



The Hong Kong Council of Social Service

Future Camp HK 14<sup>th</sup> January 2017

Building Community for Aging in Place

Group	Problems Addressed	Implementations and Social Impacts
1	<ol style="list-style-type: none"><li>1. There is a lack of programs in the current society which addresses cross generational community integration. This is partly due to the sustained lack of acceptance from adult employers towards the elderly</li><li>2. Many retired people often still want to continue working but they cannot find suitable employment opportunities due to many restrictions</li><li>3. The young-elderly often finds it hard to fill up the void in retirement life without work or other recreational activities, thus negative emotions towards themselves and others around them are accumulated</li></ol>	<p><b>Retiring Workforce</b> (退休再就業計劃) aims to set up an elderly recruitment agency, offering employment matching services to the senior citizens in order to improve cross generational community integration and to reduce emotional stress on part of the elderly.</p> <p><b>Implementations</b></p> <ol style="list-style-type: none"><li>1. Connect with around 10 SMEs to conduct retirement education seminars and to collect data</li><li>2. Collaborate with 4-5 SMEs to provide 5 job vacancies respectively</li><li>3. 60 matches each month, and a 5% of commission will be charged for each job vacancy matched</li><li>4. Recruit volunteers for conducting firm visits. Participating SMEs are encouraged to stick 'elderly friendly' logos on their company services or products to promote CSR</li></ol> <p><b>Social Impacts</b></p> <ol style="list-style-type: none"><li>1. Retirees are able to reconnect with the society and feel they are worthy by working</li><li>2. Increase their physical and emotional well-being</li><li>3. Utilizing the labor force of early retirees</li></ol>



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2	<ol style="list-style-type: none"><li>1. Retired young olds, aged 50 to 70, may have spare time and skills, such as cooking, repairing electronic appliances, etc. to make contributions to the community but they simply do not have a channel to do so</li><li>2. Similarly, the young old may feel bored and disconnected from the society if they stop interacting with the outside world. This can be harmful to their mental health in the long term</li><li>3. The old old, aged 65 or above holding Senior Citizen Card, and the weak elderly, such as the disabled, are in need of services and companions for their physical and emotional well-being</li></ol>	<p><b>Age Connect (友伴)</b> aims to set up a manual platform to match capable young olds with needy old olds. The young old, aged 50 to 70, depending on their physical fitness, time available and skills equipped, may gather to form a service team to provide personal, household and emotional support to the old old, tentatively 65 years old or above and the disabled.</p> <p><b>Implementations</b></p> <ol style="list-style-type: none"><li>1. Select a district for a pilot scheme after research is conducted</li><li>2. Assemble a team of 20 to 30 young olds to provide the services</li><li>3. Optional training on counseling and technical skills offered by NGO partners</li><li>4. Set up a call center (operates from 7 am to 8 pm everyday) with approximately 4 operators and an accountant, and the online platform for matching</li><li>5. Provide additional information about activities in different community centers on the website</li><li>6. Revise on the fee and expansion to other districts</li></ol> <p><b>Social Impacts</b></p> <ol style="list-style-type: none"><li>1. Provide daily care to the old old in need</li><li>2. Provide opportunities for the retired/young old to find their value in the community</li><li>3. Enhance community cohesion</li><li>4. Create supportive neighborhood environment</li></ol>



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3	<ol style="list-style-type: none"><li>1. A common phenomenon observed amongst the retired elderly is that they lack a sense of purpose in life, which has said to be an indirect cause of mental disorders such as Alzheimer's disease</li><li>2. There is also a lack of institutional coordination amongst service providers, which makes it difficult for the elderly to get information and to choose from the number of elderly service providers; hence, a centralized platform would be beneficial</li><li>3. The digital age has also caused a paradigm shift in the needs of the elderly, which invalidates the existing concepts of elderly services. Instead, the 'new' elderly focuses on active ageing and tries to find ways to revitalize their lifestyles</li></ol>	<p><b>Inheritance (全城傳承)</b> is an online platform that allows the elderly to browse and choose activities or workshops offered by an array of partner organizations, such as NGOs, SEs, and elderly service providers, aiming to give them a sense of purpose after retirement. Furthermore, the elderly can share their stories and experiences with the general public through the platform, allowing them to forge their self-identities.</p> <p><b>Implementations</b></p> <ol style="list-style-type: none"><li>1. Design and launch the online platform</li><li>2. Encourage partner organizations to list their activities for the elderly on the online platform</li><li>3. Collaborate with local District Councils and Mutual Aid Committees of housing estates to publicize the online platform</li><li>4. Encourage the elderly to write, post, and share their stories on the online platform</li></ol> <p><b>Social Impacts</b></p> <ol style="list-style-type: none"><li>1. The elderly will be able to share personal stories with the public and this helps to build self-identity</li><li>2. NGOs, SEs, and elderly service providers will have a centralized platform to publicize their activities</li><li>3. The elderly will be able to browse and compare elderly services easily, and joining these activities will give them a purpose in life</li></ol>



