

MINDSET HONG KONG

成
果
報
告

IMPACT REPORT 2022



20 years of positive impact towards mental health • 20年來對精神健康的正面影響

On the Cover

封面設計概念

MINDSET Hong Kong celebrates 20 years of creating a positive impact towards the mental health community.

The cover features illustrations of key events and initiatives from MINDSET, including Walk Up Jardine House, our annual fundraising event; the Mindbrew pop-up store, which employs mental health persons-in-recovery; the Health-in-Mind Programme and MINDSET College, which are aimed at raising awareness for mental health; and last but not least, MINDSET Place, our residential home for persons-in-recovery.

The MINDSET 20th anniversary logo was designed by Bruce Tai of Hongkong Land, it depicts the MINDSET colors and a warm embrace - symbolising MINDSET's commitment and energy towards the community.

This is a celebration of milestones made possible by people coming together, contributing towards our vision of creating inclusive communities for all.

封面設計描繪「思健」的重點活動及項目,包括年度籌款活動「齊步上怡廈」、提倡共融就業機會的 Mindbrew 期間限定店、旨在提升大眾對精神健康關注的「Teen使行動 – 青少年思健推廣計劃」及「思健學院」以及作為長期精神病康復者家舍的「思健園」。

「思健」20週年標誌則由置地公司 Bruce Tai 設計,以「思健」的顏色描繪出溫暖擁抱,象徵著「思健」對社會的承諾和能量。

Contact us

聯絡我們

© 2022 MINDSET Limited.
All Rights Reserved.

© 2022 思健有限公司。
版權所有,不得翻印。



mindset@jardines.com



www.mindset.org.hk



@MINDSETHongKong



@mindset-hong-kong

MINDSET Limited

25/F Devon House, Taikoo Place
979 King's Road, Quarry Bay,
Hong Kong

思健有限公司

香港鰂魚涌英皇道979號
太古坊德宏大廈25樓

Contents

目錄

| | | |
|---|--|----|
| 1 | 2022 at a Glance 2022 年概覽 | 03 |
| 2 | Message from our Chairman 主席的話 | 04 |
| 3 | In Focus: our Key Programmes 焦點: 我們的重點項目 | 06 |
| 4 | Contributing towards Jardines' Sustainability Framework 為怡和集團的可持續發展作貢獻 | 13 |
| 5 | Hear from our Partners 合作夥伴留言 | 16 |

About MINDSET

關於「思健」



MINDSET's 20th Anniversary Exhibition
A Journey of a Thousand Steps

思健20周年展 —— 心之旅程

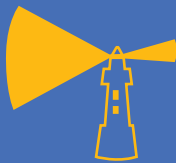
20 years of positive impact towards mental health

20年來對精神健康的正面影響

MINDSET is a registered charity in Hong Kong founded by the Jardine Matheson Group in 2002. Operating in Hong Kong and Singapore, we aim to raise awareness and change perceptions towards mental illness, and support initiatives that foster improved mental health through our three focus areas: Community partnerships; Leveraging on the Jardines network; Fundraising and financial support.

「思健」是怡和集團於二零零二年在香港成立的註冊慈善組織。

「思健」在香港和新加坡均設辦事處，旨在提升大眾對精神疾病的認知，改變既有觀念，並藉社區協作、怡和網絡，以及籌款和財務支援三方面，推動各類項目，協助提升精神健康水平。



Our vision

Inclusive communities where everyone is empowered to improve their mental health.

願景

建立一個大眾均有能力改善自己精神健康的共融社會。



Our mission

We empower our network of partners to challenge mental health stigma, raise awareness, and support initiatives that foster improved mental health.

使命

支援網絡內的合作夥伴，挑戰精神健康相關的污名，提高公眾對精神健康的關注，推動各類項目，以協助提升精神健康水平。

We lead through corporate stewardship, education, advocacy and sponsorship, while engaging and collaborating with the mental health community to drive positive change.

