Sciences	Professor John Bacon-Shone Associate Dean (Research)	Executive Officer

Annex III**Faculty KE Awards 2011**

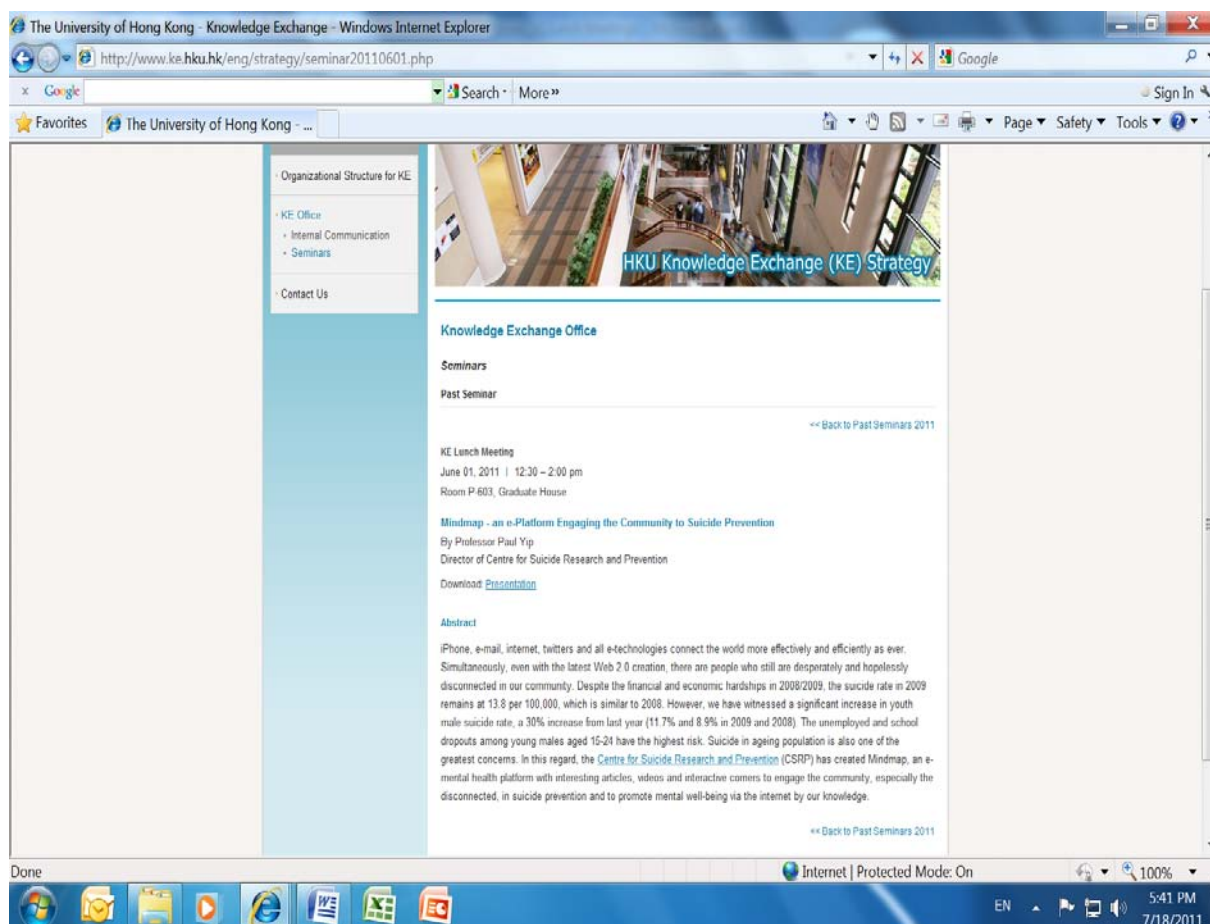
Awardee	Extract of the Relevant Faculty Selection Committee's Comments on Impacts Achieved
Faculty of Architecture: Mr Weijen WANG (Associate Professor, Department of Architecture) for Project: 2007-08 Hong Kong-Shenzhen Biennale of Architecture and Urbanism	It was the first of its kind of exhibition and achieved reputable feedbacks from the general public. Attracting over ten thousand people to the public exhibition, the project has successfully exchanged knowledge, information and ideas. It was the first Hong Kong-Shenzhen Biennale of Architecture and Urbanism and set good benchmark for future exhibition standards.
Faculty of Arts: Dr Joe Y F LAU (Associate Professor, Department of Philosophy) for Project: Critical Thinking Web: Opencourseware on critical thinking, logic and creativity	This website, which has been running since 2004, is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 3.0 License. The Committee was particularly impressed by the number of visitors the website receives (approximately 30,000 per month on average between 2008 and 2010). According to data provided for March 2011, the site was among the top ten destinations within the hku.hk domain and received almost as much traffic as WebCT. Also noteworthy were the number of positive comments the website has generated, both locally and overseas, from a wide range of users, including academics, students, and members of the community from diverse walks of life.
Faculty of Business and Economics: Asia Case Research Centre for Project: Development and Distribution of Business Case Studies on Asia Organizations	Asia Case Research Centre has been selected because of the significance of the impact of its Asia business case studies on the local and international academic and business communities. Presently, over four hundred of its cases are distributed globally through its website and distributors, such as the Harvard Business School Publishing.
Faculty of Dentistry: Dr C H CHU (Associate Professor) and his team for Project: Promoting oral health of Hong Kong preschool children through educating their parents and kindergarten teachers	There was a significant impact on the community level (over 10,000 preschool children) for improving their oral health awareness and oral hygiene practice. The scale of the project (latest phase in 2010) has involved over 100 kindergartens with positive feedback, and managed to incorporate elements of research and professional service to the recipients. The effect to the public is likely to extend beyond these children to reach their families and families of the teachers.
Faculty of Education: Dr NG Fung Ping, Dorothy (Assistant Professor, Division of	The project has proved to be popular, and has led to the receipt of significant donations from the community. The evidence of engagement with different sectors of the community is very impressive. With the

<p>Chinese Language and Literature)</p> <p>for Project: HKU Cantonese Opera Education Research and Promotion Project</p>	<p>publication of the biography of Leung Sing-boh, the Cantonese opera singer, the public's awareness of the intangible cultural heritage of Cantonese opera has been raised.</p>
<p>Faculty of Engineering:</p> <p>Professor David CHEUNG (Head and Professor) and The Center for E-Commerce Infrastructure Development (CECID) (Department of Computer Science)</p> <p>for Project: ebXML Message Gateway Hermes and B2B Connector</p>	<p>The project demonstrated how excellence in research at the University can be developed into a platform technology that is successfully transferred to the business/industry sector, as evidenced by the support of at least three ITF grants for the project and its installation in government as well as public and private enterprises. Through communication process that includes pilot projects with local and overseas enterprises, licensing to companies and open source distribution, the ebXML system has achieved global impact and penetration with recorded downloads from more than 80 countries. The technology has become the most popular ebXML gateway in the world with proven quality and acceptance in many production systems.</p>
<p>Faculty of Law:</p> <p>Ms Amanda WHITFORT (Associate Professor, Department of Professional Legal Education)</p> <p>for Project: Review of Animal Welfare Legislation in Hong Kong</p>	<p>Ms Whitfort's project on animal welfare has a strong focus in humanity, a relatively ignored area which always welcome further elucidation and advanced research. It also generated considerable public discussions and sparked off policy changes and possibly new legislation. Thus, it has profound policy implications and clear impact on community. It also involves very active knowledge exchange with the professions and the community.</p>
<p>Li Ka Shing Faculty of Medicine:</p> <p>for Professor Y L LAU (Head and Chair Professor) and his team (Department of Paediatrics and Adolescent Medicine)</p> <p>Project: A series of books on important paediatric diseases for the public</p>	<p>With the well engineered content focusing on the symptoms and signs of common paediatric diseases, the book series is an incredible tool and accurate source for public education. The book content, based on clinical, research, and teaching expertise of Faculty staff, is of great public interest and is not commonly available from public sources. The impact is evident from its popularity and the extremely positive feedbacks which the team has received. It is evident that this project has far reaching results and tremendous opportunity to grow.</p>
<p>Faculty of Social Sciences:</p> <p>for Professor Connie S H HO (Professor, Department of Psychology)</p> <p>Project: READ & WRITE: A Jockey Club Learning Support Network</p>	<p>The project's achievements in community engagement are not only underlined by its extensive media coverage, but also the widespread interactions with different stakeholders, including students, teachers, practitioners as well as government officials in the Education Bureau. The project has demonstrated its intervention impact on target groups, and is expected to have potential for more far-reaching outreach to the general public in future in order to infuse fresh inspiration in the education system.</p>

