

INTER CULTURAL EDUCATION

互文教社

ANNUAL REPORT 2017



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ABOUT US

A global mindset and the ability to communicate with and respect other cultures is not a luxury anymore, but in today's globalised society, it becomes a requirement. For Hong Kong to truly become "Asia's World City", it needs to go beyond English language skills and start utilising its international resources and integrating it into society.

Secondary schools and universities need to develop not only local or national but also global citizens with the ability to connect to people from around the world and contribute to solving global issues. But even in an environment as diverse as Hong Kong, it can still be a challenge for local students to get outside their comfort zone and approach other cultures without much prior global knowledge and with a lack of experience in cross-cultural dialogue.

Inter Cultural Education exists to bridge that gap, to facilitate meaningful cross-cultural interaction, and to help students, schools and universities develop a truly integrated and global environment. We believe everyone can be a global citizen, and we have the passion and the experience to make it happen!



VISION

A world of Global Citizens
(Hong Kong truly being Asia's World City)

MISSION

To bring intercultural experiences to youth and develop their global competencies, international competitiveness and a fair world view.

VALUES



SERVICE



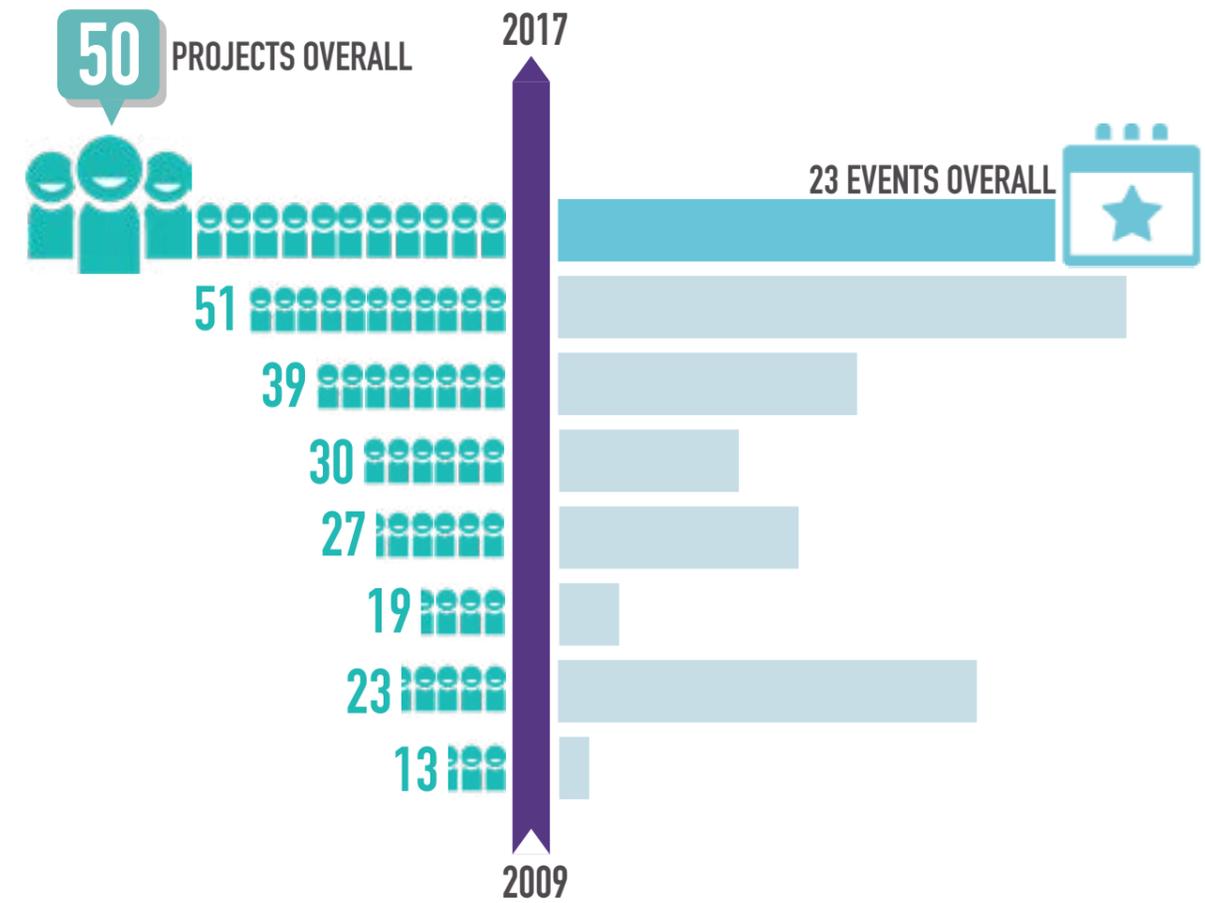
UNDERSTANDING



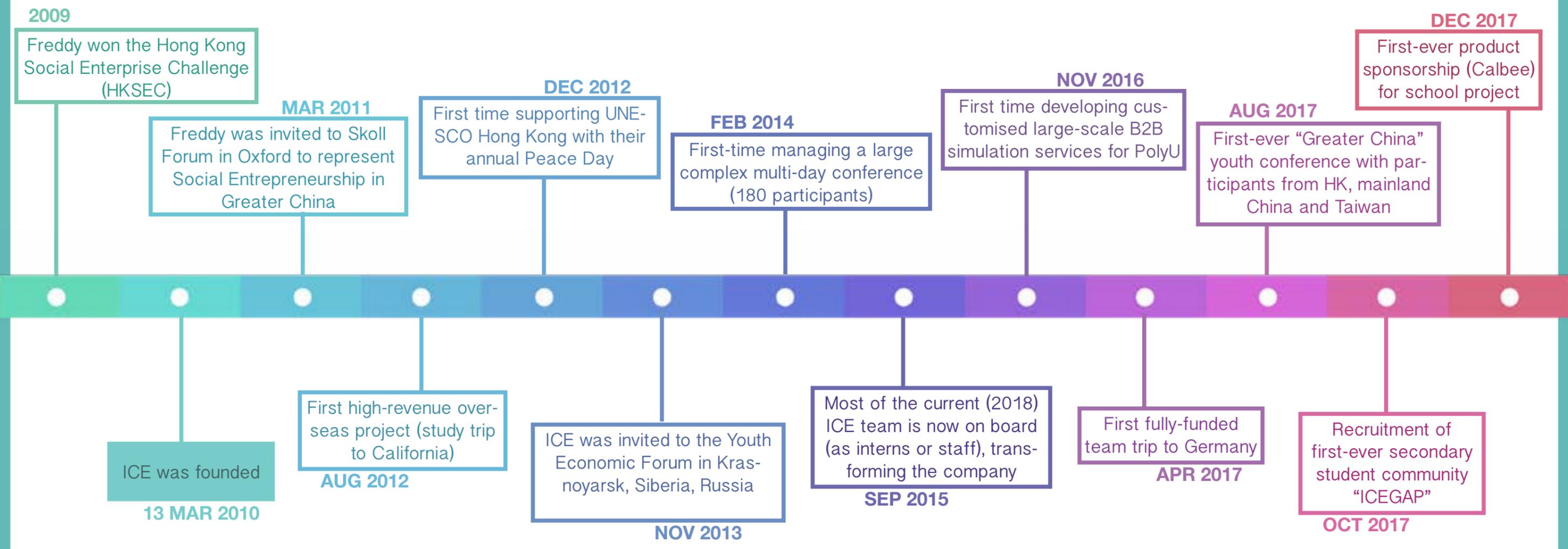
RESPECT



FRIENDSHIP



MAJOR ACCOMPLISHMENTS



MEET THE TEAM



Law Wai Hung Freddy (Founder)

Inter Cultural Education (ICE) was founded with the passion of bringing the world to young people, most of whom have little opportunities of traveling abroad. The two goals of ICE youth work are to broaden these youngsters' worldview and ignite their curiosity about diverse lifestyles. I am very proud to see that ICE is serving evermore schools and youths year after year.

ICE was also founded with a cost—an opportunity cost—our talents could have easily found jobs which provide better compensations and benefits, yet we chose to come together as ICE; choosing our shared passion and joy in working together instead. For the whole team to take a few days off and fly to Germany



to enjoy a snow fight is not something that can be bought with a high-paying job. Now, ICE aims to promote its impact by forming a student-led entity across different schools promoting cultural diversity. This is something I would definitely join if I was still in high school.

