
New submission from 2020 Shared Value Awards application - Champion

Primary contact

Contact name

Erica Wong

Email

ericawong@doinggoodiscool.co

Phone

+85295748488

Address

39/F, New World Tower 1
[18 Queen's Rd Central Hong Kong](#)
Hong Kong, Hong Kong 0000
Hong Kong
[Map It](#)

Where did you hear about the Shared Value Awards?

SVP Email

Biography and photograph

Name of applicant or nominee

Adrian Cheng

Biography

Adrian Cheng is an entrepreneur and change-maker who believes the power of creativity, culture and innovation can enrich new consumers' daily life. The hands-on CEO of New World Development (NWD) has transformed the leading property developer in Asia into a Cultural Enterprise, one with an ecosystem of businesses that aims to give back to the society, benefiting all stakeholders.

Under Adrian's leadership, NWD is the first HK blue chip to weave Creating Shared Value (CSV) into its cultural vision – "The Artisanal Movement", inspiring and empowering business units and change-makers across the Group to come up with innovative CSV solutions that connect business success with social progress, including the latest #LoveWithoutBorders platform which produced and supplied 10mn+ medical masks during COVID-19.

Adrian has also spearheaded impactful shared value dialogues, through forums, webinars and ecosystem support, which bring leaders from businesses and not-for-profits to educate and support the next-gen change-makers.

Upload a photograph of the champion

- [AdrianCheng-Portrait.JPG](#)

What makes the individual a champion?

How has the individual made an impact on the development of shared value in the region?

Adrian Cheng has contributed to regional CSV development through transforming the established NWD to a CSV enterprise, setting examples on effective CSV initiatives, driving impactful conversations on CSV and strengthening the whole CSV ecosystem with accelerators and advocacy.

Adrian is the first to guide a HK blue-chip with CSV, pioneering how a leading conglomerate can implement shared value throughout its diverse businesses across Greater China and Southeast Asia, with strong and committed shared value culture propagated in all levels. Adrian has led NWD to be the first among HK's listed companies to set up

Shared Value Department, coupled with curated workshops & initiatives, to direct the Group's CSV efforts. Under Adrian's leadership, NWD has driven important regional conversations on CSV, with NWD being the first real estate company in HK to join as Founding Member of Shared Value Project Hong Kong, aiming to lead and influence fellow conglomerates in Asia to participate in the CSV movement, in addition to World Business Council for Sustainable Development.

Adrian has also devised many ground-breaking initiatives tackling emerging and deep-rooted issues, setting true CSV examples.

During COVID-19, Adrian has led NWD to formulate CSV innovations in addressing shortage of critical medical masks, including agile set-up of ASTM-certified mask production lines and innovative mask-to-go dispensers to increase overall supply, backed by a sustainable model of public sales funding mask donation to the most-in-need, which 10mn+ masks have reached vulnerable communities worldwide.

Meanwhile, to preserve fast-disappearing Chinese craftsmanship, Adrian inventively fused the concept with NWD's residence – K11 ARTUS, which residents can purchase commissioned Chinese crafts displayed in the building. Proceeds would support NWD's non-profit K11 Craft & Guild Foundation to preserve the art, resulting a sustained ecosystem.

Adrian has led NWD to forge tri-sector CSV partnership with Government and social enterprises in developing creative social housing, leveraging its donation of up to 3mn sq. ft. of farmland, to empower low-income families and support upward mobility.

To facilitate CSV knowledge exchange in the region, Adrian has convened flagship conferences and dialogues on shared value and sustainability. He has launched the inaugural Sustainability Forum in 2020, gathering 200+ celebrated leaders across fields to create knowledge capital on sustainable impact. He has developed K11 Kulture Webinar, a curated series of live webinars that bring renowned professionals to empower next-gen change-makers with meaningful discussions on various aspects of sustainable living.

Adrian has also strengthened the CSV ecosystem by launching targeted accelerators and incubators. He has spearheaded the development of Impact Kommons, HK's first UNSDG-focused accelerator, OnBoard, HK's first social enterprise that provide funding and support to retired athletes in founding their CSV start-ups and G For Good, an impact fund investing in CSV ventures and building communities of social innovators among youth.

