

About Swire Properties

Established in Hong Kong in 1972, Swire Properties is a leading developer, owner and operator of mixed-use, principally commercial properties in Hong Kong and the Chinese mainland, with a well-established record of creating long-term value by transforming urban areas. Our business comprises three main areas: property investment, property trading and hotel investment.

The Company was listed on the Main Board of the Stock Exchange of Hong Kong in 2012 and, with its subsidiaries, employs more than 4,500 people.

What Is PLACEMAKING At Swire Properties?

Placemaking at Swire Properties is our distinct approach to transforming neighbourhoods into vibrant communities, by connecting physical spaces with people.



A pioneer of this intricate process, Swire Properties has created some of the world's most iconic destinations – such as the world-class commercial hub Taikoo Place and award-winning Pacific Place Mall – which improve the lives of the people who work, live and stay at these "Places".

And while placemaking may be a wider industry process, the Company's take on this practice, inspired by its ethos of Creative Transformation, has made Swire Properties' particular blend of placemaking unique in the world.

Swire Properties & Youth Empowerment

As a leading developer with its roots in Hong Kong, Swire Properties is committed to enhancing communities and nurturing the city's youth.

In the past three years, the Company has launched and offered a diverse number of platforms to showcase the city's youth and their talents in the areas of entrepreneurship, creativity and innovation. These initiatives are tied closely to local communities – to improve them and make them more resilient – and have given more than 150 young people a chance to grow and give back to society.

Among the Company's many initiatives, HOMETOWN HEROES is one of the best-known and most popular. Launched in 2018, this community-building project brought ordinary Hong Kong residents together so they could enhance their neighbourhoods through the celebration of arts, culture and more. Individual programmes have included I AM A DREAM MAKER, I AM A COOKING ACE, I AM A SINGER-SONGWRITER and I AM A FILMMAKER.

SWIRE PROPERTIES PLACEMAKING ACADEMY

Launched in 2019, the Swire Properties Placemaking Academy offers Hong Kong university students a rare opportunity to take the lead in designing, planning and executing the White Christmas Street Fair – the Company's annual year-end community celebration and one of the city's biggest and most popular seasonal events.