Thank you, the ICE team, for making this dream come true. Join us if you share the similar passion for being part of this diverse and amazing world!

Law Wai Hung Freddy
Founder and Director of ICE



Till Kraemer (General Manager)

The first half decade of ICE was a roller coaster ride. From the first iteration as a social enterprise offering intense weekend courses in 2009, initiated by Freddy Law, to overseas projects in Taiwan, mainland China and the USA, to conferences in far-away places such as Russia, the UK and the UAE – ICE has been through trials and tribulations as well as moments of awe and celebration. With ever-changing core teams, it was not easy to pay the bills, grow our projects, build a culture, and deliver social impact at the same time. But after many years of ups and downs, starting in 2014, a series of extremely committed and qualified interns (which later turned into part-time and full-time staff) came together and transformed the organisation into what it is today.



We started to grow 50% to 100% annually in terms of number of projects, number of events, revenue, and social impact. We started to travel as a team. We started to build our unique culture. And we finally kick-started a community of secondary school students to multiply our impact and foster curiosity for the world, which has been a dream and long-term plan for many years.

We are proud to finally release our first-ever formal annual report. It is fruitful to take a moment and look back at the year of 2017, and the decade leading up to where we are now, both to celebrate our successes and to appreciate our staff, members, partners, volunteers and clients who made it all possible! I sincerely hope that 2018 will bring even more challenges and growth.

Till Kraemer
General Manager of ICE

OUR TEAM

ICEAIR 



Aggie Lam, Operations Manager

Hong Kong native Aggie graduated with a Neuroscience degree from King's College London and a Masters in Food Science, Nutrition and Technology from The Chinese University of Hong Kong. She enjoys traveling and has already been to over 25 countries. She has chosen to follow a career path that will allow her to make a social impact and is now the Operations Manager of ICE.

ICEAIR 



Jey Chan, Programme Manager

Hailing from the sunny country of Singapore, Jey studied under the Economics and Management programme offered by the University of London. Since then, he has embodied ICE's motto of developing a culturally diverse mindset by traveling to various places. He joined ICE in late 2014 and is now the Programme Manager of ICE, hoping to inspire young adults to make international friends and travelling around the world.

ICEAIR 



Verena Wong, Marketing and Communications Manager

A graduate of Lingnan University, major in marketing, she went to Taiwan and Spain for voluntary service and internship after graduation. Those experiences were eye-opening to her and she contributed her knowledge and skills of marketing to promote Taisi (Taiwan) tourism and set up a new promotion plan for a local nursery school in Spain. She realised people can devote themselves to society in many ways. That's why she is in ICE right now - where she helps connecting people from different cultures in Hong Kong.

ICEAIR 



Tony Ng, Legal Advisor

The Legal Consultant of ICE. He graduated from Durham University with a degree in law and has worked and lived in various places including England, Australia, Taiwan, Bosnia and Herzegovina, Kazakhstan, etc. He is interested in social innovation and NGO work and assists various NGOs and social enterprises as their legal advisor.

ICEAIR 

ICEAIR 



Iwona Fluda, Business Development Consultant

Born in Poland where her dreams of exploring the world started to come true. She travels around with one suitcase full of stage experience, endless curiosity, and power to make things happen. She aims to build more bridges between nations and believes that it's possible to make it faster with the power of intercultural communication. She helps small and medium (social) enterprises and NGOs to find their own voice in the noisy online and offline world accompanying them on their marketing and business development journeys.

ICEAIR 

ICEAIR 



Linka Lin, Advisor

Working in United Nations Development Programme, Linka is fond of languages and making friends from different cultural backgrounds. Wherever she goes, she always has local friends to visit or she can make a new one. Linka truly believes in cultural communication and global mindset as the key skills of future. She has both master and bachelor degrees on interpreting and translation. Currently, she is working on building up entrepreneurship ecosystem for youths across Asia and the Pacific.

