



UNLEASH AN AESTHETIC POWER OF DIFFERENCES



Suite 2403, 24/F, Million Fortune Ind. Centre,
 34-36 Chai Wan Kok Street, Tsuen Wan, N.T.
 @Dream Impact, Unit C, 4/F,
 760 Cheung Sha Wan Road, Kowloon
 regards@designbypods.hk
 (852) 6557 3346 designbypods.hk
 (852) 6557 3346 designbypods-hk
 designbypods.hk @designbypods.hk

IMPACT FACTSHEET 2020-23

DESIGN STUDIO MZ+MM

無狀無名設計事務所

We are a Hongkong-based work integration social enterprise, which provides graphic design services. Our team embraces hearing designers and the People with Disabilities (PwDs). We diligently practise Diversity, Equity and Inclusion (DE&I) creating shared values together with our clientele and partners.

- OUR VISION**
Conform a true inclusion — socially, culturally & commercially
- OUR MISSION**
Map out career paths for designers with disabilities; not just create entry points
- SOCIAL AIM**
Nurture PwDs' (covert) visual strengths and aesthetic, helping them to be prepared in the workforce

- Primary Beneficiary**
Hearing Impairment
- Secondary Beneficiaries**
Physical Impairment, Autism Spectrum, Chronic Illness/Others

- Intermediate SEE Mark No. SEE 0114**
Social Enterprise Second Tier Endorsement Mark (May '23 – May '26) Issued by the Hong Kong General Chamber of Social Enterprises (GCSE)
- Listed in the **SE Directory & SE Tree Mark programme**

- Non-Resident Partner (NRP) of **Dream Impact**
- Associate Member of **Fullness Social Enterprise Society (FSES)**
- Organisational Talent in **Jockey Club Platform for Inclusion**

- We support **Sustainable Development Goals (SDG)**
10 REDUCED INEQUALITIES, 17 PARTNERSHIPS FOR THE GOALS

- Our Finance**
Privately Funded
Tax-exempt under Section 88
N.G.O. Background

Founder of Design Studio MZ+MM:
Alan T.F. SO (he/him)

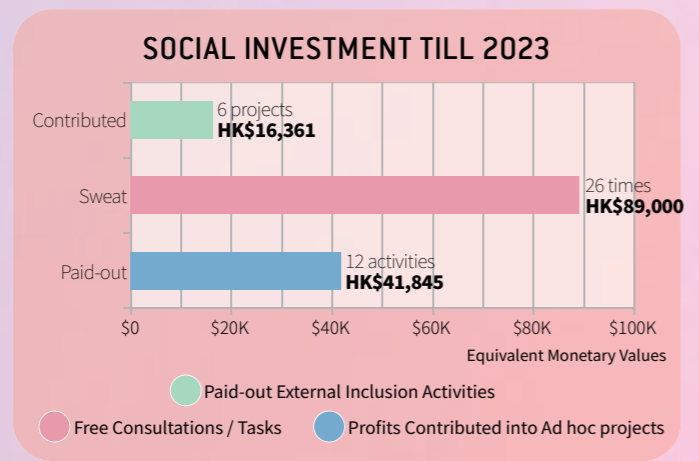
- Designation:** Design Director & Visual Arts Guru
- Credential:** Associate Member of Hong Kong Designers Association
- Experience:** 20+ years, including advertising agencies & creative consultancy to fashion brands
- Skill inputs:** Design expertise & observation aptitude
- Mentoring scope:** Self-learning & creative inspiration

