

17 - 18 OCT 2022



YOU

Turn creative business ideas into sustainable venture for promoting social good

SOCIAL ENTREPRENEURSHIP EXCHANGE @theBASE

Initiated by HKUST students - Projects Awarded Chan Dang Foundation Social Entrepreneurship Award

FLASH
GREEN

17/10

2:30 - 3:15pm

FlashGreen

Talk: The Concept of Best-Before Date



17-18/10

11:00 - 3:00pm

GreenBoxer

Workshop: Collection of Used-up Containers & ECO-detergent Making



18/10

2:30 - 3:30pm

Cross Know

Talk: Greener Life Better Life

18/10

1:30 - 2:15pm

NOP

Not Only Powder

Talk: Daily Upcycling Ideas That Will Turn Your Trash Into Treasures

17/10

11:00 - 3:30pm

FWB

Food With Benefits

Packed Smoothie Powder Giveaway

Social
Good

BREER

17/10

12:30 - 1:15pm

Breer Limited



Ssome Cosmetics

Talk: Sustainability from Scratch

More
Details



Projects Details

SOCIAL ENTREPRENEURSHIP EXCHANGE @theBASE



**Food With
Benefits**

17/10

Packed Smoothie Powder Giveaway

11:00am - 3:30pm @theBASE

Throughout the event, smoothie powder in individual packages as well as shaker bottles will be provided for HKUST members to try to make smoothie by themselves and have a taste of our Berry flavor smoothie.



Food With Benefits is an innovative and technology-based food company that turn surplus as well as upcycled food into healthy food products and bring contribution to society by creating a healthy food product ecosystem.

BREER

**Breer
Limited**

17/10

Talk: Sustainability from Scratch

12:30 - 1:15pm @theBASE

Breer and Ssome Cosmetics will share their story on how they change the traditional industry and create social value in the supply chain.



Breer Limited is a food upcycling startup that collects unsold, uneaten and surplus bread, and uses it to brew local craft beer. Cheers to sustainability!



**Ssome
Cosmetics**

Ssome Cosmetics is a revolutionary beauty brand that is looking to use the discarded fruit peels and unconventional looking fruit to collect colored pigment, mixed with natural substances to produce make up products that are actually good for your skin.

17/10

Talk: The Concept of Best-Before Date

2:30 - 3:15pm @theBASE

The team will share their startup mission and talk about Best-Before date concept. A demonstration of food selection will be shown for students know their operation. They will also talk about their business model on how to sustain their business in long run.



Flash Green focuses on recycling residual stock of short-dated best-before date products and redistributing them to people from different subgroups through vending machines and the companion mobile app.



**Flash
Green**

Turn creative business ideas into
sustainable venture for promoting
social good


**Social
Innovation**

Projects Details

SOCIAL ENTREPRENEURSHIP EXCHANGE @theBASE

18/10

Talk: Daily Upcycling Ideas That Will Turn Your Trash Into Treasures

1:30 - 2:15pm @theBASE

NOP

In Hong Kong, a significant amount of ugly food (like deformed vegetables and bruised fruits) are wasted everyday. The environmental and cost-saving benefits of reducing food waste are clear. NOP's Founder Fioni will follow by sharing how potential food waste can be upcycled.



Not Only Powder

NOP is a food-tech startup that gives new life to ugly fruits and vegetables and transforms them into healthy and delicious crisps and powder. Instead of producing more food to feed more people, we plan to utilize the food we wasted.

18/10

Talk: Greener Life Better Life

2:30 - 3:30pm @theBASE



CrossKnow

Miss Alice LUN (Founder of HayaKu Ecostudent) will be invited for a sharing about how she created "HayaKu Ecostudent" (環保見習生) to save the Earth and prove everyone can implement their own idea!



Cross Know

Our program aims to use digital technology to improve the traditional book-crossing experience and achieve good system management of "book for book" through intelligent book-crossing machine. We hope to provide a second life for books and cultivate a positive social reading atmosphere.

17-18/10

Collection of Used-up Containers & ECO-detergent Making Workshop

11:00am - 3:00pm @theBASE



Green Boxer

Have many used containers that are waiting to be thrown away? GreenBoxer is here to collect different kinds of containers. A workshop will be organized to teach participants on how to make environmentally friendly detergent with grapefruit peel.



GreenBoxer = Green+Boxer (container). GreenBoxer is to use circular economy to build a reusable container rental system.

17/10

Kick-off Ceremony of Social Good Entrepreneurship Case Competition

社會公益創業個案競賽開幕典禮

Fireside Chat with Steven Lam

Co-founder & CEO of GOGO X

5:30-7:00pm

Lecture Theater & Lobby, HKUST Jockey Club Institute for Advanced Study

SOW Asia
Investing in Humanity

GOGO X