Annex IV**Sharing of Good Practice through Regular KE Lunch Seminars (2010-11)**

2010	<i>Digital Publishing - The Future of Educational Publishing in Knowledge Exchange</i>
September	by Mr Michael Duckworth, Hong Kong University Press
November	<i>Clinical Legal Education and Knowledge Exchange</i>
	by Mr Simon Young and Mr Edmond Lam, Faculty of Law, HKU
December	<i>From Knowledge Exchange to Knowledge Co-creation: The Finnish Way of Knowledge Exchange between University and Community</i>
	by Ms Waltraut Ritter, Asia Pacific Intellectual Capital Centre
2011	<i>Promoting Knowledge Exchange with Creative Commons Licenses</i>
January	by Professor Ying Chan, Journalism and Media Studies Centre, HKU
February	<i>Community Project Workshop - Faculty of Architecture's initiative in Knowledge Exchange</i>
	by Ms Tris Kee, Faculty of Architecture, HKU
March	<i>Mapping the Civil Society in Hong Kong I: The Social Service Sector</i>
	by Dr Eliza Lee, Department of Politics and Public Administration, HKU
April	<i>New ITSP Application Forms and Assessment Framework</i>
	by Mr Davey P H Chung, Innovation and Technology Commission
May	<i>New technologies for Knowledge Exchange - From Web to Mobile Apps +...</i>
	by Dr Wilton Fok, Faculty of Engineering, HKU
June	<i>Mindmap – An e-Platform Engaging the Community to Suicide Prevention</i>
	by Professor Paul Yip, Centre for Suicide Research and Prevention, HKU

After each seminar, the speaker's presentation will be put on the KE website (www.ke.hku.hk) to facilitate follow-up discussions between the speaker and interested participants and to allow others who could not attend a particular seminar to learn about the project (example below).



Annex V

Knowledge Transfer Conference
Partnering for Success: Mastering Innovation, Leveraging Opportunities, Engaging Community

Programme of the Non-Technology-Related Forum organized by The University of Hong Kong

Chairman of the Sub-Group on Non-technology-related KT Sessions
of the Organizing Committee:

Professor John Bacon-Shone, The University of Hong Kong

Date : November 9, 2010

Venue : Conference Room 7

Hong Kong Science and Technology Parks

Note : The Non-technology-related KT Sessions are held concurrently with the Technology and Business Matching Sessions organized by The Hong Kong Polytechnic University

11:00am Presentation I - Partnerships with the Community

Chairperson:

Prof. John Bacon-Shone, Associate Dean, Faculty of Social Sciences and Director, Social Sciences Research Centre, The University of Hong Kong

Speakers:

- ***Community Empowerment Through Life and Death Education: Knowledge Exchange and Community Partnership in the Promotion of End-of-Life Care***
Prof. Cecilia Chan, Si Yuan Professor in Health and Social Work; Director, Centre on Behavioral Health and Professor, Department of Social Work and Social Administration, The University of Hong Kong
- ***Training Programs of Geriatric-orthopaedics – With Special Emphasis on Fall and Fragility Fracture Prevention in the Community***
Prof. Kwok-Sui Leung, Chair Professor, Department of Orthopaedics and Traumatology, The Chinese University of Hong Kong
- ***From University to the Community: Lingnan Knowledge Transfer Strategies – The Way Forward to a Model of Community Education***
Phoebe Tang, Senior Project Officer, Asia-Pacific Institute of Ageing Studies, Lingnan University

1:20pm Presentation II - Re-Building

Chairperson:

Prof. John Bacon-Shone, Associate Dean, Faculty of Social Sciences and Director, Social Sciences Research Centre, The University of Hong Kong

Speakers:

- ***English Writing and Computer Technology***
Dr. William Cheung, Associate Professor, Department of Computer Science, Hong Kong Baptist University

Dr. Cynthia Lee, Associate Professor, Language Centre, Hong Kong Baptist University

- *Applicable Science of Language: The Exchange Between University and Community*

Professor Christian Matthiessen, Chair Professor and Head, Department of English and Associate Dean, Faculty of Humanities, The Hong Kong Polytechnic University

2:40pm

Presentation III - Partnerships with Schools

Chairperson:

Prof. Joanne Chung, Head of Department of Health and Physical Education, The Hong Kong Institute of Education

Speakers:

- *Learning Study and Its Impact on Teacher Professional Development and Teaching and Learning in Hong Kong*

Dr. Ellen Zhang, Assistant Professor of the School Partnership and Field Experience Office, The Hong Kong Institute of Education

- *Service-Learning as a Vehicle for Knowledge Transfer: Using Elder Academy as a Case Study*

Dr. Carol Ma, Assistant Director, Office of Service Learning, Lingnan University

- *School-university Partnership and Knowledge Transfer: A Multilevel Theoretical Framework and Practical Considerations*

Prof. Magdalena Mok, Chair Professor of Assessment and Evaluation, The Hong Kong Institute of Education

4:00pm

Presentation IV - Partnerships with the Professions

Chairperson:

Prof. John Bacon-Shone, Associate Dean, Faculty of Social Sciences and Director, Social Sciences Research Centre, The University of Hong Kong

Speakers:

- *Hong Kong as an International Mediation and Arbitration Centre – A Success Story of a Community – Wide Partnership*

Dr. Shahla Ali, Assistant Professor, Faculty of Law, The University of Hong Kong

Dennis Cai, Assistant Secretary-General, Hong Kong International Arbitration Centre

- *From Made in Hong Kong to Made by Hong Kong: Knowledge Transfer in Hong Kong-China Film Co-production Regime*

Prof. Y C Chen, Assistant Professor, Division of Social Science, The Hong Kong University of Science and Technology

- *Knowledge Transfer Through Innovative Inheritance – The Case of Pulitzer Prize Winners Workshop*

Prof. Yu Huang, Head of Department of Journalism, Hong Kong Baptist University

Annex VI

Knowledge Exchange Conference: Knowledge Transforming Society
(cum “3+3+4” Symposium on Knowledge Transfer)

December 5-6, 2011
Hong Kong Convention and Exhibition Centre

Tentative Programme Outline based on Themes

Day 1 (Dec 5, 2011)

- The Tried and Tested Roads of Knowledge Exchange
- Developing a Mature Innovation Ecosystem in Hong Kong
- Making Technology Transfer Thrive
- Innovation as a Key Target in China’s 12th Five-Year Plan
- Knowledge Partnerships
 - Building Successful Business/Industry Partnerships
 - Building Successful Community Partnerships
 - Innovation-driven Partnerships in Hong Kong and Mainland China
 - Building Successful School Partnerships

Day 2 (Dec 6, 2011)

- “3+3+4” Symposium on Knowledge Transfer
 - Work-integrated-Education
 - Experiential Learning
 - Entrepreneurship Programme
- Creating a Transforming Experience through Knowledge Exchange for Society
- Translating Knowledge into Solutions for Hong Kong
 - Arts and Cultural Development
 - Making Hong Kong a Great Place to Live (Environment)
 - Greying Population (Ageing)
- The Great Divide? Open Access vs. Turning Knowledge into Income
- Impact Assessment
 - Beyond the Measurable? Impact Assessment of Non-technology-related KE
 - Impact Assessment of Technology Transfer

Poster Session

- Poster presentations will be held on both days for the UGC-funded institutions to showcase their success stories in KT/KE.

Annex VII**Three Minute Thesis (3MT™) Competition 2011 of HKU**

The inaugural Three Minute Thesis (3MT™) Competition of HKU was successfully held on June 17, 2011. 43 research postgraduate (RPg) students competed for 3 prizes decided by the adjudicating panel and the People's Choice Award decided by audience ballot.