ADVISORS AND VOLUNTEERS
8+4 PPL

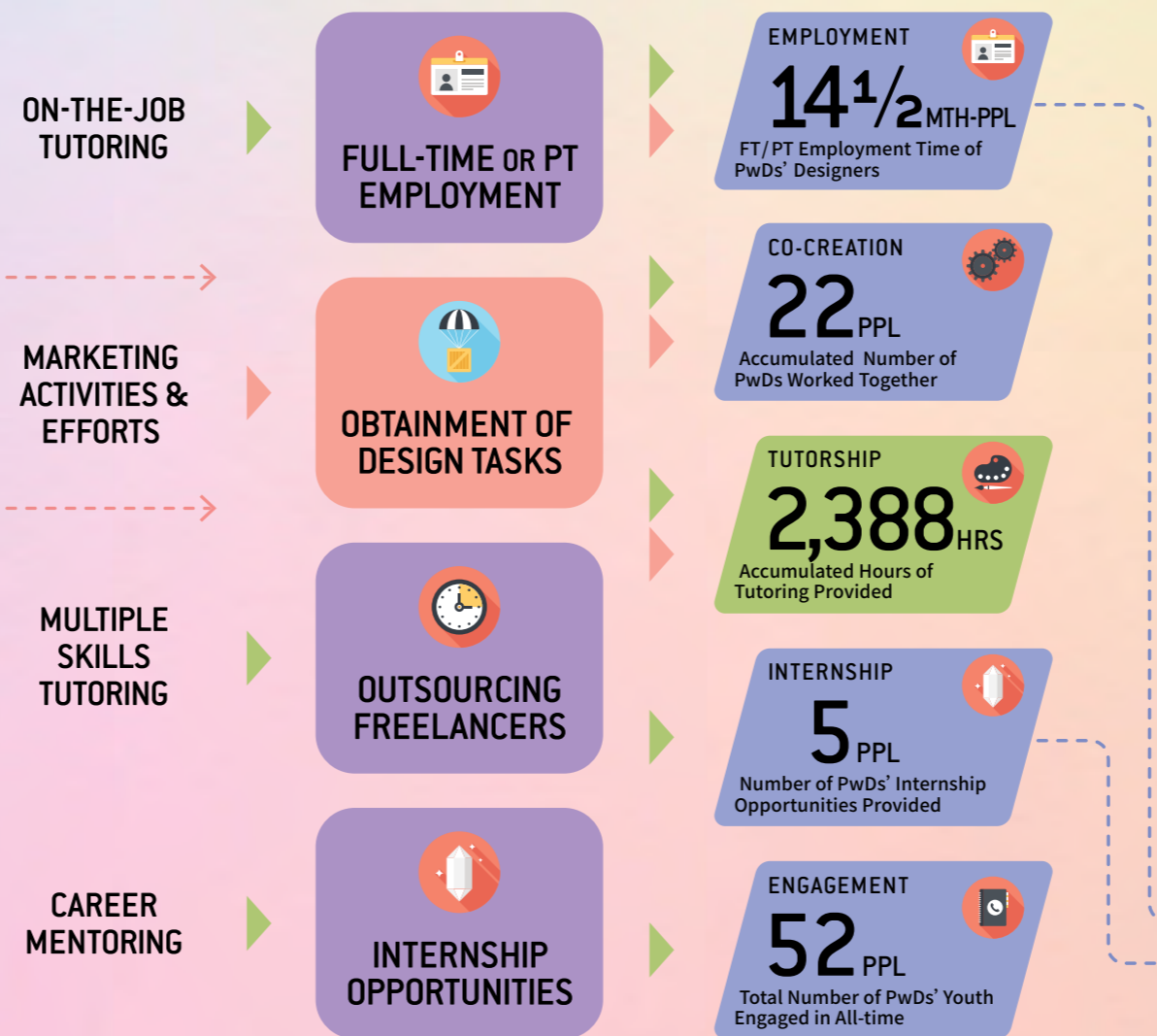
PAID-OUT INCLUSION ACTIVITIES AND FREE COLLABORATIONS
12+26 TIMES
Free collaborations worth HK\$3.6K each on average

FREE PITCHES SUCCEEDED VS FAILED
1/13 TIMES
Free pitches worth HK\$40K in aggregate

