賽馬會齡活城市
「全城．長者友善」計劃2020
Jockey Club Age-friendly City Partnership Scheme 2020



賽馬會齡活城市
Jockey Club Age-friendly City

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The Hong Kong Jockey Club Charities Trust

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獻辭
Message



香港賽馬會慈善信託基金一直積極推動香港發展成為長者及年齡友善城市，以提升不同年齡人士的生活質素。有見及此，馬會於2015年主導展開「賽馬會齡活城市計劃」，透過採取由下至上、地區為本的模式，在全港十八區提倡長者及年齡友善的文化，並鼓勵社區參與，共同建構齡活城市，希望藉此改變公眾對「年老」的固有觀念。

在香港特區政府、區議會、學術界及非政府機構齊心協力下，全港十八區更全部獲得世界衞生組織接納加入「全球長者及年齡友善城市及社區網絡」，令我深感鼓舞。此外，各區亦已透過所屬區議會識別或成立專責組織，定期探討相關議題。

馬會慈善信託基金重點推動不同類型的關愛長者服務，以提倡活出豐盛晚年。我們旨在透過社區為本的模式，提升長者健康及整體福祉，並增加他們在社區的參與度。這些支援反映馬會秉持致力建設更美好社會的宗旨，以獨特綜合營運模式，透過稅款及慈善捐款，將博彩及獎券收入回饋香港。

社會各界需要齊心協力，才能進一步適時適切地推出及調整相關措施、服務和產品，讓不同年齡組別、需要及能力的市民都能無障礙地共同享用。這正好說明「賽馬會齡活城市『全城・長者友善』計劃」所展現的協作精神，具有十分重要及深遠的意義。我們樂見不同界別、不同行業更積極推行長者及年齡友善措施，參與計劃的公司及機構數目較上一屆增加逾七成。

促進長者身心健康及自主活躍能力，是一段需要持續推動的歷程，每一份努力都是不可或缺的。因此，我們積極夥拍學界、政府、公營機構、地區團體、商界及商會等持份者，致力推廣本港的長者及年齡友善環境及文化。

我衷心祝賀本年度各項大獎得主及所有參加者，為他們的傑出貢獻致意；亦感謝各計劃合作夥伴和公眾人士的支持及參與。期望香港在構建齡活城市方面取得更重大的進展。

張亮先生
香港賽馬會
慈善及社區事務執行總監
二零二一年六月

The Hong Kong Jockey Club Charities Trust supports Hong Kong's development as an age-friendly city to enhance the quality of life of all our citizens as they age. It is for this reason we initiated the Jockey Club Age-friendly City Project in 2015. Through a bottom-up, district-based approach, the initiative aims to promote an age-friendly culture in all 18 districts in Hong Kong, encourage community participation, drive mindset changes among the public towards "ageing", and ultimately help build an age-friendly city.

Through the concerted efforts of the HKSAR Government, District Councils, academia and non-governmental organisations, all 18 districts in Hong Kong are now part of the World Health Organization's Global Network for Age-friendly Cities and Communities. Additionally, all districts have identified or set up dedicated groups under their District Councils to regularly discuss related issues.

Positive ageing and elderly care is a key strategic focus area of the Club's Charities Trust. Our goal is to improve older adults' health, wellbeing and involvement through community-centred approaches. Our support is made possible through the Club's integrated business model through which we make tax and charitable contributions for the betterment of society.

Concerted action is required to make further strides in offering and adapting practices, services and products that are accessible to and inclusive of different ages, needs and capacities. That is why collective efforts, as shown through The Jockey Club Age-friendly City Partnership Scheme, are so important and worthwhile. We are glad to see the active participation of different sectors and industries in adopting age-friendly practices, with a 70% increase in the number of participating companies and organisations as compared with last Scheme.

The journey to advancing wellness and empowerment is a continuous one and one where every effort matters. In partnership with academia, the Government, public bodies, community groups and the business sector and business chambers, we are improving our city's age-friendly environment and culture.

My warm congratulations go to this year's diverse array of awardees and all participants for their noteworthy achievements. I am grateful to all our partners and the public for their support and participation. I look forward to our city's further progress.

Mr. Leong CHEUNG
Executive Director, Charities and Community
The Hong Kong Jockey Club
June 2021

背景
Background

賽馬會齡活城市計劃
Jockey Club Age-friendly City Project

為應對本港人口老化帶來的挑戰和機遇，香港賽馬會慈善信託基金自2015年起，聯同本地四間老年學研究單位，包括香港中文大學賽馬會老年學研究所、香港大學秀圃老年研究中心、嶺南大學亞太老年學研究中心，以及香港理工大學活齡學院，推行「賽馬會齡活城市計劃」。

「賽馬會齡活城市計劃」旨在於社區推廣年齡友善的風氣；建立地區可以持續提升長者及年齡友善程度的框架；以及加深公眾對長者及年齡友善城市的認識，並鼓勵社區參與，共同推動香港成為「齡活城市」。

In response to the challenges and opportunities arising from the city's ageing population, The Hong Kong Jockey Club Charities Trust ("the Trust") has implemented the Jockey Club Age-friendly City Project ("JCAFC Project") since 2015 in partnership with four gerontology research institutes in Hong Kong, i.e. CUHK Jockey Club Institute of Ageing, Sau Po Centre on Ageing of The University of Hong Kong, Asia-Pacific Institute of Ageing Studies of Lingnan University, and Institute of Active Ageing of The Hong Kong Polytechnic University.

The JCAFC Project aims to build momentum in districts to develop an age-friendly community; recommend a framework for districts to undertake continual improvement for the well-being of our senior citizens; and arouse public awareness and encourage community participation in building an age-friendly city.

何謂「齡活城市」？
What is an Age-friendly City?

「賽馬會齡活城市計劃」建基於「長者及年齡友善城市」的概念。世界衞生組織於2005年開展「全球長者及年齡友善建設計劃」，並確認了在城市環境中促進積極晚年的主要元素，涵蓋八個範疇。

「齡活」包含靈活、積極的意思。馬會慈善信託基金希望透過計劃，提倡長者及年齡友善文化，鼓勵大眾關注不同年齡人士的需要，改變對「年老」的固有觀念，並與社區不同持份者共建「齡活城市」，讓香港成為適合不同年齡人士生活的地方。

The World Health Organisation launched the Global Age-friendly Cities Project in 2005, while it has identified factors and key elements of the urban environment that support active and healthy ageing, covering eight domains.

Through the Jockey Club Age-friendly City Project, the Trust aims to promote age-friendly culture in Hong Kong, encourage the public to be aware of the needs of people of different ages, and drive mindset changes towards "ageing". The Trust joins hands with various stakeholders to build Hong Kong into an age-friendly city which can cater for the needs of all ages.



世衞確認「長者及年齡友善城市」的八大範疇
The eight domains of an age-friendly city identified by WHO

為何建構「長者及年齡友善城市」對香港如此重要？
Why is it vital to develop an Age-friendly City in Hong Kong?

香港的人口正急劇老化，預計未來的情況會愈趨明顯。在2015年，本港有大約112萬名65歲或以上的長者，即佔總人口約七分之一。根據香港特區政府最新的推算，本港人口在未來數十年將以較慢的速度增長。到2040年，香港總人口將達到810萬，當中有接近三分之一(大約255萬)為65歲或以上長者。

長者人口數目持續上升，將為本地經濟帶來不同的啟示。事實上，不少長者依然健康活躍，而且具有較高教育水平，可以繼續為社會作出貢獻，例如重新投入工作、擔任義工和協助照顧家中年幼成員等。面對人口老化，世界各地均十分重視並積極建立長者及年齡友善城市，讓年長人士能夠以正面、積極的態度，有尊嚴地享受晚年生活。

Hong Kong is facing a rapidly ageing population and the trend is expected to be more apparent in the years ahead. In 2015, there were approximately 1.12 million elderly people aged 65 or above, which means approximately one in seven people is an elderly person. In accordance with the latest projection by the HKSAR government, our population will continue to grow at a decelerating pace in the next few decades, reaching 8.1 million in 2040 of which almost one out of three people (about 2.55 million) will be aged 65 or above.

The booming population of the elderly will have different implications on the local economy. Many elderly people in Hong Kong are healthy, active and well-educated. They can continue to contribute to the community by, for instance, rejoining the workforce and providing volunteer services and even taking care of younger family members. In response to the ageing population, many societies attach great importance to building up an age-friendly city where senior citizens can enjoy their golden years in a positive, meaningful and dignified manner.

賽馬會齡活城市「全城·長者友善」計劃
Jockey Club Age-friendly City Partnership Scheme

為鼓勵社會各界人士共同建構長者及年齡友善城市，「賽馬會齡活城市計劃」自2018年起推出「賽馬會齡活城市『全城．長者友善』計劃」(下稱「本計劃」)。來自不同界別的公司或機構，只須在其業務或營運單位中推行長者及年齡友善措施，或提供針對長者需要的產品或服務，即可參加本計劃及獲得認證。今屆計劃共吸引逾140間公司及機構參與。

本計劃更邀請到香港中華總商會、香港中華廠商聯合會、香港工業總會及香港總商會作為支持機構。

In order to encourage different community sectors to build an age-friendly city, the JCAFC Project has launched the "Jockey Club Age-friendly City Partnership Scheme" ("the Scheme") since 2018. Under the Scheme, companies or organisations in different sectors which have adopted age-friendly practice(s) in their businesses or operations, or provided product(s) or service(s) catering for the needs of elderly people, will be recognised. Over 140 companies and organisations joined the Scheme in 2020.

The Scheme is supported by the four major business chambers in Hong Kong, namely The Chinese General Chamber of Commerce, Hong Kong, The Chinese Manufacturers' Association of Hong Kong, Federation of Hong Kong Industries and Hong Kong General Chamber of Commerce.

目標
Objectives

鼓勵社會不同界別的持份者，包括商界、政府部門及公共機構，攜手建立齡活文化，並在社區建設長者及年齡友善的環境；
To encourage different community stakeholders, including the business sector, government departments and public bodies, to develop an age-friendly culture and build an age-friendly environment in the community;

為長者及中高齡人士提供有用的資源及資訊，讓他們在社區積極享受生活；及
To provide useful resources and information to elderly people and the soon-to-be-olds so that they can achieve active ageing in the community; and

提高公眾對長者及年齡友善城市重要性的認知，並帶動公眾尊重長者。
To arouse public awareness over the importance of an age-friendly city and motivate the public to respect elderly people.

獎項及認證
Awards & Recognition

第一部分 – 計劃標籤
Part I – Scheme Sticker

所有在香港註冊及營運之公司、政府部門及公共機構均可參與。參與計劃的公司或機構須實行至少一項長者及年齡友善措施或活動，或提供針對長者需要的產品或服務，便可獲發計劃證書及標籤，以表揚其參與及貢獻。

All companies, government departments and public bodies which operate and have registered in Hong Kong are welcome to join the Scheme. Participating companies or organisations which have adopted at least one age-friendly practice, would receive a set of Scheme's certificate and age-friendly stickers to recognise their participation and contribution in promoting an age-friendly culture in Hong Kong.

第二部分 – 特別大獎
Part II – Special Awards

為表揚公司或機構在推廣長者及年齡友善文化上的傑出表現，計劃特設七項特別大獎，包括：

To recognise companies or organisations which have demonstrated outstanding performance in promoting an age-friendly culture, seven Special Awards have been set up under the Scheme, including:

齡活就業大獎 Age-friendly Employer Award

表揚獲獎企業或機構在鼓勵長者就業所作出的貢獻
To recognise the awardees' continuous efforts in encouraging elderly employment

齡活設施大獎 Age-friendly Facilities Award

表揚獲獎企業或機構為長者提供便利和完善的設施
To recognise the awardees' contribution in providing accessible and well-maintained facilities which specifically cater for the needs of the elderly

齡活創意大獎 Age-friendly Innovation Award

表揚獲獎企業或機構在設計及提供針對長者需要的創新產品、服務或活動上所作出的努力
To recognise the awardees' efforts in designing and providing innovative products, services or programmes which specifically cater for the needs of the elderly

齡活協作大獎 Age-friendly Collaborator Award

表揚獲獎企業或機構透過運用各方資源(如內部人力資源、與其他商業或非牟利機構合作)，從而持續推動或實踐惠及長者的年齡友善措施或活動
To recognise the awardees' contribution in mobilising different resources (e.g. internal manpower, joint collaboration of business sector or non-profit sector) to launch age-friendly initiatives or practices that benefit the elderly on a sustainable basis

齡活商業大獎 Age-friendly Business Award

表揚獲獎企業或機構推出長者及年齡友善的服務或產品，從而開發新的業務組合，帶動商機
To recognise the awardees' efforts in introducing age-friendly services or products so as to form a new business model

友善人情大獎 Our City's Story Award

表揚獲獎企業或機構透過推行長者及年齡友善措施譜出勵志故事，並為推廣本港長者及年齡友善文化帶來正能量
To recognise inspiring story developed under the awardees' age-friendly initiatives that has a great impact on promoting an age-friendly culture in Hong Kong

我最喜愛的全城·長者友善計劃大獎 My Favourite City Partnership Scheme Award

表揚由公眾人士在「賽馬會齡活城市計劃」Facebook專頁投票選出最喜愛的長者及年齡友善措施、活動、產品或服務
To recognise the most favourite age-friendly practice/ activity/ product/ service selected by public voting on the JCAFC Project's Facebook Fan Page

評審團及評審準則 Judging Panel and Judging Criteria

特別大獎之評審團包括「賽馬齡活城市計劃」諮詢委員會成員，以及計劃夥伴、政府和非政府機構之專業代表。評審團根據長者及年齡友善措施的(1)創意及創新性、(2)對社會的影響、(3)資源投放以及(4)項目之可持續性，評估參與公司或機構的表現。

The judging panel of the Special Awards includes members of the Advisory Committee of JCAFC Project, professional experts from Project partners, government officials and NGOs. Judging criteria include (1) Creativity and innovation, (2) Social impact, (3) Resources devoted and (4) Sustainability of the project.

評審團 Judging Panel

香港賽馬會 The Hong Kong Jockey Club

張亮先生 慈善及社區事務執行總監	**Mr. Leong CHEUNG** Executive Director, Charities and Community

香港特別行政區政府 HKSAR Government

陳百里博士 商務及經濟發展局副局長	**Dr. Bernard CHAN** Under Secretary for Commerce and Economic Development
梁松泰先生 社會福利署署長	**Mr. Gordon LEUNG** Director of Social Welfare

「賽馬會齡活城市計劃」諮詢委員會/專業支援團隊成員 Members of the Advisory Committee / Professional Support Teams of the Jockey Club Age-friendly City Project

區美蘭博士 香港理工大學 應用社會科學系前副教授	**Dr. Alma AU** Former Associate Professor, Department of Applied Social Sciences The Hong Kong Polytechnic University
張滿華博士 香港房屋協會 前總經理(長者服務)	**Dr. CHEUNG Moon-wah** Former General Manager (Elderly Services) Hong Kong Housing Society
蔡海偉先生 香港社會服務聯會 行政總裁	**Mr. CHUA Hoi-wai** Chief Executive The Hong Kong Council of Social Service
林正財醫生 安老事務委員會 主席	**Dr. LAM Ching-choi** Chairman Elderly Commission
林一星教授 香港大學 秀圃老年研究中心副總監	**Prof. Terry LUM** Associate Director, Sau Po Centre on Ageing The University of Hong Kong
莫家豪教授 嶺南大學 副校長	**Prof. Joshua MOK** Vice-President Lingnan University
胡令芳教授 香港中文大學 賽馬會老年學研究所所長	**Prof. Jean WOO** Director, CUHK Jockey Club Institute of Ageing The Chinese University of Hong Kong

齡活就業大獎
AGE-FRIENDLY EMPLOYER AWARD

僱員再培訓局
Employees Retraining Board

「後50・實習生計劃」及其他培訓計劃
Post-50 Internship Programme and Other Training Programmes

隨著本港平均壽命及整體健康質素的提升，不少長者都選擇在退休後重投職場，又或延後退休年齡。長者若打算在勞動市場保持活躍狀態，甚至轉職其他行業，除了仰賴豐富的人生閱歷和工作經驗外，同時需通過持續進修，擴闊及提升工作技能，增加就業競爭力。

僱員再培訓局(再培訓局)一直重點支援「後50」(50歲或以上人士)，為他們提供多元化的培訓課程和支援服務，以及推出特別項目，協助他們掌握工作所需的知識及技能，為重投職場做好準備，當中包括極富創意的「後50・實習生計劃」及「先聘用、後培訓」計劃。

「後50・實習生計劃」獲各界鼎力支持

再培訓局先後於2019年7月及2020年6月推出「後50・實習生計劃」，與勞工處、香港女工商及專業人員聯會、黃金時代基金會及數十間僱主機構合作，為「後50」提供涵蓋約20個行業的文職實習空缺，鼓勵他們透過一個月的短期實習，掌握就業市場現況，裝備技能和建立信心，以重投職場。

再培訓局主席余鵬春表示，「『實習生計劃』能鼓勵『後50』重投職場，提升僱主認同『後50』的經驗和能力，增加聘用他們的信心，我們樂見各行各業的僱主積極參與計劃。」「後50」的表現獲得僱主讚賞，有不少的實習生在完成實習後獲聘用為正式員工。

「先聘用、後培訓」計劃助「後50」重投職場

再培訓局自2015年起推出「先聘用、後培訓」計劃，「後50」受聘於隧道交通督導員、護理員、康體會所助理等不同工作崗位後，會參與在職培訓，學習與工種相關的知識及技能，以投入工作。

再培訓局會繼續緊貼市場需要，發展多元化的課程及服務，支持「後50」進修增值。



With longer average life expectancy and improvement in the overall health quality in Hong Kong, many elderly persons choose to re-join the workforce after retirement or to postpone the retirement age. If elderly persons plan to stay active in the job market or even transfer to jobs in other industries, they have to further broaden and strengthen their work skills as well as elevate their competitiveness through continuous learning, apart from relying on their fruitful life and working experience.

The Employees Retraining Board (ERB) has been attaching great importance to supporting the "Post-50" (aged 50 or above) through the provision of diversified training courses and support services. Various special programmes are also launched to assist elderly persons in acquiring knowledge and skills required for returning to the workplace. The innovatory "Post-50 Internship Programme" and "First-Hire-Then-Train" Scheme are good examples.

"Post-50 Internship Programme" gains overwhelming support from different sectors

In July 2019 and June 2020, ERB joined hands with the Labour Department, Hong Kong Women Professionals & Entrepreneurs Association, Golden Age Foundation and many employers to launch the "Post-50 Internship Programme". Clerical intern vacancies covering some 20 industries were offered, with a view to facilitating "Post-50"'s understanding of the prevailing market circumstances, strengthening their skillset and boosting their confidence for re-employment through the 1-month short-term internship.

"The internship programme encourages 'Post-50' to re-join the workforce, advocates employers' recognition to the experience and capability of 'Post-50', as well as enhances employers' confidence in employment. We are delighted to see the enthusiastic participation of employers from different industries," said Yu Pang-chun, Chairman of ERB. The performance of "Post-50" was recognised by employers, and quite a number of them were offered employment after the internship.

"First-Hire-Then-Train" Scheme assists "Post-50" in re-joining the workforce

ERB has launched the "First-Hire-Then-Train" Scheme since 2015. After being hired to different job posts such as tunnel traffic control officer, care worker, recreation clubhouse assistant, etc., "Post-50" will be provided with designated on-the-job training for mastery of related work knowledge and skills.

ERB will continue to keep abreast of market needs to develop diversified courses and services in supporting "Post-50" in training and upgrading.

齡活就業大獎
AGE-FRIENDLY EMPLOYER AWARD

九龍巴士(一九三三)有限公司
The Kowloon Motor Bus Co. (1933) Ltd.