Developed by The University of Queensland (UQ), Australia, 3MT is an academic competition that challenges RPg students to explain their research within 3 minutes to a general audience. 3MT celebrates the discoveries made by RPg students and encourages them to develop the skills to communicate the importance of their research to the broader community.

We were honored to have Professor Sarah Roberts-Thomson, Deputy Dean of the UQ Graduate School, and Dr John Strickland, former member of the HKU Council 1996-2011, serving on the adjudicating panel as external members. Internal members of the adjudicating panel included Professor John Bacon-Shone, Associate Director of the Knowledge Exchange Office, and Professor Ben Young, Assistant Dean of the Graduate School, who served as co-chairmen, and Ms Trinni Choy, Acting Director of Communications.

Congratulations to all the winners of the Three Minute Thesis (3MT™) Competition 2011. They are:

Champion

Name: Mr ZHANG Yalun

Degree Registered: PhD

Faculty: Medicine

Title of Presentation: Pax6 – A Novel Target in Stopping Alzheimer's Neuronal Death

Primary Supervisor: Dr Song You-Qiang



<http://www.youtube.com/watch?v=3KZThANV2YE>

1st Runner-up

Name: Ms LAI Suet Lin, Selina

Degree Registered: PhD

Faculty: Arts

Title of Presentation: Was Twain White? The Translational Frame of Blackness in the Work of Mark Twain

Primary Supervisor: Dr Kendall Johnson



<http://www.youtube.com/watch?v=rpIsLJw0ICU>

2nd Runner-up

(i) Name: Mr Aleksandr Borisovich KOGAN

Degree Registered: PhD

Faculty: Social Sciences

Title of Presentation: Intuitive Gene Detectors

Primary Supervisor: Dr Cecilia Cheng



<http://www.youtube.com/watch?v=rsWgmMbRyyQ>

(ii) Name: Ms YUEN Kit Man

Degree Registered: MPhil

Faculty: Medicine

Title of Presentation: A Comparison of Influenza A Induced Apoptosis in Human Alveolar Epithelial Cells

Primary Supervisor: Dr John Nicholls



<http://www.youtube.com/watch?v=NOAcTazlk6E&NR=1>

People's Choice Award

Name: Ms LI Yunzi

Degree Registered: MPhil

Faculty: Arts

Title of Presentation: Translating "Waiting"

Primary Supervisor: Dr Issac Yue

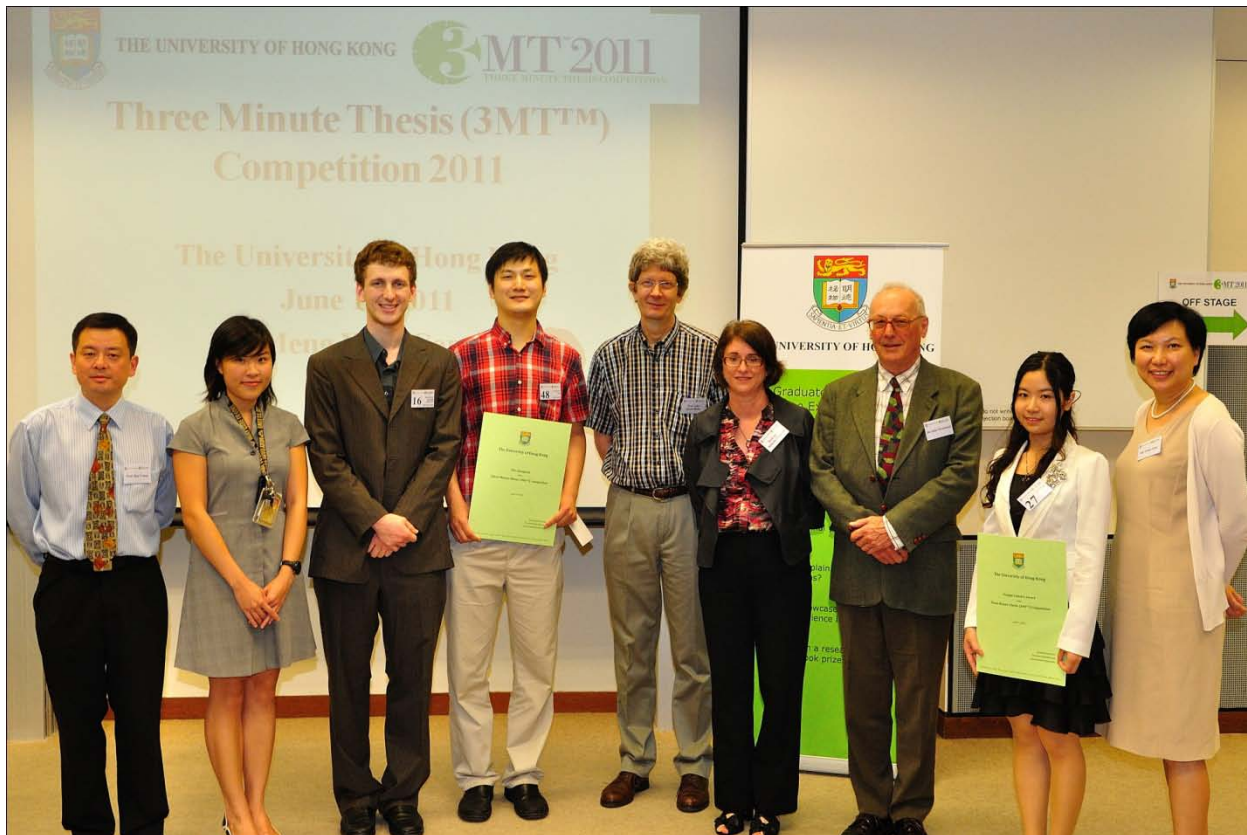


<http://www.youtube.com/watch?v=mWjShrGM5fU>

In their closing remarks, both Professor Roberts-Thomson and Dr Strickland said that the quality of the research presented by the students was impressive.

“I hope that after the Competition, our students will find it a lot easier and enjoy talking about the relevance and significance of their research in layman’s language to everybody. The experience will be valuable to all the student participants,” said Pro-Vice-Chancellor (Research) Professor Paul Tam.

The 3MT Competition was jointly organized by the Graduate School and the Knowledge Exchange Office. The assistance of The University of Queensland in launching the 3MT Competition at HKU is deeply appreciated.



Winners of the 3MT Competition and members of the adjudicating panel

(From left) Professor Ben Young (Assistant Dean of the Graduate School), Yuen Kit Man (2nd Runner-up), Aleksandr Borisovich Kogan (2nd Runner-up), Zhang Yalun (Champion), Professor John Bacon-Shone (Associate Director of the Knowledge Exchange Office), Professor Sarah Roberts-Thomson (Deputy Dean of the UQ Graduate School), Dr John Strickland (former member of the HKU Council 1996-2011), Li Yunzi (winner of People’s Choice Award) and Trinni Choy (Acting Director of Communications)

Annex VIII**Entrepreneurship Academy 2010/11**

- First Semester, October 20 – December 8, 2010, meeting once per week:

Session	Topic	Speaker
1	Innovation and Entrepreneurship – Turning ideas into Reality	Professor Paul Cheung Director of Technology Transfer Office, HKU
2	The 5 Dynamics of Entrepreneurship	Dr Saimond Ip CEO, OnePort Limited
3	The Making of a Business	Dr Gilbert Y Y Wong School of Business, HKU
4	Intellectual Property and its Protection for Technology Innovations and Inventions	Dr Yahong Li Associate Director of Technology Transfer Office, HKU
5	More than Story Telling – What is in a Business Plan	Professor Simon Lam School of Business, HKU
6	Money Matters – Valuation, Venture Capital and Fund Raising	Mr K O Chia Former Head of Walden International, and Director of Versitech Ltd
7	Know how to count – a crushed course in accounting basics	Professor Chul Park Pong Ding Yuen Professor of Accounting, School of Business, HKU
8	Entrepreneurs in Action – How to put everything together and get it started with limited resources	Dr Dominic Chan Partner, Dark Horse Investments

