



賽馬會齡活城市
Jockey Club Age-friendly City

Press Release

Jockey Club Age-friendly City Partnership Scheme Award Presentation Ceremony
Recognising sectors' outstanding performance in promoting an age-friendly culture

Hong Kong, 5th June 2019 – The annual Award Presentation Ceremony for the Jockey Club Age-friendly City Partnership Scheme was held today at Hong Kong Convention and Exhibition Centre to recognise the achievements of the Scheme in the past year. The Ceremony was attended by over 300 guests from various sectors. The Scheme, which is the first of its kind, endeavours to engage stakeholders to adopt age-friendly measures. At the Ceremony, the Club's Executive Director, Charities & Community, Mr Leong Cheung expressed his gratitude for the enthusiastic participation and support from the business sector and public organisations in co-creating an age-friendly city.

Mr Cheung said: "In 2015, The Hong Kong Jockey Club Charities Trust launched the Jockey Club Age-friendly City Project, which is aimed at building the momentum to develop an age-friendly Hong Kong by adopting a bottom-up and district-based approach. In the past four years, we have partnered with four gerontology research institutes in Hong Kong to recommend a framework for each district to devise individual action plans for promoting the well-being of the elderly. We are delighted to learn that, through the concerted efforts of the Government, District Councils, academics and NGOs, 17 of Hong Kong's 18 districts have already been accepted into the WHO Global Network of Age-friendly Cities and Communities, and the WHO is processing the application from the remaining one."

Covering 705 cities in 39 countries, the Network is a global platform that connects cities and communities worldwide with the common vision of driving age-friendliness. Applicants are required to conduct baseline assessments and develop action plans for promoting the initiative.

Mr Cheung also announced the commencement of 2019's Age-friendly City Partnership Scheme, and encouraged companies and organisations from various sectors to adopt and provide age-friendly practices, products and services in an era with abundant new challenges and opportunities in the silver hair market.

Officiated at the ceremony, Secretary for Innovation and Technology Nicholas Yang said, "All the award winners today are exemplary in adopting age-friendly practices and offering products as well as services to address the challenges of an ageing population. I am excited to see the many innovative solutions developed by the award winners which have made use of various technology applications and will surely help improve the well-being of our senior residents. This perfectly aligns with the Government's policy objective to enhance the quality of living for our people, in particular the elderly, through promoting digital inclusion and developing innovation and technology (I&T). We encourage cross-sector, cross-discipline and cross-generation collaborations to achieve the goal of building an all-inclusive smart city."

A total of seven special awards were presented, including Age-friendly Innovation Award, Age-friendly Employer Award, Age-friendly Facilities Award, Age-friendly Collaborator Award, Age-friendly Business Award, Our City's Story Award and "My Favourite City Partnership Scheme" Award, to companies and organisations that performed outstandingly under the Scheme. The "Territory-wide Digital Inclusion Initiatives for the Elderly" conducted by the Office of the Government Chief Information Officer (OGCIO), which strives to implement various digital inclusion initiatives for the elderly, including collaborations with different sectors to implement ICT trainings and outreach programmes, funding supports to non-profit-making organisations to develop mobile applications, and promotions on web accessibility, was awarded both Age-friendly Collaborator Award and "My Favourite City Partnership Scheme" Award, the latter of which is chosen by the public through online voting.

As part of the Ceremony, a forum under the theme "Smart Ageing City and Beyond: Driving Innovation in the Silver Hair Market" was held. Chairman of Elderly Commission Dr Lam Ching-choi, Adjunct Professor of Finance at HKUST Professor KC Chan, Vice-Chairman of Hong Kong Policy Research Institute Jasper Tsang and Mr Cheung were the speakers at the forum, in which the guests exchanged in-depth and inspiring views on how to drive innovation in Hong Kong's silver hair market.

In April 2018, the Jockey Club Age-friendly City Partnership Scheme, an initiative under the Jockey Club Age-friendly City Project, was officially launched to encourage various stakeholders, including the business sector, government departments and public bodies, to join hands in building an age-friendly city. The Scheme is supported by four major business chambers in Hong Kong, namely the Chinese General Chamber of Commerce, Hong Kong, the Chinese Manufacturers' Association of Hong Kong, the Federation of Hong Kong Industries, and the Hong Kong General Chamber of Commerce. Participating organisations are required to adopt at least one age-friendly practice, or provide products or services catering to the needs of the elderly to be eligible for a set of age-friendly certificate and stickers to recognise their efforts and inform the public of their contribution towards promoting an age-friendly culture in Hong Kong.

For more information of Jockey Club Age-friendly City Partnership Scheme, please visit www.jccitypartnership.hk.

List of Awardees:

Award	Awarded Companies / Organisations (Listed in no particular order)
Age-friendly Innovation Award	BNET-TECH Company Limited - STICKu
	Microsoft Hong Kong Limited - MirrorGotchi
	The Hong Kong and China Gas Company Limited - Chef Anchor
Age-friendly Employer Award	Gingko House - Support Senior Employment, Enjoy Life Enrichment
	The Hongkong and Shanghai Banking Corporation Limited - HSBC Smart Senior Programme
	Wharf Real Estate Investment Company Limited - Bright Senior Ambassador (BSA) Programme
Age-friendly Facilities Award	New World First Bus Services Limited and Citybus Limited - NWFB and Citybus Age-friendly Bus Compartment
	Uni-China (Market) Management Limited - Age-friendly Market
	Wharf Real Estate Investment Company Limited - Free Rides and Barrier-Free Facilities for the Elderly
Age-friendly Collaborator Award	Construction Industry Sports & Volunteering Programme (CISVP) - Get in Gear
	Office of the Government Chief Information Officer - Territory-wide Digital Inclusion Initiatives for the Elderly
	YWCA NWS Y-Care Centre (North District)
Age-friendly Business Award	BNET-TECH Company Limited - STICKu
	CSL Mobile Limited - Smartphone Workshop
	HOHOLIFE - Innovative Silver Lifestyle Concept Store
Our City's Story Award	School of Nursing & Health Studies, The Open University of Hong Kong - Jockey Club Home Health Watch Programme
	The Nethersole School of Nursing, Faculty of Medicine, The Chinese University of Hong Kong - Fu Shin Community Asset Networks for Ageing in Place
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"My Favourite City Partnership Scheme" Award	Office of the Government Chief Information Officer - Territory-wide Digital Inclusion Initiatives for the Elderly