九巴退休重聘計劃
KMB Retired and Re-employment Programme

巴士作為其中一項主要公共交通工具，每日服務以百萬計的乘客。要提供優質和高效率的公共交通服務，一支龐大且專業的團隊是不可或缺的。九巴一直貫徹唯才是用的原則，重視員工的工作經驗，並為不同職位推出合適的重聘計劃。

九巴人力資源部主管呂鳳娟表示，「退休員工擁有豐富的工作經驗，不但能有效維持優質的公共交通服務，亦能幫忙培育及帶領新同事。駕駛巴士的工作看似簡單，但當中很多細微的技巧並非能通過書本或課堂傳授，他們正好可以以第一身向年青一代分享經驗，達致薪火相傳的效果。」

採用靈活聘用模式

自2004年起，九巴以靈活的聘用模式僱用退休員工，包括以月薪或時薪的方式，藉此營造合適的工作條件，吸引他們重返九巴團隊。退休重聘的員工，與其他全職員工享有相同福利，包括年假、醫療福利、驗身福利、家屬免費乘車證、優惠價剪髮和購物優惠等。而為了答謝員工多年來的服務，九巴更特設有長期服務獎，以嘉許員工的貢獻。至今，九巴已累積聘請超過3,000名退休員工。

重視員工身心健康

九巴亦一向注重員工的健康生活，除了設有多個康樂會組織活動外，更在車廠增設「Club 1933」，為員工提供多項康體設施，如桌球檯、足球機、跑步機等。而已享受退休生活的前員工，九巴不但會為他們提供醫療優惠，更會舉辦活動與他們保持聯絡。



As one of the main public transports, buses serve millions of passengers daily. A large and professional team is indispensable to provide exceptional and efficient public transportation service. KMB has been emphasising on hire for talent and valuing the work experience of staff, thereby introduced the Retired and Re-employment Programme for different positions accordingly.

"Retired co-workers possess profound work experiences, not only can they maintain high-quality public transport services, they can also help train and lead newcomers. It might seem simple to drive a bus, yet many of the skills and details cannot be learnt and taught through books or lectures. The re-employed co-workers can then share their experience in person to pass the torch on to the younger generation through the programme," said Cindy Lui, Head of Human Resources Department of KMB.

Adopt a flexible employment model

Since 2004, KMB has employed retirees with a flexible employment model, including providing them options of monthly or hourly wages to develop satisfactory working conditions, so as to attract them to rejoin the KMB team. Re-employed staff are able to enjoy the same benefits as other permanent staff do, including annual leaves, medical benefits, health checkup benefits, free rides for their family members, haircut and shopping offers and more. Moreover, KMB especially set up the long-service award to express their gratitude to long-serving employees as well as to acknowledge their contribution. To date, KMB has re-employed over 3,000 retired staff cumulatively.

Value the physical and mental health of employees

KMB has always been laying stress on the healthy lifestyle of employees. Apart from different recreation associations, "Club 1933" was also established at depots to provide various recreational facilities, from snooker tables, table footballs to treadmills and more. Cindy Lui further said that they care a lot for former employees who are enjoying retirement as well. Not only will the company provide them with medical benefits, but also organise activities and stay in touch with them.

特別大獎得主 Winners of Special Awards

齡活就業大獎
AGE-FRIENDLY EMPLOYER AWARD

日本命力健康食品有限公司
Meiriki Japan Company Limited

愛在地平線之長者共融計劃
Love in the Horizon - Elderly

香港正面對人口老化及勞動力減少帶來的挑戰，創造長者再就業的機會可說是一個雙贏方案。日本命力健康食品有限公司一直重視員工福祉，於公司訂立《工作操守指引》，採取「公平、尊重」的原則，承諾為全體僱員提供平等機會，而且不按任何年資、性別、種族、年齡或教育程度作為招聘標準，而是以個人能力和合適程度來衡量僱員是否符合他們的要求。

日本命力執行董事連舜香表示，「現時日本命力有約三成員工是50歲至65歲計劃退休及剛退休的金齡人士。他們擁有豐富的工作經驗和知識，即使到達退休年齡，仍可在其擅長的崗位各展所長。」

積極創造齡活就業機會
日本命力推出「愛在地平線之長者共融計劃」，開設職位予50歲或以上人士，並主動與相關機構合作，積極探索不同機會，以不同的形式增加聘用金齡人士，例如參與僱員再培訓局的「後50・愛增值」活動、「後50・實習生計劃」、勞工處「中高齡就業新里程招聘」等。在成功配對合適學員後，更會直接聘用，並為金齡員工安排就業及在職培訓，助他們重新投入職場。此外，還會因應員工需求，提供彈性上班時間、半職工作、就近地點上班等人性化安排。

在日本命力，有不少長者員工更擔任銷售員角色，負責向客人介紹產品及與營養師交流資訊等工作，他們在工作崗位上有機會和年輕同事合作、互相交流，除了可以加強共融，又能讓經驗與知識薪火相傳。連舜香稱，「愛在地平線計劃」得到很多客戶及持份者的支持，希望未來會有更多機構聘用長者，透過齡活就業促進社會共融。

延遲退休年齡讓長者繼續發揮所長
日本命力亦主動為在職員工提供延遲退休年齡的選擇，即使到達退休年齡，員工仍然可以繼續在工作舞台上發光發熱。穩定充實的工作除了可令年長僱員獲得穩定的收入，舒緩退休後的經濟壓力，還正面肯定了他們的能力，維護他們的尊嚴與價值，享受到辛勤工作所帶來的滿足感。



Hong Kong is encountering the challenges brought by population ageing and decline of labour force, where creating re-employment opportunities for retirees can be seen as a win-win solution. Attaching great importance to the well-being of employees, Meiriki Japan Company Limited established "Code of Conduct" and adopts the principle of "justice and respect", addressing equal opportunities for all employees. Meanwhile, the ability and eligibility of the individuals will be assessed during recruitment exercise, regardless of their seniority, gender, nationality, age and educational level.

"Currently, about 30% of the employees at Meiriki Japan are in the golden age of 50 to 65 who are planning to retire, or have just retired. Possessing profound experience and knowledge, they can continue to contribute and show their strengths in their positions even when they have reached the retirement age," said Ophelia Lin, Managing Director of Meiriki Japan.

Actively create employment opportunities for elderly
Meiriki Japan launched "Love in the Horizon – Elderly" to create positions for people aged 50 or above, and took the initiative to explore collaboration opportunities with relevant organisations in order to hire the golden aged citizens in various ways, such as participating in "Post-50 Love Upgrading Scheme" and "Post-50 Internship Programme" initiated by Employees Retraining Board, "Job Fair for Middle-aged and Elderly Employment" held by Labour Department and more. The company will hire the right candidates directly and arrange on-the-job training to support them in re-joining the workforce. In addition, tailored measures are implemented to cater the needs of the staff, ranging from flexible working hours, part-time jobs to arranging nearby work locations.

At Meiriki Japan, many senior employees take up the role of salespersons, responsible for introducing products to customers and exchanging views with nutritionists. They have plentiful chances to work and communicate with young colleagues, which facilitates inclusion as well as the passing on of knowledge and experience. Ophelia Lin claimed that "Love in the Horizon" has received widespread support from customers and stakeholders, and hoped that there will be more organisations hiring seniors in the future to promote social inclusion via age-friendly employment.

Extension of retirement age enables the seniors to continue to unleash their potentials
Meanwhile, employees of Meiriki Japan are provided with an option of extending their retirement age, allowing those reaching their retirement age to continue to shine at work. Having a stable and fulfilling job, the senior employees can receive a stable income to relieve their financial pressure after retirement. The extension of service also marks a recognition of their ability, safeguards their dignity and value, as well as brings them job satisfaction.

齡活就業大獎 - 優異獎
AGE-FRIENDLY EMPLOYER AWARD - MERIT

歷耆者有限公司
Eldpathy Co. Ltd.

全港首創模擬高齡體驗衣活動
Elderly Simulation Programme



歷耆者招募大量長者導師協助服務運作，鼓勵長者就業。長者導師受訓後，在活動中協助社工同事進行活動，使過程流暢進行，並負責講解活動內容及分享親身經驗，以拉近與社會各界的距離。歷耆者也聘請共十名長者計劃助理參與不同項目，例如與港鐵公司合作的項目，使長者建立自信，繼續與社會連接。

Eldpathy promotes elderly employment by recruiting elderly people to be instructors of their programme. After receiving professional training, the elderly instructors will assist social workers in carrying out the programme and share their experience with participants to nurture empathy. Eldpathy has employed a total of 10 elderly programme assistants to support different projects, such as a yearly project with MTR Corporation, to build their self-confidence and connection with the society.

香港鐵路有限公司
MTR Corporation Limited

社區老友大使
Elderly Ambassadors



港鐵深知同為長者最明白長者乘客的需要，因此於2010年推出「社區老友大使」計劃，聘請60至65歲的長者並提供培訓，安排他們在車站協助長者及有需要的乘客，進一步提升旅程體驗。每年，港鐵的社區老友大使於近20個車站為乘客提供服務。至今，已有超過400名「社區老友大使」參與計劃並以兼職形式受聘。

MTR is aware that senior passengers might have unique needs that are best understood by their peers. Through the Elderly Ambassadors programme launched in 2010, MTR hires and trains seniors aged 60-65 to assist seniors and passengers in the stations so as to improve their travelling experience. Every year, the Elderly Ambassadors work in around 20 stations to serve the passengers. To date, more than 400 elderly have been trained and hired on a part-time basis.

齡活設施大獎
AGE-FRIENDLY FACILITIES AWARD

建築署
Architectural Services Department

建築署
Architectural Services Department

推展「長者友善」公共建築
Promoting Elderly-friendly Architecture in Hong Kong

建築署成立35年以來，一直秉持「關顧社群」、「推動關愛」的信念，為政府擁有或資助興建的建築項目，提供設施發展、設施保養以及監察、諮詢的服務。建築署在「長者友善」公共設施及室外空間的規劃、設計及建造方面，都發揮重要的作用。

建築署高級建築師陳群芳表示，「建築署一直致力推展『長者友善』公共建築，今次藉着參加賽馬會齡活城市『全城．長者友善』計劃，希望能進一步向市民大眾及建築業界分享有關長者友善設計工作的努力成果，並以此喚起公眾對此議題的關注。」

四大原則為藍本 推出《長者友善設計指引》
建築署早於2019年推出《長者友善設計指引》，以四大設計原則為藍本，向建築項目倡議人及建築設計師提出多項設計建議，協助相關持份者在發展長者設施時，採取更富同理心的設計，務求從硬件到軟件都能滿足長者生活上的需要。四大原則包括：
(1) 安：提供安全環境，令長者免於危險，減輕受傷的機會；
(2) 扶：提供無障礙環境，使長者可以獨立地進行日常生活；
(3) 知：提供清晰標示，方便長者尋找目的地；
(4) 樂：提供愉快環境，促進長者社交聯繫和互動，保持心境健康。

「與長者同行」體驗活動 增加業界同理心
在制定《指引》的過程中，建築署聯同顧問巴馬丹拿建築及工程師有限公司，就有關議題進行更深入的研究，除了參考國際上有關長者友善的建築設計法規、指引及案例外，亦到訪本地的建築項目進行考察，與營運者和使用者共同探討長者友善設計的成效；並舉行「模擬老化工作坊」和「與長者同行」等活動，透過親身體驗長者日常生活中經常遇到的挑戰，增加設計者對長者的同理心。

建築署已成功把《指引》的建議應用於不少已完成的公共建築項目上，例如觀塘駿業街遊樂場、東區文化廣場、屯門兆麟政府綜合大樓、葵青地區康健中心和天水圍醫院等；並會持續把長者友善的設計推展至未來的公共建築項目，與業界作更多交流分享，共同合作，共同建構長者友善城市！



Since its establishment 35 years ago, Architectural Services Department has been committed to "caring for the community" and "spreading love and care" in providing facilities development, maintenance, monitoring and consulting services for government-owned, subvented and entrusted projects. All along, the Department plays an important role in the planning, design and construction of elderly-friendly public facilities and open spaces.

"Dedicating to promoting 'elderly-friendly' public architectures, Architectural Services Department would like to share the efforts and achievements on the age-friendly design with the public and the construction industry through the Jockey Club Age-friendly City Partnership Scheme, and to raise the public awareness on the issue," said Florence Chan, Senior Architect of Architectural Services Department.

Introduced "Elderly-friendly Design Guidelines" based on four overarching principles
As early as in 2019, the Department developed the "Elderly-friendly Design Guidelines" based on four overarching principles, providing a number of design recommendations to project proponents and architectural designers to assist the stakeholders in incorporating more empathetic designs when developing elderly-friendly facilities, aims at satisfying the needs of the seniors in terms of both hardware and software. The four overarching principles include:
(1) Safety: Create environment that facilitates safe mobility and activity;
(2) Support: Create environment that fosters confidence and independence in activities of daily living;
(3) Cognition: Create environment that supports cognitive ability and reduce anxiety;
(4) Wellbeing: Create environment that promotes sense of contentment.

Arouse empathy of the industry with elderly engagement workshops
In formulating the Guidelines, the Department along with the consultant P&T Architects and Engineers Ltd. have conducted more in-depth studies on the relevant issues. Apart from taking overseas elderly-friendly design regulations, guidelines and cases as reference, local site visits were conducted to evaluate the effectiveness of the elderly-friendly designs with operators and users. The Department also held workshops such as "Ageing Simulation Workshop" and "Community Walk with the Elderly" which allowed the designers to experience the challenges encountered by the elderly in their daily living and aroused empathy among the participants.

The Department has successfully applied recommendations of the guidelines to various public projects, such as InPARK at Kwun Tong, Eastern District Cultural Square, Tuen Mun Siu Lun Government Complex, Kwai Tsing District Health Centre and Tin Shui Wai Hospital, etc. We shall continue to promote elderly-friendly design in our future public projects, share our experience with the industry and work together to build an age-friendly city!

齡活設施大獎
AGE-FRIENDLY FACILITIES AWARD

路政署
Highways Department

「人人暢道通行計劃」及「上坡地區自動扶梯連接系統和升降機系統」
Universal Accessibility Programme (UAP) and Hillside Escalator Links and Elevator Systems (HEL)

香港地理環境獨特，山多平地少，不少社區依山而建。但隨著香港人口老化，社區對無障礙設施的需求愈趨重視。一個長者及年齡友善的出行環境，能夠方便老友記日常生活，鼓勵他們多接觸社區和參與活動。有見及此，路政署致力為市民設計及興建長者及年齡友善的道路設施，為長者提升道路暢達性。

發展無障礙行人通道
路政署自2012年開始展開「人人暢道通行計劃」，一直增加在公共行人通道加建無障礙設施，方便市民上落。路政署工程師楊桂芳表示，「我們留意到一些行人天橋只有樓梯或斜道，對長者來說可能會非常吃力。」因此，計劃最首要的任務就是加建行人通道升降機，讓長者可以更容易上落。

此外，路政署亦從長者的角度出發優化升降機的使用體驗，例如盡量安排升降機門的出口在入口對面，有助輪椅使用人士更方便離開升降機；及設置清晰的特大按鈕，以方便長者使用。

上坡系統方便長者上落山
另一方面，路政署更一直致力推展「上坡地區自動扶梯連接系統和升降機系統」項目，提升上坡地區的行人暢達性，方便市民，特別是長者和有需要人士出行，目前計劃已完成五個項目並開放予公眾使用。

以2019年啟用的「窩打老道山升降機及行人通道系統」為例，過往居民來往窩打老道，需行經一條有128級的樓梯或繞經一條200多米長而斜的行人路上落山，對長者來說頗為吃力。路政署增建了上坡系統後，市民可以乘搭升降機安全舒適地上落山。路政署工程師李詠芝稱，「這個利民的上坡系統落成後，當區長者都反映設施大大便利他們上落山，增加了他們以步行的方式出行的意欲，同時亦擴闊了他們的社交範圍。我們會將累積的經驗用於未來上坡系統的項目上，進一步優化系統的設計和提升項目的效益，使更多地區的市民受惠。」



Dominated by hilly terrain with very little flat land, Hong Kong has a unique geographical environment where many communities are developed near hillside. The communities are putting more emphasis on the provision of barrier-free facilities upon the continuous growth of the elderly population. An age-friendly outdoor environment can make their daily life easier, strengthen their connection with the community as well as encourage social participation. In view of this, the Highways Department is committed to building age-friendly facilities to promote accessibility for the elderly.

Develop accessible public walkways
The Highways Department has launched the "Universal Accessibility Programme" since 2012 to continuously build more barrier-free access facilities at public walkways and thus facilitating public access. "We noticed that some public footbridges are only equipped with either ramps or stairs, which may be very difficult for the elderly," said Rachel Yeung, Engineer of the Highways Department. Therefore, the first and foremost task of the programme is to retrofit lifts to public walkways for the elderly's convenience.

In addition, the Highways Department optimises the users' experience of lifts from the perspective of the seniors. For instance, the exit and entrance doors of the lifts are arranged right opposite to each other as far as possible so as to help wheelchair-bound persons leave the lift with ease. Furthermore, extra-large lift buttons are also installed for the convenience of the elderly.

The HEL for elderly travelling to and from uphill areas
On the other hand, the Highways Department has been implementing the "Hillside Escalator Link and Elevator Systems" (HEL) for enhancing pedestrian accessibility and convenience of the public, especially the elderly and disabled, to the uphill areas. Until now, five projects have been completed and open for public use.

Taking "Lift and Pedestrian Walkway System at Waterloo Hill" commissioned in 2019 as an example, before the project, residents had to either walk up and down a 128-step stairway, or take a detour of a 200-metre sloped footway for commuting between the uphill area and Waterloo Road, which was strenuous, especially to the elderly. With the provision of the lift and pedestrian walkway system, residents can now travel safely and comfortably to and from the uphill area. "The completion of this project has greatly been welcomed by the community. Elderly of the neighbourhood shared that the facility helps them a lot for travelling to and from the uphill area, raising their desire to travel on foot, as well as expanding their social life. Based on the experience of the HEL projects, we will refine the system design and leverage the efficiency in future projects, so that residents of different districts will reap the benefit of the HEL," said Joyce Lee, Engineer of the Highways Department.

特別大獎得主 Winners of Special Awards

齡活設施大獎
AGE-FRIENDLY
FACILITIES AWARD

香港房屋協會
Hong Kong Housing Society

HONG KONG HOUSING SOCIETY 香港房屋協會

香港房屋協會長者友善設施
Hong Kong Housing Society Age-friendly Facilities

居家安老是政府的政策，亦是不少長者的心願，方便、安全的居家環境有助長者自理生活，享受積極、獨立的晚年。香港房屋協會總監（物業管理）潘源舫表示，「房協意識到本港人口高齡化，早於1978年已開始在出租屋邨興建專為長者而設的住屋單位，房協多年來一直致力構建長者友善社區，推動『居家安老』，並將其融入在物業管理文化當中。」

「樂得耆所」居家安老計劃
自2012年起，房協除了為有需要長者家庭進行家居改裝，更全面地為長者住戶提供免費家居環境評估、健康管理、社區支援，以及康樂社交等服務。在過去一年，計劃已為730名長者進行家居改善評估，並進行約750個單位的家居維修和改裝工程。此外，計劃亦總共舉辦了約1,250項健康管理、社區支援服務及康樂社交活動等，接觸及支援超過27,500名長者住戶。

位於葵涌的祖堯邨是第一個設有長者住屋的屋邨，部分大樓依山而建，故房協便加建轉乘升降機及接駁天橋，方便長者及行動不便人士出行。同時，房協亦在出租屋邨內的公共地方使用防滑地板、加建方便輪椅人士進出的斜道等，幫助他們更易融入社區。目前房協已在其轄下20個出租屋邨全面推行「樂得耆所」居家安老計劃，為長者提供結集住屋及身、心、社三方面的支援服務。

首創「長者安居資源中心」 引領長者房屋項目
房協亦於2005年開設全港首個「長者安居資源中心」，引入過百項便利長者的家居設計及樂齡科技，透過教育、專業諮詢等服務，在社區推廣「長者友善家居」。中心也有經驗豐富的職業治療師及社工，能隨時為有需要的長者解答查詢和疑難。

「長者安居樂」住屋計劃
房協位於將軍澳的「樂頤居」和佐敦谷的「彩頤居」均採用「通用設計」概念，例如單位內設有消防花灑頭、煙霧警報器、緊急照明燈、雙掩門等；大廈公共地方則設有寬闊的通道、電梯內加裝座椅等。而北角的「雋悅」更建立了一套綜合照顧聯繫系統，包括緊急支援系統、健康數據收集和監測系統、進出單位及靜態探測系統等，使屋苑服務團隊能隨時為長者提供適切的協助。



Ageing-in-Place is not only a government policy, but also a wish of many elderly people. A convenient and safe living environment enables the seniors to take care of themselves and enjoy life positively and independently. "Being aware of the ageing population, Hong Kong Housing Society (HKHS) has started to build housing units especially for the seniors in rental housing estates as early as in 1978. HKHS has been establishing the elderly-friendly community over the years by promoting Ageing-in-Place, and integrated such advocacy into the property management culture," said Sanford Poon, Director (Property Management) of HKHS.