Adrian is a vocal advocate of CSV, which he leverages his professional network and media presence to share CSV aspirations and cases. He has elaborated NWD's CSV ambition in international media interviews, including Tatler, CNBC, Bloomberg and Financial Times. He also actively promotes CSV through his social media.

How has the individual supported knowledge exchange and development of the shared value knowledge base?

Adrian Cheng has convened flagship conferences and dialogues on CSV and sustainability, contributing to impactful shared value discussions among Asia leaders across business and not-for-profit fields. Through incorporating CSV into NWD's operation, he has inspired 27k+ Group employees in Greater China and Southeast Asia on why and how to connect business success with social progress. Adrian also often promotes and advocates CSV among stakeholders and the public through his international media presence.

Adrian is a keen advocate of strategic CSV conversations. He has spearheaded the launch of NWD's inaugural Sustainability Forum in 2020 under "Activating Change in a New World Order", which brought together 200+ social entrepreneurs, investors, start-ups and artists to exchange knowledge on CSV solutions. Participating leaders include Peter Bakker – President & CEO of World Business Council for Sustainable Development, Tony Armstrong – Senior Vice President of International WELL Building Institute and more.

Adrian has also led the development of K11 Kulture Webinar, an ongoing series with global experts building and sharing knowledge capital on shared value and sustainability themes with next-gen change-makers through regular and interactive webinars. So far, over 50 thought leaders have joined the dialogue with more than 5,000 participants over topics including sustainable space design and urban farming.

Meanwhile, Adrian has supported NWD to launch G For Good, building communities of committed social innovators and educating them with practical CSV knowledge, which has already achieved 10k+ engagement offline and 900k+ reach online to date. G For Good has also brought international CSV experts to inspire innovation in the local shared value scene, for instance, inviting Daniel Epstein – CEO of Unreasonable Group to share his CSV experience in its G For Good First Assembly held in Aug 2019.

Leveraging NWD's regional presence and influence, Adrian has also instilled CSV elements in different initiatives to raise awareness in Mainland China. For instance, NWD has included dedicated sharing on CSV in A.Entrepreneur Adventure Program, its signature entrepreneurship hackathon held across multiple cities in China.

In addition to initiating important conversations that raise awareness and build knowledge around CSV, Adrian has set a compelling and real-life illustration of leading through shared value as he transforms one of the largest conglomerate in Asia with CSV at the core of its cultural vision. Through a thoughtful and strategic mix of training and empowerment

efforts, Adrian has propagated a committed CSV culture among the Group's 27k+ employees across Asia, which enabled them to steer real changes and CSV initiatives with facilitation from the dedicated Sustainability and Shared Value departments.

Adrian also takes a very proactive stance to advocate CSV through his public appearance and media interviews, which he often emphasizes its importance and shares NWD's approach. Examples include his recent interviews on Tatler and Forbes Asia, which he details his CSV ambition for the Group – "Profit-making will no longer be the sole goal for which we strive. We are now striking out in a new direction by connecting business success with social progress, thus enabling us to thrive in partnership with society".

How has the individual championed and supported the adoption of shared value within organisations?

Adrian Cheng has championed the process to ingrain CSV into the vision and operation of NWD – the leading conglomerate in Asia, through a comprehensive approach with concerted efforts across vision setting, corporate structure, culture propagation, flagship CSV initiatives and interaction with the broader stakeholder community. This has successfully embedded a strong commitment towards CSV in the Group and enabled a wide range of shared value innovations.

Adrian has begun the transformation by a pioneer move to make NWD the first among HK blue chips to introduce CSV into its cultural vision – "The Artisanal Movement". He has directed the development of the New World Sustainability Vision 2030 in response to UN Sustainable Development Goals as the Chair of the Sustainability Committee of NWD Board. These have since laid solid foundation for NWD's CSV efforts.

To motivate and coordinate the Group's CSV initiatives, Adrian has led the set-up of the first Shared Value Department among HK's listed companies, easing the effort for various business units to implement CSV.

Adrian has also laid a holistic strategy to penetrate CSV culture among the 27k+ employees across all levels of the Group. In addition to developing a companywide town hall and compulsory training to raise awareness on CSV and the Group's ambition, Adrian has directed a series of tailored workshops and visits to dive into shared value initiatives developed or supported by the Group. For example, staff could visit Light House – a pioneer creative social housing project that facilitates upward social mobility in HK, which they can learn and incorporate shared value elements of community-building and stakeholder management into their projects. Moreover, to ensure thorough understanding and strong commitment in all parts of the Group, Adrian has led the development of an internal program that trains dedicated CSV ambassadors in different business units, so that they could influence their peers and drive initiatives from within.