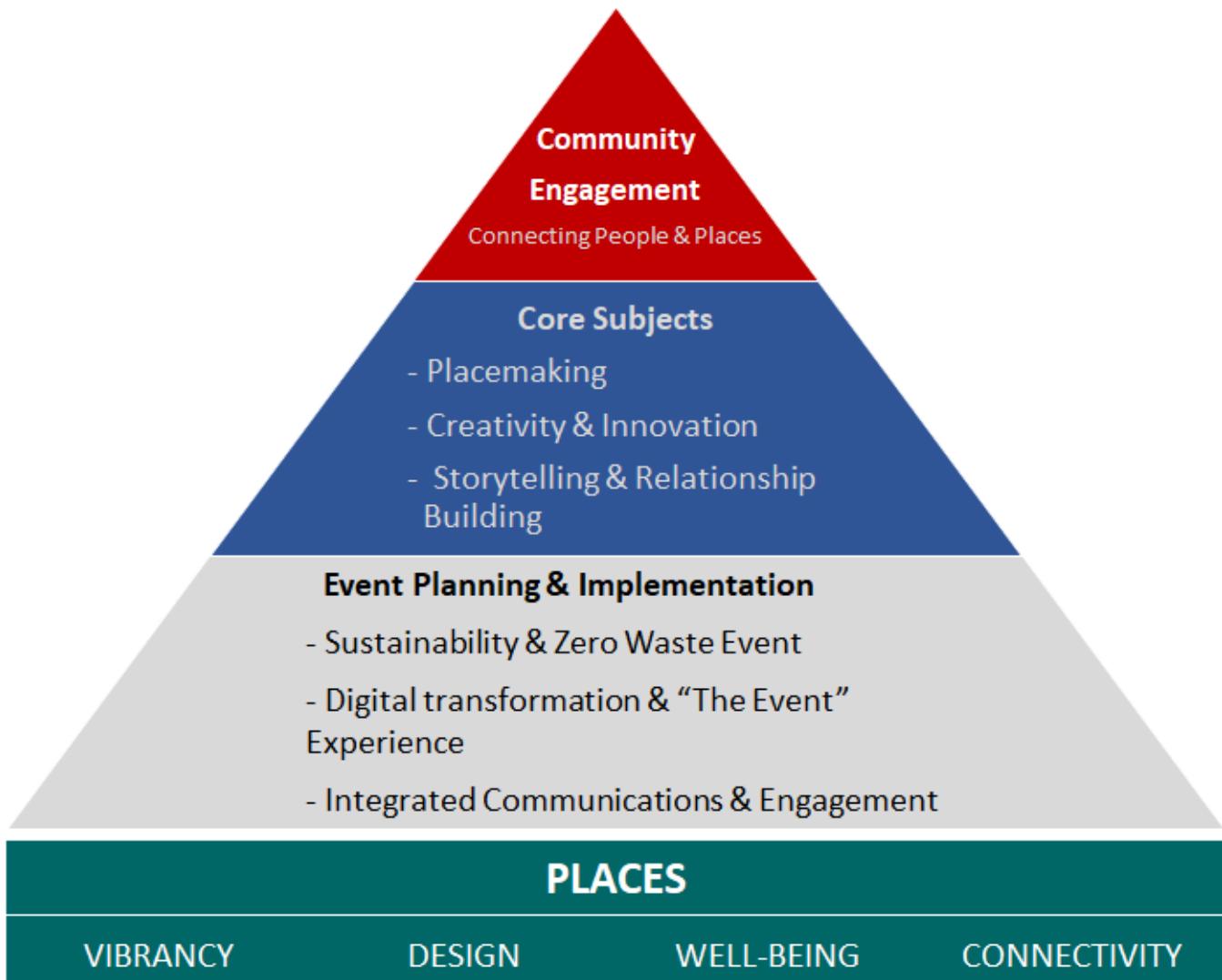
In addition to hands-on experience, students will be mentored by the Company's senior management, event-planning experts and thought leaders from the design and community-planning industries.

Through a structured curriculum, the Academy aims to achieve the following long-term objectives:

- Nurture talented youth via creative placemaking initiatives
- Create dynamic and effective work that has a lasting impact, inspiring students through a “placemaking education” and practical training
- Talent retention and offering participants work opportunities within the greater Swire Properties community



PLACEMAKING ACADEMY – 2021 CURRICULUM STRUCTURE



2021 Curriculum Core Subjects

(1) Placemaking

This series will offer students insights into the dynamic relationship between physical spaces and stakeholders:

- Explore how well-planned and inspirational activation programmes in unique physical spaces can foster human interaction;
- Understand how this connection creates a cohesive community, promotes a sense of well-being and enables sustainable development.

(2) Creativity & Innovation

Core to the placemaking process is a creative mindset and long-term approach, and this series explores the importance of original thinking.

- Understand how creativity and design thinking help identify opportunities, understand customers and break down complex issues related to innovation;
- Learn to use tools that enhance the planning and developing process, and improve impact.

(3) Storytelling & Relationship building

At the heart of any great project is a compelling and engaging story. This series teaches students how to use storytelling as an effective tool to engage and enhance the connection between places and people.

- Understand how to find and use the dynamic relationships in a community to reinforce the impact of your story;
- Learn techniques and skills to tell your story with passion and purpose.

(4) Sustainability & Zero Waste Event

As part of Swire Properties' long-term approach to sustainability, this series teaches students how to offer quality events to stakeholders, while striving to minimise the environmental impact of our activities.

- Understand how to integrate sustainability development into the event;
- Learn to use materials or find solutions to minimise waste generation.