我們積極透過企業協作、公眾教育、倡議和資助項目實踐願景，並與精神健康社群緊密合作，帶來正面的改變。

2022 at a Glance

2022 概覽



9

Funded projects
個資助的項目

23



NGOs engaged and supported
個已支援的社福機構

Over 540



Volunteering hours from
Jardines employees
累計義工時數

HK\$10 million

Channeled towards
mental health initiatives
資助精神健康項目

Over HK\$3.8 million

Raised through major
fundraising events
經主要籌款活動籌得的款項



71,128

Beneficiaries
受惠人數

In 2022, Mindbrew supported:

Mindbrew 共融就業計劃，
在二零二二年的成果：

Mindbrew
A socially inclusive café
powered by MINDSET

25



Persons-in-recovery trained
via Mindbrew's barista
training programme

共融就業計劃已受訓咖啡師

9

Hired baristas
聘用九名受訓咖啡師



Message from our Chairman

主席的話



Andrew Wong

黃曦嵐

Chairman 思健主席
MINDSET Limited,
Hong Kong

CEO
Health & Beauty North
Asia, DFI Retail Group

DFI零售集團
健康與美容北亞區總裁

This year marks 20 years of MINDSET creating a positive impact on the mental health community in Hong Kong. This milestone is not an easy feat, especially when the topic was often avoided due to the stigma associated with mental illness. I am proud and appreciative of all our NGO and business partners, as well as Jardines employees and volunteers who have supported us through this journey.

In 2022, we aimed to actively raise awareness of mental health in our communities. After two years of restricted activities and witnessing higher levels of mental health related concerns due to the impacts of the pandemic, we felt that it was a good opportunity for the public and the mental health community to interact and share experiences to foster awareness building and inclusivity.

To name some of these key projects, we launched:

MINDSET 20th anniversary exhibition showcasing two decades of impact towards mental health;

Mindbrew pop-up store in LANDMARK Hong Kong, which is a café run by people-in-recovery;

Walk Up Jardine House in an innovative hybrid approach and saw record funds raised.

Moving forward, we will focus on providing support and resources to existing and new mental health initiatives that require support. At the same time, we look forward to bringing back the MINDSET Ambassadors programme, which rallies like-minded individuals to volunteer.

We hope that you will continue to journey with us, as we create an inclusive community for all.

今年是「思健」服務香港精神健康社群的二十周年。與精神疾病有關的污名讓大眾常常迴避精神健康議題，要達成這里程碑並不容易。我們合作的社福機構、商業夥伴、怡和員工以及義工在這旅程中一直支持著我們，我為他們感到自豪並表示感激。

我們於二零二二年的目標是積極提高社區對精神健康的認識和關注。眼見這兩年疫情及社交距離措施對精神健康所產生的負面影響，我們認為這是一個好時機，為公眾和精神健康社區創造互動交流的空間，透過經驗分享以促進大眾對精神健康議題的關注和包容。

為此，我們舉辦了：

「**思健 20 周年展**」，展示「思健」成立廿載的重點項目和成就；

於置地廣場開設 **Mindbrew 期間限定店**，一間由復元人士經營的共融咖啡店；

以創新方式舉辦「**齊步上怡廈**」並募集到歷年來最多的善款。

展望未來，我們將繼續專注為現有及新的精神健康項目，提供適切的支持和資源。同時，我們亦期待重啟「思健」大使計劃以召集更多志同道合的義工。希望你能繼續與我們同行，共同創建一個更具包容性的社區。

Strategic Direction

策略發展方向

We harness the power of Jardines to increase mental wellbeing in Hong Kong and the communities in which we operate.

我們將繼續有效運用怡和集團的網絡和資源，提升香港整體及集團所在之社區的精神健康。



Structured funding & partnership models

Effective allocation of funds and expansion of our partnerships network to promote synergies.

建立有組織的資助和協作模式

有效地投放資源和拓展合作夥伴網絡，以充分發揮協同效應。



Strengthen our voice

Strengthening our communications strategy internally and externally to boost engagement and raise awareness for mental health.