ICEAIR 

ICEAIR 

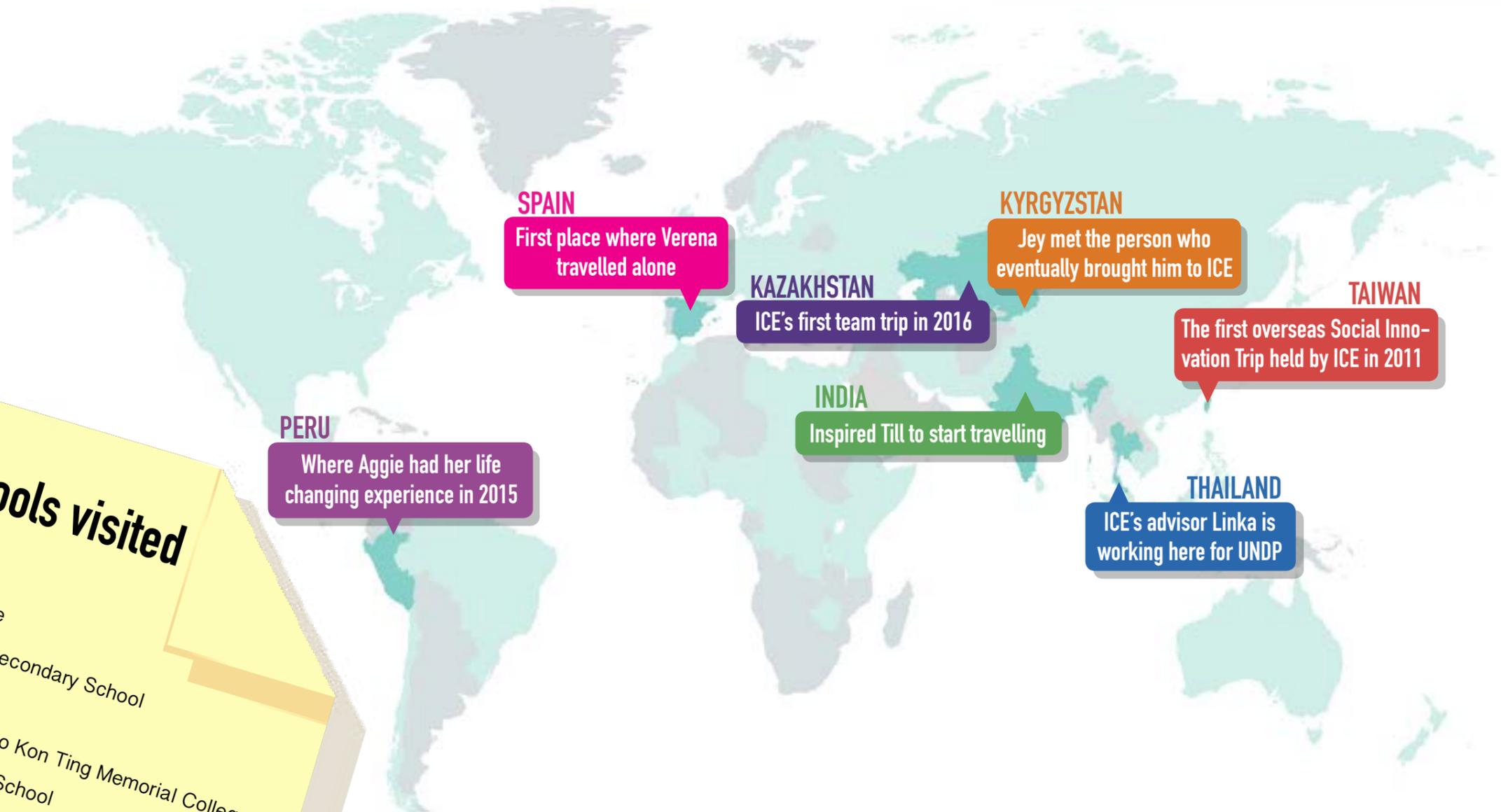
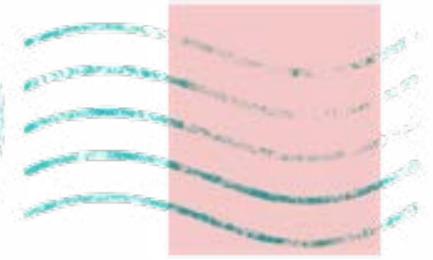


Gustav Johansson, Advisor

Originating from the Arctic north of Sweden, raised under the midnight sun and the northern lights, Gustav embraces cultural understanding and the importance of making friends across the borders. He has a degree in International Administration from Linnaeus University in Sweden and a post graduate diploma in European politics from University of Iceland.