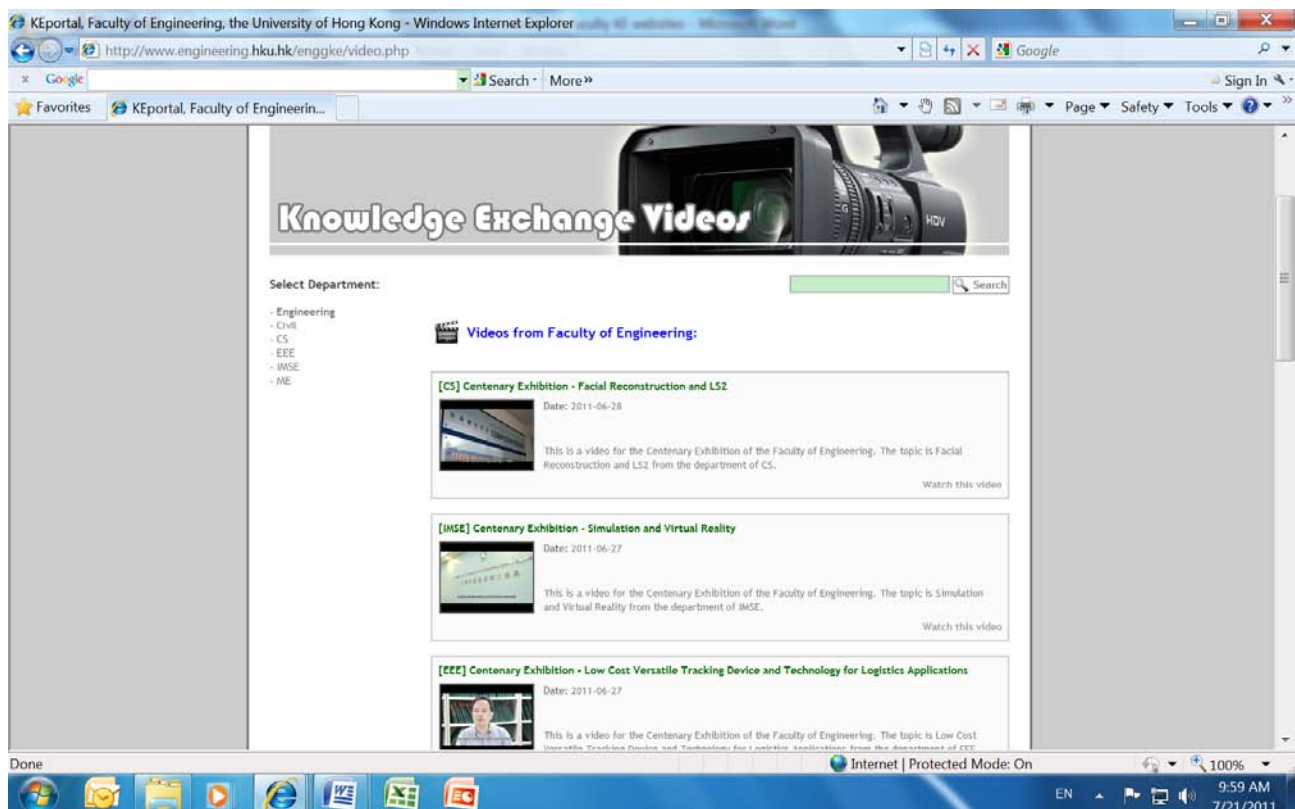
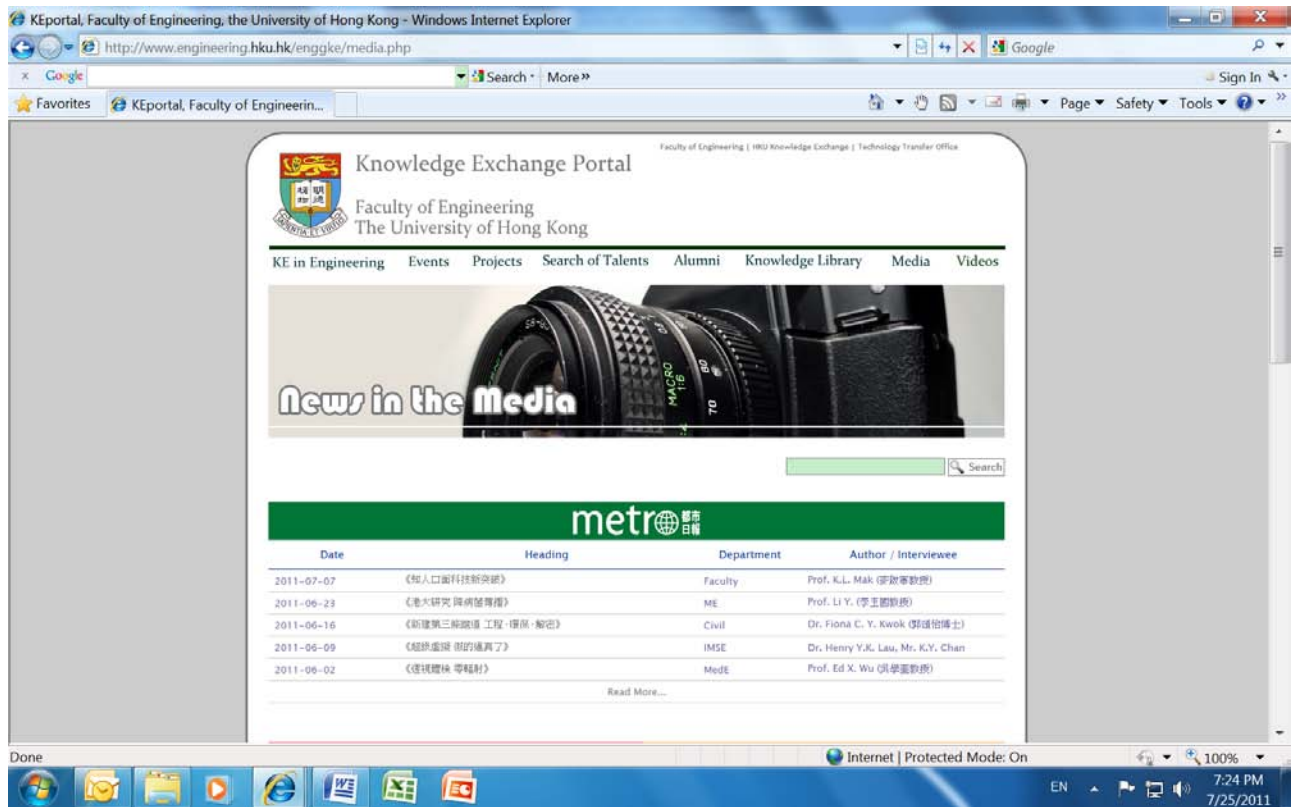
- Second Semester, February 16 – April 13, 2011, meeting once per week:

Session	Topic	Speaker
1	Innovation and Entrepreneurship – Turning ideas into Reality	Professor Paul Cheung Director of Technology Transfer Office, HKU
2	The 5 Dynamics of Entrepreneurship	Dr Saimond Ip CEO, OnePort Limited
3	The Making of a Business	Dr Gilbert Y Y Wong School of Business, HKU
4	Know how to count – a crushed course in accounting basics	Dr Sammy Fung School of Business, HKU
5	Creating startup success – business model design and entrepreneurial leadership	Professor Simon Lam School of Business, HKU
6	Intellectual Property Protection for Creative Idea, Innovation Invention and Emerging Technology	Dr Frank Wan Venture Capitalist in Biotechnology, and Director of Versitech Ltd
7	Entrepreneurs in Action – How to put everything together and get it started with limited resources	Dr Dominic Chan Partner, Dark Horse Investments
8	Transforming technologies into Entrepreneurs	Mr K O Chia Former Head of Walden International, and Director of Versitech Ltd