加強推廣

加強傳訊策略，以推動各方參與並提高各方對精神健康的認識。



Harness the power of our people

Empowering Jardines colleagues to get involved in supporting mental health through various volunteering opportunities best suited for their commitment levels.

善用人力資源

提供多元義工機會予怡和集團同事，同事可挑選最合適自己的義工機會以作出貢獻。

In Focus: our Key Programmes

焦點：
我們的重點項目



Mindbrew: Inclusive employment opportunities 共融就業機會



Over

2,600

customers visited
Mindbrew's pop-up store
位顧客光顧期間限定店

In 2022, Mindbrew took a step forward and launched its first physical pop-up store at LANDMARK ATRIUM, Central, Hong Kong – a Hongkong Land sponsored venue. This provided persons-in-recovery with first-hand experience working in a café setting and raised mental health awareness among office-goers at the same time. Over 2,600 customers visited Mindbrew's pop-up store and left more than 400 encouraging messages in support of mental health.

Over

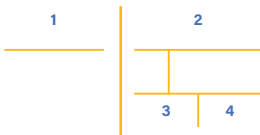
400

encouraging messages
were left, in support of
mental health.

多個支持復元人士的鼓勵
訊息

Mindbrew 是「思健」與怡和餐飲集團自二零二零年攜手展開的共融就業計劃，為復元人士提供成為咖啡師的必要技能培訓，幫助他們重新融入社會工作。

二零二二年，Mindbrew 計劃獲置地公司贊助場地，於中環置地廣場中庭開設首間期間限定店。進一步提供實體平台讓咖啡師展現技能，並藉此提升大眾對精神健康的關注，吸引超過二千六百位顧客光顧，並留下四百多個訊息鼓勵復元人士。



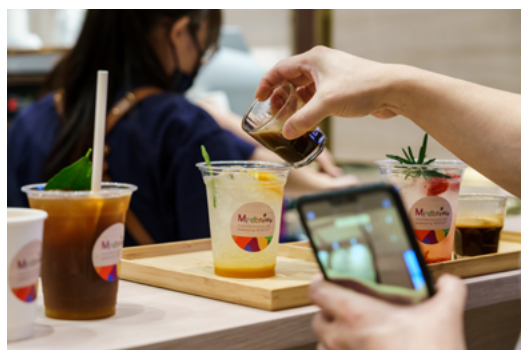
- 1 The Mindbrew café at Jardine Restaurant Group in Hong Kong
設於怡和餐飲集團辦公室的 Mindbrew 咖啡室
- 2 Mindbrew pop-up store at LANDMARK ATRIUM
Mindbrew 置地廣場中庭期間限定店
- 3 Variety of beverages at Mindbrew pop-up Store
期間限定店所出售的各款特色飲品
- 4 Customers leaving messages of encouragement to persons-in-recovery
顧客留下鼓勵訊息為咖啡師打氣



"I learnt a lot from this training programme, and I hope to become a better barista."

「這裏的培訓讓我進步了很多，希望可以成為一位更加好的咖啡師。」

Alice Chan 陳欣熙小姐
Mindbrew barista 咖啡師



For more information on Mindbrew or how to get involved, please contact mindset@jardines.com.
如欲了解更多，可電郵至 mindset@jardines.com。

Walk up Jardine House: Raising funds and awareness through collaborative efforts

齊步上怡廈: 透過協作籌款和提升關注

During the race period from
September to October 2022:

在二零二二年九月至十月賽事期間:

56

companies participated
間公司參與

**67 million
steps 萬步**

equivalent to 70,969 times
up the Jardine House

相當於 70,969 棟怡和大廈

Highest amount
of funds raised

**HK\$3.8
million**

籌得三百八十萬港元



This year, MINDSET adopted a more entrepreneurial and innovative approach for Walk Up Jardine House ("WUJH"). Stepper machines fitted with interactive displays were installed at our sponsors' and partners' offices, allowing more people to participate and get involved.

