

EAC Social Responsibility - UNESCO Run for Peace

“I want a ‘purple run’ in Hong Kong”. It all started with this vision which UMW East Asia centre director Christina Siu shared with me at the social responsibility dinner in early 2018. This led to Manchester MBA supporting UNESCO Hong Kong’s Run for Peace in December 2018, in which UMW was a sponsoring organisation. They walked the walk (ran, rather!), with my MBA Alumni taking awards for their team effort.

UNESCO, short for The United Nations Educational, Scientific, and Cultural Organization, is a specialised agency of the United Nations, dedicated to education, science and culture. The organisation promotes the UN’s 17 Sustainable Development Goals. Amongst other goals such as innovation, fighting poverty, and gender equality, promoting peace and sustainable development has been a priority on UNESCO Hong Kong’s agenda.

According to UNESCO Hong Kong, “Run for Peace” was a way to promote and increase awareness of peace, including social peace, political peace, individual peace, cultural peace, and ecological peace. Held in the most beautiful parts of Hong Kong, UNESCO park in Sai Kung, this year’s theme was “Hand in Hand”, in the hope of fostering mutual understanding between participants, which ultimately builds a peaceful community.

Congratulatory messages were sent from world UNESCO leaders, Mr. Dhirendra Bhatnagar, President of the World Federation of UNESCO Clubs, Centres and Associations, and Prof. Toa Xiping, Hon. President of the World Federation of UNESCO Clubs, Centres and Associations.

Amongst these, UMW East Asia Centre was a proud sponsor of this cause. Just as academia promotes thought leadership, a charity run promoting UN’s Sustainable Development Goals was an elegant and befitting gesture of collaboration for a global institution such as AMBS. I do believe, that everything starts with awareness. Knowledge builds action.

Since the day I interviewed for the Global MBA programme, the strength of the alumni network and how the centre is walking the walk of social responsibility were strong drawcards for me to want to be part of this formidable institution.

As a foreigner from New Zealand and a woman in finance working in Hong Kong, I wanted to broaden my social and cultural capital in Hong Kong. The university’s strong focus on a socially responsible agenda gave me confidence I could do exactly that. This social capital, and the appreciation of the power of connection I have learned through my MBA programme, gave me the confidence to push through and help connect these two organisations.

The purple wave comprised of Manchester alumni stood out prominently among 1,000 runners. As an added bonus, a UNESCO Board member and a participant runner found the purple wave and reconnected with our alumni network, with a promising agenda to work together on community service efforts.

It was one committed statement from centre director Christina, that the University wanted a purple run in Hong Kong. And it started a pathway for connecting organisations and people for being socially responsible in meaningful ways.

On a personal note, I felt very proud seeing purple logos marked at the start and the finishing line as a key supporting organisation, because I felt included in the cause and was thankful for the chance to collaborate.

Perhaps that's how the world is now. We collaborate, and we co-create for great causes. It starts with connecting likeminded people.

Donna Buckland, MBA, CPA

MBA Alumna 2018

President

Rotary Club of Hong Kong

Finance Director, Prudential Corporation Asia

SUSTAINABLE DEVELOPMENT GOALS