"Ageing-in-Place" Scheme
Since 2012, apart from carrying out home modification for the elderly tenants who have genuine needs, HKHS has also been systemically provided complimentary home environment assessment, health management service, community care, social and recreational activities for the seniors. Over the past year, 730 home environment assessments were conducted while maintenance and modification were carried out for around 750 housing units under the scheme. Besides, a total of around 1,250 health management services, community care services, social and recreational activities were implemented, reaching out and supporting over 27,500 elderly tenants.

Cho Yiu Chuen situated in Kwai Chung is the first public housing estate built with elderly flats. As some blocks were built along the hillside, HKHS installed a transfer lift tower and footbridge to increase accessibility for the elderly and residents with mobility difficulties. Meanwhile, non-slip flooring is adopted in the public area of the public housing estates, along with the retrofitted ramps for wheelchair-bound persons to help them connect with the neighbourhood. At present, 20 rental housing estates of HKHS have fully implemented "Ageing-in-Place" Scheme, providing housing alongside physical, psychological and social supports.

Pioneered "Elderly Resources Centre", the leading elderly housing project
In 2005, HKHS has set up the Elderly Resources Centre, the first of its kind in Hong Kong, bringing in over a hundred of age-friendly home designs, products and technologies. The centre promotes the concept of "age-friendly home" through education, consultation and various services. Experienced occupational therapists and social workers also offer personalised service to the seniors at all times in the resources centre.

Senior Citizens Residences Scheme
Both the Jolly Place situated in Tseung Kwan O and Cheerful Court situated in Jordan Valley have incorporated universal designs. For example, the housing units are equipped with individual fire sprinklers, smoke alarms, emergency lightings and double leaf doors; while wide passages were applied and seats were installed in elevators in the public areas. The Tanner Hill in North Point further established a comprehensive integrated care link system, including emergency call response system, health data collection and monitoring, entrance door contact tracking and no-motion response detection, providing timely assistance to elderly tenants.

齡活設施大獎 - 優異獎
AGE-FRIENDLY
FACILITIES AWARD - MERIT

新世界第一巴士服務有限公司及城巴有限公司
New World First Bus Services Limited and Citybus Limited

CITYBUS 城巴 新巴 FIRST BUS



新巴城巴長者友善車廂 — 車廂安全
NWFB and Citybus Age-friendly Bus Compartment – Bus Safety

新巴城巴多年來一直推陳出新，配合長者需要優化巴士車廂設施，提供無障礙的安全乘車環境，同時引進智能化服務，讓長者更易掌握最新服務資訊。為進一步提高車廂安全，兩巴在落車門位置安裝兩行扶手及加裝橫杆，近年更逐步引入不同安全裝置，包括新巴士所有座位均配備三點式安全帶、配備電子穩定控制系統及下坡車速限制減速控制裝置等。兩巴亦透過不同渠道向長者宣傳乘車安全的訊息。

New World First Bus ("NWFB") and Citybus have always been striving to provide a barrier-free and safe bus environment with enhancement on in-bus facilities and intelligent service, uplifting the accessibility for the elderly. Not only did the Companies retrofit extra handles and guard rails near the exit doors, all new buses are also equipped with safety belt on all seats, electronic stability control, and an active speed limiting system. The Companies also utilise different channels to promote bus safety messages to the elderly.

律敦治及鄧肇堅醫院
Ruttonjee & Tang Shiu Kin Hospitals



長者友善服務
Elderly-friendly Services

律敦治醫院老人科本著以長者及家庭為中心的理念，及以舒適安全和高成效為服務目標，將復康、治療與「長者友善」元素融合於病房設施中，包括緩減跌傷的矮床與地板、附有人工智能儀器的復康閣、適合長者自助使用的傢具和廁所、讓長者與家人小聚的閒坐區、為晚程病人而設的獨立房間及以繪畫美化病室牆壁等。近年，醫院更加建升降機及自動電梯，方便長者出入。

The Division of Geriatrics, Ruttonjee & Tang Shiu Kin Hospitals embraces the vision of elder and family centred care whilst promotes comfort, safety and cost effectiveness in services. Incorporating rehabilitation, treatment and elderly-friendly care in the ward facilities, low level electric bed and resilient padded soft vinyl floor sheet are installed to minimise injuries related to falls. Besides, elderly-friendly furniture and toilet facilities, ward-based rehabilitation facilities with AI technology, home-like seating alcoves are provided to facilitate social contacts, and designated end-of-life care room is arranged to provide a peaceful environment for patients and their families. Recently, geriatrics wards have been decorated with paintings, and an elevator and escalator have been installed at the entrance of the hospital, making it more convenient for geriatric clients.

齡活創意大獎
AGE-FRIENDLY INNOVATION AWARD

益體健有限公司
ESMARTHEALTH LIMITED

香港電訊e体健 - 全方位長者遙距健康管理服務
HKT eSmartHealth- Remote Healthcare Monitoring for Seniors

隨著人口老化，社會對安老及長者醫療服務的需求日增。香港電訊e体健一直致力以創新的樂齡科技，為有需要的長者提供適切的支援，讓長者可以在健康、安全及舒適的環境下積極生活。當中，香港電訊e体健更是全港首個雲端健康管理服務，以「遙距健康管理」的方式為長者服務。

香港電訊個人客戶業務市務主管吳詠欣表示，「計劃自2014年開展，至今已成功於超過100間長者中心、院舍及外展隊裝設『e健康站』，利用遙距健康管理服務逾5萬位老友記。我們希望利用科技幫助長者及其家人解決覆診時所遇到的問題，並普及服務至社區，惠及更多長者。」

為老友記提供一站式健康管理服務

通過「全方位長者遙距健康管理服務」計劃，老友記不論在社區或身處家中，都可以定期量度健康數據，並會上傳雲端方便醫護人員進行遙距監測，如發現數據異常，便可以糅合視像醫療平台「DrGo」，連繫香港註冊醫生為老友記提供遙距視像醫療諮詢服務。診症後，護士會以語音方式講解各種處方藥物的服用方法，於應用程式上附上語音及相片方便家人跟進。而所有處方藥物或轉介信則於即日約兩小時內由專員派送至指定目的地，讓老友記可安坐家中或院舍享受一站式健康管理服務，免除舟車勞頓之苦，省卻於醫院或診所的輪候時間。

利用創新科技紓減醫院的壓力

另外，有長期病患的老友記需定期前往醫院或診所取藥，當中行動不便或居住較偏遠地區者，更加適合利用此方案協助他們及其家人管理健康，保持身體強健，長遠更可紓減香港醫療系統的壓力。在新型冠狀病毒肆虐期間，醫院管理局便採用了遙距健康管理系統，大大降低醫護人員為患者每天量度之工作量及受感染的危機。

吳詠欣展望，未來會繼續與不同社福機構合作，將服務推廣至更多不同部門，同時加強教育及推廣，以提升老友記對遙距醫療之信心。



An ageing population is driving demand for healthcare and medical services for the elderly. And HKT subsidiary eSmartHealth Limited is providing exactly that for senior citizens. eSmartHealth is Hong Kong's very first cloud-based health data management service and offers "remote healthcare monitoring". This has been made possible by innovative application of user-friendly technologies that help the elderly live well in a healthy, safe and comfortable environment.

Teresa Ng, HKT's Consumer Group Head of Marketing, said, "Our remote healthcare monitoring service was launched in 2014 and now serves more than 100 elderly centres and homes for the elderly, as well as outreach teams with eHealth solution. We are serving more than 50,000 senior citizens by using remote healthcare monitoring technology. With the aid of the technology, we hope to solve the problems encountered by the elderlies and their family during their follow-up consultation, and to extend the service in the community so as to benefit more seniors."

One-stop healthcare monitoring service for the elderly

Senior citizens are able to conduct regular health measurement via our "Remote Healthcare Monitoring for Seniors" scheme. If any of the readings are found to be abnormal, senior citizens are able to consult registered doctor in Hong Kong by the telemedicine platform "DrGo". After the medical consultation by the doctor, the nurse will provide dosage instructions. Relevant photos and audio files will be made available via the app, so their family members can provide support. Prescribed medicine and/or referral letters will be delivered to a designated address on the same day within two hours. This service makes it possible for the elderly to enjoy a one-stop healthcare monitoring service at their own place without waiting in a queue and without having to leave the comfort and safety of their own homes.

Using technology to take the pressure off hospitals

The service is ideal for patients with chronic diseases who have to collect medication from a hospital or clinic on a regular basis, as well as those with limited mobility or live in remote area. Clinics and hospitals also benefit because HKT has harnessed technology in ways that takes the pressure off them. This concept has become particularly useful during the pandemic. The Hospital Authority has adopted a remote healthcare monitoring system to reduce workloads among medical staff and minimise risk of infection.

Teresa Ng said, "We will continue to collaborate with social welfare organisations to extend the service we offer, as well as enhance public education to boost confidence in the telemedicine concept among senior citizens."

齡活創意大獎
AGE-FRIENDLY INNOVATION AWARD

香港上海滙豐銀行有限公司
The Hongkong and Shanghai Banking Corporation Limited

社區銀行服務(認知友善友好銀行服務、樂齡理財及無固定住址開戶服務)
Community Banking Services (Dementia Friendly Banking, Age Friendly Banking and No Fixed Address Services)

銀行作為百業之母，長者的日常生活也離不開他們的服務。滙豐一直致力透過其服務協助長者安心理財，享受豐盛人生。在老年化現象下，滙豐認為銀行業應擔當更重要角色，為年長客戶及其家人提供適切的產品和服務，以協助其制定財務規劃，實現普惠金融的目標。

滙豐亞太區財富管理及個人銀行業務多元共融事務主管容敏慧表示，「滙豐一直積極研究及拓展不同普惠金融項目，包括優化長者、樂齡理財等銀行服務，與社區不同的持分者繼續合作支持社區發展。」

「樂齡友好」的社區銀行服務

為照顧年長客戶，滙豐提供一系列「樂齡友好」的產品及服務，確保所有年齡層的客戶都能方便使用其銀行服務。而針對患有認知障礙的長者客戶，滙豐推出「滙豐安悅自主個人戶口」，令有需要人士可按法律程序授權第三方代表管理其名下的戶口，以保持一定程度的財務自主，並可繼續安心使用銀行服務。

滙豐還印製了「滙豐樂齡理財」手冊，為長者提供保障財務的建議及授權第三方管理財務的方式，幫助客戶提防財務騙局，以安全安心的方式授權可信任人士幫助理財。在硬件方面，滙豐亦透過翻新及改造分行的入口和櫃枱、安裝新的標誌和設備，以提供無障礙銀行服務。目前，95%的滙豐分行已經提供相關服務。

由銀行角度關注社會問題

容敏慧稱，滙豐發現香港有不同的弱勢群體可能因種種原因失去與社會應有的聯繫，滙豐希望可以由銀行的角度出發，關注不同的社會問題，帶動各界提高對不同弱勢群體的認知與關懷。

「透過賽馬會齡活城市『全城．長者友善』計劃，我們了解到社會對長者及年齡友善的關注正逐步加強，我們會繼續堅持信念並與時並進，投放資源去設計更多適合長者或其他弱勢群體需要的銀行和理財服務。」



The banking industry is an important part of our economy and plays a vital role in the daily lives of Hong Kong people, including the elderly. With an increasingly ageing population, HSBC is committed to helping its elderly customers manage their wealth and live a prosperous life, providing them and their families with relevant products and services, and assisting them in financial planning.

"HSBC is actively studying and expanding solutions for financial inclusion, including optimising age-friendly banking and related services while partnering with different stakeholders in the community to foster community development," Christina Yung, Regional Head of Diversity, Inclusion and Financial Vulnerability, Asia Pacific, said.

"Age-friendly" Community Banking

Supporting elderly customers, HSBC delivers a range of "age-friendly" products and services, ensuring customers of all ages are able to access its banking services. Understanding the needs of customers with dementia, "HSBC Basic Banking Account with Independence" is designed to allow them to maintain a basic level of financial independence whilst ensuring their wealth is safeguarded through a legally appointed third party, usually a family member with full visibility over their financial affairs.

The company has also developed a guide, "HSBC age-friendly banking brochure", which provides advice on financial security, such as ways of sending monies to third parties, protecting senior customers from scams and fraud, and providing comfort that their finances are being overseen by someone they trust. HSBC has also renovated many of its branches, modifying entrances and counters, as well as installing new signage and equipment. Over 95% of HSBC branches now offer barrier-free banking services.

Show care for social concerns from the banking perspective

Christina Yung says that HSBC has noticed some under-privileged groups in the population can often feel disconnected from society. Starting from a perspective of personal finance, HSBC therefore aims to encourage greater involvement in disadvantaged groups and help increase general awareness and inclusion of people from all walks of life.

"Through the Jockey Club Age-friendly City Partnership Scheme, we are aware of the growing concerns on age-friendliness in our society. We will continue to enhance our support and allocate resources to create secure and easy-to-use financial services for the elderly as well as for other vulnerable sectors in the city".

特別大獎得主 Winners of Special Awards

齡活創意大獎
AGE-FRIENDLY INNOVATION AWARD

九龍巴士(一九三三)有限公司
The Kowloon Motor Bus Co. (1933) Ltd.

九巴協助尋找失蹤長者
KMB Finding Missing Elderly

患有認知障礙症的長者不時會迷路走失，有統計數據顯示，每年平均約1,000名走失長者之中，有逾17%會使用公共交通工具。因此，九巴結合科技應用與龐大車隊網絡，在去年增設「協助尋找長者服務」，利用失蹤長者的八達通卡號碼，鎖定長者位置，並會透過應用程式「App1933」及社交平台的「九巴專頁」，刊登尋人啟事，以增加尋回長者的機會。

九巴車務總監關智偉表示，「九巴服務一向以客為本，尤其關注長者的需要。我們的車隊有超過4,000部巴士，營運逾400條路線，覆蓋港島、九龍和新界，變相在18區均設有『流動實時提示器』，加上超過500萬個用戶下載的「App1933」，能夠組成強大的尋人網絡，增加尋回失蹤長者的機會。」

失蹤長者拍卡登車即時通知

九巴顧客服務熱線特設快捷鍵，讓失蹤長者的家人可即時與專人聯絡，協助跟進。九巴在接獲家屬求助後，會把失蹤者的資料，包括姓名、身體特徵及八達通號碼等輸入電腦系統。當失蹤長者以該八達通拍卡登車時，車長的駕駛提示器會發出特別聲響，以提醒車長識別失蹤長者。車長會在行車安全的情況下通知公司，而顧客服務熱線人員亦會與家屬保持緊密聯繫。

組成強大尋人網絡

九巴亦會透過應用程式「App1933」刊登尋人啟事，讓乘客多加留意，而當長者尋回後，亦會向乘客報平安。同時，為加強車長及前線員工對認知障礙症的認識，九巴亦提供相關培訓。關智偉稱，希望透過不同的渠道，讓車長及外勤人員均能為長者提供適切的協助。

他亦表示，「我們樂意見到更多長者乘搭巴士，走入社區，故九巴將繼續提供更多長者及年齡友善設施，讓長者在任何時候都可以享受安全且舒適的巴士旅程。」



Seniors with dementia may get lost occasionally. Statistics show that over 17% of 1,000 missing elderly take public transport. Therefore, KMB set up the "Finding Missing Elderly" service last year by utilising technology and KMB's extensive fleet network. The location of the missing elderly can be tracked with their Octopus card number, tracing notice will also be posted on "App 1933" and the social media platform of KMB to increase the chance of finding the missing person.

"KMB has been dedicated to providing customer-oriented bus service, and especially cares for the needs of the elderly. Our fleet of over 4,000 buses is operating on more than 400 routes, covering Hong Kong Island, Kowloon and the New Territories, which implies a 'mobile real-time reminder' is well set across 18 districts, together with the "App1933" that garnered over 5 million downloads, forming an extensive network to heighten the chance of finding the missing elderly," said Andrew Kwan, Operations Director of KMB.

Immediate notification available once missing elderly board the bus with Octopus card

KMB Customer Service Hotline specially created a fast key, enabling family members of missing elderly to contact their dedicated team members straight away for assistance and follow up. Once a request is received, information of the missing persons, including name, physical characteristics and Octopus card number will be input in the system. When the sought elderly gets on the bus with the registered Octopus card, an alert sound will be instantly emitted to notify the Bus Captain, who will then inform KMB under safe conditions. The Customer Service Hotline team will keep in touch with the family members.

Forming a powerful tracing network

Tracing notice will also be posted via mobile application "App 1933" in order to seek passengers' attention. Notification will be released after they have been found. Meanwhile, to enhance staff knowledge on dementia, related trainings will be provided to Bus Captains and frontline personnel. "We hope that both Bus Captains and operation team members can provide the elderly with appropriate assistance through different channels," said Andrew Kwan.

"We are delighted to see more seniors taking buses and increasing their social participation. KMB will be providing more age-friendly facilities, allowing seniors to enjoy a safe and comfortable bus journey at all times," he added.

齡活創意大獎
AGE-FRIENDLY INNOVATION AWARD

數碼通電訊有限公司
SmarTone Mobile Communications Limited

SmartHealth 及智關愛守護服務
SmartHealth & SmarT Caregiver Service

香港有不少獨居長者，即使與家人同住，家庭成員亦可能因工作等因素而未能長時間陪伴長者。因此，數碼通電訊有限公司將強大流動網絡結合創意，為長者及其照顧者提供一系列有關健康及安全的智能方案。

數碼通商業市場部總管梁文畧表示，「數碼通除了提供流動通訊服務外，更積極利用流動網絡技術和相關科技，為不同行業提供嶄新的解決方案。我們結合了創意科技，進一步提升長者的健康意識及家居安全，並與不同機構合作，發展相關的方案。」

讓長者以自助形式了解健康狀況

數碼通透過與不同社福機構及長者中心合作，提供SmartHealth方案，讓長者可以在日常生活中利用自助形式了解自己的健康狀況，以提高健康及個人保健的意識。SmartHealth是一個一站式的醫療保健平台，通過量度及記錄不同的健康指數，如體温、心跳率、血壓、血糖、血含氧量及BMI，並將數據自動上載至雲端，讓長者、家人及醫護人員了解其健康情況。若發現數據出現任何異常情況，相關機構亦會通知家人或作出相應跟進。

提升長者家居安全

另一方面，數碼通亦針對長者家居安全，推出「智關愛守護服務」，通過智能電話及配戴裝置，提供長者的實時位置，讓照顧者可以追蹤長者的行蹤。而長者在緊急情況下亦可利用裝置求救，讓照顧者可以即時支援。如長者在使用流動電話時遇到操作問題，照顧者更可以透過遠端遙控裝置為長者排解疑難。

梁文畧補充，長者在學習和適應使用創新科技產品時會有一定的困難。因此，除了令產品設計更加人性化外，數碼通亦會為長者提供教學，協助他們使用相關產品，讓長者可以享受創新科技所帶來的好處。



There are a significant number of singleton elderly in Hong Kong. Despite living with their family members, some seniors are still in lack of accompaniment due to work issues or other factors. In light of that, SmarTone Mobile Communications Limited infuses its powerful mobile network with creativity to carry out a series of health and safety-focus smart solutions for the elderly and their caregivers.

"In addition to providing mobile communication services, SmarTone actively utilises mobile network and related technologies to provide innovative solutions for varied industries. We integrate creative technologies to raise the awareness of seniors towards health and home safety, and launch relevant projects by joining hands with different organisations," said Daniel Leung, Head of Business Markets of SmarTone Mobile Communications.

Allow elderly users to perform self-health management

Partnering with different social welfare organisations and elderly centres, SmarTone introduced SmartHealth, which allows the elderly to have a better understanding on their health condition through self-measurement in their everyday life, and hence to promote health-consciousness and self-healthcare. SmartHealth is an end-to-end healthcare platform. Users can measure and record their health figures, ranging from body temperature, heart rate, blood pressure, blood glucose, blood oxygen content to BMI, where all measurement records are auto-sync to the cloud. Users, family members and healthcare professionals can access relative data. Related agencies can then notify the family members and follow up accordingly once abnormalities are found.