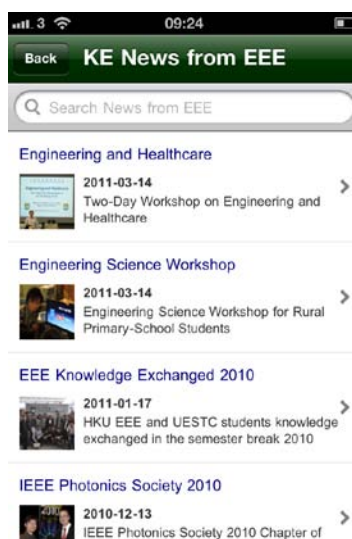
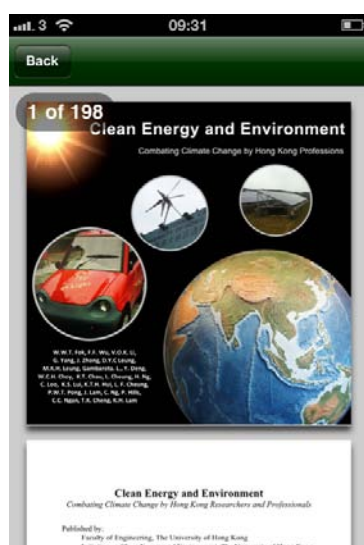
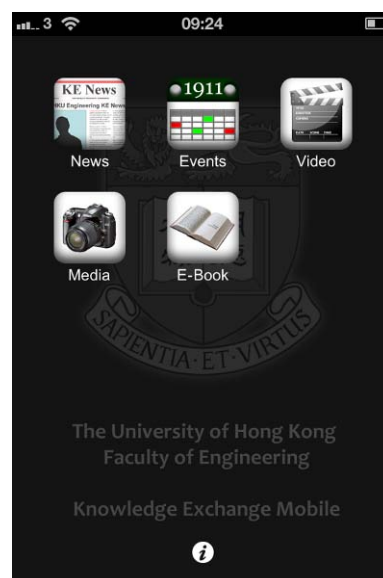
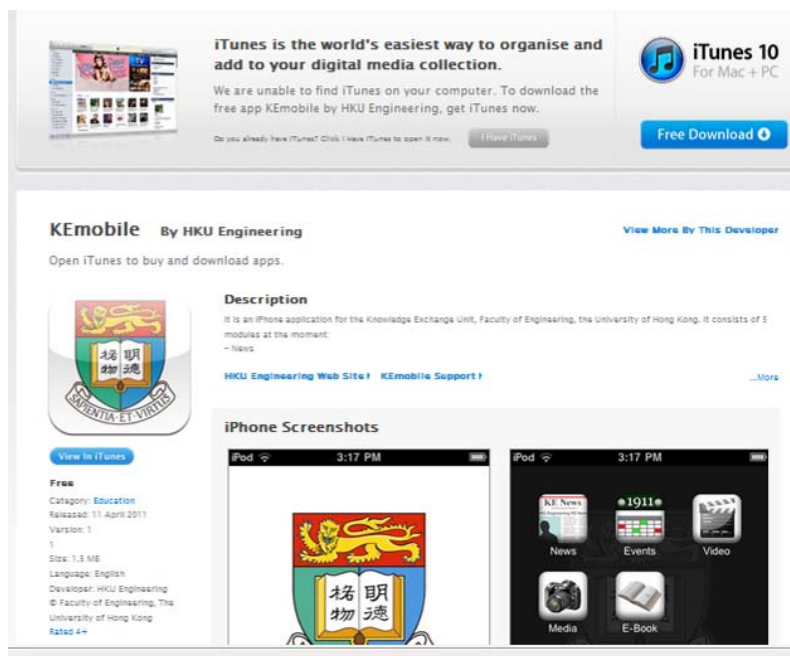
Annex IX

Development of KE Websites – Example: KE Portal of the Faculty of Engineering

(<http://www.engineering.hku.hk/enggke/>)



A mobile KE portal was developed through which users can access KE news, events, KE video and e-book anytime and anywhere. The mobile apps can be downloaded free from the Apple App Store <http://itunes.apple.com/hk/app/kemobile/id430285556?mt=8>



Annex X**Examples of Community Engagement and Cultural Engagement Activities 2010/11**Faculty of Architecture

- The Community Project Workshop (CPW), which serves as the Faculty KE unit of the Faculty of Architecture, collaborated with a number of local and Mainland NGOs on KE projects in 2010/11. Examples of new partners included Habitat for Humanity (Mainland China) and HK Heritage Conservation Foundation. Some of these organizations have local as well as international missions; hence the collaborative projects have high impacts both in a local and international context.
- In the reporting year CPW participated in over 8 public engagement sessions and over 3 public exhibitions, one of which was the HK International Art Fair where there was a large number of visitors.

Faculty of Arts

- Officially launched in 2008, the University Artists Scheme brings artists of international calibre to the campus to share their knowledge and interact with students, staff and the community. Four new, highly respected artists have been appointed for 2011-2012: Ms Mabel Cheung (Film), Mr Alex Law (Film), Mr Gu Wenda (Visual Arts), and Ms Yip Wing-sie (Music). A number of major events featuring University Artists for 2008-2010 and 2011-2012 were held between September 2010 and April 2011. These included two public forums, one class visit, one master class, and one exhibition visit.
- The Summer Institute in the Arts and Humanities is designed to reach out to the community in order to enrich the cultural life of the region and to promote critical and creative thinking. The second Summer Institute in the Arts and Humanities was held from June 21 to August 14, 2010, which attracted over 1,500 people to its events that included live lunchtime musical performances, a symposium, and a multimedia creative exhibition produced by students. Eight courses for secondary school students and the public and nine courses for undergraduate students were on offer during the 2010 Summer Institute in the Arts & Humanities. More than 300 students benefited from these courses.
- The annual HKU Concert Series offer invaluable opportunities for the wider community to enjoy and discover a wide range of music for free. Fifteen concerts and musical events were organized during the 2010-2011 academic year, with a total audience of over 3,000 people.
- The Cultural Leadership Academy (CLA) was a new initiative established to meet the intellectual and economic demands of a growing cultural sector. Bringing together the valuable resources from different Faculties of the University, the CLA aims to engage closely with the region's cultural and artistic communities, providing intellectual depth and practical knowledge to support Hong Kong's transformation into one of Asia's leading cultural cities.

Faculty of Business and Economics

- Two high profile public lectures were held in 2010/11, viz. "Prospects for China's 12th Five-Year Plan" by the renowned Chinese economist, Professor Wu Jinglian, and A Conversation with Henry M. Paulson, Jr. (Secretary of the US Department of the Treasury 2006-09 and Chairman & CEO of Gold Sachs 1999-2006) on "Global Economic Outlook and China US Economic Relations". The insights of the speakers on these issues aroused great interest of the audience, which included academics, high-level executives, reporters, and the general public.

Faculty of Dentistry

- The Faculty has stepped up its publications for the public to target local dentists, local media, overseas and local secondary schools, dental associations, industry, government, potential donors, and visitors to Prince Philip Dental Hospital, in order to increase awareness of Faculty activities and capabilities, and to engage different stakeholders.

Faculty of Education

- Through the different KE initiatives of the Faculty, such as KE seminars/lectures/website/publications made possible by the KE funding, more stakeholders in the community, including education policy makers, EDB officers, school principals and teachers, speech & hearing specialists and information management professionals, as well as parents and the general public, were able to benefit from the knowledge generated by the academic staff of the Faculty. In the KE Lecture and Seminar Series 2010/11, one Distinguished Lecture and a number of Education Seminars were held. They were very well attended (ranging from 130 – 330 attendees), with the majority of the audience from outside the academia.
- In order to collect feedback and comments on the Faculty's KE initiatives from the wider community and to advise on the Faculty's KE directions, 3 Advisory Board meetings were held in April and May 2011 for three distinct groups of stakeholders of the Faculty, viz. in Initial Teacher Education, Information Management, and Speech & Hearing Sciences.