With CSV being relatively new in Asia, Adrian has decidedly taken a hands-on approach and led several flagship CSV initiatives in the Group, serving both as a demonstration and inspiration for business units to follow suit. Highlights include the #LoveWithoutBorders platform – which supported the sustainable donation of over 10mn masks to the most-in-need around the world during COVID-19, K11 ARTUS – the residence that fused shared value elements to preserve fast-disappearing Chinese craftsmanship throughout its business, creative social housing development on up to 3mn sq. ft. agricultural land powered by tri-sector partnership, and OnBoard – the first social enterprise enabling retired athletes in HK to establish their own CSV ventures.

A strong believer and advocate of innovation, Adrian proactively nurtures and supports shared value innovations in the broader ecosystem. Initiatives include NWD joining as the first conglomerate Founding Member of Shared Value Project Hong Kong, as Adrian aspires to lead and influence NWD's peers in Asia to participate and contribute to the global CSV movement.

How has the individual brought attention to shared value across their professional networks and through leadership roles?

Leveraging the breadth of NWD, Adrian Cheng has inspired and empowered many change-makers to activate CSV change and initiatives, both across businesses of the Group and through their professional networks. Adrian has also made use of his profile and public appearances, from leadership forums to international media interviews, to highlight and promote CSV, establishing a strong case and inspiration for his peers to follow.

In addition to leading flagship CSV initiatives himself, Adrian has indeed empowered many leaders of NWD's business units to launch and execute their CSV programs. For instance, FTLife – a leading insurance provider in HK and also a New World Group member, has innovatively partnered with the local not-for-profit St. James Settlement to launch the Cancer Patient Support Program. The program is designed to address both the livelihood of underprivileged patients and rising social consciousness of FTLife's customers. With every medical insurance claim for outpatient colonoscopy and gastroscopy, FTLife would offer cash assistance and nutrition packs to underprivileged patients with colon and gastrointestinal cancer. While the program has tapped customers' motivation to do good and incentivized earlier symptom detection to lower FTLife's potential payout, it has provided targeted support to those in need.

Alongside his dedicated and curated effort to educate NWD staff on CSV, Adrian has taken a step further and nurtured those with a feasible plan to become CSV intrapreneurs and advance the impact. For instance, Garrick Lau (also the Assistant General Manager of Shared Value Department, NWD) and Adrian have co-founded G For Good, the impact fund and a winner of the 2019 Shared Value Award, to incubate shared value start-ups. Another example is Run For Good, a shared value innovation founded by NWD staff that aims to enhance community well-being through diverse

forms of sports engagement.

Adrian is also actively raising NWD staff's awareness towards CSV, as he dedicates a number of letters to employees to address the concept and its importance to both the Group and the broader community.

Meanwhile, Adrian has infused the concept in his thought leadership, which he often expresses his endorsement and shares his knowledge on the area through different platforms and occasions.

Further to convening leadership dialogues including the Sustainability Forum, Adrian has led NWD to join CEO-led organizations, such as the World Business Council for Sustainable Development, where he contributes his thoughts and expertise on sustainable solutions for "Circular Economy" and "Cities & Mobility" among 200+ global business leaders.

Meanwhile, through leading the Group's sustainability initiatives including the voluntary Sustainable Tenancy Pledge and green procurement policies, Adrian has mobilized change among NWD's stakeholders from tenants to suppliers to incorporate more sustainability and shared value elements in their daily operations, creating ripple of change throughout NWD's value chain.

Coupled with dedicated shared value efforts, from joining as the Founding Member of Shared Value Project Hong Kong to the establishment of G For Good & OnBoard, Adrian has inspired and driven regional CSV conversations among leaders across the business, youth and athlete sectors.

Supporting documentation

Please upload supporting documentation to support claims made in the application.

- [Supplementary-file_Shared-Value-Champion—Adrian-Cheng.pdf](#)

Official endorsement

Endorsement

- I am authorised to submit this application on behalf of my organisation and confirm that all required approvals have been sought and received.
- I acknowledge that in order to finalise this application I will pay the relevant administration fee.