Enhance home safety of the elderly

To enhance home safety of the elderly, SmarTone initiated "SmarT Caregiver Service" to share real-time location of the elderly users via smartphones and the devices, which enable the caregivers to track the whereabouts of the seniors. The senior users can also seek help with the device in an emergency, so that family members can offer immediate assistance. When the elderly encounter any operational problems on the mobile, caregivers will be able to troubleshoot and support remotely through the mobile device.

Daniel Leung added that the seniors might have difficulties while learning or adapting to use new technological products. Therefore, on top of the human-centred designs of the products, SmarTone also provides tutorial for the elderly customers on using the products and device, so as to fully enjoy the advantage and convenience brought by innovation and technology.

特別大獎得主 Winners of Special Awards

齡活創意大獎 - 優異獎
AGE-FRIENDLY
INNOVATION AWARD - MERIT

步固有限公司
Booguu Company Limited

步固智能防跌系統
Aspire Mobile AI Elderly Fall Risk Assessment



長者跌倒是普遍出現的問題，影響四分之一的老年人。步固智能防跌系統的風險評估解決方案可在五分鐘內於任何地方為長者提供準確的跌倒風險評估，包括評估身體平衡、步態和下肢活動，並且可以幫助醫療專業人員提出針對性的建議和後續行動，大大降低跌倒風險。

Falls are the leading cause of injuries in older adults, affecting 25% of older people. Aspire is a fast, reliable, and accurate wearable solution that identifies multiple risk factors of fall from a person's balance, walking gait, and lower limb function in 5 minutes. The solution can be operated anywhere, and provides detailed reports to help elderly care professionals deliver effective and tailored fall prevention treatments to reduce the risk of falls.

香港電視購物網絡有限公司
Hong Kong TV Shopping Network Company Limited

HKTVmall簡易版 - 網上購物
HKTVmall Lite



HKTVmall於2019年11月推出全新手機應用程式「HKTVmall簡易版-網上購物」，大大簡化界面設計及付款方式，拉近銀髮族與科技的距離。簡易版APP的介面設計清晰簡單，有清楚的產品分類、特大字體及圖片顯示，並支援語音搜尋產品；長者無須在網上完成付款程序，可選擇到O2O門市付款，或與家人分享購物清單，讓家人協助付款，一同享受網購的樂趣！

HKTVmall launched the mobile app "HKTVmall Lite" in November 2019, which greatly simplified the interface design and payment methods, reducing the technology hurdles for senior group. “HKTVmall Lite” has a clean and simple design, with clear product category, extra-large fonts and pictures display, as well as voice searching. No online payment is required in Lite App. Users can choose to pay directly in the O2O Shops, or share the shopping cart with their family members for payment, so that they can enjoy online shopping together!

齡活協作大獎
AGE-FRIENDLY
COLLABORATOR AWARD

消費者委員會
Consumer Council

長者消費者教育活動
Consumer Education for Senior Citizens

消費者委員會(消委會)一直致力保障消費者的權益，尤其關注人數日漸增加的年長消費者。消委員副總幹事湯熾忠表示，有很多年長消費者在消費市場仍然相當活躍，他們容易跌入各種消費陷阱，但又不熱衷提出投訴。因此，消委會透過與不同的長者服務機構、大學的長者學苑、電視台、電台及政府部門合作，舉辦不同形式的消費者教育活動和發放最新的消費資訊，希望提升長者作為消費者的自我保護能力，並繼續鼓勵社會各界了解長者面對的消費問題及關注長者的消費權益，以共同建立一個長者友善的消費環境。

透過不同渠道 提升長者於消費市場的自我保護能力

過去廿多年，消委會舉辦超過一千場講座，亦曾經為60間機構舉辦過5場消費論壇，共有超過64,000位長者參與。另外，消委會透過出版《選擇》月刊、面書專頁、YouTube頻道、電視及電台節目等方式，向長者發放最新的產品資訊和消費貼士；消委會更與政府資訊科技總監辦公室合作，將有關長者的消費資訊納入為網上學習平台的課程內容。

培訓教育大使 向社區的長者傳遞消費知識

湯熾忠亦透露消委會剛推出全新的「智齡消費教育大使試行計劃」，透過招募和培訓一班教育大使義務主持消費權益講座，將所學的消費知識傳遞予社區的長者，提升他們的自我保護能力。消委會另計劃於年底為銀髮一族增設長者消費投訴熱綫，期望可以更迅速和直接地處理長者的查詢和投訴。



The Consumer Council (the Council) has been striving to protect the rights and well-being of consumers at large, with particular concern about the growing needs of ageing population in Hong Kong. The Deputy Chief Executive of the Council, Eddy Tong, stated that the majority of senior consumers remained active in the consumer market where they were prone to falling prey to various consumer traps, yet they were not keen on lodging complaints. With a view to enhancing the self-protection ability of senior citizens as consumers in the market, the Council has been collaborating with different elderly service organisations, elder academies of universities, television stations, radio stations and government departments, in conducting various consumer educational activities and disseminating timely consumer information. Besides, the Council will continue to encourage different parties concerned to understand the issues faced by the elderly in the market and concern about their consumer rights, so as to build an age-friendly consumption environment for the elderly with concerted efforts.

Enhancing self-protection abilities of senior citizens through different channels

In the past two decades, the Council organised more than 1,000 consumer educational talks and held 5 elderly consumer forums for 60 organisations, with participation of more than 64,000 elderly people in total. Furthermore, the Council disseminated the latest product information and consumption tips to the elderly through different channels, such as CHOICE magazine, Council’s Facebook and YouTube channel, television and radio programmes, etc. In collaboration with the Office of the Government Chief Information Officer, relevant elderly consumer information has been incorporated into the course content of the Elderly IT Learning Portal.

Training Senior Educators to disseminate consumer knowledge in the community

Eddy Tong also mentioned that the “Pilot Educator Scheme for Senior Citizens” was newly launched by the Council. Through recruiting and training a group of senior educators to host consumer educational talks, it is expected to disseminate the consumer knowledge to the elderly in the community. With an aim to handle enquiries and complaints from the elderly more promptly and directly, a new elderly complaint hotline will also be set up by the end of this year.

齡活協作大獎
AGE-FRIENDLY COLLABORATOR AWARD

僱員再培訓局
Employees Retraining Board

「後50・形象工程」、「後50・愛增值」活動、「後50・實習生計劃」
Post-50 Branding Campaign, Post-50 Love Upgrading Scheme, Post-50 Internship Programme

要建構有利長者就業的環境，實有賴社會各界的協同合作。僱員再培訓局（再培訓局）一直擔當牽頭角色，積極與不同持份者，包括培訓機構、僱主機構、政府部門、社福機構、地區團體等緊密合作，為「後50」（50歲或以上人士）提供多元化的培訓課程及支援服務。

多元培訓 增值自強

再培訓局副主席黃傑龍教授表示，「『後50』擁有豐富的工作經驗，但由於社會和科技急速發展，『後50』或會面對事業挑戰，需要適切的協助以投入新崗位及工作。再培訓局結合各界力量，全方位支援『後50』培訓就業，協助釋放他們的潛能，發揮所長。」

再培訓局提供約700項具市場需求及事業前景的培訓課程，涵蓋28個行業及多個通用技能範疇。再培訓局擁有龐大的培訓網絡，委任約80間培訓機構，營運約400間培訓中心，遍布全港各區。再培訓局與培訓機構同心合力，透過發展多元化的培訓課程及推出「後50・愛增值」活動，協助「後50」學習新知識和技能，投身職場。

伙伴協作 全力支援「後50」

再培訓局亦與僱主機構、政府部門、社福機構、地區組織等緊密合作，以「後50」為目標對象，推出特別計劃，包括「後50・實習生計劃」、「先聘用、後培訓」計劃和「度身訂造課程」，以及一系列培訓和就業相關的活動，例如地區推廣活動、工作體驗日、「職場再出發」實戰系列活動、「ERB服務點」專設活動等。

再培訓局會繼續結合伙伴力量，向「後50」推廣培訓增值的訊息，推動他們修讀培訓課程，自我增值，投入工作。



Cross-sector collaborations are essential for creating an age-friendly working environment. The Employees Retraining Board (ERB) has been taking a leading role to collaborate with different stakeholders, including training bodies, employers, government departments, social service organisations, district organisations, etc., to provide diversified training courses and support services for the "Post-50" (people aged 50 or above).

Diversified training courses for upgrading and enhancement

Professor Simon Wong, Vice-Chairman of ERB said, "'Post-50' possess profound working experience. However, due to the rapid development of society and technology, some 'Post-50' may face challenges at work, and be in need of assistance in fitting into new jobs. ERB integrates the resources of different sectors to provide comprehensive support to the 'Post-50' to unleash and excel their potential."

ERB offers around 700 market-driven and employment-oriented training courses straddling 28 industries and various generic skills areas. ERB has an extensive training network with about 80 appointed training bodies operating some 400 training centres across the territory. ERB works hand in hand with training bodies to develop diverse training courses and launched the "Post-50 Love Upgrading Scheme" to assist "Post-50" in acquiring new knowledge and skills for joining the workforce.

Cross-sector collaborations to support "Post-50"

ERB also works closely with employers, government departments, social service organisations, district organisations, etc. to launch various special programmes for "Post-50", including the "Post-50 Internship Programme", "First-Hire-Then-Train" Scheme and "Tailor-made Courses", as well as a series of training and employment related activities, such as district promotional activities, work experience days, "Workplace Re-entry" activity series, "ERB Service Spots" dedicated activities, etc.

ERB will continue to join hands with partners to promote the message of continuous upgrading among "Post-50", encouraging them to enroll in training courses for self-enhancement and employment.

齡活協作大獎
AGE-FRIENDLY COLLABORATOR AWARD

入境事務處
Immigration Department

全港市民換領身份證計劃、日本撤離行動、入境事務處義工隊
Territory-wide Identity Card Replacement Exercise, Evacuation Operations in Japan, Immigration Department Volunteer Work Team

全港市民換領身份證計劃於2018年展開，分階段為智能身份證持有人換證。入境事務處以智慧型及人性化的概念積極簡化服務流程，致力為不同年齡層的市民提供更多便利及優質的服務。而在處理突發事件時，入境事務處則迅速聯繫相關部門，為港人提供協助。

外展換證服務盡顯關愛

為方便長者和殘疾人士能安坐院舍換領身份證，入境處首次以外展形式推出的「到訪院舍換證服務」，由到訪院舍服務隊人員上門提供「一條龍」換證取證服務，至今已到訪超過360間院舍，為超過18,000名院友辦理換證手續。

協同各界執行日本撤離行動

去年，因受疫情影響而被迫滯留「鑽石公主號」的港人中有不少長期病患和年長人士，入境處先後合共調配了超過500名人員分別前往日本或駐守香港總部執行接回及支援滯留港人的任務，期間一直與外交部駐港特派員公署、中國駐日本國大使館及香港駐東京經濟貿易辦事處保持緊密聯繫，更主動聯繫船上港人，並透過郵輪公司向有需要的香港居民派送藥物和日用品。

義工隊關懷弱勢社群

此外，入境處義工隊自2002年成立以來，一直與本地不同的社會服務機構、團體及政府部門合作舉辦義工活動，例如陪同長者及有需要人士進行社交活動、關懷探訪等。去年更積極協助防疫工作，協同部門多個義工隊，先後共派出近700人次的義工參與派發抗疫物資或糧食予長者等活動。

入境事務處副處長陳天賜表示，「入境處一直與各持份者通力合作，透過有效的溝通機制，與各界保持聯繫，提升服務質素。今次獲得獎項不但是對我們一直以來努力工作的肯定，更鼓勵我們要做得更好，繼續為不同年齡階層的市民提供更多便利及貼心的公共服務。」



Territory-wide Identity Card Replacement Exercise has commenced since 2018 to have the smart identity cards replaced by phases. Immigration Department simplifies the procedures proactively with smart and humanised concepts in order to provide more convenient and quality service to citizens of different age groups. When it comes to emergencies, Immigration Department will collaborate with relevant departments promptly to provide Hong Kong residents with assistance.

Showing love and care with Outreach Card Replacement Service

For the convenience of elderly and disabled at residential care homes, "On-site Identity Card Replacement Service" was first introduced by Immigration Department. The outreach team provides "one-stop" identity card replacement service on-site and has been visiting more than 360 residential care homes, helping over 18,000 residents replace their identity cards.

Join hands with different parties for the evacuation at Japan

Last year, among the Hong Kong citizens who were stranded in Diamond Princess due to the pandemic, a proportion of them were patients with chronic diseases and elderly persons. Immigration Department had deployed more than 500 persons in total to head to Japan or to station in the Hong Kong headquarter for bringing the stranded citizens home and providing supports. During the period, the department had been maintaining close communication with the Office of the Commissioner of the Ministry of Foreign Affairs in the Hong Kong Special Administrative Region, Embassy of the People's Republic of China in Japan and Hong Kong Economic, Trade and Cultural Office in Tokyo, and also took the initiative to contact the Hong Kong residents on board for sending those in need medicines and daily necessities via the cruise company.

Volunteer Work Team cares for the under-privileged

Initiated in 2002, Immigration Department Volunteer Work Team has been cooperating with different social service organisations and government departments to organise volunteering activities, such as caring visits and accompanying the elderly and people in need to join social activities. Furthermore, the team actively assisted in epidemic prevention with nearly 700 volunteers participated in activities including distributing epidemic prevention supplies and food to the elderly, in collaboration with different departmental volunteer teams.

"Immigration Department has been working closely with all stakeholders to keep contact with different parties through effective communication and to enhance the service quality. On top of recognising the hard work of the team, the award has also encouraged and motivated us to strive for further excellence, and to keep on providing more convenient and caring public services to citizens in all age groups," said Chan Tin-chee, Deputy Director of Immigration.

特別大獎得主 Winners of Special Awards

齡活協作大獎 - 優異獎
AGE-FRIENDLY COLLABORATOR AWARD - MERIT

屈臣氏集團
A.S. Watson Group

食腦同遊
Joyful Brain Health



屈臣氏集團與香港基督教服務處合辦「食腦同遊」計劃，以「玩樂」及「煮食」為題，培訓長者和企業義工，為輕度認知缺損長者提供多元化認知障礙訓練，更藉此提升參加者對認知障礙症的認識和關注，推動鄰舍支援及跨代共融精神。整個計劃貫穿不同層次長者參與的元素，由參與活動、經驗分享，以至活動策劃，發揮老有所為的精神。

A.S. Watson Group and Hong Kong Christian Service co-organised "Joyful Brain Health", a train-the-trainer programme which equipped corporate and elderly volunteers with cognitive training knowledge in order to help train their peers with mild cognitive impairment through games and cooking. The programme not only raised awareness on dementia, but also promoted neighbour support and fostered inter-generational harmony. It allowed elders to cultivate a sense of self-worthiness by active engagement throughout the programme, from joining the event, experience sharing, to event planning.

港島東醫院聯網
Hong Kong East Cluster

社區服務委員會(長者服務)
Community Services Committee (Elderly)



港島東醫院聯網強調以病人為中心的服務，積極發展醫社合作，成立多個專科溝通平台。其中長者平台聯同臨床團隊及社區伙伴關注人口老化，攜手實踐「智友醫社同行計劃」，為輕度認知障礙病人及其家屬提供支援、推動為晚期及臨終長者提供身心靈服務的「賽馬會安寧頌」及長者冬季防寒系列等項目；又設立港島東健康資源網，協助有效地搜尋長者疾病管理知識及社區復康資源。

Hong Kong East Cluster has proactively developed Medical-Social Collaboration to strengthen seamless patient-centred services for over two decades. Different communication platforms by specialties were formed with community partners. The Community Services Committee (Elderly) is composed of clinical teams and community partners of elder service, focusing on ageing population and perfecting different collaborative projects including the Dementia Community Support Scheme for elderly persons with mild or moderate dementia, and the Jockey Club End-of-Life Community Care Project. Healthyhkec website has been set up to serve as an e-platform to share elderly related disease information and community rehabilitation resources aiming to build up an elderly-friendly and healthier community in Hong Kong East.

齡活商業大獎
AGE-FRIENDLY BUSINESS AWARD

香港按揭證券有限公司
The Hong Kong Mortgage Corporation Limited

HKMC退休方案
HKMC Retirement Solutions

香港作為全球平均壽命最長的城市，正面臨人口老化帶來的經濟考驗。社會有需要加強對退休規劃的認識，讓市民享受豐盛積極的退休生活，並為金融業帶來新的商機。香港按揭證券有限公司(HKMC)由香港特區政府通過外匯基金全資擁有，以促進退休規劃市場發展為使命之一，為已屆退休之齡的人士提供「HKMC退休方案」，包括安老按揭計劃、香港年金計劃及保單逆按計劃。

以審慎的商業原則運作 將資產轉化為穩定收入
HKMC以審慎的商業原則運作，其退休方案不涉及政府補貼，旨在協助長者將資產(住宅物業、現金及人壽保單)轉化為穩定的收入，自製長糧。三項退休方案均具備「快」(即時)、「穩」(穩定)和「長」(攞一世)的特色，能為退休人士提升生活質素。

HKMC執行董事兼總裁李令翔表示，「退休規劃最重要是取得穩定的現金流。許多市民在退休之際，可能持有住宅物業、人壽保單及些少儲蓄，但卻缺乏現金流。安老按揭、香港年金及保單逆按均能協助退休人士釋放手上資產的價值，轉化為每月穩定的收入。」「HKMC退休方案」至今已為超過1.5萬名人士，將逾320億港元資產轉化為穩定的現金收入。

退休規劃意識有待提升 優化產品捕捉銀髮商機
現年65歲的男性可以活到90歲或以上的機率為31%，女性則為52%，此機率仍在逐年增加之中。李令翔指出，現時社會對於退休規劃和長壽風險的認識仍有提升的空間，需要繼續進行市場教育和推廣，協助市民建立正確的退休規劃觀念。他續稱，「HKMC退休方案」中的產品是現時私人市場上較為欠缺的，能填補市場的不足，讓退休人士有更多自製長糧的方案。而透過不斷優化產品，可為客戶提供更靈活的方案，令退休規劃更富彈性。

除退休理財外，HKMC亦重視客戶退休生活的整體質素。因此近年成立了會員計劃AMIGOS By HKMC、出版電子雜誌、開設「HKMC YouTube頻道」，不時上載資訊短片及直播，為退休人士提供多元化的退休資訊，助他們過精彩和豐盛的退休生活。



Having the longest life expectancy in the world, Hong Kong is facing economic challenges brought by ageing population. The society is in need of enhancing people's knowledge on retirement planning, so as to help citizens enjoy a fruitful and proactive retirement life, and to bring new business opportunities for the financial sector. Wholly owned by the Hong Kong Special Administrative Region Government through the Exchange Fund, one of the missions of the Hong Kong Mortgage Corporation Limited (HKMC) is to promote the development of retirement planning market. The HKMC Retirement Solutions have been launched for the retirees, including the Reverse Mortgage Programme, HKMC Annuity Plan and the Policy Reverse Mortgage Programme.

Operate on prudent commercial principles and convert assets into stable income
The HKMC operates on prudent commercial principles and its retirement solutions do not involve government subsidies, with the purpose of assisting retirees in creating steady and lifelong stream of income with their assets (residential properties, cash, and life insurance policies). The three retirement solutions share common characteristics of being immediate, stable and lifelong, which can enhance the quality of life for the retirees.

"Obtaining steady cash flow is the key to retirement planning. Some citizens might be holding residential properties, life insurance policies and some savings when they retire, yet in lack of cash flow. The Reverse Mortgage Programme, HKMC Annuity Plan and the Policy Reverse Mortgage Programme can help retirees convert their assets into steady monthly payouts," Raymond Li, Executive Director and Chief Executive Officer of the HKMC said. The HKMC Retirement Solutions have collectively helped over 15,000 individuals convert more than HK$32 billion of assets into stable stream of income.

Awareness on retirement planning yet to be enhanced with the optimisation of products to capture silver-haired business opportunities
For people who are currently aged 65, the probability of male to live until 90 years old or above is 31%; while that of female is 52%, and this probability is increasing year by year. Raymond Li pointed out that there is a room for improvement in terms of social awareness on retirement planning and longevity risk. Continuing market education and promotion are required to help citizens establish proper retirement planning concept. "The products under the HKMC Retirement Solutions are lacking in the existing private market, which can fill the market gap and offer more options for retirees to create lifelong income. By the ongoing optimisation of products, we can provide customers with more flexible solutions for their retirement planning," he continued.

