

三期《SEE》雜誌的照片  
The 3 Issues of SEE Magazine



## Project S+E+E

Ms Patsy Cheng, Ms Carol Kwok  
and Ms Veronica Luk

Project S+E+E was the inspiration of its three founding members, Patsy Cheng, Veronica Luk and Carol Kwok, all of whom were experienced journalists sharing a dream of establishing an alternative knowledge-based media for sustainable development in Hong Kong.

We aim to create an attitude towards living under the framework of the three fundamental components of sustainable development: Social Equity, Economic Growth and Environmental Protection.

### Objectives

- (a) To publish a free, quarterly Chinese language magazine, SEE Magazine; and
- (b) To set up a website to spread the message and exchange views on sustainable development in Hong Kong.

### The Project

Project S+E+E started as one of the eight grantees in the first round of the Sustainable Development Fund applications. Our project was to publish four issues of SEE Magazine within one year under the Sustainable Development Fund. We accomplished this in the summer of 2005 when the 4th issue of SEE Magazine was published. We have also set up our website ([www.project-see.net](http://www.project-see.net)) since winter 2004 to promote sustainable development in Hong Kong.

In between issues, SEE Magazine organized a poll on "Ethical Corporations in Students' Eyes" in January 2005, the results of which were announced in March 2005. The event attracted extensive media coverage and awareness from corporations of their corporate social responsibilities.

### Our Way Forward

The magazine has received a lot of positive feedback from the community which motivates us to continue moving forward. It also proves that a sustainable development concept magazine can develop its own niche readership within Hong Kong. SEE Magazine now has 1,031 registered members already!

We have now set up a limited company, SEE Network, to carry forward our vision beyond the end of the funding period. SEE Network is a further development and extension of the original Project S+E+E. We will put into practice an alternative sustainable business model to realize our vision into action and will continue to publish SEE Magazine.

Following the end of the Sustainable Development Fund sponsorship, we have subsequently published the 5th issue of SEE Magazine in October 2005 and the 6th in February 2006. So far, we have managed to sustain financially. We certainly hope to expand to other areas and new ventures in addition to the publishing the magazine. In essence, we are committed to making a meaningful and lasting change in the society towards sustainable development.