



GOLDEN AGE FOUNDATION
黃金時代基金會

Golden Age Foundation Annual Report 2021-2022

1st April 2021 to 31st March 2022

CONTENTS



03 Chair's Remarks

04 Vision and Mission

05 Our Work

06 Advocacy and
Collaboration
Platforms

10 Empowerment

11 Community
Engagement

12 Members'
Events

14 Awards and
Recognitions

16 Service Results
(2015-2021)

17 Acknowledgments

20 Conclusion

CHAIR'S REMARKS

Since our establishment in 2015, we have actively responded to the needs of our community and explored new opportunities for social innovation by collaborating with various sectors. In the past year, in the face of severe challenges brought about by the pandemic, with everyone's support and trust, we have overcome numerous difficulties and made progress in all aspects, especially in service development.

During the severe outbreak of the 5th wave of COVID-19, many social services and activities were suspended. We fully utilized our role as a collaborative platform and rolled out an innovative emergency programme - Golden Age Care Anti-pandemic Support Programme to help aggravated private elderly homes and their residents. This innovative Programme yielded immediate results in uplifting the quality of care in private elderly homes and unleashing the power of cross sector collaboration for social good.

Despite all anti-pandemic restrictions, we had successfully recruited volunteers of all ages - from young people to retirees and professionals - and trained them to use smart ageing technology and communication skills to serve the elderly both online and offline and build a community care network. We also continued to actively participate in different events and exchange summits at home and abroad to promote the development of a smart-ageing society.

GAF focuses on three key areas: "Advocacy and Collaboration", "Empowerment", and "Community Engagement". This report highlights the achievements and impact of our services and activities which would not have been possible without the dedication of our advisors, executive committee and organizing committee members, corporate partners and our staff.



Rebecca Choy Yung
Founder & Chair
Golden Age Foundation

VISION AND MISSION

Golden Age Foundation (GAF) is a multi-sector collaborative platform that fosters the development of smart ageing cities in Asia. By generating innovative ideas that bring positive impact to society and developing the golden age movement with innovative ideas and programmes, GAF empowers golden agers – individuals aged 45 and above – to continue to contribute to society and lead purpose-driven lives.

Vision: REDEFINING AGEING

To build smart ageing cities in Asia

We catalyse innovative dialogues to redefine ageing. Spearheading thought-provoking services and conversations, GAF brings together policymakers, entrepreneurs, social innovators, academics, scientists, designers, investors and other stakeholders to tackle and resolve population ageing issues. Envisioning a world of smart ageing cities, GAF aims to foster a new Golden Age Economy and turn demographic challenges into opportunities with positive impact.

Mission: REPURPOSING AGEING

- Empower Golden Age Population (aged 45+) to lead purposeful, healthy and quality lives
- Develop the Golden Age economy
- Build a cross-sector and cross-generational platform for collaboration and innovation

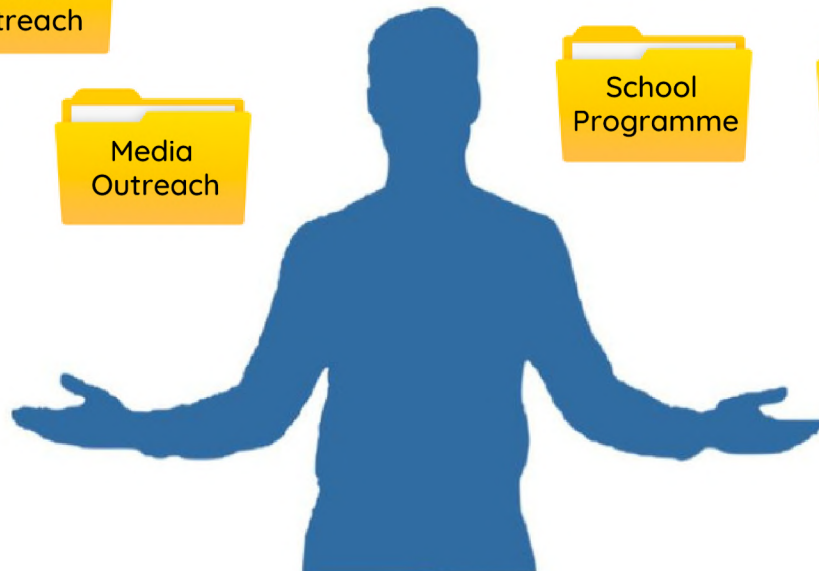
GAF advocates for a paradigm shift to empower golden agers to plan ahead for the second half of their lives and become society's new driving force. By organising the golden age movement imbued with innovative life-long learning programmes and community engagement activities, GAF creates new opportunities for individuals to rewire their perception of retirement by establishing healthy and positive ageing mindsets and actions that benefit society.