In addition to retirement financial planning, the HKMC values the overall quality of retirement life of its customers. Therefore, a loyalty programme named AMIGOS By HKMC, an e-Magazine, and the HKMC YouTube Channel for uploading informative videos and live broadcastings, are established in recent years, providing retirees with diversified retirement information and making their retirement life an enriched and splendid one.

齡活商業大獎
AGE-FRIENDLY BUSINESS AWARD

智活研發有限公司
Mindvivid Limited

智活研發 MINDVIVID

「智活無限」
Brainastic

腦退化症雖然暫時並未有根治的方法，然而通過保持大腦的健康及訓練，可以減低患上的機會及減慢衰退。智活研發有限公司針對腦退化症，開發與認知能力相關的應用程式及服務平台，為用家提供腦部訓練，並建立腦部數據庫，以及延緩與篩查腦退化症的研究平台，提升大眾對腦部健康的認知，關注腦部健康的情況。

以遊戲形式訓練大腦 延緩長者腦退化

「智活無限」是全港首個針對本地認知能力訓練而研發及認證的應用程式，同時集結科研、腦部訓練和遊戲於一身，通過遊戲方式訓練玩家的腦部能力，有助延緩腦退化。「智活無限」參考了澳洲、美國及英國的研究結果，綜合出腦部訓練電子模式及六大認知能力訓練範疇，其中包含記憶力、專注力、執行力、靈活性、視覺空間和語言能力，遊戲數目超過二十款，使玩家可以透過富挑戰性及新鮮感的方式訓練不同認知範疇。

智活研發聯合創始人及行政總裁林小軒表示，「市場上由本地研發、針對延緩腦退化症的訓練遊戲非常罕見，故我們早在六年前開始着力開發針對腦部訓練的應用程式，希望長者可透過簡單、輕鬆的形式進行腦部訓練。大約每日訓練20分鐘，長者便可以提升腦部能力，延緩腦退化。」

找出潛在的腦退化症患者

除「智活無限」應用程式外，玩家更可連接「智活綜合平台」查看自己的訓練數據。平台將玩家抽象的訓練數據具體化成圖表，讓玩家能簡單清晰地了解自己的表現，訓練同時配合監察，有效協助延緩及初步篩查潛在的腦退化症患者，有助及早發現認知能力退化情況，並尋求專業醫療諮詢，長遠更可節省社會的醫療資源。



Although there is no cure for dementia at the moment, through training and keeping the brain healthy can lower the risk of dementia and delay cognitive decline. Mindvivid Limited developed cognitive-related application and service platform targeting dementia to provide users with brain trainings, establish a database with brain data, as well as serve as a research platform for delaying and screening cognitive decline, so as to enhance the understanding and awareness of the general public towards brain health.

Brain training through games to slow down cognitive decline

"Brainastic" is the first application developed and verified in Hong Kong for local cognitive training, which integrates scientific research, brain training and entertainment to enhance players' cognitive ability and help slow down cognitive decline through games. With reference to findings from Australia, the United States and the United Kingdom, a unique electronic brain training model focusing six major cognitive functions is built, namely memory, attention, execution, flexibility, visual space and language. Over 20 games are available at the moment to keep players challenged and thrilled through trainings in different cognitive areas.

Issac Lam, Co-Founder & CEO of Mindvivid Limited said, "Locally developed training games on dementia are very rare in the market. In view of this, we started to develop brain training application six years ago and hope that the elderly can perform simple and relaxing brain trainings. Senior users who use "Brainastic" for about 20 minutes every day are able to improve their brain ability as well as delay cognitive decline."

Identify dementia patient as early as possible

On top of "Brainastic", players can access and keep track of their training data via mvPortal. The platform visualises the data into charts, which embodies the abstract efficacy of training and enables players to learn about their brain performance concisely and clearly. Brain training together with persistent monitoring can effectively prevent cognitive decline and help identify dementia patients at an early stage, so that patients can recognise their cognitive performance and seek professional medical consultation, which can save medical resources of the society in long run.

齡活商業大獎
AGE-FRIENDLY BUSINESS AWARD

瞳訊醫療國際有限公司
Visiona MedTech International Limited

VISIONA MEDTECH 瞳訊醫療國際

瞳訊糖尿眼智能篩查系統
VisionaDR Intelligent Screening System

糖尿病是本港主要的慢性疾病，大大增加患者患上多種不同嚴重疾病的風險。香港政府估計約10%人口患有糖尿病，患者因各種糖尿病引致的併發症而需住院及接受治療，除了消耗大量醫療資源和經費外，患者與其家人（或照顧者）的身心亦飽受折磨和困擾。因此，及早發現和適時治療是保障患者健康和減輕醫療系統壓力的關鍵。

瞳訊醫療是本港的初創企業，專注研究以人工智能技術(AI)分析視網膜圖像，其自主研發糖尿眼智能篩查系統VisionaDR™，可以隨時隨地為大眾提供糖尿眼篩查服務。瞳訊醫療國際有限公司行政總裁伍灝桓表示，「視網膜病變是糖尿病併發症之一， 病情嚴重者足以失明。透過AI系統分析視網膜圖像，可及早發現疾病，把握黃金治療期。我們希望研發出來的技術可以得到廣泛應用，在疾病預防上造福大眾。」

快捷、可靠、安全的糖尿眼篩查三部曲

瞳訊糖尿眼智能篩查系統操作方式和流程非常簡易。首先由專人以眼底照相機為接受篩查者拍攝視網膜圖像(俗稱「眼底影像」)，再將拍攝好的眼底影像上傳到瞳訊平台以VisionaDR™進行自動分析，數秒鐘後即取得報告，而篩查的結果準確度高達96.8%。此技術可應用的場景十分廣泛，包括醫院、診所、長者中心、體檢中心等。

全港首個社區糖尿眼智能篩查項目

長者是糖尿病高危群組，有25%的65歲或以上長者是糖尿病患者。礙於行動不便、公立醫院眼科排期太長、私家眼科費用昂貴等因素，長者普遍缺乏定期驗眼、主動接受篩查的意識及積極性。這導致很多長者患上糖尿眼而不自知，每年有約200名香港居民因太遲發現而導致永久失明。在2018年，瞳訊醫療聯合香港房屋協會舉辦全港首個大型社區糖尿眼智能篩查項目，以到戶服務的形式，為房協轄下20個出租屋邨近2,000名60歲以上長者提供糖尿眼篩查服務，方便快捷的篩查服務深受長者們歡迎，並喚醒他們採用預防性健康篩查的積極性。

瞳訊醫療目前仍積極與不同非牟利組織合作，提供外展篩查服務，希望通過普及篩查，幫助長者及早發現病情，減少失明風險，同時減輕公共醫療系統負擔，優化醫療資源的運用。



Diabetes is a major chronic disease in Hong Kong which heavily increases the chance of suffering from other serious diseases. The Hong Kong Government estimates that approximately 10% of the population suffers from diabetes. Some of the patients are hospitalised and undergo treatments due to complications which involve substantial medical resources and costs, while the patients and their family members (or caregivers) may also suffer physically and mentally. Therefore, identifying the disease and receiving treatment as early as possible are the key to improve health and alleviate social medical burden.

Visiona MedTech is a start-up company in Hong Kong, specialising in AI-powered retinal image analysis. Its self-developed VisionaDR™ provides retinal image analysis services for detection of Diabetic Retinopathy anytime and anywhere. "Retinopathy is one of the complications of diabetes, where blindness may result in severe cases. Retinal image analysis helps the early detection of disease and grasp golden period of treatment. We hope that our technology can be widely applied and contribute to disease prevention," said Reny Ng, CEO of Visiona MedTech International.

Instant, reliable and safe Intelligent Screening System

The operation method and procedure of VisionaDR Intelligent Screening System are very simple. First of all, individuals to be examined have to sit in front of the device, their retinal images will then be captured by cameras with the aid of dedicated persons and uploaded to VisionaDR™ for automatic analysis. The report will be generated in a few seconds with the accuracy as high as 96.8%. This technology is extensively applicable, including in hospitals, clinics, elderly centres and medical centres.

The first community-based intelligent screening project in Hong Kong

Older people are at a great risk for diabetes, where 25% of those aged 65 or above are patients with diabetes. Low mobility, long waiting lists of ophthalmology in public hospitals, expensive ophthalmology treatment in private hospitals are the factors hindering the elderly from undergoing regular examinations and active screening, which give rise to the unawareness of diabetic retinopathy. The delayed diagnosis leads to blindness in approximately 200 Hong Kong citizens every year. In 2018, Visiona MedTech and Hong Kong Housing Society organised the first Community-based Intelligent Diabetic Retinopathy Screening Project, providing door-to-door service for 20 rental housing estates of Housing Society. Intelligent diabetic retinopathy screening service was provided to nearly 2,000 seniors aged 60 or above. The convenient and speedy screening service wins the reputation among elderly and arouse their initiative on preventive health screenings.

Visiona MedTech is currently working with different NGOs and providing outreach screening services. It is hoped that universal screening could help the elderly recognise the signs of the disease at the early stages which can reduce the risk of blindness, as well as ease the burden of public healthcare system and optimise the use of medical resources.

特別大獎得主 Winners of Special Awards

齡活商業大獎 - 優異獎
AGE-FRIENDLY BUSINESS AWARD - MERIT

益體健有限公司
ESMARTHEALTH LIMITED

香港電訊e体健 - 全方位長者遙距健康管理服務
HKT eSmartHealth - Remote Healthcare Monitoring for Seniors



全方位長者遙距健康管理服務讓老友記不論在社區或身處家中，都可以定期量度身體數據（如血壓、血糖、體温及血含氧量等），並會上傳雲端方便醫護人員進行遙距監測，如發現數據異常，則會糅合香港電訊新推出之視像醫療平台「DrGo」連繫香港註冊醫生，為老友記提供遙距視像醫療諮詢服務。

Senior citizens are able to take regular health measurement, such as blood pressure, blood glucose level, body temperature and blood oxygen, via "Remote Healthcare Monitoring for Seniors" scheme. The recorded health data will be sync to the cloud for remote monitoring by medical professionals. If any of the readings are found to be abnormal, senior citizens are able to consult registered doctor in Hong Kong by the telemedicine platform "DrGo".

香港上海滙豐銀行有限公司
The Hongkong and Shanghai Banking Corporation Limited

社區銀行服務
(認知友善友好銀行服務、樂齡理財及無固定住址開戶服務)
Community Banking Services
(Dementia Friendly Banking, Age Friendly Banking and No Fixed Address Services)



滙豐積極推動普惠金融，致力為香港的弱勢社群提供全面的銀行服務和支援，對象包括認知障礙症患者、殘健人士、無家者及分間單位住戶等。滙豐將繼續履行承諾，讓社會上任何階層的人，不論其背景或個人狀況，均能夠使用銀行服務。

As the champion of financial inclusion, HSBC provides comprehensive services and support for the less privileged in the Hong Kong community, including customers with dementia or disabilities, as well as those who are homeless and living in sub-divided flats. Our goal is to ensure access to banking services by everyone in our society, irrespective of their backgrounds or personal circumstances.

數碼通電訊有限公司
SmarTone Mobile Communications Limited

SmartHealth及智關愛守護服務
SmartHealth & SmarT Caregiver Service



SmarTone Solutions積極於人口漸趨老化的社會中培養公眾的健康意識，以及提倡自助醫療保健。SmarTone研發的數碼化健康監察方案 - SmartHealth，提供簡單易用且便利的服務，讓長者亦能輕而易舉地利用平板裝置或智能電話記錄及監察個人健康狀況。於2020年2月，SmarTone推出「智關愛守護」服務，讓顧客可以安心守護摯親。

To promote health-consciousness and self-healthcare in the ageing society, SmarTone Solutions developed the digital health monitor solution, SmartHealth. It provides an easy-to-use and convenient applications for daily measurement, even elderly can manage it at their fingertips with tablet or smartphone. In Feb 2020, SmarTone launched the "SmarT Caregiver Service", a solution tailored for customers with particular concerns about their elderly loved ones.

友善人情大獎
OUR CITY'S STORY AWARD

僱員再培訓局
Employees Retraining Board

《後50・花火年華》微電影及「後50・學員故事」短片系列
Post-50: Sparkling Times Micro Film and Post-50 Trainee Stories Videos

五十而知天命，有人認為50歲與退休只有咫尺之距，也有人認為50歲才是人生的另一開始。「後50」(50歲或以上人士)既擁有豐富的人生經驗，又充滿活力，只要得到適當的培訓，就可以再次成為職場的新力軍。

僱員再培訓局(再培訓局)) 於2019年建立富時代感的新稱號「後50」及開展「後50・形象工程」，向各界推廣「後50」的優秀質素和社會價值。再培訓局邀請了電影《逆流大叔》的導演陳詠燊參與創作及製作《後50・花火年華》微電影，由四位「後50」學員親自演出，以及製作「後50・學員故事」短片系列，分享他們的學習及工作經歷。

再培訓局行政總監吳國强表示，「『後50』的優點和價值很多時會被忽略，我們希望透過微電影，以更真實的面貌向觀眾呈現『後50』的動人故事，以及他們熱誠堅毅、積極向前的優秀特質。」

屬於「後50」的故事

四位「後50」學員有著不一樣的經歷，卻有著相同的信念：發揮豐富經驗，與時並進，活出精彩人生。其中一位學員麥德蘭在面對人生低潮時，不但沒有放棄，更迎難而上，積極面對，在修讀再培訓局課程後，繼續進修，裝備自己，現在已是炙手可熱的陪月員。

吳國强表示，再培訓局每年培訓的學員超過12萬，同時持續推廣學員的奮鬥經歷和勵志故事，鼓勵更多「後50」及市民也能像微電影的主角般，無懼際遇，進修增值，邁步向前，開創豐盛人生！



There is an old saying that one knows his destiny at his 50s. Some hold the belief that one is close to retirement at 50; while others believe that 50 marks the beginning of a new life. "Post-50" (people aged 50 or above) have fruitful life experience and are energetic as well. They can give new impetus to the labour force as long as they are provided with appropriate training.

The Employees Retraining Board (ERB) established a trendy title "Post-50" and launched the "Post-50 Branding Campaign" in 2019 to showcase the outstanding qualities and social value of "Post-50". ERB invited Sunny Chan, film director of the movie "Men On The Dragon", to create and produce the "Post-50: Sparkling Times" micro film with four ERB "Post-50" trainees being the leading actors. ERB also produced a "Post-50 Trainee Stories" video series to showcase the learning and working experiences of these four trainees.

"Virtues and values of 'Post-50' may sometimes be undermined, and that is the reason why we produced the micro film to present to the audiences the touching stories and true colours of our trainees, highlighting their outstanding qualities of enthusiasm, perseverance and determination." said Byron Ng, Executive Director of ERB.

Stories of the "Post-50"

The four "Post-50" trainees have different personal stories, yet they all uphold the same belief – to make the best use of their experience to move with the times and live a brilliant life. When hitting the rock bottom, Mak Tak-lan, one of the "Post-50" trainees, did not give up. She grasped the nettle and braved the storm. She enrolled in ERB course and kept on learning, turning herself to become a popular post-natal care worker.

Byron Ng said that ERB trains more than 120,000 trainees every year, and meanwhile continues promoting the inspirational success stories of the trainees, with a view to motivating more "Post-50" and members of the public to follow the micro film protagonists' footprints, be fearless when facing challenges, keep upgrading and forge ahead for a brighter future.

友善人情大獎
OUR CITY'S STORY AWARD

好聲服務有限公司
Sounds Great Services Limited

送贈好聲書探訪
Sound Book Donation for Charity Visit

好聲 SOUNDS GREAT

建立齡活的生活方式，除了要在硬件配套上建構宜居環境外，亦需照顧長者的心理及精神健康，鼓勵長者繼續發掘生活樂趣。好聲服務有限公司成立於2015年，繼承了黃霑先生「為香港留下最美麗動人的聲音」的遺願，以「傳承香港文化」出發，網羅香港最優秀的演員獻聲，將中國名著、粵曲戲寶、藝人專訪、播音故事等收錄製作成為一系列有聲書，為長者及有需要人士帶來另類的娛樂方式。

承傳香港文化 提供高質素娛樂
除了保留香港人集體回憶及傳統文化，好聲亦希望能為長者及視障人士提供高質素娛樂。好聲服務有限公司主席蕭潮順分享，「好聲的初衷就是為了向長者提供娛樂，不同年代的長者，他們的文化喜好、偶像、娛樂方式都不一樣，例如60歲的長者愛聽譚詠麟，80至90歲的長者則偏好粵曲，喜歡任劍輝、白雪仙。我們希望能用另類的方法，為長者及有需要人士提供適合他們的娛樂。」

好聲製作的有聲書內容廣泛，有經典文學作品，如《射雕英雄傳》、《三國演義》，也有粵曲、藝人專訪等，配合城中藝人演員熟悉的聲音演繹，為長者及有需要人士帶來娛樂和回憶。

贈送好聲書 助長者重拾「閱讀」樂趣
好聲一直透過聲音建立關係，在社會上散播正能量。蕭潮順指出，現時社會就長者的資助主要着重於「衣、食、住、行」的需要，卻鮮有特別為他們而設的娛樂產品，因此，好聲定期探訪不同的老人院、失明人士機構及獨居長者，為他們送上簡單易操作的「好聲書」，希望藉此為長者及有需要人士帶來更多娛樂選擇。

疫情期間，長者、視障人士等弱勢社群減少外出，娛樂方式因應減少，長居家中難免孤獨寂寥。好聲主動聯絡物流公司合作，計劃將「好聲書」送上門，讓長者及弱勢社群即使在家中也可以享受聽書閱讀的樂趣。



To establish an age-friendly lifestyle, the psychological and mental health of elderly should be taken care of to encourage them to discover the joy of life apart from creating a liveable environment with hardware facilities. Founded in 2015, Sounds Great inherits Mr. James Wong's wishful thought of "leaving the most beautiful and melting voices in Hong Kong", and has invited celebrities and vocal talents to participate in the recordings of audio book featuring Chinese literature classics, Cantonese opera, artists' autobiographies and other stories to preserve collective memories and pass on Hong Kong culture, bringing elderly and people in need another option of entertainment.

Inherit Hong Kong culture and provide quality entertainment
In addition to preserving Hong Kong people's collective memories and traditional culture, Sounds Great hopes to provide quality entertainment to elderly and visually impaired people. "The objective of Sounds Great is to bring entertainment for seniors. Cultural interests, idols, ways of entertainment of elderly in different age groups vary. For instance, the 60-year-old loves listening to Alan Tam's music; while those age 80 to 90 prefer Cantonese opera and like Yam Kim-fai and Pak Suet-sin. We target to provide elderly and those in need with entertainment which fits their appetite in a special way," Patrick Siu, Chairman of Sounds Great Services Limited shared.

Audio books produced by Sounds Great cover extensive topics and content, ranging from literature classics such as "The Legend of the Condor Heroes" and "Romance of the Three Kingdoms", Cantonese opera to artists' autobiographies, bringing back memories and entertainment to the elderly and people in need through the voice of artists in the city.

Sounds Great audio book giveaways help elderly regain the joy of reading
Sounds Great has been building network through sound and spreading positive energy in the society. Patrick Siu pointed out that currently, social subsidies for the elderly mainly address the needs of daily necessities, yet rarely provide entertainment specially for them. Sounds Great regularly visits elderly homes, organisations for the visually impaired and singleton elderly to distribute Sounds Great audio books, aiming to offer them with entertainment alternatives.

During the pandemic, the disadvantaged groups including the elderly and visually impaired people may experience loneliness as they stay at home most of the time with limited entertainment options. Sounds Great therefore took the initiative to join hands with logistic companies, sending Sounds Great audio books to the seniors and disadvantaged groups, allowing them to enjoy the fun of reading and listening to audio books in the comfort of their home.