ICEAIR 

MAJOR PLACES



SPAIN
First place where Verena travelled alone

KAZAKHSTAN
ICE's first team trip in 2016

KYRGYZSTAN
Jey met the person who eventually brought him to ICE

TAIWAN
The first overseas Social Innovation Trip held by ICE in 2011

INDIA
Inspired Till to start travelling

THAILAND
ICE's advisor Linka is working here for UNDP

PERU
Where Aggie had her life changing experience in 2015

Selection of schools visited

- Ying Wa Girls' School
- Cheung Chuk Shan College
- Cheung Sha Wan Catholic Secondary School
- Stewards Pooi Kei College
- Tung Wah Group of Hospitals Lo Kon Ting Memorial College
- AD & FD POHL Leung Sing Tak School
- The Chinese University of Hong Kong
- The Hong Kong Polytechnic University
- T.W.G.Hs. Kap Yan Directors' College
- Sacred Heart Canossian College, etc.

HIGHLIGHTS OF THE YEAR

Diocesan Boys' School

Through our partners, La Violet Education, we had the privilege to run a 3-hour workshop for fresh students of Diocesan Boys' School, one of Hong Kong's top secondary education institutions. Through a combination of good timing and commitment of our international guests, we managed to transform an activity room at DBS into a global classroom with more than 10 nationalities. 3 classes with around 60 students joined us and impressed us with their knowledge about the world. The boys asked deep questions and demonstrated both curiosity and a level of expertise far above their peers of the same age. After several rounds of quizzes, presentations and in-depth group conversations, we left the school with our team of internationals, impressed and hopeful about the world knowledge of the future generation.



WONG SHIU CHI

For many years, ICE has collaborated with Tai Po's Wong Shiu Chi Secondary School to deliver globally-themed English projects. After 2016's record-breaking number of nationalities, we reached a new zenith with 7 consecutive days of activities for every single student (S.1 to S.6), plus daily lunch activities and assemblies. This project was challenging and tiring for our main trainers, but the support of the school, our amazing "nameless" student helpers, and our international guests, plus an ample supply of sponsored potato chips made the 2017 English Week ("Around the world in 7 days") a massive success. Let's see what record will be broken in 2018!

HKTALHKSS

Every year, we worked with Hong Kong Teachers' Association Lee Heng Kwei Secondary School to bring a day of multiculturalism to their campus in Tai Po. Thanks to the dedication and support of the local English teachers, who helped and mobilised their own friends from various countries, we were able to run a "multicultural day" with a total of 14 nationalities on a single school day. Students experienced learning to make culinary delights from Korea (rice rolls) and Germany (Christmas cookies) as well as dance forms from Brazil (Capoeira) and northern India (Kathak), among other lessons and activities. Despite the challenges of language barriers (many students are new arrivals from mainland China), we believe that we managed to inspire the students once more to look beyond Hong Kong and China and embrace the world's diversity.

“ *The trainers from Inter Cultural Education Hong Kong delivered a workshop filled with engaging activities and interesting sharing on cultural competence. Through the interactive workshop, the students gained insights on different cultural issues and reflected on their own cultural encounters so that they can be more prepared to excel in intercultural situations.*”

LEWOWA

Each year, students of Stewards Pooi Kei College have the opportunity to join a 5-7 day long service learning project as part of their “Learning Without Walls” (LEWOWA) initiative. 26 students from predominantly junior forms joined the ICE-organised project on understanding ethnic minorities and refugees in Hong Kong. For 7 full days, students learned about world religions, ethnicities, cultural diversity and even refugee-related policies and laws around the world and in Hong Kong. Supplementing classroom learning, students went on field trips to various temples and religious institutions, had the chance

to learn cricket from a professional coach, met refugee families, with a fun but exhausting programme closing at a waterfall and BBQ site in Mui Wo. We are happy to have had the chance to once again connect communities from different cultural backgrounds together, facilitate authentic dialogue and understanding and make global education an enjoyable process. Our efforts were rewarded when the project came second in the best local programme and students’ favourite programme awards out of more than 25 projects in LEWOWA.



