

**Project Final Report for
Professional Services Advancement Support Scheme (“PASS”)**

1. Project Details

- 1.1 Project Reference No.** : PS173016
- 1.2 Project Title** : From Mass Production to Scale Customisation: Challenges and Opportunities for Hong Kong Industrial Design Professionals
- 1.3 Grantee** : Federation of Hong Kong Industries
- 1.4 Collaborating Organisation(s)** : (i) Industrial Designers Society of Hong Kong (IDSHK)
(ii) Fashion Farm Foundation (FFF)
(iii) Hong Kong 3D Printing Association (HK3DPA)
(iv) Hong Kong Footwear Association Ltd.
(v) Hong Kong Optical Manufacturers Association Ltd. (HKOMA)
(vi) Hong Kong Printers Association (HKPA)
(vii) Hong Kong Productivity Council (HKPC)
(viii) Hong Kong Science and Technology Parks Corporation (HKSTP)
(ix) Hong Kong Trade Development Council (HKTDC)
(x) Hong Kong Young Industrialists Council (HKYIC)
(xi) The Hong Kong Federation of Design Associations Ltd. (FHKDA)
(xii) Institute of Print-media Professionals (IPP)
(xiii) The Hong Kong Furniture and Decoration Trade Association (HKF&DA)
- 1.5 Implementation Agent(s)** : (i) Wonderlaine Studio
(ii) Total International Trading (HK) Ltd
- 1.6 Sponsoring Organisation(s)** : (i) The Hong Kong Polytechnic University – School of Design
(ii)
- 1.7 Consultant(s)** : (i) Nil
(ii)
- 1.8 Project Co-ordinator** : (Name) Andrew Chang (Post title) Senior manager (QMD)
- 1.9 Deputy Project Co-ordinator** : (Name) Katherine Hui (Post title) Marketing Manager
- 1.10 Project Period (duration)** : from 01/04/2018 to 31/03/2019 (12 months)
- 1.11 Major Beneficiary Sector(s)** : Design services

**1.12 Approved PASS Grant
(HK\$)** : 1,801,000

2. Project Implementation

2.1 Project Summary

(Please give a summary of the project including objectives, deliverables and target professional service sectors within 100 words.)

This capacity building project aims to disseminate new knowledge about scale customisation of Industry 4.0 related to Hong Kong Industrial Design Professionals (HKIDP). It examines the current situation of scale customisation of Industry 4.0 in Hong Kong, as well as the challenges and opportunities in relation to HKIDP. The below deliverables will facilitate to exchange and share the findings and insights of related topics:

- Research study
- Guidebook on the best practice of HKIDP's selection of scale customisation suppliers in ASEAN
- Three thematic workshops on scale customisation
- Pavilion including guided tours and dissemination seminars at "DesignInspire" organised by HKTDC
- Report (including a video) on outcome of the whole project

2.2 Project Deliverables

(Please compare the actual results achieved with the agreed targets for each item.)

Agreed Targets		Actual Results Achieved (Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.)	
Date / Deliverables (with quantity)	Beneficiaries (estimated no. of local / non-local participants)	Date / Deliverables (with actual quantity)	Beneficiaries (actual no. of local / non-local participants)
01/04/2018 to 28/02/2019 1 research study	According to a survey published in 2014, there are 88 571 designers in the industry. (The HKIDP sector as a whole is expected to be benefited)	28/02/2019 1 research study	The guidebook was published. The HKIDP sector as a whole is expected to be benefited
01/04/2018 to 28/02/2019 1 Guidebook	2 000 design associations from Hong Kong (The guidebook will be uploaded onto the internet for wider dissemination.)	29/03/2019 1 Guidebook	Browsers on the internet https://designcouncilhk.org/flippingbook/m2s/index.html After uploading, all research participants were informed by email; and design faculties of local universities and institutions, Design Council of Hong Kong (DCHK)/FHKI members and all relevant professional organisations on the e-guidebook were informed by eDM.
30/06/2018 Three 3-hour thematic workshops	90 HKIDPs (30 participants for each workshop)	30/06/2018 Three 3-hour thematic workshops	120 HKIDPs (40 participants for each workshop)
<i>Participate in HKTDC DesignInspire</i>			
6-8 /12/ 2018 One 3-day	Approximately 20,000 visitors (mostly local	6-8 /12/ 2018 One 3-day	35,201 HKIDPs