友善人情大獎
OUR CITY'S STORY AWARD

甜蜜故事有限公司
Sweet Stories Limited

長者飯堂
Memory Kitchen

故甜事蜜 Sweet Stories

在推廣長者及年齡友善文化的過程中，有很多激勵人心的故事，充滿著正能量。甜蜜故事是以食物聯繫社區的社會企業，透過零售及推廣教育，普及軟餐文化，幫助吞嚥困難的患者重拾飲食之樂，同時亦以「同枱食飯」的理念為基礎，令長者再次聯繫社交網絡，打破關係隔膜。

「長者飯堂」跨齡共膳 以食物連結社會
民以食為天，美食可以喚起一個人生活中美好的記憶，也可以聯繫不同的人，以及不同的世代。甜蜜故事創辦人鄭翠碧相信食物不僅可以豐富人的味蕾，更可以連結社會。「其實長者有很多飲食願望，就算是患病或者獨居，他們還是可以再次與社會連結，也希望社會不同的階層、家庭或企業都可以藉著一同用餐，聆聽長者的故事，一起回味記憶中的味道。」

鄭翠碧指「長者飯堂」參與者的回應十分正面，長者們帶著「去飲」的心情，與全家共同出席盛宴，飯局上連結了不同年紀的家人、義工，共同回味長者記憶中家的味道。有些長者因長期病患甚少外出，「長者飯堂」給他們一個外出聚會的機會，更可以拍下難忘的全家福。

顛覆傳統 創新口味 讓長者也享美食自主權
甜蜜故事將長者心中念念不忘的味道以傳統或創新的方式重新創作，考慮到部分長者有吞嚥困難的煩惱，他們將傳統中式菜餚以法式方法處理，曾推出軟餐月餅和臘腸味馬卡龍等特色美食。「我們想讓長者在飲食上嘗試不同的新食物，就像生命一樣會有不同的機會出現。」

甜蜜故事 成就鼓舞力量
甜蜜故事藉著食物拉近人與人之間的關係，使珍貴回憶得以用味覺承傳。透過「長者飯堂」，不同年紀的人可以同桌共膳，各展所長，連結屬於「家」的味道。長者在飯堂上娓娓道出自己年輕時的故事，家人們除了和長者享受飲食樂趣外，更受到鼓舞加入「長者飯堂」的義工行列。



While promoting the age-friendly culture, there are lots of inspiring stories that can boost up one's energy. Sweet Stories is a social enterprise that connects the community with food. Through retail and education, it popularises soft meal and helps patients with swallowing difficulties regain the joy of eating. The concept of "eating on the same table" is also promoted to reconnect the elderly with the community and break the relationship barrier.

"Memory Kitchen" connects the society with food through intergeneration gatherings
Food is of paramount importance as it evokes good memories of life, while connecting people across generations. Amy Cheng, Founder of Sweet Stories believes that food can wake people's taste buds up as well as bring people together. "The elderly have different food cravings and desires and might wish to reconnect with the society, even if they are patients or living alone. We hope that different sectors of the society, families and enterprises would have gatherings with the seniors to enjoy food, listen to their stories and reminisce about the flavours in memories."

Amy Cheng stated that positive responses were received from the participants of "Memory Kitchen". The seniors attend the event with the mood of joining a feast with their family. Family members and social workers in different age groups are linked together to recall the delightful memories and taste of home. "Memory Kitchen" provides a chance for elderly patients with chronic diseases who seldom leave home to dine out and capture the unforgettable moment with their family.

A breakthrough with innovative flavours enables the elderly to maintain autonomy over food selection
Sweet Stories recreated the unforgettable family recipes for the seniors with both traditional and innovative techniques. Considering the swallowing difficulties of some seniors, they curate authentic Chinese cuisines with French cooking style and introduce delights such as Soft Meal Mooncake and Chinese Sausage Macaron. "We hope to let the elderly have a chance to try new food, just as different opportunities arising in life ."

Sweet Stories as a source of inspiration
Sweet Stories draws people together via food and pass down the precious sensory moments. In the Memory Kitchen, people in different age groups are gathered on the same dining table, filling the meals with the taste of "home". Family members can indulge in the personal stories told by the elderly, have an enjoyable moment together with great food, as well as being inspired to be a part of the volunteer team of Memory Kitchen.

特別大獎得主 Winners of Special Awards

友善人情大獎 - 優異獎
OUR CITY'S STORY AWARD - MERIT

香港鐵路有限公司
MTR Corporation Limited

社區老友大使
Elderly Ambassadors



港鐵深知同為長者最明白長者乘客的需要，因此於2010年推出「社區老友大使」計劃，聘請60至65歲的長者並提供培訓，安排他們在車站協助長者及有需要的乘客，進一步提升旅程體驗。每年，港鐵的社區老友大使於近20個車站為乘客提供服務。至今，已有超過400名社區老友大使參與計劃並以兼職形式受聘。

MTR is aware that senior passengers might have unique needs that are best understood by their peers. Through the Elderly Ambassadors programme launched in 2010, MTR hires and trains seniors aged 60-65 to assist seniors and passengers in the stations so as to improve their travelling experience. Every year, the Elderly Ambassadors work in around 20 stations to serve the passengers. To date, more than 400 elderly have been trained and hired on a part-time basis.

一刻紀錄有限公司
Time Rider Production Limited

長者人生紀錄片
Elderly Life Story Documentary



一刻紀錄為長者拍攝人生紀錄片，亦曾為幾位患病的長者製作影片。其中一位婆婆的影片獲家人安排於婆婆的安息禮上「首播」。儀式進行之初，氣氛都很嚴肅。但當播放影片時，由婆婆親自講述自己走難來港的一段歷史，俏皮開朗的婆婆感染在場人士，打破嚴肅氣氛，引得眾人哄堂大笑。

Time Rider Production Limited specialises in real-life documentaries for the elderly and had produced legacy videos for those with terminal illness. One of these documentaries was premiered on an old lady's funeral arranged by her family. The funeral started off in a solemn tone. The mood was suddenly brightened up when the life story of the departed old lady unfolded on screen. She recounted how she escaped to Hong Kong in such a humourous and cheerful manner that moved everyone to tears of joy.

「我最喜愛的全城．長者友善計劃」大獎
MY FAVOURITE CITY PARTNERSHIP SCHEME AWARD

入境事務處
Immigration Department

人事登記辦事處．新智能身份證
Registration of Persons Office - New Smart Identity Card

「長者及年齡友善」是需要全民普及、共同參與的文化；而以實質行動幫助有需要人士便利生活、獲得大眾的喜愛與支持，更是不同公司及機構一直努力的目標。入境事務處一直以智慧型及人性化的概念積極簡化服務流程，致力為不同年齡層的市民提供便利的更換新智能身份證服務，為換證流程增添溫度。

樂齡櫃位 為長者提供有溫度的服務

長者在遺失身份證時或會感到焦慮和徬徨，他們亦未必懂得如何辦理證件補領的手續，因此人事登記處特別安排專人向長者們耐心解釋每個申請程序，協助他們填寫表格。長者們更可在專為他們設計的「樂齡櫃位」，利用可升降枱面和可延伸的外置相機舒適地完成打手指摸及拍照等手續，甚至還在相機鏡頭前放置了寓意長壽的壽星公圖像，以協助長者愉快、高效地拍攝照片。而「樂齡櫃位」的空間比一般櫃位寬闊，讓長者出入更為方便。

用心服務 廣受公眾肯定

入境處新智能身份證的登記及換領服務更深得公眾喜愛，除了在賽馬會齡活城市「全城．長者友善」計劃的Facebook公眾投票中獲過千個讚好外，來自公眾的聲音亦充分認可入境處這項貼心服務。有公眾就留言稱她陪同家中有聽力問題的長者換證時，入境處職員非常耐心地慢慢解釋每一個步驟，比家人還要貼心；同時還有數十個公眾留言，均對入境處換證服務給予正評，稱讚職員態度親切友善、耐心和有禮貌。

在建構「長者及年齡友善」社區的過程中，當各機構及公司推己及人，將心比心，用人性化思維創造齡活服務，公眾自然能感受這一份溫暖，我們的社區將會更加齡活友善。



The age-friendly culture is a city-wide initiative involving community participation, while assisting those in need to live more conveniently with wide public support is the goal of different companies and organisations. Immigration Department has been dedicating to simplify the service process with the concepts of intelligence and humanity, offering hassle-free identity card replacement service for different age groups, adding human touch to the replacement process.

Age-friendly Counters giving human touch in replacement service

Elderly might feel anxious and worried, and not knowing what to do when losing their identity cards. In view of this, designated persons are arranged by Registration of Persons Office to explain every single step of the application process to the elderly and assist them in filling the application forms with patience. The seniors can use the specially established "Age-friendly Counter", and complete the fingerprinting and photo taking procedures with ease with the aid of adjustable desks and extendable cameras. Besides, the image of the God of Longevity is printed in front of the camera for a joyful and effective photo taking process. The "Age-friendly Counters" are more spacious than regular counters, enabling the elderly to have easy access.

Serving with care and well-recognised by the public

The registration and replacement of new smart identity card service provided by Immigration Department are highly appreciated by the public. In addition to collecting over a thousand likes in the Facebook voting, positive comments have also been received in recognition of the heart-warming service. A citizen shared that when she was accompanying the hearing-impaired elderly to replace the card, the staff of Immigration Department explained each step patiently and with care like a family member. There are dozens of compliments given to the identity card replacement service of the Immigration Department for the friendliness, patience and courtesy of their staff.

Organisations and companies are encouraged to contribute in building an age-friendly city with human-centred designs. It does not only provide convenience to people of all ages, but also radiate the warmth and empathy to all members of the public, thus creating a more liveable and harmonious community.

計劃參與公司 / 機構
Participating Companies / Organisations of the Scheme

商業機構 Business

屈臣氏集團
A.S. Watson Group

食腦同遊
Joyful Brain Health

網址 Website: www.aswatson.com/

AA1218有限公司
AA1218 Company Limited

三本山茶油
Sunplan Camellia Tea Seed Cooking Oil

電話 Tel: +852 6768-1717
電郵 Email: info@sunplanoil.com.hk
網址 Website: www.sunplanoil.com

神窗手驗窗驗樓有限公司
ADVANCE BUILDING AND WINDOW LTD

提供多元化長者及年齡友善服務
Provide various age-friendly services

電話 Tel: +852 3956-9532
電郵 Email: windowabw@gmail.com
網址 Website: www.abw-hk.com/

歐綠保綜合環保(香港)有限公司
ALBA Integrated Waste Solutions (Hong Kong) Limited

每月為65歲及以上的員工作僱主自願性強積金供款
Monthly employer voluntary MPF contribution for aged 65 or above employees

電話 Tel: +852 2371-2822
電郵 Email: enquiry@weee.com.hk
網址 Website: www.weee.com.hk

安達思系統有限公司
Andesfit System Limited

智能健康監測雲平台
Cloud Based Health Monitoring Platform

電話 Tel: +852 3595-1880
電郵 Email: sales@andesfit.com
網址 Website: www.andesfit.com

安心網有限公司
Assurelink Limited

獨居長者安全物聯網監測研究計劃
Research on IoT safety monitoring for singleton elderly

電話 Tel: +852 2362-9018
電郵 Email: info@assurelink.io
網址 Website: www.assurelink.io

必靈科技有限公司
BNET TECH Company Limited

優杖手機程式
STICKu apps

電話 Tel: +852 9239-7764
網址 Website: bnet-tech.com/

步固有限公司
Booguu Company Limited

步固智能防跌系統
Aspire Mobile AI Elderly Fall Risk Assessment

網址 Website: www.booguu.bio

連續兩年參與公司/機構
Companies / Organisation participating for the second consecutive year

商業機構 Business

滙秀企業有限公司
Broadway-Nassau Investments Limited

聘用長者員工及鼓勵員工參與服務長者的義工活動
Provide job opportunities for senior citizens and encourage staff to join volunteer services for the elderly

博擊策略有限公司
BZ Consulting Limited

玩鸚伴鷗
Companion Parrot

電郵 Email: info@broadzhii.com

世紀二十一中華物業有限公司
Century 21 Culture Center Property Limited

聘用長者員工
Provide job opportunities for senior citizens

網址 Website: www.century21-kln.com/

創興銀行有限公司
Chong Hing Bank Limited

提供多元化長者及年齡友善設施及服務
Provide various age-friendly facilities and services

電話 Tel: +852 3768-1111
電郵 Email: info@chbank.com
網址 Website: www.chbank.com

港基物業管理有限公司
Citybase Property Management Limited

舉辦長者同樂活動及義工活動
Organise activites and volunteer work for senior citizens

港基物業管理有限公司-泓景臺管理服務中心
Citybase Property Management Limited - Banyan Garden Management Services Centre

港基物業管理有限公司-栢慧豪園管理服務中心
Citybase Property Management Limited - Central Park Towers Management Services Centre

港基物業管理有限公司-麗港城 (第1, 2及4期) 管理服務中心
Citybase Property Management Limited - Laguna City (Phase 1, 2 & 4) Management Services Centre

港基物業管理有限公司-麗港城三期管理服務中心
Citybase Property Management Limited - Laguna City Phase 3 Management Services Centre

港基物業管理有限公司-翠擁華庭管理服務中心
Citybase Property Management Limited - Monte Vista Management Services Centre

港基物業管理有限公司-盈暉臺管理服務中心
Citybase Property Management Limited - Nod Hill Management Services Centre

港基物業管理有限公司-峻瀅二期管理服務中心
Citybase Property Management Limited - The Beaumount II Management Services Centre

港基物業管理有限公司-峻瀅管理服務中心
Citybase Property Management Limited - The Beaumount Management Services Centre

商業機構 Business

港基物業管理有限公司-宇晴軒管理服務中心
Citybase Property Management Limited - The Pacifica Management Services Centre

港基物業管理有限公司-尚城管理服務中心
Citybase Property Management Limited - Uptown Management Services Centre

港基物業管理有限公司-慧景軒管理服務中心
Citybase Property Management Limited - Vianni Cove Management Services Centre

港基物業管理有限公司-灝景灣管理服務中心
Citybase Property Management Limited - Villa Esplanada Management Services Centre

港基物業管理有限公司-世宙管理服務中心
Citybase Property Management Limited - Yuccie Square Services Centre

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招商永隆銀行有限公司
CMB Wing Lung Bank Limited

提供多項長者優惠
Provide various offers for the elderly

電話 Tel: +852 2309-5555
電郵 Email: cmbwlb@cmbwinglungbank.com
網址 Website: www.cmbwinglungbank.com

香港康得思酒店
Cordis, Hong Kong

提供長者就業機會、自助餐優惠
Provide job opportunities and buffet discount for the elderly

電話 Tel: +852 3552-3388
電郵 Email: cdhkg.info@cordishotels.com

香港移動通訊有限公司
CSL Mobile Limited

Smart爸媽手機教室
Smartphone Workshop

網址 Website: www.hkcsl.com

文化村生活及復康產品有限公司
Culture Homes Healthcare Company Limited

文化村 FRIENDS CLUB
CULTURE HOMES FRIENDS CLUB

電話 Tel: +852 2780-3882
電郵 Email: info@culturehomes.com.hk
網址 Website: www.culturehomes.com.hk

星展銀行(香港)有限公司
DBS Bank (Hong Kong) Limited

星展「Care more展愛同行」計劃
DBS "Care More" Program

網址 Website: www.dbs.com.hk

老友宅醫
DoctorNow HOME

為長者提供到戶及視像醫療服務
Provide video / door-to-door healthcare services for the elderly

網址 Website: www.doctornowhome.com/

商業機構 Business

多多搞作室
Dor Dor Workshop

長者伸展班 / 年輕長者伸展體動班
Organise stretching exercise classes for the elderly and young-olds

電話 Tel: +852 5939-3620

東海飲食集團
East Ocean Gourmet Group

「東海．外懿」
East Ocean Meal Distribution

電話 Tel: +852 8228-8188
網址 Website: www.eastocean.com.hk/

環達集團有限公司
ENVIRTECH GROUP LIMITED

長者維修家居服務：安全、衛生及無障礙
Elderly home repair services: safety, hygiene and barrier-free

電話 Tel: +852 2322-2692
電郵 Email: info@envirtechgroup.com.hk
網址 Website: www.envirtechgroup.com.hk

ESG Matters Limited

專為長者而設的動作感應遊戲
Motion-sensing game for the elderly

電話 Tel: +852 3163-1570
電郵 Email: contact@esgmatters.asia
網址 Website: www.esgmatters.asia/

益體健有限公司
ESMARTHEALTH LIMITED

香港電訊e体健 - 全方位長者遙距健康管理服務
HKT eSmartHealth - Remote Healthcare Monitoring for Seniors

電話 Tel: +852 2888-0660
電郵 Email: info@esmarthealth.com
網址 Website: www.esmarthealth.com

愛護健專業轉介所
Essence Life Care ELC Professional Agency

提供多元化長者及年齡友善服務
Provide various age-friendly services

電話 Tel: +852 3175-3535
電郵 Email: info@essencelifecare.com
網址 Website: www.essencelifecare.com

豐澤
FORTRESS

舉辦及鼓勵員工探訪長者及分享數碼科技資訊
Organise and encourage staff to join the elderly visits and share information on digital technology

電話 Tel: +852 2555-5788
電郵 Email: fortress@asw.com.hk
網址 Website: www.fortress.com.hk

豐盛創建控股有限公司
FSE Holdings Limited

愛老．環保．長青 — 豐盛耆園長青計劃
FSE Age Friendly Green Programme

網址 Website: www.fse.com.hk/tc/sustainability/green_programme.html

商業機構 Business

FTD InnoTech Limited

關愛易
Wheelcare

電話 Tel: +852 2623-2438
電郵 Email: info@ftdinnotech.com
網址 Website: www.ftdinnotech.com

一元精靈有限公司
Genieland Company Limited

一元樂動
Genie Move

電話 Tel: +852 9449-8714
電郵 Email: info@genieland.ai
網址 Website: www.genieland.ai

高衞物業管理有限公司
Goodwell Property Management Limited

高衞以愛傳樂．萬歲宴
Goodwell Lunch Banquet for Seniors

電郵 Email: info@goodwell.com.hk
網址 Website: www.goodwell.com.hk

高衞物業管理有限公司 - DIVA
Goodwell Property Management Limited - DIVA

為長者提供免費的簡單維修及檢查(例如電力)服務
Provide free basic maintenance and inspection (e.g. electricity) services for the elderly

電郵 Email: info@goodwell.com.hk
網址 Website: www.goodwell.com.hk

高衞物業管理有限公司 - 港景匯商場
Goodwell Property Management Limited - Victoria Mall

提供長者及年齡友善設施
Provide age-friendly facilities

電郵 Email: info@goodwell.com.hk
網址 Website: www.goodwell.com.hk

高衞物業管理有限公司 - 港景峯
Goodwell Property Management Limited - The Victoria Towers

提供長者及年齡友善設施
Provide age-friendly facilities

電郵 Email: info@goodwell.com.hk
網址 Website: www.goodwell.com.hk

國安國際有限公司
Guoan International Limited

聘用超過60歲的員工
Employ staff aged over 60

電郵 Email: info@guoanintl.com
網址 Website: www.guoanintl.com/zh/home-zh

恒聯昌物業管理有限公司
Hang Luen Chong Property Management Co, Ltd

提供長者無障礙設施及舉辦義工活動
Provide barrier-free facilities for the elderly and organise volunteer activities

電郵 Email: Hangking@citicpm.hk.net

商業機構 Business

樂繽紛(香港)有限公司
Happy Inspire Healthy (HK) Limited

提供長者優惠及招聘長者員工
Provide discounts for the elderly and employ elderly staff

電話 Tel: +852 5543-9501
電郵 Email: hihfunhk@gmail.com
網址 Website: www.hihfun.com

夏利文物業管理有限公司 - Capri
Harriman Property Management Company Limited - Capri

聘用長者員工
Provide job opportunities for senior citizens

夏利文物業管理有限公司 - The Parkside
Harriman Property Management Ltd - The Parkside

提供多元化長者及年齡友善設施及服務
Provide various age-friendly facilities and services

夏利文管理服務有限公司 - 碧堤半島管理處
Harriman Property Services Limited - Bellagio Management Office

友愛在碧堤
Love in Bellagio

恒基兆業地產附屬機構 恒益物業管理有限公司-富麗花園
Henderson Land Group Subsidiary Hang Yick Properties Management Limited - Finery Park

續聘長者員工及舉辦長者活動
Re-hire of elderly staff and organise activities for the elderly

Hintegro Ltd.