Faculty of Engineering

- The Faculty has made a well co-ordinated effort to share engineering knowledge with the public through media channels. A total of 19 and 5 articles were published in the "Engineering Knowledge Column" of *Metro Daily* and the "Technology Column" of *The Standard* respectively in 2010/11. Some additional articles were published in *South China Morning Post*, *Sing Tao Daily*, *Wen Wei Po*, *China Daily*, and *Knowledge Magazine*. These weekly articles published in local newspapers not only arouse public interest in engineering issues but some have also generated interest from industry to explore opportunities in collaboration. Some technologies covered such as iClass also generated interest and requests for further information from many schools.
- Videos for Engineering knowledge exchange were produced and are posted on the Faculty KE Portal. They can also be viewed via the "HKU Engineering" channel on YouTube (<http://www.youtube.com/user/HKUEngineering>). The KE videos were also shown to the public at the Centenary Exhibition of the Faculty of Engineering held in Times Square, Causeway Bay, from July 1 to 3, 2011.

Faculty of Law

- With the KT funding allocated, the Faculty KE unit dedicated its efforts to offer a comprehensive range of CPD programmes and public lectures/seminars to improve and broaden the knowledge and skills that a professional will require to successfully discharge his/her professional responsibilities for the benefit of the community. Many legal practitioners (solicitors, barristers, government lawyers, judges, legal advisors) and participants from other disciplines (e.g. government officials, police officers, NGO representatives, social workers, journalists, and experts in computer science, information technology and biotechnology, etc.) participate actively in these KE activities. Over 100 public lectures and seminars were held in 2010/11.

Li Ka Shing Faculty of Medicine

- A public health education booklet titled 《都市健康小百科》, featuring a selection of 47 articles previously published in the *Metro Daily* newspaper, was published in April 2011. A total of 4,000 copies were printed and distributed to the general public at public libraries, convenience stores, and venues where the Faculty's public lectures were held.
- Leveraging the KT funding and the Faculty's resources in external relations, the Faculty had extensive and positive media coverage of its knowledge through organization of over 30 press events, including press conferences and media interviews. Over 100 newspaper columns were published in major local newspaper including *Apple Daily*, *Oriental Daily* and *am730*. Over 50 episodes of electronic health programmes were produced in collaboration with RTHK, TVB, ATV, Cable TV and Now TV. Over 50 Faculty members spoke or commented on various health issues and public health policies in different media. Over 600 pieces of positive media coverage including print, online and electronic media were recorded.
- The Faculty commissioned the Social Sciences Research Centre to conduct a survey on the general public's views and perception of the Faculty. Questionnaires were distributed to visitors on the Information Day held on October 30, 2010. A total of 1,767 questionnaires were collected.

Faculty of Science

- The PCR Workshop for Secondary School Teachers/Technicians was held on April 21, 2011, at the request of secondary school teachers who would like to learn about the latest technology in Polymerase Chain Reaction. This workshop was attended by a total of 52 participants selected from a pool of 97 applicants. The feedback of participants clearly confirmed that the objectives had been fully met and this event contributed to knowledge transfer.
- The HKU Junior Science Institute (JSI) was launched since September 2009 to offer a variety of inspiring science workshops, laboratory exercises and field trips for senior secondary school students with the aim of enhancing their science knowledge outside the classroom. A total of 17 JSI programmes in the areas of Physics, Chemistry, Mathematics, Biological Sciences, Statistics and Earth Sciences were offered in 2010/11, and 460 senior secondary school students completed the programmes successfully.
- The Faculty delivers lectures for the public throughout the year under the *Faculty of Science Public Lecture Series and Centenary Lecture Series* to share knowledge of science topics of general interest and concern with the public. A total of 8 lectures, 3 seminars and 1 dialogue session were organized in 2010/11. The lectures and talks were all well received, with around 2,366 in the audience in total, including university students, secondary school students, and the general public.

Faculty of Social Sciences

- With KT funding support the Faculty has strengthened its capacity in managing more large scale public lectures, such as the *Centenary Dialogue with Aung San Suu Kyi*, the first live public lecture in Asia delivered by this Nobel prize winner. 13 public events for KE were organized in the reporting year. The impacts of these public lectures were extended through the media to a wide spectrum of public audience.

Annex XI**KE Funding Exercise 2010/11 for Impact Projects****Funded projects (listed by Faculty)**

Project Co-ordinator/ Project Title	Brief Description and Progress
Architecture	
Ms Tris KEE <i>Architecture Short Courses for High School Students</i>	This project has successfully engaged over 40 secondary students to learn about Architecture, Urban Planning and Design. Students have gained insight to the district they live in and were able to exercise their creativity in the form of discussion, presentation panels and 3D models. These students' projects and models were displayed in a public road show where over 200 residents visited. A public exhibition was held with over 1,000 visitors in the course of two days, including government officials, district representatives and the public. The project has successfully created collaboration/ partnership between HKU and local districts and communities as it was first intended.
Ms Tris KEE <i>Conservation Management Plan for HK Sheng Kung Hui</i>	This is the first voluntary Conservation Management Plan in Hong Kong. The project has established a framework for the conservation and adaptive re-use for the four historical buildings located at the Hong Kong Sheng Kung Hui Bishop's Hill compound, namely the Bishop House, St. Paul's Church, Church Guest House and the Old SKH Kei Yan Primary School. Over 10 students have gained experiential learning from the project.
Arts	
Dr Yoshiko NAKANO <i>Centenary Distinguished Lecture by Professor Sir Andrew Motion</i>	On March 10, over 300 guests and members of the public attended the lecture by Professor Sir Andrew Motion, Poet Laureate of the United Kingdom 1999-2009, which was titled "Poetry in Life", at HKU's Rayson Huang Theatre. The lecture was followed by a panel discussion moderated by Professor Douglas Kerr of the University's School of English, with Professor Leung Ping-kwan, Poet and Critic at Lingnan University, and Ms. Christine Loh, CEO of Civic Exchange, as guest panelists. The lecture was supported by The Hong Kong International Literary Festival 2011. Approximately two-thirds of the audience were members of the public, many of whom commented on how pleased they were to attend a poetry-related event in Hong Kong, as these are rare.
Dentistry	
Dr Susan BRIDGES <i>Making an Impact - Oral Health Literacy for Community Dentistry</i>	Based on the research results of a recent GRF project, this KE project aims to produce digital public health materials for the use of dentists and their patients. An interactive digital version of oral health literacy assessment tool, including word recognition, scoring and oral health education capabilities is being developed.
Professor Edward C M LO <i>Enhancing Student Learning of Biological Sciences through Capacity Building of Secondary School Science Teachers</i>	Workshops were conducted for secondary school science teachers in Hong Kong. The talks and hands-on experiments relating to bacteria, microbial community, and factors causing diseases etc. are directly related to the secondary school curriculum. Science teachers can readily apply those examples in their teaching. Moreover, teaching materials (packs) such as models and posters were provided for the teachers to bring back to their schools.

