

「未來城市・城市未來」 Services for a Better City



「未來城市・城市未來」的緣起

香港這個城市物質豐富，人口稠密，生活節奏明快，而且競爭激烈。基督教家庭服務中心在重新檢視社會需要時，察覺隨著社會進步及經濟發展，社會問題演變得越來越複雜，而城市人亦追求更高的生活質素和更高層次的權利和價值。

The Origin of 'Services for a Better City'

Hong Kong is an affluent, modernised yet densely populated and highly competitive city. When reviewing the needs of the community, Christian Family Service Centre realised that social problems have become more complex with socio-economic development and people's pursuing of higher quality of life and associated rights and values.

「未來城市・城市未來」時序表 Timeline of 'Services for a Better City'



確立「未來城市・城市未來」的服務宣傳方向
Confirmed the direction of CFSC services promotion

9/2016



前期宣傳：快閃活動@觀塘 / 順天邨
Pre-launch promotion:
Flash Mob activities @
Kwun Tong & Shun Tin Estate

4/2017



「現在x未來」研討會
'The Future is Now' Forum

29/4/2017

我們如果希望繼續提供有效的服務，必須要清楚了解服務對象所身處的環境，也就是我們的城市，服務才能與時並進，創新才有方向，有持續的可能。此外，社會服務是城市的重要一環，我們有責任參與城市建設，倡議改革，解決問題。

就這樣，本會的服務定位，便由「優質服務」向前踏出一步，把目光及關注點落在「建設一個更美好的城市」上，Services for a Better City。新的服務定位要求有一定的前瞻性，但未來是這樣的不確定，難以掌握。我們和城市中人一樣，對未來的城市狀況並沒有水晶球，也沒有清楚前行的確定路徑，但我們知道我們首要的工作，是需要調整心態，同時確立工作的社會價值和服務願景。

在心態方面，我們相信縱使一個人對現狀諸多不滿、對將來充滿疑惑，也應該抱著積極的心態，相信自己可以改變環境，掌握未來，並付諸實行。假如社會上大多數人都能夠懷抱積極的態度生活，城市的未來就會很不一樣。

除了心態，在服務方面，本會也作出了調整，把七十多項服務歸納為十個核心服務和二項特別服務。每一項服務都環繞著一個重要的社會核心價值，這些社會價值包括「愛家」、「夢想」、「護老」、「關愛」、「希望」、「豐盛」、「健康」、「共融」、「宜居」、「公義」、「進步」和「卓越」。我們鋪陳這些社會價值，除了是為各項服務提供導航，也希望這些價值觀在社會上得以廣泛持守和強化。

從今年三月份開始，本會以「未來城市•城市未來」的主題推行了一系列的宣傳活動。藉著這些宣傳活動，我們希望讓市民、伙伴、和服務受眾認識本會醞釀中的新面貌，也鼓勵市民和伙伴給予意見和參與我們的行列，共同創建這個城市的未來。

CFSC should have a thorough understanding of the environment where our service users live to continuously provide effective, progressing, innovative and sustainable services. Since social service is a vital part of the city. CFSC is accountable to participate in urban construction, reform advocacy, and problem solving, aiming to establish a better future for our city.

Therefore, CFSC has made a step forward and transform our vision and focus from 'Quality Service' to 'Establishing Better Services for a Better City'. The new service positioning will have a certain vision for the future, while remain flexible to cope with the uncertainties of the future. Although CFSC could neither predict the future of the city nor have a clear path to follow, we are always well prepared while adjusting the mindset to establish a core social value and objective for our services.

Despite of any dissatisfaction for the present and doubts for the future, we believe that individuals can still hold a positive attitude and trust themselves to overcome challenges and seize the future. If the majority in the society upholds positive attitude towards life, the future of this city will be full of hopes and colours.

Thus, we have made adjustments in the service areas and re-grouped our 70 plus service units into 10 core services and 2 special services, with each revolves around a core social value, including 'Love Your Family', 'Dream', 'Care for Elders', 'Caring', 'Hope', 'Flourishing', 'Health', 'Social Inclusion', 'Livable City', 'Justice', 'Advance' and 'Excellence'. We propose these core social values not only to give directions for our service development, but also to spread and strengthen these values in the society.

Since March 2017, the Agency has launched a series of promotional campaigns with the theme of 'Services for a Better City'. Through the campaign, we hope that the public, strategic partners and service users could not only have a better understanding of the new image of CFSC, but also voice out their opinions, and work together with us for a better city in the future.

5/2017



宣傳網站正式啟動
Launched the official website
www.cfscbettercity.org

23/5/2017



「未來城市•城市未來」午餐會
'Services for a Better City'
Branding Luncheon

26/5/2017



「未來城市•城市未來」
展覽@總部愛心廣場
'Services for a Better City'
Exhibition @ CFSC Headquarters

18-20/8/2017



「未來城市•城市未來」
展覽第二站@時代廣場
'Services for a Better City'
Exhibition @ Times Square

服務主題海報 Thematic Poster for Services



活動花絮 Event Highlights

「現在 x 未來」研討會 'The Future is Now' Forum



「未來城市 • 城市未來」午餐會 'Services for a Better City' Branding Luncheon



「未來城市・城市未來」展覽 @ 總部愛心廣場 Exhibition @CFSC Headquarters



「未來城市・城市未來」展覽@時代廣場 Exhibition @Times Square