提供長者及年齡友善的家居設施服務
Provide age-friendly home facilities and services

電話 Tel: +852 2885-0696
電郵 Email: info@hintegro.com
網址 Website: www.hintegro.com

香港興業國際集團有限公司
HKR International Limited

提供長者及年齡友善設施及「愛共融@愉景」義工平台
Provide various age-friendly facilities and Love.Together@DB volunteer platform

電話 Tel: +852 2238-1188
電郵 Email: info@hkri.com
網址 Website: www.hkri.com

香港電訊
HKT Limited

HKT老友熟線
HKT Elderly Hotline

網址 Website: www.hkt.com

商業機構 Business

香港上海滙豐銀行有限公司
The Hongkong and Shanghai Banking Corporation Limited

社區銀行服務
Community Banking Services

網址 Website: www.hsbc.com.hk/community-banking/

香港歷奇訓練有限公司
Hong Kong Adventure Based Training Company Limited

舉辦長者及年齡友善的歷奇活動及招聘長者
Organise age-friendly adventure activities and employ elderly staff

電話 Tel: +852 2351-1488
電郵 Email: info@hkabt.com
網址 Website: www.hkabt.com

香港風笛及步操顧問
Hong Kong Bagpipe

為長者提供義工表演
Provide volunteer performances for the elderly

香島園藝有限公司
Hong Kong Island Landscape Company Limited

豐盛耆園長青計劃 - 植物種植工作坊
FSE Age Friendly Green Programme - plant cultivation workshops

香港債務重組中心有限公司
Hong Kong IVA Professional Centre Limited

為長者提供財務講座及諮詢服務
Provide financial seminars and consulting services for the elderly

網址 Website: www.hkivapro.com

香港電視購物網絡有限公司
Hong Kong TV Shopping Network Company Limited

HKTVmall簡易版 - 網上購物
HKTVmall Lite

網址 Website: www.hktvmall.com

合安管理有限公司
Hop On Management Company Limited

聘用超過65歲的員工
Employ staff aged over 65

電話 Tel: +852 2739-8811
電郵 Email: hoadmin@ccg-realestatemgt.com.hk
網址 Website: www.chinachemgroup.com/tc

合和實業有限公司
Hopewell Holdings Limited

鼓勵員工參與服務長者的義工活動
Encourage staff to join volunteer services for the elderly

網址 Website: www.hopewellholdings.com/

計劃參與公司／機構 Participating Companies / Organisations of the Scheme

商業機構 Business

香港創意藝術治療中心有限公司
ICAT HK Ltd

為長者提供各類的創意藝術治療及興趣班
Provide various creative art therapy and classes for the elderly

電話 Tel: +852 6510-9405
電郵 Email: info@icat.com.hk
網址 Website: www.icat.com.hk

國際物業管理有限公司
International Property Management Limited

聘用長者員工
Provide job opportunities for senior citizens

國際物業管理有限公司-碧瑤灣
International Property Management Limited - Baguio Villa

國際物業管理有限公司-傲龍軒
International Property Management Limited - Dragon Pride

國際物業管理有限公司-聯基新樓
International Property Management Limited - Luen Gay Apartments

嘉華國際集團有限公司
K.Wah International Holdings Limited

為獨居長者提供免費家居衛生服務及鼓勵員工參與服務長者的義工活動
Provide complimentary household sanitisation services to singleton elderly and encourage staff to join volunteer services for the elderly

網址 Website: www.kwih.com/en-US

啟勝管理服務有限公司-上水廣場
Kai Shing Management Services Limited - Landmark North

「老可有為」長者就業計劃及「1+1師友配對」
"Fruitful Lives for Elderly" Elderly Employment Scheme and "One plus One Match Up"

啟勝管理服務有限公司-新世紀廣場(商場及寫字樓)
Kai Shing Management Services Limited - MOKO and Grand Century Place

有機種植 長者樂園
Organic Planting at Elderly's Paradise

電話 Tel: +852 2397-0790
網址 Website: www.moko.com.hk/

周堅如會計師行
Kenneth Chau and Co.

聘用已退休及年長員工及提供靈活的工作模式
Employ retired and elder employees and provide flexible working models

電話 Tel: +852 2850-5599
電郵 Email: info@kennethchaucpa.com
網址 Website: www.kennethchaucpa.com

商業機構 Business

僑樂服務管理有限公司
Kiu Lok Service Management Co., Ltd

定期舉辦長者探訪活動
Regular visits to the elderly

網址 Website: www.klsm.hk

九龍巴士(一九三三)有限公司
The Kowloon Motor Bus Co. (1933) Ltd.

九巴協助尋找失蹤長者、九巴退休重聘計劃
KMB Finding Missing Elderly, KMB Retired and Re-employment Programme

電話 Tel: +852 2745-4466
電郵 Email: kowloonbus@kmb.hk
網址 Website: www.kmb.hk

鯉景灣物業管理有限公司
Lei King Wan (Management) Limited

聘用長者員工及舉辦長者義工活動
Provide job opportunities and organise volunteer activities for senior citizens

民亮發展有限公司(南豐物業管理)-新蒲崗廣場
Man Shine Development Limited (Nan Fung Property Management) - San Po Kong Plaza

提供年齡友善設施及長者就業機會
Provide age-friendly facilities and employment opportunities for the elderly

美心集團
Maxims Group

千歲廚房、友善香港好餐廳
Silver Hair Kitchen and Our City Love Restaurants

網址 Website: www.maxims.com.hk

醫念科技有限公司
Medmind Technology Limited

「腦有記」認知訓練遊戲平台
NeuroGym - gamified cognitive training platform

電郵 Email: info@medmindtechnology.hk

日本命力健康食品有限公司
Meiriki Japan Company Limited

愛在地平線之長者共融計劃
Love in the Horizon - Elderly

電話 Tel: +852 2194-0083
電郵 Email: info@meiriki-jp.com.hk
網址 Website: meiriki-jp.com.hk/

Microsoft 香港有限公司
Microsoft Hong Kong Limited

提供智能長者護理系統及鼓勵員工參與服務長者的義工活動
Provide Smart Health Care System and encourage staff to join volunteer services for the elderly

電話 Tel: +852 2528-3936
網址 Website: www.hkc.com.hk

商業機構 Business

智活研發有限公司
Mindvivid Limited

智活無限
Brainastic

電話 Tel: +852 3619-0881
電郵 Email: info@mindvivid.com

原動力科技有限公司
Motive Force Technology Limited

沉浸式虛擬實境系統VirCube及虛擬運動系統SilverMOVE
VirCube, Immersive VR & MR Training Simulator
SilverMOVE, VR Exercise Rehabilitation System

電話 Tel: +852 3590-9738
電郵 Email: info@motivef.com
網址 Website: www.motivef.com

鎂天健康生物科技有限公司
MTcure BioTech Limited

美天復康寶
MT Alpha

電郵 Email: corey@mtcure.com

香港鐵路有限公司
MTR Corporation Limited

社區老友大使
Elderly Ambassadors

電話 Tel: +852 2881-8888
網址 Website: www.mtr.com.hk/en/customer/main/contact_us.html

香港鐵路有限公司-名城
MTR Corporation Limited - Festival City

提供多元化長者及年齡友善設施及服務
Provide various age-friendly facilities and services

香港鐵路有限公司-全城滙客戶服務處
MTR Corporation Limited - PARC CITY Customer Service Centre

提供長者及年齡友善設施
Provide age-friendly facilities

南豐物業管理
Nan Fung Property Management

提供年齡友善設施及長者就業機會
Provide age-friendly facilities and employment opportunities for the elderly

- **南豐物業管理-海慧花園** Nan Fung Property Management - Aquamarine Garden
- **南豐物業管理-金龍工業中心** Nan Fung Property Management - Golden Dragon Industrial Centre
- **南豐物業管理-盈豐園** Nan Fung Property Management - Goodrich Garden
- **南豐物業管理-豐景園** Nan Fung Property Management - Goodview Garden
- **南豐物業管理-尚珩** Nan Fung Property Management - La Cresta
- **南豐物業管理-湖景花園** Nan Fung Property Management - Lakeview Garden

商 業 機 構 Business

南豐物業管理-溫玥天賦海灣
Nan Fung Property Management - Providence Peak

南豐物業管理-海鑽天賦海灣
Nan Fung Property Management - The Graces. Providence Bay Property Management Co. Ltd.

南豐物業管理-翠峰小築
Nan Fung Property Management - Verdant Villa

南豐物業管理-華豐園
Nan Fung Property Management - Wah Fung Garden

Nestlé Good food, Good life

雀巢香港有限公司
Nestlé Hong Kong Limited

舉辦義工活動及提供長者就業機會
Organise volunteer activities and provide employment opportunities for the elderly

網址 Website: www.nestle.com.hk

新世界第一巴士服務有限公司及城巴有限公司
New World First Bus Services Limited and Citybus Limited

新巴城巴長者友善車廂 ー 車廂安全
NWFB and Citybus Age-friendly Bus Compartment – Bus Safety

網址 Website: www.bravobus.com.hk

新世界第一渡輪服務有限公司
New World First Ferry Services Limited

除碼頭及船上的年齡友善設施如長者乘船船費優惠及渡輪上之長者優先座外，新渡輪也有為適合的長者提供就業機會
Apart from the age-friendly facilities at piers and vessels such as concessionary fares for the elderly and priority seats for elders, First Ferry also offers job opportunities for the eligible elders

電話 Tel: +852 2131-8181
電郵 Email: ferry_ideas@nwff.com.hk
網址 Website: www.nwff.com.hk

昂坪360有限公司
Ngong Ping 360 Limited

提供無障礙設施及舉辦義工活動
Provide barrier-free facilities and organise volunteer activities

電話 Tel: +852 3666-0606
電郵 Email: info@np360.com.hk
網址 Website: www.np360.com.hk

新域保險顧問有限公司
Nova Insurance Consultants Ltd

舉辦長者義工活動
Organise volunteer activites for senior citizens

電話 Tel: +852 2845-4373
電郵 Email: nova@nova-insure.com
網址 Website: www.nova-insure.com

新創建集團有限公司
NWS Holdings Limited

提供多元化長者及年齡友善活動和服務
Provide various age-friendly activities and services

網址 Website: www.nws.com.hk

商 業 機 構 Business

orion sports

舉辦適合初老人士的運動瑜伽班
Organise yoga fitness class for young-old

電話 Tel: +852 5408-5726
電郵 Email: orionsportshk@gmail.com
網址 Website: www.dryogicaren.com/silveryogafitness

太平洋咖啡
Pacific Coffee

出示有效長者卡可享全單9折優惠(小商品除外)
Customers can enjoy 10% off on whole transaction upon presentation of a valid Senior Citizen Card (except merchandise items)

電話 Tel: +852 8108-6500
網址 Website: www.pacificcoffee.com/tc/contact-us/

百得物業管理有限公司
Paramatta Estate Management Limited

百得物業管理有限公司
Paramatta Estate Management Limited

舉辦長者同樂活動及鼓勵員工參與服務長者的義工活動
Organise activities for senior citizens and encourage staff to join volunteer services for the elderly

百佳超級市場
PARKnSHOP

關愛長者食物券計劃
Free Food Coupon for Senior Citizens Programme

電話 Tel: +852 2606-8658
電郵 Email: parknshopcs@asw.com.hk
網址 Website: www.parknshop.com/zh-hk/

蔚盈軒
Patina Wellness

長者及年齡友善服務及設施
Age-friendly services and facilities

電話 Tel: +852 3890-3188
電郵 Email: info@patina.com.hk
網址 Website: www.patina.com.hk

松齡護老集團
Pine Care Group

松齡樂軒
Pine Care Point

電話 Tel: +852 2832-9737
電郵 Email: info@pinecaregroup.com
網址 Website: www.pinecaregroup.com

寶護理整全綜合服務有限公司
Procare Holistic Service Limited

寶護理長者鄉村探訪
Procare visit for senior citizens

電話 Tel: +852 9262-6862

精銳動力科技有限公司
RV Automation Technology Company Limited

劃時代智能輪椅
New-era Smart Wheelchair

計劃參與公司／機構 Participating Companies / Organisations of the Scheme

商業機構 Business

三和生物科技有限公司
Sanwa Biotech Limited

研發護理點(POC)檢測平台和生物芯片
Develop point-of-care diagnostic platform and bio-chip

電話 Tel: +852 2698-9903
網址 Website: www.sanwabiotech.com

第一太平戴維斯物業管理有限公司
Savills Property Management Limited

長者就業機會及長者義工服務
Provide job opportunities and contribute to volunteer services for the elderly

網址 Website: www.savills.com.hk

第一太平戴維斯物業管理有限公司-中環中心
Savills Property Management Limited - The Center

中環中心「綠色傳承．長青互學」計劃
Green Legacy Intergenerational Learning Programme by The Center

網址 Website: www.savills.com.hk

善意長者用品有限公司
SENIMART LIMITED

長者及年齡友善服務
Age-friendly services

電話 Tel: +852 3568-3438
電郵 Email: senimart@senimart.hk
網址 Website: www.senimart.hk

Shared Value Project Hong Kong

SVPHK老齡化社會倡議
SVPHK Ageing Society Initiative

電郵 Email: info@sharedvaluehk.org
網址 Website: www.sharedvalueprojecthongkong.com

信興科技有限公司
Shun Hing Technology Co., Ltd.

樂齡科技產品及一站式院舍方案
Age-free products and one-stop elderly hostel solution

電話 Tel: +852 2313-0888
電郵 Email: shtec@panasonic.oa.hk
網址 Website: www.panasonic.oa.hk

西門子有限公司
Siemens Limited

西門子長者團圓賀歲晚宴
Siemens Annual Elderly Dinner

網址 Website: www.new.siemens.com/hk/en.html

信和物業管理有限公司-奧海城
Sino Estates Management Limited - Olympian City

提供多元化長者及年齡友善活動和支援增值服務
Provide various age-friendly activities and support services

電話 Tel: +852 2397-3636
電郵 Email: oc@sino-estates.com
網址 Website: www.olympiancity.com.hk/

商業機構 Business

信和集團
Sino Group

提供多元化長者及年齡友善設施、活動及服務
Provide various age-friendly facilities, activities and services

網址 Website: www.sino.com

數碼通電訊有限公司
SmarTone Mobile Communications Limited

SmartHealth及智關愛守護服務
SmartHealth & SmarT Caregiver Service

網址 Website: www.smartone.com

好聲服務有限公司
Sounds Great Services Limited

送贈好聲書探訪
Sound book donation for charity visit

電話 Tel: +852 3792-0879
電郵 Email: order@soundsgreat.com.hk
網址 Website: www.soundsgreat.com.hk

源發管理有限公司
Sources Fame Management Ltd

聘用長者員工及舉辦長者義工活動
Provide job opportunities and organise volunteer activities for senior citizens

網址 Website: www.chinachemgroup.com/

銀芽輔導及諮詢服務
Sparkling Counseling and Consulting Services

舉辦長者及年齡友善活動
Organise age-friendly activities

電郵 Email: sparklingccshk@gmail.com
網址 Website: www.npvv.org

陞域(控股)有限公司
Stan Group (Holdings) Limited

提供多元化長者及年齡友善設施、活動及服務
Provide various age-friendly facilities, activities and services

電話 Tel: +852 3899-0268
網址 Website: www.stangroup.com.hk

渣打銀行(香港)有限公司
Standard Chartered Bank (Hong Kong) Limited

提供多元化長者及年齡友善設施及服務
Provide various age-friendly facilities and services

網址 Website: www.sc.com/hk/

天星小輪有限公司
The Star Ferry Company Limited

長者免費乘船優惠及配套設施
Free rides and barrier-free facilities for the elderly

網址 Website: www.starferry.com.hk

商業機構 Business

康之城復康服務
STEP Health

提供居家安老綜合服務
Provide comprehensive services for ageing-in-place

電話 Tel: +852 3742-8764
電郵 Email: hkstephealth@gmail.com
網址 Website: www.stephealth.com.hk/

瑞科(香港)有限公司
Survforce Company Limited

提供長者智能家居產品及健康資訊
Provide smart home products and health information for the elderly

電郵 Email: survforce@gmail.com

天之樂
Tempeh Foods

天貝漢堡
Tempeh Burger

電話 Tel: +852 6904-3178
電郵 Email: Tempehfoods@gmail.com

Think and Act Strategic Co Ltd

認知訓練玩具
Cognitive Training Toys

電話 Tel: +852 2301-3280
電郵 Email: thinkact1@thinkact-strategic.com
網址 Website: www.thinkact-strategic.com

一刻紀錄有限公司
Time Rider Production Limited

長者人生紀錄片
Elderly Life Story Documentary

電話 Tel: +852 6769-9630
電郵 Email: info@trpro.com.hk
網址 Website: www.trpro.com.hk

天盛道場
TIN SHING DOJANG

長者健體班
Elderly Fitness Class

電郵 Email: master@tinshing.com.hk
網址 Website: www.tinshing.com.hk

合眾物業管理有限公司
Together Management Co Ltd

聘用長者員工及舉辦長者義工活動
Provide job opportunities and organise volunteer activities for senior citizens

網址 Website: www.chinachemgroup.com/

通力技術服務有限公司
Turning Technical Services Limited

鼓勵員工參與服務長者的義工活動
Encourage staff to join volunteer services for the elderly

商業機構 Business

建華(街市)管理有限公司
Uni-China (Market) Management Ltd.

長者友善街市
Elderly-friendly Market

電郵 Email: info@unichina-market.com
網址 Website: www.hkmarket.com.hk/

富城集團
Urban Group

富城集團愛心關懷日
Urban Group Caring Day

富城物業管理有限公司
Urban Property Management Limited

聘用長者員工
Provide job opportunities for senior citizens

- 富城物業有限公司-興發街88號 Urban Property Management Limited - 88 Hing Fat Street
- 富城物業管理有限公司-愛琴苑 Urban Property Management Limited - Aegean Terrace
- 富城物業管理有限公司-愛蝶灣 Urban Property Management Limited - Aldrich Garden
- 富城物業管理有限公司-荃威花園 Urban Property Management Limited - Allway Gardens
- 富城物業管理有限公司-珀苑 Urban Property Management Limited - Amber Garden
- 富城物業管理有限公司-寶翠閣 Urban Property Management Limited - Belcher Court
- 富城物業管理有限公司-寶雅山 Urban Property Management Limited - Belcher's Hill
- 富城物業管理有限公司-富豪閣 Urban Property Management Limited - Beverley Heights
- 富城物業管理有限公司-朗逸峯 Urban Property Management Limited - The Cairnhill
- 富城物業管理有限公司-海明山 Urban Property Management Limited - Carmel Hill
- 富城物業管理有限公司-青山政府宿舍 Urban Property Management Limited - Castle Peak Government Quarters
- 富城物業管理有限公司-長沙灣政府合署 Urban Property Management Limited - Cheung Sha Wan Government Offices
- 富城物業管理有限公司-青華苑 Urban Property Management Limited - Ching Wah Court
- 富城物業管理有限公司-周大福商業中心 Urban Property Management Limited - Chow Tai Fook Centre
- 富城物業管理有限公司-振華苑 Urban Property Management Limited - Chun Wah Court
- 富城物業管理有限公司-嘉富麗苑 Urban Property Management Limited - Clovelly Court
- 富城物業管理有限公司-招商永隆銀行大廈 Urban Property Management Limited - CMB Wing Lung Bank Building
- 富城物業管理有限公司-港暉中心 Urban Property Management Limited - Comfort Centre
- 富城物業管理有限公司-龍濤苑 Urban Property Management Limited - Dragon Centre
- 富城物業管理有限公司-金龍大廈 Urban Property Management Limited - Dragon Court
- 富城物業管理有限公司-環保園 Urban Property Management Limited - EcoPark
- 富城物業管理有限公司-豫苑 Urban Property Management Limited - Euston Court
- 富城物業管理有限公司-Fairwinds Urban Property Management Limited - Fairwinds
- 富城物業管理有限公司-慧景園 Urban Property Management Limited - Flora Garden
- 富城物業管理有限公司-宏景花園 Urban Property Management Limited - Grand View Garden
- 富城物業管理有限公司-恒順園 Urban Property Management Limited - Handsome Court
- 富城物業管理有限公司-恆山中心 Urban Property Management Limited - Heng Shan Centre
- 富城物業管理有限公司-何文田政府合署 Urban Property Management Limited - Ho Man Tin Government Offices
- 富城物業管理有限公司-康利苑 Urban Property Management Limited - Hong Lee Court
- 富城物業管理有限公司-康田苑 Urban Property Management Limited - Hong Tin Court