Cultural Fun at I-Lounge



The Chinese University of Hong Kong has long shown commitment to global education and campus internationalisation. ICE has been helping CUHK to manage their “i-Ambassador” programme and “CLOVER” service learning project with teams of locals and internationals every year. Since the completion of the

“i-Lounge” at YIA, we have been invited to run a series of interactive workshops to create a platform for CUHK students to interact and communicate across cultures. Over the years, we have arranged sharing sessions from far-away places such as Iceland and Costa Rica to demystify entire continents and regions (such as Africa and Central Asia) that often felt remote to university students.

We have also given non-Chinese students more authentic insights into local festivities such as Mid-Autumn Festival or Chinese New Year through role-play, debates and arguments, music and food. Each session being carefully crafted, planned and delivered individually, it has been an inspiring and meaningful enterprise, and we hope for many more years of “cultural fun at the i-Lounge”.



Central Asia



Survival Cantonese

EVENTS

We have always believed in social impact through both cross-cultural dialogue and through inspiring students to adapt a global mindset. Every year, ICE engages in countless events to give speeches, free training sessions, tours or workshops to partner organisations or schools that share our values and to shape a global community. As a social enterprise, we think “sharing is caring” and we are happy to spread our passion for exploring the world’s cultures with others. The following is a small selection of the speeches and workshops we delivered free of charge.



The HKUST China Entrepreneur Network (CEN) invited Till to facilitate in their annual Spring Mixer Panel discussion about student entrepreneurship.



A surprise invitation came knocking on our doors in mid-2017 in the form of Hogan Lovells, a global law firm conglomerate, through our connection with the British Council in Hong Kong.



Every year, 中學生領導力 organises large scale national youth leadership conventions. As a long-term partner, ICE was invited to be involved in several days of the national competition in the central Chinese city of Zhengzhou.



Iwona Fluda attended the Conference on Volunteerism and Social Transformation: Education#inFocus hosted by the United Nations Office at Geneva and held in June 2017. Over 150 participants from 20 countries gathered to share their experiences, knowledge and best practices on education.

GLOBAL AMBASSADORS

ICE Global Ambassador Programme (ICEGAP) aims at raising cultural awareness of students as well as allowing them to gain internship experiences. Apart from organising creative and interesting cultural sessions which allowed us to try German gingerbread cookies and had conversation with foreigners from more than 10 countries, ICEGAP members were given various opportunities to join non-mandatory events including simulation workshops and the famous TEDx talk held at DBS.

-Colette Chan (Belilos Public School)



"I used to be quite ignorant about the world. Fortunately, I could be a member of the ICEGAP and this gave me a golden chance to know more. The Christmas Workshop made me learnt about how people in other countries celebrate Christmas and knew more about their language and unique food. The workshop was unexpectedly interesting and different from the normal boring workshops. I would like to express my gratitude and appreciation to ICE for providing an opportunity for learning culture of foreign countries. This had broadened my horizon and I learned more about the world."

-Nicola Wong (St Paul's School (Lam Tin))

Global Ambassador School Participants

- Sacred Heart Canossian College
- South Island School
- Belilos Public School
- Ying Wa Girls School
- TWGHs Lo Kon Ting Memorial College
- St. Paul's School (Lam Tin)
- Yeo Chei Man Youth College
- True Light Girls' College
- Heep Yunn School
- Raimondi College
- Tung Wah College

Successful Christmas Party with Ko Lui Secondary School



Merry Christmas! This was the first Christmas party in which ICE collaborated with Ko Lui Secondary school for ICEGAP members. ICEGAP members and students from Ko Lui Secondary school all had a lovely Christmas while talking and nibbling snacks with our guests from Kazakhstan, India, Malaysia, Mauritius, Singapore and Germany. We had some palatable Christmas snacks, e.g. made-on-the-spot Lebkuchen, traditional spiced German ginger cookies and mince pie from the UK.

The Language Workshop was the first cultural event organised by the ICEGAP committee members. Although the organising committee was nervous at first, they managed to pull off the event with flying colours! Thanks to the committee, all of students had fun with the guests from Taiwan, Vietnam, Jordan, and Germany! We look forward to more of such quality events from our young professionals from ICEGAP!



Free chips sponsored by Calbee!



Getting to know fellow members on the ICEGAP Induction Day!

FUTURE PROSPECTS

SECTOR A

The last two years demonstrated clearly how well-received our global projects on secondary school campuses were, especially “Global Weeks”. Our average number of nationalities rose from 10 to over 20, with individual classes welcoming guests from 6-8 countries being not uncommon. For the coming year, we are planning to expand and standardise our Global Weeks further, so we can cater for more schools, in sustainable ways, offering both “small” and “large” Global Week programmes.

