

樓香埗

- Experience the scent-making process with your bare hands
- Get into the community and encourage the public to feel the environment via their 5 senses
- Nurture creativity and promote cultural diversity and mental health through first-hand scent-making experiences



Concept



Scent affects our emotions and behaviors.

The smell of scents hits our nerve cells like a “lock-and-key” effect and triggers the unique reactions in everyone of us. From choosing a restaurant to a fragrance, scents are all around us.

In here, we encourage people to make their own scents based on their individual needs and preferences. Through this self-exploration journey, people can easily find their own paces for a better quality of life.

In here, we make scents to make sense.

Social Issues

Ethnic minorities always have difficulties blending into our community due to the several constraints such as language barrier, lack of employment opportunities, and stereotyping from the general public. Well-known as an international city where east meets west, we seldom pay attention to the diversified culture and living standard of ethnic minorities.

Lin Heung House – Connecting the Community with Scent (撻香樓 - 以香味連繫社區), as a social enterprise which hopes to connect our community with scent, would like to tackle this particular social issue with our tailor-made business model.

- Empower ethnic minority participants by offering training and job opportunities in a bid to impose sustainable life-long effect
- Serve as a platform for the public to know more about the diversified culture of ethnic minorities in Hong Kong so as to develop mutual understanding and respect between two parties

Execution

3 Social Missions Lin Heung House strives to achieve:

Cultural Diversity and Public Engagement

We will feature scent cultures in different South Asian regions via a variety of scent-making workshops and products. It opens a window for the public to know more about the **ethnic minority cultures and living styles** through how they use scents in their daily lives.

Empowerment and Skills Advancement

We cooperate with local NGOs to launch the **“Train-the-Trainer” program** in which ethnic minority participants will be equipped with basic incense-making knowledge and various soft skills. They can assist in delivering scent-making workshops and developing products with unique features. It can enhance not only their skill sets but also sense of belongings to the community. We would like to **create shared values**, instead of offering one-off support.

Promotion of Creativity and Connection with Mother Nature

Creativity comes from mess. During the trial-and-error process, we brainstorm ideas, test the water and produce something great. In our scent-making workshop, we will use materials that participants probably have never thought of (e.g., elephant poop). It is actually a common practice in many South Asian countries, very original and nature, yet being forgotten by people living in a concrete jungle like us.

Cultural Diversity and Public Engagement

Public Sharing Session & Media Coverage



The Story of Dharavi



The Story of Varanasi



The Story of Old Delhi



Sharing the scent-learning journey in India at a public seminar held in Tai Kwun, Central, with Krishna Pujari, CEO of India Reality Tours & Travel (TEDx Talk Speaker)



Using Masala as a medium to promote the diversified dining cultures and engage public visitors through an interactive and interesting way

Cultural Diversity and Public Engagement

Hello Masala



Promoting Masala, the unique dining culture in South Asian regions, to corporate employees (e.g. Lane Crawford) and university students (e.g. Cultural Awareness Week at CityU)

Cultural Diversity and Public Engagement

Hello Masala

Mini SCENT Library



A wooden cabinet displaying 36 bottle of glass of raw materials, serving at ***Hello Masala***.



Empowerment and Skills Advancement

Train-the-Trainer Program



Even we are living in a city dubbed as concrete jungle, you can experience a moment of nature at Lin Heung House. Linger around the aroma of nature, the smell of freedom boosts your creativity and relieves your stress.

Empowerment and Skills Advancement

Train-the-Trainer Program



We collaborated with NGOs to recruit and train ethnic minority participants from underprivileged families to be our Scent Ambassadors. They will get involved in the product development and class planning instead of handling low-skilled tasks. In the process, they can enhance their project management skills, interpersonal abilities and business acumen. With more exposure in the workplace, they will be able to look for more advanced jobs in the future. In this way, they can not only strengthen their self-esteem, but also set their roots in this city by developing their careers and sense of belongings.

Empowerment and Skills Advancement



Train-the-Trainer Program



Up to May 2021, 9 training workshops for over 50 ethnic minority participants have been organized at community centres and our studio. After the training, they must complete a certain number of practicum hours before officially become one of our partner tutors.