We multiplied our impact significantly, achieving the highest funds raised ever through WUJH, and accumulated 67 million steps, which is equivalent to 70,969 times up the Jardine House.

二零二二年,我們以更具創業性和創新的方式舉辦齊步上怡廈,於各贊助公司及合作夥伴的辦公室設置配有互動顯示器之踏步機,讓更多人得以參與其中。

我們的成果顯著提升,籌得善款創歷史新高,累積步數達 6,700 萬步,相等於步行上怡和大廈 70,969 次。



| | |
|---|---|
| 1 | |
| | 2 |
| | 3 |

- 1 Refreshed WUJH format
創新的踏步挑戰
- 2 Winners of the Jardine Matheson Corporate Challenge (DFI Retail Group - Mannings)
企業競賽 (怡和集團公司) 得獎者 (DFI 零售集團 - 萬寧)
- 3 Winners of the Jardine Matheson Individual Challenge (Tat Chung Cheng, Hactl)
個人競賽 (怡和集團公司) 得獎者 (香港空運貨站 - 鄭連忠)

Health-in-Mind Programme: Advocating for mental health among youth

「Teen使行動」：倡導青少年精神健康



13

local secondary
schools participated

間中學參與計劃

2,220

students, teachers and
partners impacted

名學生、老師和家長受惠

In collaboration with Kwai Chung Hospital under the Hospital Authority, MINDSET developed the Health-in-Mind ("HIM") Programme for Hong Kong adolescents in 2002. The programme empowers secondary school students as advocates for mental health to fellow students, families, and the public through interactive activities and experiential personal development training. The programme has achieved significant success with 98 local secondary schools have participated and over 130,000 students, teachers and parents benefitting thus far.

「思健」自二零零二年起，與醫院管理局轄下的葵涌醫院合辦「Teen使行動 - 青少年思健推廣計劃」，旨在裝備中學生成為提倡者，透過互動活動和體驗式個人發展培訓，向他們的同學、家人，以至公眾，推廣精神健康的訊息。項目推出至今深受學界歡迎，參與中學多達九十八間，逾十三萬名學生、老師和家長受惠。



"This experience always reminds me to care more about my family and myself. The things I've learnt through the HIM programme are useful for my whole life."

「這段經歷也經常提醒我要多關心家人和自己的精神健康，在計劃中學到的情緒管理技巧亦讓我畢生受用。」

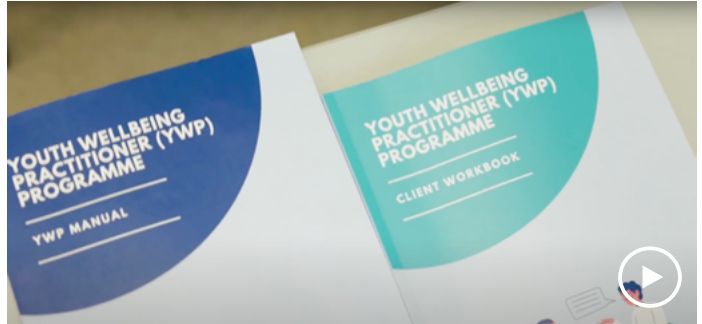
Crystal Szeto Pui Ling 司徒佩玲

Alumni of the Health-in-Mind Programme (Year 2006)

舊生，曾參與「Teen使行動 - 青少年思健推廣計劃」

Youth Wellbeing Practitioner Programme: Early intervention for youth

青少年情緒輔導員培訓計劃



Trained

51

Youth Wellbeing
Practitioners

位青少年情緒輔導員

In response to the increased need for access to early intervention for Hong Kong youth, MINDSET and Mind HK launched the Youth Wellbeing Practitioner (“YWP”) Programme in 2021. The training programme, which commenced in July 2022, has trained the first cohort of 51 Youth Wellbeing Practitioners (“YWPs”) to provide low-intensity intervention support to over 1,300 youth aged 12 to 24 in Hong Kong.