SECTOR B

After increasing demand from universities to help with campus internationalisation, ICE is now focusing to work more with local NGOs and organisations in educational niche activities, such as career and life planning. 2018 will see collaborations with Teach4HK as well as the Jockey Club Scholars Alumni Association to help underprivileged or under-resourced youth with global potential to get more exposure and widen their horizons.

SECTOR C

In addition to our B2B programmes, ICE has always offered some courses, trips or events for the general public. While that was never our main focus, we do enjoy opening the doors to everyone to become a global citizen! In 2018, we commit to more public events, including a series of casual talks or events on various countries and cultures, a Social Innovation Trip to Switzerland, and, naturally, public events organised by our ICEGAP student team.

FINANCIAL HIGHLIGHTS

ICE has consistently grown over the years. At first, winning several social enterprise competitions and awards helped to kick-start the organisation. A few loans, later repaid in full, and minimal salaries until 2014 meant that ICE could operate in a lean and cost-effective manner and slowly scale up the number of projects. From 2014 to 2016 ICE exploded with around 100% annual growth and complete self-sustainable operations on reasonable salaries, until we hit the capacity limit with our full time team. In 2016 our number of projects and total revenue peaked, but 2017 saw a shift to more large-scale projects, while we almost tripled the number of people impacted by our projects and events. Overall, 2017 was another record-breaking year for ICE, and certainly the most work-intensive since the founding. We hope that we can continue to grow sustainably and scale our impact in the years to come!

How many days we spent in projects in 2017

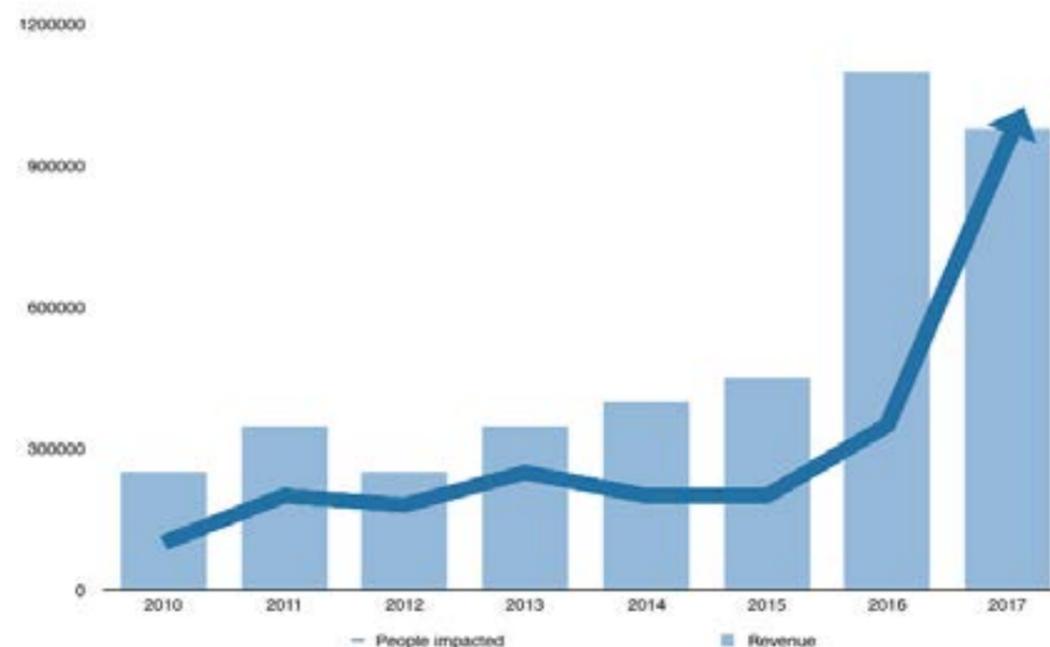
127

How many kilometres we travelled on transit to projects in 2017

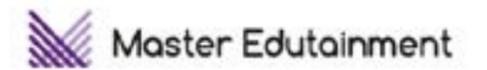
6765

How many days we travelled together overseas as a team

24



OUR PARTNERS





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