OUR WORK



- Golden Age Expo & Summit
- Smart Ageing Award

- Golden Age Academy



ADVOCACY AND COLLABORATION PLATFORMS

The 6th Golden Age Expo and Summit (2021) --- Aug 2021



Due to the pandemic at the time, the 6th Golden Age Expo and Summit 2021 (GAES 2021) was rescheduled to August from the original dates in March. The event was held at the Hong Kong Convention and Exhibition Centre in Wan Chai.

We embarked on a bold initiative and launched our first hybrid Golden Age Expo & Summit 2021, which featured a combination of virtual and physical events. We also launched the inaugural Smart Ageing Award to celebrate outstanding smart ageing products and services. Spanning several time zones and locations, GAES 2021 helped raise significant awareness of population ageing issues under the pandemic and the importance of smart ageing around the world.

Throughout the month-long hybrid summit event, over 80 stellar local and overseas guest speakers discussed the latest smart ageing developments through 20 panel discussions. Topics covered include business, finance, nursing technology applications, medical and social care, end-of-life planning, and more. The discussions also explored vital topics related to COVID-19 and offered much inspiration for new developments in the new normal. What's more, the Expo featured 100 physical and 40 virtual booths and demonstrated the latest smart ageing solutions from around the world.

GAES 2021 - Event Results

10,000+ Visitors	2,000+ Online participants	80+ Overseas and local speakers	20+ Discussion themes
100+ physical expo booths & 40 virtual booths	45+ Supporting organisations	16+ Countries & Areas	114+ Media coverage

Smart Ageing Award --- Jun – Aug 2021



The inaugural Smart Ageing Award concluded successfully during GAES 2021 with an awards ceremony. We presented 18 awards through six key categories in recognition of the outstanding achievements of our peers. Through the award, we hope to inspire all sectors to contribute to a better quality of life and a life of dignity for the golden age population by commending outstanding solutions and helping us develop a smart ageing city.

Hong Kong Smart Ageing Survey 2021 --- Oct 2021



Launched in collaboration with the Department of Social Work and Social Administration at The University of Hong Kong, the results of the Hong Kong Smart Ageing Survey 2021 were presented to the media and public during the “New Community Initiative • Golden Age Fellows @Central Market” event.

The online survey interviewed over 1,100 golden agers (individuals aged 45 and above) on five major dimensions of smart ageing. According to the latest data provided by the Census and Statistics Department, individuals aged between 45 and 65 years old have reached 2.34 million and account for 31.6% of the entire population. These people are dubbed as the ‘sandwich generation’ who have to care for older and younger family members while planning ahead for their retirement years. Whether it is financial or healthcare support, the sandwich generation requires tremendous assistance. The survey aims to help raise public awareness of the challenges that the golden age population is facing and call on different sectors to offer them the necessary support and services. We also hope the public can learn more about the impact of population ageing and encourage them to plan ahead.

Golden Age Care Anti-Pandemic Support Programme --- Feb to Oct 2022



This Programme was designed to provide immediate assistance for small to medium-sized private elderly care homes that were facing collapse under the COVID. Gathering resources from various sectors, we assembled a team of 100 professional volunteers and delivered much-needed support by making good use of the latest smart ageing technologies to 3,000 elderly care home workers and low-income elderly.

E-Book on Smart Ageing --- May 2022



GAF published the first E-book which was a collection of over 30 articles on smart ageing penned by prominent professionals and leaders from Hong Kong, Japan, the USA, Germany, Indonesia and China (Greater Bay Area). This is an excellent way for readers to learn more and reflect on positive approaches to ageing.

Community & Media Advocacy

During 2021-2022, we had held and participated in dozens of community activities, seminars and services.