Agreed Targets		Actual Results Achieved <i>(Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.)</i>	
<i>Date / Deliverables (with quantity)</i>	<i>Beneficiaries (estimated no. of local / non-local participants)</i>	<i>Date / Deliverables (with actual quantity)</i>	<i>Beneficiaries (actual no. of local / non-local participants)</i>
exhibition (200 sqm)	designers)	exhibition (200 sqm)	
9 on-site guided tours (3 tours per day)	135 HKIDPs (15 persons/tour x 9 tours)	9 on-site guided tours (3 tours per day)	157 HKIDPs
4 on-site dissemination seminars	500 HKIDPs (125 participants for each seminar)	4 on-site dissemination seminars	522 HKIDPs
1/12/2018 to 31/3/2019 1 report (including a video)	200 visitors from 3-day exhibition and guided tours (The report and video will be uploaded onto the internet for wider dissemination.)	published on 28 Feb 2019 1 report (including a video)	Browsers on the internet https://designcouncilhk.org/m2s-%e9%87%8f%e7%94%a2%e5%ae%a2%e5%88%b6%e5%8c%96/ https://designcouncilhk.org/d-notes-new-year-issue-%e8%b7%a8%e5%b9%b4%e8%99%9f/ https://www.dropbox.com/s/xzc3m8qv5esc9aa/2.3k_M2S_3-minuteVideo_ProjectDeliverables_OnlineDissemination.pdf?dl=0

2.3 Project Promotion and Dissemination

(Please compare the actual means used / outcomes with the agreed activities for each item.)

Agreed Activities	Actual Means Used / Outcomes <i>(Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.)</i>
(a) For Project Promotion:	
To promote the three sessions of workshops to call for participation <ul style="list-style-type: none"> Production of publicity materials for workshops (1 design version (e-copy) for workshops) Marketing channels: social media /website(s) of DCHK/FHKI and collaborating partners 	<ul style="list-style-type: none"> Invitation letters were sent to promote the project while inviting non-local and local experts Electronic promotional materials of the three thematic workshops include a web banner on DCHK Facebook Page and eDM were blasted out to the members of FHKI, DCHK and the collaborating organisations. https://www.eventbrite.hk/e/idshk-x-m2s-e-guidebook-sharing-x-ticket-s-57065499445 Other online marketing channels include the DCHK Facebook Page (14 Posts), DCHK website and collaborating organisation HKPC's Shared Facebook Post. https://designcouncilhk.org/from-mass-production-to-scale/ An event listing was also created on the event enrolment website Eventbrite for public access and registration for the sharing sessions and thematic workshops by non-local speakers with their introduction.
To promote the three-day programme at DesignInspire to call for participation <ul style="list-style-type: none"> Production of publicity materials for 	<ul style="list-style-type: none"> Invitation letters were sent by email to the related parties for the Opening Ceremony and the 4 representatives of interviewed companies

