

Appendix 1 - Learning Objectives

Student: Pearl Lee
 Agency: Alaya Consulting Limited
 Preceptor: Tony Wong
 Dates of Placement: June 1 - July 21

Goal 1: Increase my knowledge base of sustainability practices, guidelines, and reporting in Hong Kong

Objective 1: Demonstrate an understanding of Global Reporting Initiative's G4 Sustainability Reporting Guidelines

Activities	Timeline	Anticipated Hours	Person(s) Responsible	Deliverables
Read the GRI's G4 Reporting Principles and Standard Disclosures Guide, Implementation Manual, and other relevant material	6/1-6/10	6	Pearl	Notes
Participate in meetings, as necessary, to enhance understanding of G4 reporting and uploading	6/9	1	Pearl & Tony	Meeting with Antoenetta from GRI

Objective 2: Collect sustainability reports and upload them to the GRI online database

Activities	Timeline	Anticipated Hours	Person(s) Responsible	Deliverables
Read the GRI's Data Partnership instructions, data classification, and MoU	6/1-6/10	3.5	Pearl	Notes
Obtain sustainability reports from listed/unlisted companies in Hong Kong and upload data to the GRI database	6/12-7/21	45	Pearl	Reports uploaded
Input and analyze reports for sustainability reporting data, statistics, and figures	6/12-7/21	40	Pearl	Data collected

Objective 3: Demonstrate an understanding of Environmental, Social, and Governance (ESG) Reporting Guidelines

Activities	Timeline	Anticipated Hours	Person(s) Responsible	Deliverables
Read HKEx ESG reporting guide, workshop presentation slides, and other relevant material	6/1-6/10	3	Pearl	Notes
Read relevant material on UNGC, OECD and ISO websites	6/1-6/10	2.5	Pearl	Notes

Goal 2: Apply learned skills and knowledge about reporting guidelines in the field

Objective 1: Produce marketing materials for the ESG seminar and its featured speakers and companies

Activities	Timeline	Anticipated Hours	Person(s) Responsible	Deliverables
Prepare invitation flyer to be sent out to potential participants	6/3-6/5	6	Pearl	Flyer
Prepare RSVP list of potential participants	6/2-6/25	2	Pearl	RSVP list
Prepare seminar program, speaker bios, company information sheet and seminar questionnaire to be used at the seminar	6/3-6/19	40	Pearl	Program, speaker bios, info sheet, questionnaire

Objective 2: Assist with logistics and planning of the seminar

Activities	Timeline	Anticipated Hours	Person(s) Responsible	Deliverables
Set up site visit, and attending site visit	6/10	1	Pearl & Tony	Site visit at Wan Chai
Set up seminar site, register attendees, assist speakers with tech	6/25	2	Pearl	Seminar
Participate in seminar, as necessary, to answer questions regarding ESG reporting	6/25	4	Pearl	Seminar

Objective 3: Educate potential clients and interested parties on current ESG reporting guidelines

Activities	Timeline	Anticipated Hours	Person(s) Responsible	Deliverables
Assist with editing workshop presentation slides on ESG boundary and content	6/12-6/19	2	Pearl	
Participate in meetings, as necessary, to inform others about details of ESG reporting	6/23, 7/10	4	Pearl & Tony	Meeting with Kowloon Development Company (client)
Analyze seminar questionnaire statistics for impact/attitudes	6/29	3	Pearl	Questionnaire results

Goal 3: Collaborate with local NGOs and social enterprises on sustainability practices and promotion

Objective 1: Network with representatives from NGOs and SEs to establish connections for collaboration

Activities	Timeline	Anticipated Hours	Person(s) Responsible	Deliverables
Participate in meetings, as necessary, to learn more about specific NGOs and social enterprises	6/10, 7/2	3	Pearl & Tony	Meeting with Tom from SEBC, Meeting with Connie and Puifung from FairTaste
Participate in networking events, as necessary, to establish collaborating frameworks and ideas	6/11	3	Pearl & Tony	Networking event at LKF

Objective 2: Draft & submit media campaign proposal for Hong Kong Social Enterprise Challenge

Activities	Timeline	Anticipated Hours	Person(s) Responsible	Deliverables

Participate in meetings, as necessary, to learn more about the HKSEC and media campaign details	6/22, 7/7	2	Pearl & Tony	Meeting with Yee On, HKSEC representatives
Review and edit proposal	6/23-7/7	1	Pearl	
Objective 3: Draft & submit media campaign proposal for Charitable Choice				
Activities	Timeline	Anticipated Hours	Person(s) Responsible	Deliverables
Participate in meetings, as necessary, to learn more about Charitable Choice and promotion campaign details	6/29	1	Pearl & Tony	Meeting with Cheryl
Draft proposal	6/30-7/7	25	Pearl & Tony	Proposal

Goal 4: Plan a youth volunteer program geared towards improving youths' quality of life through community activities and events

Objective 1: Conduct literature review on the target population and proposed activities				
Activities	Timeline	Anticipated Hours	Person(s) Responsible	Deliverables
Conduct a literature review about the relationship between youth volunteerism and quality of life	6/12-6/19	30	Pearl	Notes
Objective 2: Draft and submit proposal for PROGRAM				
Activities	Timeline	Anticipated Hours	Person(s) Responsible	Deliverables
Draft proposal	6/22-7/3	50	Pearl	Proposal

Goal 5: Increase Alaya's online presence and communications

Objective 1: Increase social media presence				
Activities	Timeline	Anticipated Hours	Person(s) Responsible	Deliverables
Set up Instagram account, Google business account, and Mailchimp account	6/12-6/19	3	Pearl	
Objective 2: Draft and send out monthly newsletters				
Activities	Timeline	Anticipated Hours	Person(s) Responsible	Deliverables
Draft June and July newsletters	6/8-7/22	20	Pearl	Newsletters
Input contact lists	6/8-7/22	3	Pearl	

TOTAL HOURS 306