PROJECTS GAINED VS QUOTATIONS MADE
73/163 TIMES



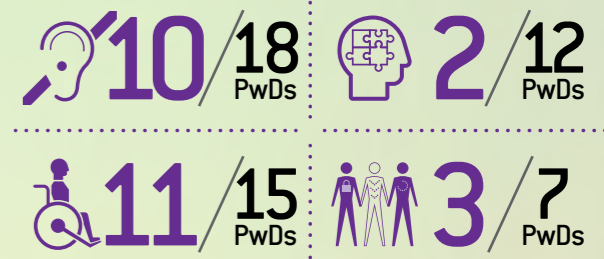
- WHY**
•Disadvantageous underprivileged
•Mismatched employment
•Ineffective stubborn mechanism
- HOW**
•Effective and precise tutoring
•Discovering PwDs' strengths
•Creative and flexible strategies
- WHAT**
•Individual: Maslow's Hierarchy of Needs (Esteem needs and Self-actualisation)
•Societal: Diversity, Equity & Inclusion



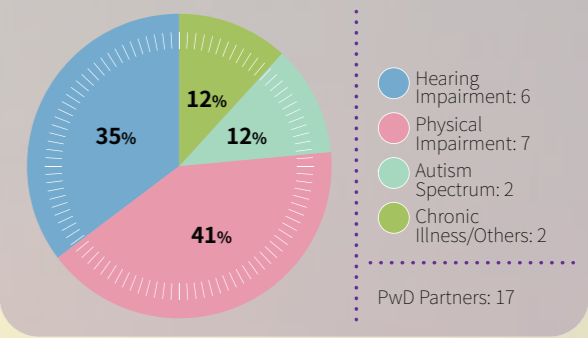
OUR INPUT ▶ OUR ACTIVITIES ▶ SOCIAL OUTPUTS ▶ SOCIAL OUTCOMES

DIVERSITY, EQUITY & INCLUSION

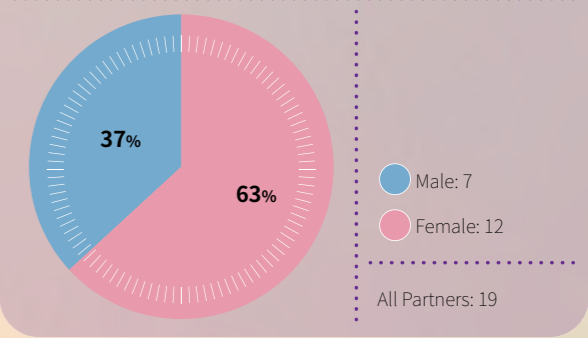
Accumulated Number of All PwDs Worked Together vs Engaged All-time



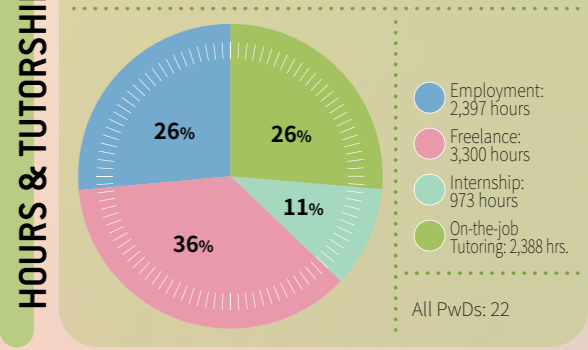
DIFFERENCES OF OUR CREATIVE PWDS



GENDERS OF OUR CREATIVE PARTNERS



STATUS OF WORK HOURS FOR ALL PWDS



POSSIBLE CONTINUING DESIGN CAREER
1 PPL
Number of Interns Continued to Study in Design Stream in Higher Education

SUCCESSFUL ENTRY INTO FREE MARKET
1 PPL
Ex-employees (without Experience beforehand) Obtained a New Post in Design Field (Working for More than One Year)

* As of July 2023; run the prototype since January 2020 and founded the social enterprise in August 2020