

Group	Problems Addressed	Implementations and Social Impacts
1	<p>Most recently built Public Rental Housings (PRHs) are located in remote area and segregated from nearby developed community. Lack of wet market forces residents suffers from costly food, limited choice, plus they have to travel a long way to access other markets.</p>	<p>屋村菜車 aims to provide economic and easily accessible wet market services. It shall supply fresh meat and vegetable at affordable prices in particular for new PRH residents. Mission of it is to provide convenience and affordable daily goods for lower-income families.</p> <p><b><u>Implementation</u></b></p> <ul style="list-style-type: none"> <li>• Purchase second-hand vehicle for modification (submit application to Vehicle Safety and Standards Division of Transport Department).</li> <li>• Line up local farms, vegetable and poultry wholesalers as supplier and negotiate the price.</li> <li>• Hire marketing executives, project managers and part-time drivers to form a working team; priority will be given to low income that has hawker experience.</li> <li>• Wet market will work as roster base and plan to have 3-4 times per week. Each time lasts for 3 to 4 hours in some public/ easy accessible area.</li> <li>• This business will promote thru PRH notice broads, dedicated social service centers, circulars, etc.</li> </ul> <p><b><u>Social Impacts</u></b></p> <ul style="list-style-type: none"> <li>• Lower cost of living at food for lower-income families.</li> <li>• Improve the quality of life by diversify fresh food choices and promote healthy diet.</li> <li>• Encourage setup of small business and promote community economy.</li> <li>• Accelerate sense of belonging to new PRH.</li> </ul>

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2	<ol style="list-style-type: none"> <li data-bbox="360 352 956 531">1. Lack of community facilities in the neighborhood of newly built public rental housing (PRHs) may hinder elderly's adaptations to new living environment.</li> <li data-bbox="360 595 956 774">2. Insufficient social platforms will undermine elderly's willingness to go out. Prolonged home stay may cause mental and physical health problems.</li> </ol>	<p data-bbox="978 352 2047 531">耆樂共融流動會所 is a mobile community center, aiming to facilitate elderly to adapt to new living environment despite lack of community facilities. The cargo truck will be modified into multi-function room for reading and conducting interest classes.</p> <p data-bbox="978 595 1196 630"><b>Implementation</b></p> <ol data-bbox="1025 643 2047 869" style="list-style-type: none"> <li data-bbox="1025 643 1742 678">1. Source for second-hand or free cargo, and modify it.</li> <li data-bbox="1025 691 1899 726">2. Recruit volunteers in PRHs and service users at discounted price</li> <li data-bbox="1025 738 2047 821">3. Organize interest classes and leisure facilities to elderly (I.T usage, simple coding, yoga, Taichi, Indian dance, etc)</li> <li data-bbox="1025 834 1854 869">4. Promotion through posters, district office and SMS messages</li> </ol> <p data-bbox="978 930 1180 965"><b>Social Impacts</b></p> <ol data-bbox="1025 978 2047 1204" style="list-style-type: none"> <li data-bbox="1025 978 2047 1061">1. Elderly can hang out more often, socialize with neighbors, create stronger bonding, and develop sense of community belongingness to that PRH.</li> <li data-bbox="1025 1074 1957 1109">2. Elderly can acquire new knowledge or skills through interest classes.</li> <li data-bbox="1025 1121 2047 1204">3. Elderly can enjoy proximate leisure activities with minimum travel time and cost</li> </ol>

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3	<p>1. The residents of new public rental housing (PRHs) are unfamiliar with the whole community while they are new to the community. As such the bonding amongst neighbors is weak and the community resilience in face of crisis is weak too. Worse still, this weak information transfer in the early stage of move in also increase the level of frustration.</p>	<p><b>Companion Plaza 伙伴廣場</b> aims at building a common physical platform for roadshow promotion from services providers near each housing estate. It enables residents to receive updated and discounted information related to existing facilities, commodities and services. Meanwhile, it also allows them to meet and interact with new neighbors. Housewives can be “Companion Ambassadors” 伙伴大使 to share facilities information and adaptation tips to elder residents.</p> <p><b>Implementation</b></p> <ol style="list-style-type: none"> <li>1. Identify open areas of housing estates, and designate as “Companion Plaza”</li> <li>2. Recruit and bargain with shops and service providers (e.g. renovation, electronic devices, childcare, tutorial class etc. ) to join the roadshow</li> <li>3. Recruit women to be “Companion Ambassadors” 伙伴大使 and station at the plaza to coordinate service sales and answer enquiries</li> <li>4. Promote by posters and leaflets, and organize entertainment activities (e.g. karaoke, wheelchair dance performance etc.) on site to attract flow of people.</li> </ol> <p><b>Social Impacts</b></p> <ol style="list-style-type: none"> <li>1. Improve information flow and lower the information cost of residents</li> <li>2. Encourage social bonding among new residents and intergeneration bonding with elderly</li> <li>3. Unleash sociable abilities of housewives in new PRHs</li> </ol>