Education	
<p>Professor Mark BRAY</p> <p><i>Confronting the Shadow Education System: What Government Policies for What Private Tutoring?</i></p>	<p>The book titled <i>Confronting the Shadow Education System: What Government Policies for What Private Tutoring?</i> was published in English by UNESCO's International Institute for Educational Planning (IIEP) in October 2009. The KE funding support has enabled the translation of the book into 3 languages to make dissemination of the knowledge possible to readers in those countries, i.e. Armenian (Armenia), Azeri (Azerbaijan) and Sinhala (Sri Lanka).</p> <p>Printing of the translated books is underway, and the launch of the book in each of these countries will be accompanied by workshops or networking events involving various stakeholders of the country concerned, including Ministry of Education of officials, school representatives, parents, and media.</p>
<p>Dr KI Wing Wah</p> <p><i>Liberal Studies Service and Learning: Connecting University and Secondary School Liberal Studies Students</i></p>	<p>This project aims to engage HKU and secondary school students in activities that will contribute to the advancement of the new curriculum of Liberal Studies in Hong Kong. The Liberal Studies Service & Learning Network (LSSLN) formed by BEd Liberal Studies students has conducted 2 workshops for secondary school students on Liberal Studies and their Independent Enquiry Study (IES) Project Competition under the IES Project Series 2011. The Liberal Studies Summer Courses 2011 will be held in July for Secondary Four and Five students.</p>
<p>Dr KI Wing Wah</p> <p><i>Mobile eBook for Chinese Learning</i></p>	<p>This project was developed for the Non-Chinese-Speaking (NCS) ethnic minority learners in Hong Kong. The project is innovative in the integration of language learning theory, social participation, and mobile technology in helping education and social integration of ethnic minority population of society. An iPhoneApp has been developed, which is available in AppStore. A workshop for Chinese teachers teaching NCS students was held in June 2011. Teachers at the seminar gave positive response and indicated interest in school trials, which will be carried out in academic year 2011-12. There will be a focus group of NCS students and their teachers, for detailed survey and analysis of the effectiveness of the new learning experience, with a focus on ethnic minority school students in Hong Kong.</p>
<p>Dr Tammy KWAN</p> <p><i>Provision of Professional Support to Professional Partnership Schools (PPS) to Strengthen the Culture of Collaborative Classroom and Mutual Lesson Observation through School-University Teaching Practicum Placement</i></p>	<p>This project aims to foster knowledge exchange among the Partnership team of the Faculty, the Professional Partnership Schools (represented by 9 secondary and 5 primary principals), student-teachers and graduates of the Initial Teacher Education programmes, and mentor-teachers, non-mentor-teachers, pupils and parents of PPS. Consultancy meeting with PPS principals and school sponsoring bodies, cluster professional seminars, inter-PPS visits, mentoring workshops, and the Annual Partnership Forum were organized in 2010/11. A "Good Teaching Practice" DVD was produced for dissemination to all primary and secondary PPS and non-PPS in Hong Kong.</p>
<p>Dr Sam Po LAW</p> <p><i>Understanding and Communicating With Brain-Damaged Individuals With Language Impairment</i></p>	<p>To promote proper understanding by the general public of the communicative difficulties of brain-injured individuals with aphasia, exhibition panels on Chinese aphasia are being produced for the exhibition on Cognition/Neuroscience to be held in the Hong Kong Science Museum in September/October 2011. The display will also include a 3-D brain model illustrating current understanding of representation of language functions in the brain, two multimedia interactive demonstrations of aphasic</p>

	language production and comprehension respectively, and a simple computer test on basic knowledge of aphasia and communication strategies with aphasic speakers, providing tips on better communication with language-impaired individuals.
Dr Dan WANG <i>Impact Evaluation of a College Student Volunteers Program on Reducing Rural Poverty</i>	Liang Shuming Rural Reconstruction Center (www.3nong.org), an NGO committed to revitalizing the rural communities in China and reducing rural poverty, has been organizing college student volunteers to participate in rural community reconstruction projects for 5 years. The objective of this project is to evaluate the impact of this College Student Volunteers Program on (i) the rural communities and on poverty reduction, and (ii) on the personal growth of the trainees. Other NGOs working in the same field can learn from the experience of this program in designing and improving their practices. Our report will also offer an analysis of the problems in the villages that frustrated the efforts of the student volunteers and the Center. Pinning down those problems will help point to new directions, which will be useful to a wider audience with a concern about the issues of rural reconstruction and poverty reduction.
Dr ZHANG Bennan and Dr LAI Chun The <i>Problem and Experience: Using Putonghua as a Medium of Instruction in Chinese Subject Classroom</i>	This project aims to provide a platform for secondary school teachers, principals and students, parents as well as students of the Faculty to share experience and problems arising from using Putonghua as a medium of instruction for teaching Chinese. Two workshops focusing on different topics were held, VCDs on the workshops will be produced and put on line, and a teaching tip booklet based on the workshops will be published and distributed to local secondary schools.
Engineering	
Dr Ho-Leung CHAN <i>The University of Hong Kong Algorithms Library (HKUAL)</i>	This project aims to develop a website with (i) easy-to-understand notes on algorithms and (ii) implementations of popular algorithms. This website, which is being developed, is expected to improve the speed and quality of software development by allowing industrial programmers to search for solutions to practical problems and to download code segments for their applications.
Dr Wilton FOK <i>Knowledge Exchange on Clean Energy and Environment</i>	This project aims to disseminate knowledge on clean energy and environment with the general public. A book titled <i>Clean Energy and Environment</i> was published in both English and Chinese to introduce the latest technologies and research on clean energy and environment of the University. A website for free downloading was also built. Copies of the book were distributed to the general public, professional engineers, alumni, and practitioners in energy and environment related industries outside Hong Kong through professional organizations and public libraries.
Dr Vincent LAU <i>Easy Programming for Robot Control</i>	This project aims to arouse the interest of primary and secondary school students in Hong Kong in software development and robotics technologies. Seminars and workshops were organized for over 100 primary and secondary school students, most with no software programming experience. They had the chance to learn about programming through a visual programming tool, Scratch, which was developed by the Massachusetts Institute of Technology (MIT).

<p>Dr Vincent TAM</p> <p><i>Knowledge Exchange and Competition on iPhone Apps</i></p>	<p>This projects aims to stimulate creativity of secondary school students and cultivate future entrepreneurs through innovative iPhone (or more generally smartphone) Apps. A training course was co-organized with the Hong Kong Federation of Youth Groups (HKFYG) for 10 school teams consisting of secondary school teachers and students (Form 4-6) in May 2011. Carefully customized course materials were posted on the project website. A local competition, also co-organized with HKFYG, is being held for local secondary school students and tertiary students to promote innovative Apps and more importantly, to cultivate an entrepreneurial spirit.</p>
<p>Dr Alfred C H YU</p> <p><i>Fostering Cultural Roots for Technological Innovation: An Initiative with Gifted Secondary School Students</i></p>	<p>This is a collaborative project with the Hong Kong Academy for Gifted Education (HKAGE) to foster an innovative mindset among gifted secondary school students and to encourage them to develop an interest in technology innovations. A two-day workshop titled “Engineering and Healthcare: From High-Tech Metropolitans to the Developing World” was held in December 2010. The project also provides practical insights to the collaborative team on these talented students’ cognitive process in the context of picking up unfamiliar technical principles.</p>
Medicine	
<p>Ms Yvonne LI</p> <p><i>Health Education to the General Public</i></p>	<p>The project aims to enhance the public’s understanding and awareness towards different health issues. Eight "Explore the World of Medicine" public lectures were organized to enhance the public's understanding on the latest development of cutting-edge medical technology in Hong Kong and their awareness about the prevention and latest treatments of different diseases. A book titled "Explore the World of Medicine" 「育醫造才：探索醫學世界」 was published to maximize the impact of the public lecture series and to serve as a channel for our academics to provide health information and demonstrate the results of medical research to the general public. The book included six chapters with a total of 27 articles covering a wide range of health issues. Copies of the books were widely distributed to members of the public through libraries, secondary schools, hospitals, patient resource centres and other organisations, and during the Faculty’s community events. The Health Exhibition 2010, “Lung Express: Year of the Lung”, organized by nearly 100 medical students with a focus on respiratory health problems, has introduced members of the public to a number of common, serious and easily misunderstood respiratory health topics as well as healthy lifestyle tips. Through these health education initiatives, over 10,000 members of the public were benefited.</p>
Social Sciences	
<p>Dr Petula HO</p> <p><i>22 Springs: Community Forums and Film Screening</i></p>	<p>Based on the research results of a GRF project, this is a community education project that aims to bring scholarly discussion to the community by involving staff, students, artists and the research participants to promote discussion on issues facing women and families in Hong Kong. Three community events with film screening and community forums were held in community venues, and five panel discussions were held between faculty members and artists. In addition, three booklets were produced for distribution to non-academic audience, and a KE website is being developed. The project has successfully involved different sectors of the community to engage in a dialogue with the scholars on the idea of erotic justice and the injustices women and other disadvantaged sectors (including the sexual minorities) have experienced.</p>