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4	<ol style="list-style-type: none"><li>1. The low economic status and financial struggles of the elderly, especially those who live alone or with disabilities</li><li>2. There are limited work opportunities for the elderly; and most are low-skilled jobs, e.g. cleaning services, waste collection and waiter services. This results in poor mental states</li><li>3. The elderly lacks opportunities in social participation and connections. The atmosphere of cross generational integration is not strong</li></ol>	<p><b>Our Friends' College (友營學社)</b> offers work opportunities for the elderly who had retired so that they can reconnect with the society and be able to earn some money by themselves. The elderly would be able to teach technical or interest classes depending on their ability. It is hoped that this can alleviate retirees' financial problems and social barriers by empowering them.</p> <p><b>Implementations</b></p> <ol style="list-style-type: none"><li>1. Pilot studies on areas with the most serious aging problem, such as Wong Tai Sin, Eastern District and Kwun Tong, as startups first</li><li>2. Recruit the elderly and design courses (both technical and interest classes)</li><li>3. Search potential sites for classes, negotiate with community centers and explore options of industrial buildings</li><li>4. Trial classes and testing</li><li>5. Create an online platform in offering distant courses and equipment to purchase from</li><li>6. Full operation of classes</li></ol> <p><b>Social Impacts</b></p> <ol style="list-style-type: none"><li>1. The elderly can regain their self-care ability in continuing to earn money; self-fulfillment and life satisfaction can be increased even after retirement (elderly empowerment)</li><li>2. Utilizing elderly workforce</li><li>3. Passing on skills to the younger generation</li><li>4. Social inclusion and cross generational integration can be promoted</li></ol>



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5	<ol style="list-style-type: none"><li>1. The elderly must have teenage dreams unaccomplished, such as cycling around Taiwan and taking a stack of adorable wedding photos. They strived hard to earn a living when they were young. Therefore, most of them were deprived of chances to pursue their dreams. It makes them regretful and hopeless when they retire</li><li>2. The younger generation easily labels the elderly as social burdens or troublemakers</li><li>3. Most of the elderly have no idea what is in young people's mind. They do not know how to communicate with them and this often leads to misunderstanding. They lack skills in using social networking platforms</li></ol>	<p><b>The Elderly's Dream (耆想)</b> aims to help the elderly to realize their dreams through participation in a competition. The best proposals are selected based on three main criteria: innovativeness, social impact and sustainability. The approved projects will be implemented by the support of the government, corporates and the public. University students are recruited as teenage mentors to assist in project execution.</p> <p><b>Implementations</b></p> <ol style="list-style-type: none"><li>1. Select one proposed project from each district based on innovativeness, social impact and sustainability</li><li>2. 18 selected projects will advance to the second round and compete for the top three places</li><li>3. Sha Tin is the first pilot district for proposal collection</li><li>4. Testing and feedback from the proposal collection</li><li>5. Expand the model to other districts</li></ol> <p><b>Social Impacts</b></p> <ol style="list-style-type: none"><li>1. Narrow down the communication gap between two generations</li><li>2. The elderly will experience a sense of accomplishment and regain their self-esteem</li><li>3. Change teenage coaches' impression towards the elderly</li></ol>



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6	<ol style="list-style-type: none"><li>1. Weak neighborhood relationships and a lack of cohesion among the community</li><li>2. Some young olds are bored and idle; they wish to build their networks and explore new hobbies on the Internet</li><li>3. Low dignity and self-esteem of the elderly after retirement</li></ol>	<p><b>Buddy in Everywhere(區區有仗)</b> aims to expand the social network of young old aged 65-80. It is an app which provides information about elderly activities in and outside their district. Information about newly-explored destinations for the elderly in the community is shared online. A platform assembling volunteers to make use of their own talents and skills to help other users will be launched.</p> <p><b>Implementations</b></p> <ol style="list-style-type: none"><li>1. Research and development of the application</li><li>2. Recruit administrators and app users</li><li>3. Launch the app and allow information sharing and initiation of activities by administrators online</li><li>4. Allow users to co-create information on new entertainment locations and initiate these activities</li><li>5. Launch the online platform</li><li>6. Expand the model to other districts progressively</li></ol> <p><b>Social Impacts</b></p> <ol style="list-style-type: none"><li>1. Helps the young old expand their social network and strengthen their self of belonging to their district</li><li>2. Young olds will be recruited as freelance to show their talent and help them build confidence from their contribution</li><li>3. Companies registered as users could gain benefits from the CSR practice and build up a positive image</li></ol>