Summary (April 2021 - March 2022)	
Mar 2021	Invited by The Hong Kong University of Science and Technology to speak on "Imperatives for Change"
Mar 2021	Invited by the Education Bureau to speak on "Education Innovation" with principals of more than 80 primary and secondary schools
Apr 2021	Invited by Hong Kong Lingnan University to speak on "Silver Hair Market : Golden Business Opportunity"
May 2021	Signed Memorandum with Tung Wah College to enhance collaboration
May 2021	Invited by The Hong Kong University of Science and Technology to speak on "Innovative ageing issues and solutions"
Jun 2021	Invited by HK Association of Careers Masters & Guidance Masters to give training on "Presentation & Communication Skills" to young people
Jun 2021	Invited by China Yunus Centre to speak on "Post-Pandemic SE Education and Good Practice"
Aug 2021	Invited by the Thai Consulate for the second consecutive year to speak at the "Thai Wellness & Retirement Hub" seminar
Aug 2021	Provided training to senior government officials on social and public innovation
Oct - Dec 2021	Invited by Munsang College for teacher training on "Social Innovation and Smart Ageing City"
Oct 2021	Invited by The Economist to speak on "Prevention is Better than Cure : Nutrition, Lifestyle & Healthy Aging"
Oct 2021	Invited by Our Lady's College to give a training on "Innovation x STEAM Workshop on Smart Aging"
Jan 2022	Invited by Hong Kong Commercial Radio to introduce the meaningful retired life on the program "ShareMySong (有誰共鳴)"

EMPOWERMENT

Pit Stop Programme --- Apr 2021



In early 2021, we launched the Pit Stop Programme when Hong Kong's economy hit an all-time low and the unemployment rate was soaring. The Programme was specially curated to support middle-aged jobless individuals or those transitioning into new careers with further training to enhance their soft skills. The Programme also offered career coaching for participants to embrace change in a positive way, set clear goals and take the initiative to prepare ahead for a new change.



Collaborating with several major corporations, we offered insightful information about the latest updates and job requirements of various industries. We also held mock interviews for participants to practice their interviewing skills.



COMMUNITY ENGAGEMENT

School Training

Our training programme for schools includes teacher and student training. Through design-thinking, they would understand various needs of different types of elderly and develop empathy towards the older generation.

We aim to inspire a new generation to take a pro-active role in issues in their respective communities. Additionally, students are encouraged to design social innovation projects that meet community needs and learn to use their strengths to solve social issues.



Corporate Training

We have experienced many changes during the pandemic. In the new normal, all industries will also encounter new challenges. Our training team supported employees at the Hong Kong Productivity Council (HKPC) and guided them in developing a growth mindset when facing commercial and societal change in the new normal. Participants also benefited from further training to develop new skills.



MEMBERS' EVENTS

Our members' events have successfully enhanced members' networks and get connected with key stakeholders.

Visiting the Housing Society Elderly Resources Centre --- Nov 2021



Our members visited the newly renovated "HKHS Seniors Link" at the Housing Society Elderly Resources Centre and experienced first-hand the latest in age-friendly home designs, and gerontechnology products. The centre also featured pioneering ways to develop ideal age-friendly homes through design and innovation.

12.12 Golden Age Day --- Dec 2021

Held annually on 12 December, the 12.12 Golden Age Day aims to reinvent our perception of ageing and allow the public to learn more about the latest smart ageing concepts. In 2021, our offering through the 12.12 Golden Age Day focused on supporting the "sandwich generation" and helping them develop a positive mindset in managing their emotions.

Visiting Cyberport --- Dec 2021

Digital technology plays a significant role in our daily life. In December, 30 corporate members visited Cyberport to learn more about its mission and support for other startups. During our visit, four startups introduced their smart medical checkup devices, allowing the elderly to make use of them safely and at ease either at home or in the community.

Participating members came from various sectors and enjoyed a dynamic discussion with young team members from the startups. They have entered into further discussions with these startups.



AWARDS AND RECOGNITIONS

Awarded Special Consultative Status by the UN --- Jul 2021



GAF has been committed to promoting social innovation, sustainability, inclusion, and other Sustainable Development Goals (SDGs) to address the huge challenge of global population aging. As a collaborative platform, we bring together the civil, business, government, academia and scientific research sectors. In recognition of our advocacy and outstanding innovative projects, the United Nations granted the Special Consultative Status to GAF. We will continue to promote positive social change and promote international and regional exchanges and cooperation.

Rebecca Named “Ten Outstanding Active Ageing Women” by WINGS Hong Kong --- Nov 2021



Rebecca was named one of the “Ten Outstanding Active Ageing Women” by WINGS Hong Kong. With a firm belief in women’s abilities to contribute towards society, Rebecca has been working tirelessly to generate positive societal changes. When she first encountered social innovation over 15 years ago, she decided to devote her golden years to promote social innovation to help resolve some of the most pressing social issues.