<p align="center">Agreed Activities</p>	<p align="center">Actual Means Used / Outcomes <i>(Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.)</i></p>
<p>exhibition cum seminars (1 design version (e-copy) for exhibition cum seminars)</p> <ul style="list-style-type: none"> • Online marketing channels include social media / website(s) of DCHK/FHKI and collaborating organisations 	<ul style="list-style-type: none"> • Publicity materials for workshops include Electronic promotional materials of the DesignInspire Pavilion and the 3-day programme include a web banner on DCHK Facebook Page, and an eDM blasted out to the members of FHKI, DCHK and the collaborating organisations. Other online marketing channels include DCHK Facebook Page (12 Posts), DCHK website and collaborating organisation HKTDC's website (Exhibitors Highlight DESIGN) • An event listing was also created on the event enrolment website Eventbrite for public access and registration for the guided tours and dissemination seminars with the introduction of the featured speakers and their sharing session topics.
<p>(b) For Dissemination of Project Deliverables:</p>	
<p>To upload the guidebook to DCHK/FHKI website to widely disseminate the project deliverables to the sector</p> <ul style="list-style-type: none"> • After uploading, to issue electronic notices free-of-charge to the participants, design faculties of local universities and institutions, DCHK/FHKI members and all relevant professional organisations 	<ul style="list-style-type: none"> • The e-guidebook was uploaded to the DCHK website : https://designcouncilhk.org/flippingbook/m2s/index.html • After uploading, all research participants were informed by email; and design faculties of local universities and institutions, DCHK/FHKI members and all relevant professional organisations on the e-guidebook were informed by eDM.
<p>To introduce the guidebook during DesignInspire 2018</p> <ul style="list-style-type: none"> • To line up research contributors of the guidebook and industrial leaders for sharing session(s) 	<ul style="list-style-type: none"> • The researchers introduced the guidebook on 6/12 during DesignInspire at the opening ceremony with government officials on the mini-stage.
<p>To deliver an overall video of max. 3 minutes</p> <ul style="list-style-type: none"> • To upload the report and photo/videos of all materials developed/events conducted under this project on DCHK/FHKI website to widely disseminate the project deliverables to the design sector by different stages • After uploading, to issue electronic notices free-of-charge to the participants, design faculties of local universities and institutions, DCHK/FHKI members and all relevant professional organisations 	<ul style="list-style-type: none"> • The overall 3-minute video was uploaded to DCHK Facebook Page and DCHK website, including making of research, sharing sessions and thematic workshops, exhibition, opening ceremony, guided tour and dissemination seminars with subtitling and voice over. https://www.facebook.com/dmarkhongkong/videos/953182601559747 https://designcouncilhk.org/from-mass-production-to-scale-customisation-challenges-opportunities-for-hong-kong-industrial-design-professionals-m2s/ • Individual video recordings of the sharing sessions were also shared on the DCHK Facebook Page as live feeds. https://www.facebook.com/dmarkhongkong/videos/2364990130443543 • Individual video recordings of the opening ceremony and dissemination seminars during DesignInspire were also shared on the DCHK Facebook Page as live feeds. https://www.facebook.com/dmarkhongkong/videos/695250510893786 https://www.facebook.com/dmarkhongkong/videos/275411199837444 • The research report (text-only version of e-guidebook) was also shared on the DCHK website for wider dissemination purposes. https://designcouncilhk.org/flippingbook/m2s/index.html • After uploading, all exhibition participants were informed by email; and design faculties of local universities and institutions, DCHK/FHKI members and all relevant professional organisations on the

Agreed Activities	Actual Means Used / Outcomes <i>(Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.)</i>
	e-guidebook were informed by eDM.

3. Achievements and Grantee's Evaluation of the Project

3.1 Number of participants and eligible beneficiaries

Project Deliverables	Eligible Number of Beneficiaries (if known)
(i) One research study	<i>The HKIDP sector as a whole</i>
(ii) One guidebook	<i>Browsers on the internet</i>
(iii) Three 3-hour thematic workshops	<i>120 HKIDPs</i>
(iv) One 3-day exhibition	<i>35,201 local designers</i>
(v) Nine on-site guided tours	<i>157 HKIDPs</i>
(vi) Four on-site dissemination seminars	<i>522 HKIDPs</i>
(vii) One report (including video)	<i>Browsers on the internet</i>

3.2 Feedback from participants / users / professional services sectors

The feedback and survey analysis of the Thematic Workshops have been compiled.

- All participants were happy with the workshops, 70% felt satisfactory or excellent.

Diverse opinions were gathered regarding the duration of the workshops, while some suggested they were too brief, others considered them too long and too early. The feedback and survey analysis of the DesignInspire exhibition and its associated events have been compiled.

- All participants were happy with the workshops, over 50% felt very satisfactory.

3.3 Dissemination of project deliverables to relevant professionals

Uploaded the guidebook to DCHK/FHKI website to widely disseminate the project deliverables to the sector and introduced the guidebook during DesignInspire 2018

Uploaded the report and photo/videos of all materials developed/events conducted under this project on DCHK/FHKI website to widely disseminate the project deliverables to the design sector by different stages. After uploading, to issue electronic notices free-of-charge to the participants, design faculties of local universities and institutions, DCHK/FHKI members and all relevant professional organisations

3.4 PASS and other objectives reached *(May choose more than one)*

- Increasing the exchanges and co-operation of Hong Kong's professional services with their counterparts in external markets
- Promoting relevant publicity activities
- Enhancing the standards and external competitiveness of Hong Kong's professional services
- Others

Please elaborate on how the objective(s) was/were met:

The objectives are met through the publication of the Guidebook and participation in HKTDC DesignInspire which included the conduct of workshops, guided tours, exhibitions and seminars. All the publications and events facilitated the publicity of HKIDP sector as well as enhancing the standards and external competitiveness of HKIDP sector as a whole.

3.5 Overall achievements of the project

All deliverables were successfully implemented and brought positive impact to the design industry. Feedback from participants is positive. Relevant materials are consolidated and uploaded on the internet for further dissemination.

The Project Final Report is prepared by the Grantee.