

Hong Kong – 4 July 2021

A Group of 'Whiz Kid Entrepreneurs' Come to the Academy. Do You Know the Reason Why?

Initially, they participated in the Junior Achievement Company Programme 2020/2021 and set up Terra. They are a group of student members who want to protect the Earth.



Terra members are trying to persuade the academy staff to purchase their environmentally friendly products.

Terra's story originates from the covenant of a little boy and an old man...

The old man said, 'Did you remember? Our blue planet coexists with man and nature. To restore the order of the Earth, we need to rebuild the relationship between man and nature. The process requires affection and breaking the habit of selfishness.'

The old man took out a seed and continued to speak to the little boy: 'Can you promise me that you will safeguard our planet earth? By protecting this seed, cultivating, and rekindling man and nature's relationship with warmth, and love. Can you promise to keep that promise?'

'I promise.' The little boy replied in a trembling but determined voice.

Snapshot

The old man handed the little boy the seeds under the sun. The sun's rays filtered through the branches of the neighbouring tree onto the seeds.

The little boy was willing to hold on to the seeds of environmental protection and perform his ultimate effort on protecting planet earth...

The word Terra represents the Earth. The members of JA Company Programme 2020/2021 believe the Earth constitutes the fundamental source of everything, and that environmental protection is a bridge between the Earth and us. It is also the cornerstone of coexistence. Seeing as the clothing industry is the world's second most polluting industry, they designed a series of Terra T-shirts and cotton bags with the global organic textile certification GOTS 'organic, natural, decomposable' material.



Do you agree with their beliefs?

The Advanced Learning Experience Division (ALED) has always designed challenging advanced learning opportunities for gifted students, as well as practice and experiential learning that keep pace with changing times. ALED also aims at developing students' entrepreneurial spirit, create career readiness and financial management knowledge, and help students achieve their aspirations and unleash their potential. The JA Company Programme 2020/2021 is an annual activity of the ALED. In this programme, the student members will engage in activities in the business cycle activities such as fund-raising, business development, production and marketing, and liquidation over a period of eight months.

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The Hong Kong Academy for Gifted Education, a subvented non-governmental organisation, was established in 2008. It aims at serving the education sector in Hong Kong, offering the latest information, support and appropriate learning opportunities to gifted students, their parents, teachers and other stakeholders engaged in gifted education. Most of its programmes are provided free-of-charge.