Leading by example, Rebecca hopes to empower the golden population to continue giving back to society and live a meaningful and vibrant life.

SERVICE IMPACTS (2015-2021)



300+
Golden Age Academy
Participants



904,000+
“Golden Age Connect”
Recipients



2,800+
Volunteers



210+
Summits and
Speaking Events



4,900+
Followers &
Subscribers on social
media platforms

Acknowledgments

We wish to give special thanks to the following donors and organisations:

Pit Stop Programme

Sponsor

- The D.H.Chen Foundation

Golden Age Care Anti-pandemic Support Programme

Programme Sponsors

- Bright Future Charitable Foundation
- Chinachem Group
- The Kadoorie Charitable Foundation

Supporting Organisations

- City University of Hong Kong - HomAge
- The Elderly Services Association of Hong Kong
- Tung Wah College

Donors of Anti-pandemic Materials

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- Dobbie Cheng
- Horace Ma
- International Teochew Youth Federation
- Joanne Li
- K.Wah International Holdings Limited
- Law Leung Wai Yuen
- Nancy Liu
- Paul Lam
- Teochew International Federation
- 香港兔蘆術數學會
- 越寬會
- 養生力量

(According to Chinese stroke order / in English alphabetical order).

Acknowledgments

6th Golden Age Expo & Summit (2021)

Partners

- Elderly Commission
- The Hong Kong Council of Social Service
- The International Federation on Ageing

Major Sponsors

- Chinachem Group
- HSBC Hong Kong
- Our Hong Kong Foundation
- Woopie Foundation

Award Sponsors

- Invest HK
- New World Development

Sponsors

- Bank Consortium Trust Company Limited
- Dasin Real Estate
- Hong Kong Housing Society
- Woofoo Social Enterprise

Academic Partners

- Hong Kong Baptist University (Centre for Innovative Service-Learning)
- Hong Kong Shue Yan University
- Hong Kong University of Science and Technology (Center For Aging Science)
- Lingnan University (Asia-Pacific Institute of Ageing Studies)
- The Chinese University of Hong Kong (Jockey Club Institute of Ageing)
- The Hong Kong Polytechnic University (The Institute of Active Ageing)
- The Hang Seng University of Hong Kong
- The University of Hong Kong (Sau Po Centre on Ageing)
- Tung Wah College
- Vocational Training Council

Service Sponsor

- EventX
- Fimmick
- UNIS Sportswear

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Acknowledgments

6th Golden Age Expo & Summit (2021)

Media Partners

- etnet
- Hong Kong Economic Times
- Metro Broadcast
- SkyPost

Digital Partner

- MingPao Daily

Supporting Organisations

- Active Aging Consortium Asia Pacific (ACAP)
- EntreLink
- Evangelical Lutheran Church Social Service - Hong Kong
- Federation of Hong Kong Industries
- Hong Kong Apparel Society Limited
- Hong Kong Chinese Civil Servants' Association (Pensioners Branch)
- Hong Kong Productivity Council
- Hong Kong Professionals and Senior Executives Association
- Hong Kong Sheng Kung Hui Welfare Council
- Hong Kong Small and Medium Enterprise Association
- Hong Kong Women Professionals and Entrepreneurs Association
- Investor and Financial Education Council
- Smart City Consortium
- SME Sustainability Society
- Social Enterprise Summit
- The Chinese Manufacturers' Association of Hong Kong
- The Hong Kong Alzheimer's Disease Association
- The Hong Kong Federation of Women
- The Hong Kong Society for Rehabilitation
- The Institute of ESG & Benchmark
- The International Food Safety Association
- The Jade Club
- Wings Hong Kong

(According to Chinese stroke order / in English alphabetical order).

Conclusion

The past year has been thorny and full of challenges, but all sectors of society have tried their best to deal with the pandemic. Although the process has been arduous, we are glad to see that the cloud of the pandemic is dissipating, and society is gradually returning to normal. GAF sincerely thanks everyone for their support in the past year, for giving us the strength to enable the foundation to do its best to support the needy during the pandemic, especially the thousands of elderly care home employees and low-income families in distress.

We can look back with gratitude, while looking forward we still see many challenges ahead. In this new year, we will keep on encouraging generations of all ages to live a rich, healthy and high-quality life, as we continue to build a collaboration platform that is cross-sector and cross-generational and promote the development of smart cities in Asia.



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