The programme is in collaboration with Hong Kong Baptist University which serves as the programme’s academic partner, and King’s College London, which plays a support role.

31

host organisations

間實習機構

為減輕現有青少年精神健康服務的負擔，「思健」聯同香港心聆於二零二一年合作推出青少年情緒輔導員計劃。培訓課程於二零二二年七月正式啟動，已有五十一位學員完成培訓投入服務。首年將為超過一千三百名在香港受輕至中度情緒困擾的十二至二十四歲青少年提供簡短介入模式的情緒支援。

是次計劃及相關研究由香港心聆及計劃學術夥伴機構香港浸會大學進行，倫敦國王學院 (King’s College London; KCL) 亦會支持本計劃。

1 | 2

1–2 Youth Wellbeing Practitioners
in training

青少年情緒輔導員培訓情況



MINDSET College: Learning through lived experiences

「思健學院」鼓勵學習



3,526

registered students
名註冊學生

696

training sessions
培訓課程



Launch of MINDSET College
「思健學院」成立

Launched in 2017, MINDSET College is a pioneering educational platform funded by MINDSET and operated by four local NGOs, namely, Baptist Oi Kwan Social Service, Caritas Hong Kong, The Mental Health Association of Hong Kong, and New Life Psychiatric Rehabilitation Association.

The programme provides recovery-oriented mental health training and courses through a 'co-production' approach. Courses are being developed and delivered in partnership with people-in-recovery who share their lived experiences, and facilitators and mentors who have professional experiences.

MINDSET College will be holding its third awards ceremony this June to celebrate the successful completion of the project.

「思健學院」於二零一七年成立；由「思健」資助，並由四間社會服務機構包括香港心理衛生會、香港明愛、浸信會愛羣社會服務處及新生精神康復會聯合籌辦。

「思健學院」提倡「共建」主張，每個課程均由不同的專才聯同擁有切身經驗的復元人士策劃、制定和教授。

學院將於本年六月舉行第三屆嘉許禮以慶祝計劃順利完成。

Contributing towards Jardines' Sustainability Framework

為怡和集團的可持續發展作貢獻

Find out more about the mental health events held across Jardines and reach out to mindset@jardines.com if you would like to get involved.

詳細了解或有意參與怡和集團舉辦的精神健康項目，請電郵至 mindset@jardines.com。

Providing support to the community for mental health and wellbeing is a key focus of Jardine Matheson's social inclusion and sustainability strategy. MINDSET serves as a key driver to raise awareness and destigmatise mental illness within the Jardines Group, among our corporate partners, and in our local communities.

支援社區精神健康和福祉是怡和集團社會共融和可持續發展策略重點。自成立以來，「思健」致力在怡和集團、企業夥伴及社區中，成為關注精神健康相關議題，及消除大眾對精神疾病的污名之倡導者。



The Jardines Group-wide Corporate Volunteering Programme was launched in 2021, which rallies businesses across Jardines to collaborate and collectively serve the community. MINDSET is a key partner of this programme.

怡和集團義工計劃於 2021 年推出，集合集團旗下公司的力量，攜手服務社會。「思健」是該計劃的重點合作夥伴。



MINDSET took part in the Hactl Green Week by showcasing our 20th Anniversary Exhibition 'A Journey of a Thousand Steps' at Super Terminal One to 400 colleagues and business partners of Hactl. Friends-in-recovery and our long-time partner, The Mental Health Association of Hong Kong, delivered engaging performances and personal sharing sessions. Audiences were provided with first-hand insights into the lived experiences of our friends-in-recovery, and were encouraged to look beyond the negative stigma and labels commonly associated with mental illness.