<p>Dr LAW Chi-Kwong</p> <p><i>Social Impact Assessment for Social Services</i></p>	<p>The project aims at developing accessible assessment resources that will help NGOs measure the social impact of their projects. Seven community-based projects were identified for social impact assessment. They covered a wide spectrum of services, allowing the development of a generic assessment framework across various service sectors. The projects selected were from the Cybersenior Network Development Association, Concerning Group for Women Poverty, Hong Kong Blind Union, Christian Family Service Centre, Society for Community Organization, and HKSKH Lady MacLehose Centre, etc. By developing a social assessment impact framework with a pool of ready-to-use social indicators, it can help NGOs to better communicate the value of their services to the funder, the Government and the public.</p>
<p>Professor Paul S F YIP</p> <p><i>Financial Management 101</i></p>	<p>Based on the recent research statistics of the HKU Centre for Suicide Research and Prevention, unemployment and indebtedness are the significant risk factors contributing to suicide or para-suicide. This project seeks to contribute to suicide prevention, addressing the problems in financial management. A webpage on financial management education is being built to provide knowledge on financial management and mental wellbeing, together with resources for practical use.</p>
<p>Non-Faculty Units</p>	
<p>Ms Monica WONG, Development and Alumni Affairs Office</p> <p><i>Knowledge Exchange and HKU Campus Tour Programme</i></p>	<p>The website of the Campus Tour Programme is being revamped to provide information on the cultural heritage of the University. There will be an interactive e-platform for visitors and the public to obtain information. Primary and Secondary schools can make use of the materials for general education courses.</p>
<p>Mr Joseph SIU, HKU Press (HKUP)</p> <p><i>Digitalization of Teaching Resources to Support Chinese Language Education and Classroom Management for Educators in Hong Kong and Greater China</i></p>	<p>In 2009/10, 32 HKUP titles in English were digitalized and became freely accessible via HKedCity. As reported by HKedCity, over 30,000 pageviews for the ebooks have been recorded since the site went live in June 2010. In this continuation project, 34 titles relating to Chinese language education and classroom management were selected for the digitalization process. When completed, the e-resources will allow students and teachers free and easy access to high-quality Chinese language educational materials.</p>

Annex XII**Quantitative Indicators**

Tables 1 and 2 below correspond to Tables 9.1 and 9.2 of the Initial Statement respectively. The last column on “2010/11” shows the outcomes in the past year, which are benchmarked against the outcomes in 2009/10 and our own initial targets as projected in the Initial Statement submitted in early July 2009.

Table 1

Performance Indicators	2009/10	2010/11 (projected in Initial Statement)	2010/11 (as of late June 2011)
No. of patents filed in the year (with breakdown by country and type ^{Note 1)}	75	74	93
No. of patents granted in the year (with breakdown by country and type ^{Note 1)}	43	40	31
No. of licenses granted (with breakdown by type ^{Note 1)}	39	40 ^{Note 2}	45
Income (on cash basis) generated from intellectual property rights	\$4,380,514 ^{Note 3}	\$7,500,000 ^{Note 3}	\$2,603,901
Expenditure involved in generating income from intellectual property rights	\$884,295 ^{Note 4}	\$2,500,000 ^{Note 4}	\$375,036
No. of economically active spin-off companies (with breakdown by type ^{Note 1)}	3	8	2
Net income generated (or net loss arising) from spin-off companies	\$775,183	\$598,950	\$2,383,078
No. of collaborative researches, and income thereby generated			
(i) selected research projects supported by external research grants ^{Note 5}			
- no. of projects	23	22	22
- income generated	\$33,945,395	\$33,812,868	\$37,402,342
(ii) other collaborative researches			
- no. of projects	3	8	3
- income generated	\$4,255,518	\$5,978,528	\$2,005,866
TOTAL			
- no. of projects	26	30	25
- income generated	\$38,200,913	\$39,791,396	\$39,408,208
No. of contract researches (other than those included in “collaborative researches” above), and income thereby generated			
(i) selected research projects supported by external research grants ^{Note 6}			
- no. of projects	137	144	150
- income generated	\$43,177,958	\$37,488,538	\$43,691,890

Performance Indicators	2009/10	2010/11 (projected in Initial Statement)	2010/11 (as of late June 2011)
(ii) other contract researches			
- no. of projects	725	301	573
- income generated	\$201,059,329	\$56,470,459	\$199,532,637
TOTAL			
- no. of projects	862	445	723
- income generated	\$244,237,287	\$93,958,997	\$243,224,527
No. of consultancies, and income thereby generated			
- no. of projects	606	448	616
- income generated	\$33,651,784	\$23,362,856	\$33,435,933
No. of <i>pro bono</i> research or consultancies	64	57	101
No. of student contact hours in short courses or e-learning programmes specially tailored to meet business or CPD needs			
- self-financed TPg courses	29,502	28,446	35,484 (programme hours) [7,417 students, 1,812,103 contact hours]
- other short courses/programmes	7,332	7,991 ^{Note 2}	4,764 (programme hours) [20,743 students, 386,254 contact hours]
TOTAL	36,834	36,437 ^{Note 2}	40,248 (programme hours) [28,160 students, 2,198,357 contact hours]
No. of equipment and facilities service agreements, and income thereby generated			
- no. of agreements	20	11	13
- income generated	\$240,522	\$684,838	\$366,525
No. of jobs created through the new Knowledge Transfer funding ^{Note 7}	62.27	12	81.41

Notes:

- Please refer to [Appendix A](#) for the detailed breakdown.
- The projected targets for these items were amended in the last annual report due to flaws in some baseline numbers in the Initial Statement.
- The estimates in the Initial Statement and the income figure for 2009/10 in the last annual report (i.e. \$5,575,830) had included patent expense reimbursement, but according to the UGC's definition, such reimbursement should be excluded, so the 2009/10 figure should be amended to \$4,380,514.
- In relation to note (3) above, the expenditure figure previously reported for 2009/10 (i.e. \$1,736,316) should be amended to \$884,295 to exclude those expenditures for intellectual properties that had not yet generated income.
- ITF projects with industrial sponsorship are included.
- ITF projects without industrial sponsorship, Public Policy Research projects and projects funded by the Food and Health Bureau and the SK Yee Foundation are included.
- The number refers to additional staff supported by the UGC KT funding, other fund sources of the University, or a combination of both.

Table 2

Other Performance Indicators	2009/10	2010/11 (projected in Initial Statement)	2010/11 (as of late June 2011)
No. of placements/internships - no. of placements/internships - average length of placements/internships (in months)	2,787 2.6	2,638 3.2	3,883 2.4
Performance and exhibitions of creative works created by staff/students	66	53	71
Public lectures, symposiums, exhibitions, performance and honorary degree speeches to community audience	956	593	1,238
Books and other media for non-academic audiences	220	161	353
No. of mentors - University staff as mentors - Non-University staff as mentors	137 682	76 ^{Note 1} 686 ^{Note 1}	157 720
No. of Knowledge Transfer websites	79	63	89
No. of postgraduate theses on open access	17,097	16,829	18,984
Download count of postgraduate theses to addresses outside HKU	148,936	110,029	492,914
No. of publications on open access	11,844	8,224	10,642 ^{Note 2}
Download count of publications to addresses outside HKU	431,845	61,041	320,695 ^{Note 3}
No. of positive media impact related to knowledge transfer coverage, including print, on-line and electronic media ^{Note 4}	10,265	4,289	10,137
No. of staff available for media contact	499	521	511
No. of external advisory bodies membership held by HKU staff - professional - industry - Government statutory bodies - Govt. non-statutory bodies - other bodies	620 25 526 113 1,878		585 28 456 146 1,973
TOTAL	3,162 ^{Note 5}	3,573 ^{Note 1}	3,188
No. of appointments of external members to HKU advisory boards, committees or panels	319	283	346

Notes:

1. The projected targets for these items were amended in the last annual report due to flaws in some baseline numbers in the Initial Statement
2. As part of the enhancements of *The HKU Scholars Hub*, efforts have been made to remove duplicate entries of publications input by co-authors of the University, so the number is now more accurate though smaller than that of 2009/10.
3. Also as part of the enhancements of *The HKU Scholars Hub*, the system has been upgraded to exclude counts by robots of search engines, so the number is now more accurate though smaller than that of 2009/10.
4. The number was obtained through the media impact study done by the Communications and Public Affairs Office.
5. The number is obtained through an annual exercise of data input by staff members to the central community service database. In the 2009/10 report, the 2008/09 number was used since the 2009/10 figure was not yet available. The 2009/10 column now shows the 2009/10 figure.