

CDIA Presents 400 “Partner in Youth” Recognitions To HK Businesses and Organisations for Significantly Contributing to Building Career Paths for Youths

[21 January 2024] In 2023, 411 young people in Hong Kong benefitted from the Child Development Initiative Alliance's (CDIA) ongoing commitment to help grassroots youths identify suitable career paths, obtain work experience, and develop positive values. Over the past 10 years, CDIA has served more than 2,500 young people.

Successful implementation of the Youth Work Explorer (Y-WE) programme is due in large part to the generous contributions of over 400 businesses and organisations. They opened their doors to provide experiential opportunities to the young participants, enabling them to find out about the operations of the business or industry sector they aspire to join and learn how to thrive in the workplace environment. The first-hand experience also allows Y-WE youths to put to use the social skills and workplace etiquette training they received from CDIA.

To mark the 10th anniversary of its Y-WE programme, CDIA today launched a “Partner in Youth” official recognition programme to express deep appreciation to long-term business and organisational supporters for significant contributions to youth development in Hong Kong.

“Partner in Youth” certificates were presented at the Y-WE 2023 Recognition Ceremony held today, which was officiated by Mr Chris Sun, Secretary for Labour and Social Welfare of the HKSAR Government, Ms. Charmaine Lee, Director of Social Welfare of HKSAR Government, and Mrs Amy Chan, Chairman of CDIA.

Making the keynote remarks, Mr. Sun said, “CDIA has worked tirelessly in fostering youth development over the past decade, and the results are evident. The organisation is not only a faithful partner of the government in youth work, but also a bridge between teenagers and the business community. They play an important role in the close tripartite cooperation among government, business, and the community in supporting youths and helping them identify their career aspirations.”

Mr. Sun added, “For the past decade, CDIA has continuously identified the interests and potential of young people in a systematic way through the Y-WE programme, helping them to confirm their career aspirations. The solid experience accumulated by CDIA is invaluable, and I anticipate that there will be more opportunities for cooperation between the government and CDIA in the future. In fact, doing a good job in fostering young people and helping them secure their career aspirations early can cultivate talents for all industries in the long run, which is beneficial to Hong Kong’s development in industry and commerce. I call on our business friends present today to continue to support CDIA and contribute to the next generation of Hong Kong.”

Established in 2014 by a group of volunteers passionate about the positive development of young people in Hong Kong, CDIA upholds the belief that “everyone is born with useful talents”. Its self-developed, scientifically validated Y-WE programme has assisted more than 2,500 young people over the last decade to discover their personal interests, potential and strengths in a systematic and comprehensive way. The programme arranges suitable work experience opportunities for participants to confirm their career aspirations and help them to actively pursue their life goals.

“The youths’ stories of finding their paths in life serve not only as an inspiration to their peers, but also as an encouragement to us all,” CDIA Chairman Mrs Amy Chan remarks. “These young individuals, who will be new blood in our community, are the future of Hong Kong. Instilling positivity in their lives will pave the way for a brighter future for all of Hong Kong. Our imperative mission is like sowing different seeds into the soil suitable for them to grow. It is to cultivate a positive next generation for Hong Kong as well as the business community, and to create a better tomorrow.”

Mrs Chan added with heartfelt gratitude, “The mission is not without its challenges, but fortunately, with the support of friends from various professions and industries over the past decade, CDIA is proud to have been able to achieve today's results. I have to take this opportunity to express my heartfelt gratitude to them.”

More than 400 businesses and organisations that have long supported CDIA received “Partner in Youth” recognition certificates today, confirming the efforts they have made in fostering youths and their care for the next generation.

The recognised enterprises and organisations are invited to display the new “Partner in Youth” logo on their company stationery, websites, social media platforms and other materials to spotlight their contributions in “S”, which denotes social responsibility, a major element in environment, social and governance (ESG). By doing so, it is hoped they will also help to attract more businesses and organisations to partner with Y-WE, strengthening the collective effort to support the development of young people in Hong Kong.

Highlighting the pressing need to nurture young people, Mrs Chan pointed out that many, particularly those from the grassroots, feel pessimistic about their future. "Everything is changing so quickly. Younger generations feel they are facing tremendous challenges and pressure. We can all do a part to listen intently to their needs and help them overcome uncertainty and confusion to find positive life goals and live a happy life."

She added, “Helping young people to confirm their career aspirations early before they leave campus and enter the workplace, and understand the pathways and opportunities in related industries is tantamount to cultivating talent for all industries and professions in Hong Kong. It brings the right talent to the industries that are most suitable for their development, which is a win-win for the long-term development of Hong Kong industry and commerce. Therefore, the participation of the business community is of critical importance.”

Mrs Chan commended the “Partner in Youth” businesses and organisations for setting a good example in society and looked forward to their continued support. She also called on Hong Kong’s wider business community to lend a hand so that CDIA may deepen and expand its work to benefit even more young people in the future.

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