商業機構 Business

富城物業管理有限公司-光明臺
Urban Property Management Limited - Illumination Terrace

富城物業管理有限公司-嘉隆苑
Urban Property Management Limited - Ka Lung Court

富城物業管理有限公司-嘉田苑
Urban Property Management Limited - Ka Tin Court

富城物業管理有限公司-嘉峰臺
Urban Property Management Limited - Kingsford Terrace

富城物業管理有限公司-高雋閣
Urban Property Management Limited - Ko Chun Court

富城物業管理有限公司-KOHO
Urban Property Management Limited - KOHO

富城物業管理有限公司-葵芳商業中心
Urban Property Management Limited - Kwai Fong Commercial Centre

富城物業管理有限公司-葵馥苑
Urban Property Management Limited - Kwai Fuk Court

富城物業管理有限公司-葵興政府合署
Urban Property Management Limited - Kwai Hing Government Offices

富城物業管理有限公司-葵賢苑
Urban Property Management Limited - Kwai Yin Court

富城物業管理有限公司-葵蓉苑
Urban Property Management Limited - Kwai Yung Court

富城物業管理有限公司-冠暉苑
Urban Property Management Limited - Kwun Fai Court

富城物業管理有限公司-荔景紀律部隊宿舍
Urban Property Management Limited - Lai King Disciplined Services Quarters

富城物業管理有限公司-荔景臺職員宿舍
Urban Property Management Limited - Lai King Terrace Staff Quarters

富城物業管理有限公司-龍蟠苑(A-F座)
Urban Property Management Limited - Lung Poon Court (Blocks A-F)

富城物業管理有限公司-澳門逸園中心
Urban Property Management Limited - Macau Yat Yuen Centre

富城物業管理有限公司-大鴻輝(葵涌)中心1期
Urban Property Management Limited - Magnet Place Tower 1

富城物業管理有限公司-大鴻輝(葵涌)中心2期
Urban Property Management Limited - Magnet Place Tower 2

富城物業管理有限公司-萬年大廈
Urban Property Management Limited - Manning House

富城物業管理有限公司-萬豪閣
Urban Property Management Limited - Manrich Court

富城物業管理有限公司-循道衛理大廈
Urban Property Management Limited - Methodist House

富城物業管理有限公司-都會豪庭
Urban Property Management Limited - The Metropolis

富城物業管理有限公司-怡峯
Urban Property Management Limited - Mount Davis 33

富城物業管理有限公司-新世界大廈
Urban Property Management Limited - New World Tower

富城物業管理有限公司-寧峰苑
Urban Property Management Limited - Ning Fung Court

富城物業管理有限公司-德己立街23號
Urban Property Management Limited - No.23 D'Aguilar Street

富城物業管理有限公司-域多利道60號
Urban Property Management Limited - No.60 Victoria Road

富城物業管理有限公司-協成行旺角中心
Urban Property Management Limited - Officeplus @ Mong Kok

富城物業管理有限公司-協成行太子中心
Urban Property Management Limited - Officeplus @ Prince Edward

富城物業管理有限公司-協成行上環中心
Urban Property Management Limited - Officeplus @ Sheung Wan

富城物業管理有限公司-協成行灣仔中心
Urban Property Management Limited - Officeplus @ Wan Chai

富城物業管理有限公司-安基苑
Urban Property Management Limited - On Kay Court

富城物業管理有限公司-畢架山一號
Urban Property Management Limited - One Beacon Hill

富城物業管理有限公司-君頤峰
Urban Property Management Limited - Parc Palais

富城物業管理有限公司-賀龍居
Urban Property Management Limited - Parc Regal

富城物業管理有限公司-尚悅・方
Urban Property Management Limited - Parkreach

富城物業管理有限公司-名珠城
Urban Property Management Limited - Pearl City Plaza

富城物業管理有限公司-坪洲政府合署
Urban Property Management Limited - Peng Chau Government Offices Building

富城物業管理有限公司-鳳凰閣
Urban Property Management Limited - Phoenix Court

富城物業管理有限公司-翠屋
Urban Property Management Limited - Pine Villa

富城物業管理有限公司-博康邨
Urban Property Management Limited - Pok Hong Estate

富城物業管理有限公司-景峰花園
Urban Property Management Limited - Prime View Garden

富城物業管理有限公司-豐盛創建大廈
Urban Property Management Limited - Prosperity Tower

富城物業管理有限公司-盛境居
Urban Property Management Limited - Prosperity Villa

富城物業管理有限公司-帝后華庭
Urban Property Management Limited - Queen's Terrace

富城物業管理有限公司-帝峯豪苑
Urban Property Management Limited - Regent On The Hill

富城物業管理有限公司-海韻臺
Urban Property Management Limited - Rhine Terrace

富城物業管理有限公司-采頤花園
Urban Property Management Limited - Rhythm Garden

商業機構 Business

富城物業管理有限公司-帝景閣
Urban Property Management Limited - The Royal Court

富城物業管理有限公司-海濱花園
Urban Property Management Limited - Riviera Gardens

富城物業管理有限公司-龍華花園
Urban Property Management Limited - Ronsdale Garden

富城物業管理有限公司-金山花園
Urban Property Management Limited - San Francisco Towers

富城物業管理有限公司-倚嶺南庭
Urban Property Management Limited - South Hillcrest

富城物業管理有限公司-穗禾苑
Urban Property Management Limited - Sui Wo Court

富城物業管理有限公司-大興政府合署
Urban Property Management Limited - Tai Hing Government Offices

富城物業管理有限公司-天祐苑
Urban Property Management Limited - Tin Yau Court

富城物業管理有限公司-互信大廈
Urban Property Management Limited - Trust Tower

富城物業管理有限公司-青州街海關人員宿舍
Urban Property Management Limited - Tsing Chau Street Customs Staff Quarters

富城物業管理有限公司-青松觀道政府宿舍
Urban Property Management Limited -
Tsing Chung Koon Road Government Quarters

富城物業管理有限公司-青衣已婚警察宿舍
Urban Property Management Limited - Tsing Yi Police Married Quarters

富城物業管理有限公司-荃灣政府合署及荃灣公共圖書館
Urban Property Management Limited -
Tsuen Wan Government Offices and Tsuen Wan Public Library

富城物業管理有限公司-荃灣多層停車場大廈
Urban Property Management Limited -
Tsuen Wan Multi-Storey Carpark Building

富城物業管理有限公司-屯門政府合署
Urban Property Management Limited - Tuen Mun Government Offices

富城物業管理有限公司-屯門政府貯物中心
Urban Property Management Limited - Tuen Mun Government Storage Centre

富城物業管理有限公司-屯門湖康警察宿舍
Urban Property Management Limited - Tuen Mun Wu Hong Police Quarters

富城物業管理有限公司-華成工商中心
Urban Property Management Limited - Wah Shing Centre

富城物業管理有限公司-華聯工業中心
Urban Property Management Limited - Wan Luen Industrial Centre

富城物業管理有限公司-宏昌大廈
Urban Property Management Limited - Wang Cheong Building

富城物業管理有限公司-西九龍紀律部隊宿舍
Urban Property Management Limited -
West Kowloon Disciplined Services Quarters

富城物業管理有限公司-西九龍政府合署
Urban Property Management Limited -
West Kowloon Government Offices

富城物業管理有限公司-榮輝中心
Urban Property Management Limited - Wing Fai Centre

富城物業管理有限公司-永威閣
Urban Property Management Limited - Wing Way Court

富城物業管理有限公司-世和中心
Urban Property Management Limited - World Peace Centre

富城物業管理有限公司-怡基閣
Urban Property Management Limited - Yee Ga Court

富城物業管理有限公司-億景樓
Urban Property Management Limited - Yick King Building

富城物業管理有限公司-賢麗苑
Urban Property Management Limited - Yin Lai Court

富城物業管理有限公司-元朗政府合署
Urban Property Management Limited - Yuen Long Government Offices

富城物業管理有限公司-元朗已婚警察宿舍
Urban Property Management Limited -
Yuen Long Police Married Quarters

富城物業管理有限公司-殷豪閣
Urban Property Management Limited - Yukon Court

計劃參與公司／機構 Participating Companies / Organisations of the Scheme

商業機構 Business

瞳訊醫療國際有限公司
Visiona MedTech International Limited

瞳訊糖尿眼智能篩查系統
VisionaDR Intelligent Screening System

電話 Tel: +852 6887-3308

屈臣氏
Watsons The Chemist

「三師」專業團隊
Three Health Professionals

網址 Website: www.watsons.com.hk

屈臣氏蒸餾水
Watsons Water

向社區有需要的長者送上口罩
Send face masks to the elderly in need in the community

電話 Tel: +852 2660-6688
電郵 Email: ww_service@aswatson.com
網址 Website: www.watsons-water.com/

慧訊軟件有限公司
We Software Limited

自助健康站
Health Kiosk

電話 Tel: +852 3180-5000
電郵 Email: eq@wesoft.com
網址 Website: www.wesoft.com

和順堂中醫診所-名醫・名藥
Wellsoon Chinese Medicine Clinic

聘用長者員工及為長者提供半價診金優惠
Provide job opportunities and 50% off consultation fees for senior citizens

電話 Tel: +852 3952-6868
網址 Website: www.wellsoon.hk/

黃埔物業管理有限公司-香港仔中心住宅
Whampoa Property Management Ltd Aberdeen Centre Residential

聘用長者員工
Provide job opportunities for senior citizens

九龍倉置業地產投資有限公司
Wharf Real Estate Investment Company Limited

提供多元化長者及年齡友善設施及服務
Provide various age-friendly facilities and services

電話 Tel: +852 2118-8693
網址 Website: www.wharfreic.com

Wonderkin Limited

成人智能尿片及Wonderfam手機程式
Nice Care Smart adult diapers and Wonderfam mobile app

電話 Tel: +852 3166-3925
電郵 Email: info@wonderkin.co
網址 Website: www.wonderkin.co/

連續兩年參與公司/機構
Companies / Organisation participating for the second consecutive year

政府及法定機構 Government & Statutory Bodies

建築署
Architectural Services Department

推展「長者友善」公共建築
Promote elderly-friendly architecture in Hong Kong

網址 Website: www.archsd.gov.hk/

建造業議會「建造業運動及義工計劃」
Construction Industry Sports & Volunteering Programme, Construction Industry Council1

建造業運動及義工計劃
Construction Industry Sports & Volunteering Programme

電話 Tel: +852 2100-9488
網址 Website: www.cisvp.hk/

消費者委員會
Consumer Council

長者消費者教育活動
Consumer education for senior citizens

電話 Tel: +852 2368-4073
電郵 Email: education@consumer.org.hk
網址 Website: www.consumer.org.hk

機電工程署
Electrical and Mechanical Services Department

支援樂齡科技及老人服務的企業社會責任活動
Corporate social responsibility activities for supporting gerontechnology and elderly services

網址 Website: www.emsd.gov.hk

僱員再培訓局
Employees Retraining Board

「後50・實習生計劃」及其他培訓計劃
Post-50 internship programme and other training programmes

電話 Tel: +852 182-182
電郵 Email: erbhk@erb.org
網址 Website: www.erb.org

平等機會委員會
Equal Opportunities Commission

提供長者及年齡友善的工作環境及服務
Provide an age-friendly workplace and accessible services for senior citizens

電話 Tel: +852 2511-8211
電郵 Email: eoc@eoc.org.hk
網址 Website: www.eoc.org.hk/

路政署
Highways Department

「人人暢道通行計劃」及
「上坡地區自動扶梯連接系統和升降機系統」
Universal Accessibility Programme (UAP) and
Hillside Escalator Links and Elevator Systems (HEL)

網址 Website: www.hyd.gov.hk/

港島東醫院聯網社區服務委員會(長者服務)
Hong Kong East Cluster Community Services Committee (Elderly)

社區服務委員會（長者服務）
Community Services Committee (Elderly)

電話 Tel: +852 2595-6263
電郵 Email: fwh957@ha.org.hk
網址 Website: www.healthyhkec.org/

政府及法定機構 Government & Statutory Bodies

香港房屋協會
Hong Kong Housing Society

香港房屋協會長者友善設施
Hong Kong Housing Society age-friendly facilities

網址 Website: www.hkhs.com

香港房屋協會房協之友觀塘花園大廈
Hong Kong Housing Society Housing Society Community Kwun Tong Garden Estate

提供多元化長者及年齡友善設施、活動及服務
Provide various age-friendly facilities, activities and services

網址 Website: www.hscare.com

香港按揭證券有限公司
The Hong Kong Mortgage Corporation Limited

HKMC退休方案
HKMC Retirement Solutions

電話 Tel: +852 2536-0000
網址 Website: www.hkmc.com.hk/chi/

香港天文台
Hong Kong Observatory

氣象服務支持長者關顧服務
Meteorological services in support of elderly caring services

電郵 Email: mailbox@hko.gov.hk
網址 Website: www.hko.gov.hk

入境事務處
Immigration Department

全港市民換領身份證計劃、日本撤離行動、入境事務處義工隊
Territory-wide Identity Card Replacement Exercise, Evacuation Operations in Japan, Immigration Department Volunteer Work Team

電話 Tel: +852 2824-6111
電郵 Email: enquiry@immd.gov.hk
網址 Website: www.immd.gov.hk

投資者及理財教育委員會
Investor and Financial Education Council

錢家有道第三齡理財大使計劃
The Chin Family The Third Age Financial Literacy Ambassador Programme

電話 Tel: +852 2700-6000
電郵 Email: info@ifec.org.hk
網址 Website: www.ifec.org.hk

海洋公園公司
Ocean Park Corporation

黃金導賞員計劃
Golden Age Volunteer Programme

網址 Website: www.oceanpark.com.hk

政府資訊科技總監辦公室
Office of the Government Chief Information Officer

全城長者數碼共融措施
Territory-wide Digital Inclusion Initiatives for the Elderly

電話 Tel: +852 2582-4520
電郵 Email: enquiry@ogcio.gov.hk
網址 Website: www.ogcio.gov.hk

政府及法定機構 Government & Statutory Bodies

香港電台第五台
Radio 5, Radio Television Hong Kong

齡.舍.型
O Camp

電話 Tel: +852 2339-6300
電郵 Email: radio5@rthk.hk
網址 Website: www.rthk.hk/radio5

律敦治及鄧肇堅醫院
Ruttonjee & Tang Shiu Kin Hospitals

長者友善服務
Elderly-friendly services

社 會 企 業 Social Enterprise

同行共創有限公司
Cocreative Partners Limited

小修繕，大意義
Tiny Repair, Big Impact

電話 Tel: +852 5506-9895
電郵 Email: Info@happywalkerhk.com
網址 Website: www.happywalkerhk.com

老有所醫慈善基金有限公司
Elderly HealthCare Foundation Ltd

流動綜合診所
Mobile Clinic

電郵 Email: freemedimyochiu@gmail.com

歷耆者有限公司
Eldpathy Co. Ltd.

全港首創模擬高齡體驗衣活動
Elderly Simulation Program

電話 Tel: +852 5347-1360
電郵 Email: info@eldpathy.hk
網址 Website: www.eldpathy.hk

銀杏館
Gingko House

促進「長者就業。豐盛耆年」
Support senior employment, enjoy life enrichment

電話 Tel: +852 2810-9211
電郵 Email: info@gingkohouse.hk
網址 Website: www.gingkohouse.hk

基層醫療健康檢測中心
Health Center For Primary Care

為長者提供醫療及健康相關服務
Provide health care services for the elderly

電話 Tel: +852 9355-3191
電郵 Email: hcpchk@hklss.hk
網址 Website: www.hcpchk.com

鐵樹銀花有限公司
The Illuminant Company Limited

《照護人》香港放映會 及 日照計劃
(VR認知障礙症體驗工作坊)
"CareNin" Movie Screening and J-Care
(VR Dementia Experience Workshop)

電郵 Email: info@theilluminant.org
網址 Website: www.theilluminant.org/

共融教室有限公司
Link Education Limited

奮才計劃
Project Re-shine

電話 Tel: +852 2180-7557
電郵 Email: info@linkeducation.com.hk
網址 Website: www.linkeducation.com.hk/

長屋設計
Longevity Design House

適老化家居設計及優化服務
Age-friendly home design and optimisation service

網址 Website: www.longevitygroup.net/

連續兩年參與公司/機構
Companies / Organisation participating for the second consecutive year

社 會 企 業 Social Enterprise

老正工作室
OHH Dear Communications Company Limited

香港首間銀髮模特兒及市場推廣公司
Hong Kong's first and only silver-aged model and marketing agency

網址 Website: www.ohh-dear.com

The Project Futurus Limited

提供多元化長者及年齡友善活動和服務
Provide various age-friendly activities and services

電話 Tel: +852 2555-1099
電郵 Email: info@theprojectfuturus.com
網址 Website: www.theprojectfuturus.com

長者安居協會
Senior Citizen Home Safety Association

「一線通平安鐘™」服務及守護服務
Case-on-call Service

電話 Tel: +852 2338-8312
電郵 Email: schsa@schsa.org.hk
網址 Website: www.schsa.org.hk/tc/home/index.html

簡約吞嚥餐有限公司
Simple Swallow Meal Limited

吞嚥餐
Swallow meal

電話 Tel: +852 9081-8362
電郵 Email: hk.kitcuting@yahoo.com.hk
網址 Website: www.hkkitcuting.wixsite.com/12345

甜蜜故事有限公司
Sweet Stories Limited

長者飯堂
Memory Kitchen

電話 Tel: +852 9849-1001
電郵 Email: info@sweetstories.hk
網址 Website: www.sweetstories.hk

連續兩年參與公司/機構
Companies / Organisation participating for the second consecutive year

教育機構 Academic

香港公開大學長者學苑
Elder Academy, OUHK

為長者提供學習課程及活動
Provide learning courses and activities for the elderly

電話 Tel: +852 2915-2380
電郵 Email: elderacademy@ouhk.edu.hk
網址 Website: www.outhk.edu.hk/elderacademy

香港職業訓練局 / 香港專業教育學院(葵涌)
Hong Kong Vocational Training Council / Hong Kong Institute of Vocational Education (Kwai Chung)

健康科技中心
HealthTech Centre

電話 Tel: +852 2612-3511
電郵 Email: healthtech@vtc.edu.hk
網址 Website: www.ive.edu.hk/kc/as/healthtech/webpage.html

香港理工大學活齡學院
Institute of Active Ageing, The Hong Kong Polytechnic University

提供多元化長者及年齡友善設施、活動及服務
Provide various age-friendly facilities, activities and services

電話 Tel: +852 3400-8970
電郵 Email: dhiaa@polyu.edu.hk
網址 Website: www.iaa.apss.polyu.hk

嶺南大學持續進修學院
Lingnan Institute of Further Education

提供多元化長者課程及義工訓練
Provide various courses and volunteer trainings for the elderly

網址 Website: www.life.ln.edu.hk/tc/programme/post/354/7149

香港中文大學醫學院那打素護理學院
The Nethersole School of Nursing, Faculty of Medicine, The Chinese University of Hong Kong

ABCD—構建富善長者安居圖寶網計劃 (社區互助齊抗疫)
ABCD–Fu Shin Community Asset Networks for Ageing in Place (Fight Coronavirus with Community Support)

電話 Tel: +852 3943-8174
電郵 Email: nursing@cuhk.edu.hk
網址 Website: www.nur.cuhk.edu.hk/home-page-hk/

香港公開大學 - 護理及健康學院
School of Nursing and Health Studies, The Open University of Hong Kong

守望相助健康義工培訓課程
Home Health Watch Health Volunteer Training Programme

網址 Website: www.hhw.ouhk.edu.hk

計劃夥伴 Project Partners：

香港中文大學 The Chinese University of Hong Kong

香港中文大學 賽馬會老年學研究所 CUHK Jockey Club Institute of Ageing

香港大學 THE UNIVERSITY OF HONG KONG

香港大學秀圃老年研究中心 Sau Po Centre on Ageing The University of Hong Kong

嶺南大學 Lingnan University 香港 Hong Kong

亞太老年學研究中心 Asia-Pacific Institute of Ageing Studies

THE HONG KONG POLYTECHNIC UNIVERSITY 香港理工大學

Institute of Active Ageing 活齡學院

支持機構 Supporting Organisations：

香港中華總商會 CGCC The Chinese General Chamber of Commerce, Hong Kong

香港中華廠商聯合會 The Chinese Manufacturers' Association of Hong Kong

香港工業總會 FHKI Federation of Hong Kong Industries

HKGCC Hong Kong General Chamber of Commerce 香港總商會 1861



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