(5) Digital Transformation & “The Event” Experience

Digital technologies continue to advance rapidly. This series puts an emphasis on digital transformation and making events or activities smarter in the future.

- How digital transformation will create a more sustainable world;
- Recognise the importance of seeking out new perspectives and the unconventional.

(6) Integrated Communication & Engagement

An effective communication plan is essential for an event's success. This series teaches students how to create an engaging event designed for targeted stakeholders and community members.

- Learn about the importance of listening, communicating and collaborating with key parties via real-life examples;
- Learn techniques and skills to communicate with your target audience through various innovative ways.

PLACEMAKING ACADEMY 2021

This programme is a competition that welcome students from all Hong Kong universities. It will once again put the next generation of local youth in the spotlight, as they work together during a six-month apprenticeship to make the White Christmas Street Fair a greener, smarter and more engaging event for the greater Hong Kong community.

Students join as a team with five participants. They will pitch ideas to the organisers, with a maximum of two teams winning a HK\$270,000 paid six-month project apprenticeship at the Swire Properties Placemaking Academy, that will allow students to obtain credits considered in the course structure diagram of their degree. During the apprenticeship they will learn from the Company's senior management and event-planning experts, as well as from a host of thought leaders from the design and community-planning industries. Most importantly, they can further develop their innovation skills and broaden their horizons.

Team qualities

Participating teams, comprised of no more than five members, will need to specialise in space and event design, digital innovation, sustainability, communication, and social media.

Spatial design: Design the event space and transform it into something inspiring. The party will have a Christmas theme in terms of the look and feel (decorations and setup) and the different event elements.

PR & communication: Develop, propose and execute engagement initiatives and a communication plan for the event; provide copywriting support for corporate collaterals such as the press invitation, press releases and corporate invitations to VIPs and key stakeholders.

Environment & sustainability: Develop, propose and execute a plan to make the White Christmas Street Fair as green as possible; “zero waste” concepts can be applied to the Street Fair.

Digital: Identify relevant areas of the Street Fair where digital innovation can help to enhance visitors' event experience.

Social media: Propose and execute a communication strategy with a social media plan for the Street Fair 2021; monitor the public response on social media channels.

Project Timeline & Key Dates

Stage	Dates	Duration	Details	Location/Channel
Recruitment	19 April – 14 May	4 weeks	Application opens	Through university platforms
	20 May	1 hour	Sharing sessions for all interested students	Zoom/Taikoo Place
	31 May – 2 June	1 hour	Progress update, proposal review	Zoom/Taikoo Place
	7 June, 5 pm		Proposal submission deadline	By email
	17 & 18 June	30 mins	15-minute presentation	One Island East, Taikoo Place
	21 June	N/A	Result announcement	By email
	28 June	4 hours	Orientation day	One Island East, Taikoo Place
Phase I	5 July – 27 August	8 weeks (Monday – Friday; 8 hours per day)	Master class lectures and proposal preparation	Blueprint, Taikoo Place
	30 August	1 hour	Presentation to Swire Properties senior management	One Island East, Taikoo Place
Phase II	6 September – 26 November	3 months (2 days per week; 8 hours per day)	Practical training and project execution	Blueprint, Taikoo Place
Event preparation & execution	29 November – 5 December	5 days (8 hours per day)	White Christmas Street Fair 2021 (Event date: 2 -5 December)	Taikoo Place
Post-event reporting	6 – 17 December	2 weeks (2 days per week; 8 hours per day)	Evaluation and report preparation	Taikoo Place

Eligibility & Criteria

Together with creativity, integrity and passion, applicants should be:

- A full-time undergraduate student at a Hong Kong university
- 18 years old or above with a Hong Kong identity card
- A strong team player
- Have a good academic record; active in extra-curricular activities, mature and be a good lateral thinker
- Good communication skills (spoken and written) in both English and Chinese
- Strong communication and presentation skills
- Demonstrate understanding, knowledge, capabilities and relevant experience as detailed in the project description