香港空運貨站的年度可持續發展活動「綠周」中，「思健」將「心之旅程」周年展帶到超級一號貨站，向多達四百位同事以及合作夥伴分享「思健」過往二十年致力為極需支援的精神健康社群，帶來正面改變的點滴。「思健」的長期合作夥伴，香港心理衛生會的復元朋友亦為聽眾帶來觸動人心的歌唱環節，並且細說他們的精神健康故事和經歷，藉此鼓勵大家衝破對精神疾病的標籤和固有觀念。

1
2

1 Roving exhibition at Hactl Green Week
「心之旅程」周年展於「綠周」

2 The Mental Health Association of Hong Kong held sharing sessions and performances

香港心理衛生會的復元朋友為聽眾帶來觸動人心的歌唱環節



Held in conjunction with World Mental Health Day, Jardines Mental Wellness Month aimed to raise awareness about maintaining work-life balance and prioritising mental health. Over 50 in-person and virtual activities in seven different languages were held. Some 9,000 colleagues participated in the month-long campaign.

為響應十月十日世界精神衛生日，怡和集團於十月舉行精神健康月，旨在提高同事對維持工作與生活平衡的關注，並增加同事對精神健康的認識。五十多項實體及線上活動以七種語言舉行，約九千名怡和集團同事參與其中。



1 | 2

1—2 Mental Health Expo set up in the office

辦公室內的精神健康攤位展覽

Hear from our Partners

合作夥伴留言

PARTNER

合作夥伴

Chan Sau Kam

陳秀琴女士

Assistant Chief Executive Officer,
Baptist Oi Kwan Social Service

浸信會愛羣社會服務處助理總幹事

"Thanks to the support of MINDSET, the government has agreed to our advocacy of including peer support in regular services. We are looking forward to meeting more friends who have rebuilt themselves during recovery."

「多謝思健的支持，令我們能成功倡議政府將朋輩支援納入正規服務。我們期待見證更多朋友在復元過程中重建自我。」

CORPORATE DONOR

企業捐助者

Peter Chan

陳國榮先生

Chief Executive Officer,
ANZ Hong Kong

澳新銀行香港區行政總裁

"ANZ is delighted to partner up with MINDSET and Jardine Matheson to advocate and raise awareness for this important matter. We can make a positive difference for Hong Kong together."

「澳新銀行很高興能與怡和集團及思健合作，倡導並提升大眾對精神健康這個重要議題的關注。我們可以一起為香港帶來正面的改變。」

"Jardine Matheson's MINDSET is doing a great job in raising awareness on mental health which is a meaningful cause."

「怡和集團和思健在提升大眾對精神健康的認知上做得非常出色，這項工作富有意義。」

VOLUNTEER

義工

Danny Luk

陸秋明先生

Jardine Matheson 怡和管理有限公司

(MINDSET Volunteer since 2004
思健義工自二零零四年)

"It's more than volunteering. I've found a mission. It's your turn!"

「這不僅僅是義工服務，我找到了我的使命，輪到你了！」

Lilian Chiang

蔣瑞福律師

Senior Partner, Deacons
的近律師行首席合夥人

Karen Chan

陳君樂女士

Jardine Restaurant Group 怡和餐飲集團

(MINDSET Volunteer since 2013
思健義工自二零一三年)

"Removing stigma from seeking help is also very key to the journey."

「消除尋求幫助的污名也是旅程的關鍵。」

Duncan Chan

HACTL 香港空運貨站
Volunteer at Mindbrew Pop-up store
Mindbrew 期間限定店義工

"Encouraging customers to learn about MINDSET and support Mindbrew through a cup of coffee."

「讓顧客透過一杯咖啡了解思健和支持Mindbrew。」

"It is very meaningful to help people-in-recovery reintegrate into society."

「活動協助復元人士重投入社會，非常有意義。」

KC Lau

Hongkong Land 置地公司
Volunteer at Mindbrew Pop-up store
Mindbrew 期間限定店義工

"Appreciate the devotion of senior barista on assisting people-in-recovery baristas."

「欣賞咖啡師協助復元人士咖啡師的熱誠態度。」

Wendy Chea

Jardine Schindler Group 怡和迅達
Volunteer at Mindbrew Pop-up store
Mindbrew 期間限定店義工

Messages from Mindbrew Customers

These messages were left by customers at the Mindbrew pop-up store for our baristas.