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4	<ol style="list-style-type: none"> <li>To avoid offending “Hong Kong Ordinance leaving children under 16 alone at home” many young children have to stay on the street until their parents back home after work.</li> <li>There is huge demand of after school tutoring service for primary school children who live in PRH.</li> </ol>	<p><b>PHDs in On Tat (安達小博士)</b> is a tutorial centre/ homework club which aims to provide low price tutoring services to children living in newly built public housing estates. To reduce the cost, tutors are recruited from college students or high educated new immigrants who live nearby. Center will station in pre-fabricated/ modular house (組合屋).</p> <p><b>Implementations</b></p> <ol style="list-style-type: none"> <li>Recruitment of tutors and promotion of the services are mainly done by digital media, likes WeChat Group and Facebook Pages. Some handbills or posters will be placed at the lobbies areas of each building.</li> <li>Negotiate with the property management for the permission of promotion</li> <li>Submit land use application to Land Department or Housing Department for the use of free space to station the pre-fabricated houses. Expect to apply 3-years usage permit of the place.</li> <li>Expect to charge \$30 (estimated) per hour per student. As such, volume of over 150 students a day has to recruit and keep in order maintaining the low price.</li> </ol> <p><b>Social Impacts</b></p> <ol style="list-style-type: none"> <li>Positive use of time from turning children hanging around in the community into working on their school works and coach by quality tutors.</li> <li>Relieve parents’ economic pressure on paying tutorial classes</li> <li>Provide job opportunity for immigrated women whose qualifications are not locally recognized</li> </ol>

**Adjustment to New Public Rental Housing: Threats and Opportunities**

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5	<ol style="list-style-type: none"> <li>Due to limited fresh food choices and the price is expensive.</li> <li>Lack of affordable and convenient childcare services to release stay-at-home parent back to workforce for more income.</li> <li>There is a lack of channel and platform for the residents of On Tat Estates to form a social network and bond amongst each other.</li> </ol>	<p><b>Easy Fresh Groceries Shopping (買餸易)</b> aims to set up a one-stop-shop mobile app for residents of PRHs to purchase fresh groceries collectively at low cost. Housewives will be hired as “community distributors” to sell and deliver goods to customers directly. Database created in this stage is used to develop childcare matching system to provide ad hoc child care need service.</p> <p><b>Implementations</b></p> <ol style="list-style-type: none"> <li>Cost comparison of different fresh groceries suppliers and recruit of potential cooperation partners (distributors, mobile application technicians, and merchandiser).</li> <li>Recruit housewives as “community distributors” to deliver fresh food</li> <li>Run the apps in a few buildings within each housing estate as pilot.</li> <li>Expand the project to all residents in the PRHs, and increase the variety of fresh groceries in the supply side.</li> </ol> <p><b>Social Impacts</b></p> <ol style="list-style-type: none"> <li>Save time and money of residents.</li> <li>Create social bonding between residents through transaction and delivery.</li> </ol>

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6	<ol style="list-style-type: none"> <li>1. Eating option in PRHs is limited while residents are usually had long working hour.</li> <li>2. Lack of employment opportunities for housewives</li> </ol>	<p><b>On Tat Community Club</b> 安達凝聚社 aims to provide affordable, tasty and nutritional meals for residents of new PRHs, especially those unable to buy food late at night after work. Housewives with good cooking skills are recruited as “community chefs”. They shall cook in their own kitchens and deliver meals to residents in the same estate.</p> <p><b>Implementations</b></p> <ol style="list-style-type: none"> <li>1. Conduct market research to estimate the number of potential customers in the public housing estate and the number of housewife chefs required</li> <li>2. Design a Google Form (or an ordering system) to manage all meal orders (estimated \$20/meal)</li> <li>3. Recruit housewife chefs in the estate train them about food safety and service standards</li> <li>4. Promotion through posters and mobile Apps.</li> </ol> <p><b>Social Impacts</b></p> <ol style="list-style-type: none"> <li>1. An alternative choice is available for residents in new PRHs to access affordable, tasty and nutritional meals</li> <li>2. Foster social cohesion and enhance community networking</li> <li>3. Empower women (housewives) by providing job opportunities that utilize their strengths</li> </ol>

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7	<ol style="list-style-type: none"> <li>1. Lack of tutorial service in the new public rental housing (PRHs) estates</li> <li>2. Parents who have to take care of children hardly can find a part time job</li> <li>3. Children of low income family usually being out-competed because of lack of resources.</li> </ol>	<p>共•教計劃 aims at line up elite secondary school students and social enterprises to provide tutorial classes to primary students for better public examination preparation. “Teachers and students” from elite secondary schools can earn the experience to interact with different social groups while the pupils can obtain academic guidance. Housewives with higher education level can also be employed to be project manager to manage class scheduling and coordination work.</p> <p><b>Implementations</b></p> <ol style="list-style-type: none"> <li>9. Search for idle venues such as the community centers, classrooms at after schools time, etc. for tutorial classes</li> <li>10. Recruit enthusiastic students from elite secondary schools or education-related social enterprises</li> <li>11. Approach bookstores or enterprises to sponsor exercise books</li> <li>12. Employ housewives of higher education to manage the class schedule and work and manpower coordination.</li> </ol> <p><b>Social Impacts</b></p> <ol style="list-style-type: none"> <li>1. Mutual understanding between pupils of low income families and elite school students. On the one hand to enhance the capacity and competency of the former; on the other hand to nurture the empathy and social concern of the latter.</li> </ol>