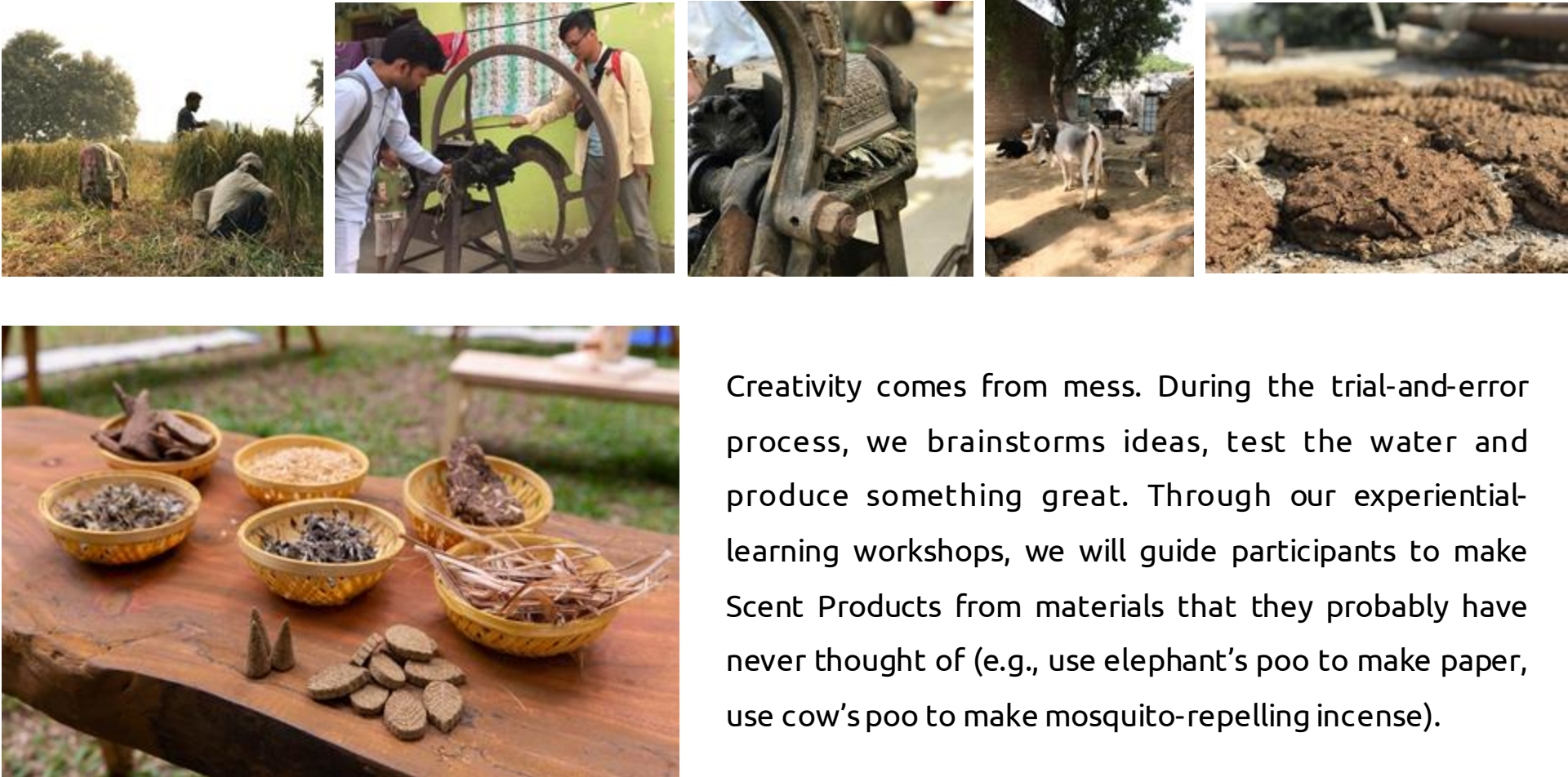
In here, ethnic minorities participants can finally calm themselves down and listen to their heart. Let their heartbeat compose a harmony of their leisure life and learn how to use different types of tools with us.

Empowerment and Skills Advancement

Workshop Design and Product Development



Promotion of Creativity and Connection with Mother Nature



Creativity comes from mess. During the trial-and-error process, we brainstorm ideas, test the water and produce something great. Through our experiential-learning workshops, we will guide participants to make Scent Products from materials that they probably have never thought of (e.g., use elephant's poo to make paper, use cow's poo to make mosquito-repelling incense).

Challenges for Running A Social Enterprise in Hong Kong



Funding, Business and
Community Networks, and
Operation Wisdom



Public Recognition and
Awareness



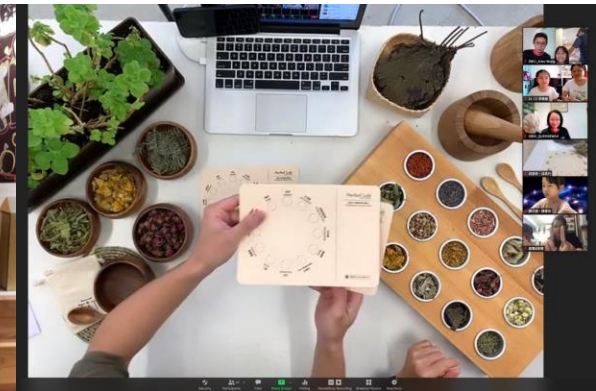
Collaboration and
Communication with Target
Beneficiaries



Rules and Regulations;
Product Variety



Partnership Management



Digital Transformation