

## **Five Golden Years of Smart Ageing**

We are delighted to celebrate the fifth anniversary of Golden Age Foundation (GAF)! Our mission is to drive a truly transformative change in the face of an ageing population. In 2016, GAF first launched the pioneering Golden Age Expo and Summit. The event aims to promote the development of a “Smart Ageing City” by bringing in innovative thinking and stimulating broad discussions about population ageing. We also encourage ageing innovating for the Golden Age community. Since then, the event has become a paradigm to follow and received tremendous support from various sectors. Together with our advocacy and collaborative efforts from different sectors, large and small activities related to ageing emerged, the pension industry started to develop.

The ground-breaking initiatives and training activities that GAF launched in the past 5 years would not have been successful without the remarkable dedication of our Advisors, Organising Committee Members, Steering Committee Members, volunteers, and the secretarial team. Some of our highlighted community initiatives include the Golden Age Docent programme, the Golden Age Fellows Programme, the Golden Age Climate Change and Conservation Ambassador Programme, the ERB-Post 50 Internship Programme, the School Dialogue & Social Innovation Programme, the Pledge of Love from Generation to Generation Programme.

Over the years, a total of 950 volunteer members and 360 corporate members keen on social and ageing innovations have joined us. We regularly organize member activities such as the annual "12.12 Golden Age Day" and "Smart Ageing Labs" to connect friends from the civic, business, government, academic and scientific research sectors to jointly establish a cross-sectoral innovation platform.

Concurrently, Rebecca Yung, Founder and Chair of GAF, hosted a series of radio programmes with Metro Radio, Radio Hong Kong and Commercial Radio on social innovation, Smart Ageing City and the Golden Age economy.

Furthermore, we held consultative sessions on end-of-life care and other topics related to ageing in response to the Government’s policy initiatives. GAF has also conducted comprehensive surveys on social issues, including the Happiness Index and the COVID-19 Containment Online Survey conducted in 2018 and 2020 respectively.

As the pandemic ushered the world into a “new normal”, our society needs new thoughts and innovation to help corporations and individuals alike to bounce forward. While the Golden Age Expo was postponed until 2021, the summit went through a speedy digital transformation and was launched online for the first time this year. The summit gathered international and local leaders to discuss new approaches and practices on smart ageing.

We have also established collaborations with cities within the Greater Bay Area where we had held two forums between Hong Kong and Shenzhen. We also led delegation with ageing professionals to visit ageing facilities in Shenzhen. In July 2020, Rebecca was invited by the Shenzhen Lions Club to give a virtual talk on Smart Ageing and Business Innovation and shared her experience with members of the club. In addition, we had held exchanges with other professionals and counterparts based in Canada, Taiwan, South Korea, Japan, Thailand and Singapore.

Although Hong Kong faces many unprecedented challenges, GAF remains committed to fostering collaboration opportunities with various sectors to advocate for a smart ageing

city. We look forward to your continuous support in 2020 and beyond to create a greater positive impact on our society.