

**SME Development Fund/
Dedicated Fund on Branding, Upgrading and Domestic Sales
(Organisation Support Programme)**

Final Report of Approved Project

Project ref. no.	:	D10 001 009
Project title	:	“So-Biz” Project” - Enhancing Competitive Advantage through “Shop Freely; Serve Friendly”
Period covered	:	From 15/04/2011 to 14/04/2013 (dd/mm/yy) (dd/mm/yy)

1. Project Details

(Please mark with "*" if any of the following project details is different from that in the project proposal appended to the project agreement.)

Project Reference and Title

D10 001 009

"So-Biz" Project" - Enhancing Competitive Advantage through "Shop Freely; Serve Friendly"

Project Summary (in not more than 150 words)

So-Biz stands for Social Responsible Business, which means businesses that can do well in their operation (making profit), and do good to the community (fulfilling social responsibilities) at the same time. In short, "doing well be doing good" is the motto. This project will lead SME to explore the niche in serving underprivileged groups. At current, retail and catering businesses that are equipped to cater underprivileged customers are limited. There is great potential in this market.

Through the "So-Biz" project, SMEs will explore market niche through understanding community needs. SMEs will learn to understand the potentials in serving Special Customers" (including elderly, disabled individuals, ethnic minority, and other underprivileged groups and individuals), through the concept of "Shop Freely – Serve Friendly", which implies barrier-free shopping experience and Special Customer Friendly Service.

Project Objective(s) (in not more than 80 words)

So-Biz stands for Social Responsible Business, which means businesses that can do well in their operation (making profit), and do good to the community (fulfilling social responsibilities) at the same time. In short, "doing well be doing good" is the motto.

The "So-Biz" project aims to encourage SMEs to explore niche markets for Special Customers. Traditionally, Special Customers have been misunderstood and mishandled. The Project will assist SMEs in enhancing customer's experience, identifying niche business opportunities, and gaining mutual respect from employees and customers through training workshops.

Through training and workshops, the project will help business operators to explore the niche market in serving "Special Customer". Their improvements, efforts and contribution in becoming more "Special Customer" friendly will be acknowledged through targeted promotion and the "So-Biz Listing".

Grantee /Collaborating/Implementation Organisation Agent

Grantee	:	The Hong Kong Council of Social Service (HKCSS – HSBC Social Enterprise Business Centre)
Collaborating Organisation(s)	:	Hong Kong Retail Management Association
Implementation Agent(s)	:	N.A.

Key Personnel

	Name	Company/Organisation	Tel No. & Fax No.
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Deputy Project Co-ordinator	: N.A.		

Project Period

	<u>Commencement Date</u> (day/month/year)	<u>Completion Date</u> (day/month/year)	<u>Project Duration</u> (No. of months)
As stated in project agreement	<u>15/04/2011</u>	<u>14/04/2013</u>	<u>24</u>
Revised (if applicable)	<u>N.A.</u>	<u></u>	<u></u>

Methodology Employed

The project consist of three major components: (1) “Shop Freely – Serve Friendly” Training ; (2) Cross-sector Communications and (3) “So-Biz Listing”

(1) “Shop Freely; Serve Friendly” Training

The training aims to improve participants’ sensitivity to serving customers from underprivileged groups, including practical skills for handling Special Customers and understanding the perspective of Special Customers; as well as to enhance their skills to handle different circumstances that may happen in the business environment.

The training will enhance SME’s competitive advantage through skill enhancement and explore potential customer sectors which have been less notified amongst the traditional targeted customer groups.

Training will be focused on sharing practical skills and experience from representatives of underprivileged groups, as well as business operators that have experience in servicing Special Customers. Practical skills may include simple sign languages.

(2) Cross-sector Communications Platform

This cross-sector communication platform provides a channel for SME to promote their extended service to Special Customers, and to promote their commitments in providing quality service for these customers.

It enables communications between “So-Biz” entrepreneurs, business operators, general consumers and Special Customers by providing information on “So-Biz” enterprises, including where they are located and the facilities that are available to facilitate Special Customers. This platform will also provide information on practices, resources and experience towards providing better shopping experience and environment for this extended market.

(3) “So-Biz Listing”

The “So-Biz Listing” creates a channel for Special Customers to access information on SMEs that are capable in providing service for them. The Listing will encourage any SMEs to participate in the listing, providing that they have fulfilled the requirements in the Listing Guideline. These requirements ranges from having wheelchair ramps to enter the store, wheelchair accessible washroom facilities to Halal food menu cater to serve different needs of the Special Customers.

The Listing welcomes any interested SME to be listed, with proof of the facilities. However, to ensure the claimed facilities matches the actual available service at the SMEs, random assessments will be carried out by the Secret Angels.

Special Customers will be recruited as “Secret Angels” to visit the SMEs and examine whether their service or facilities are available as claimed.

SMEs complied with assessment will be recognized and labelled as “Assessed and Passed” So-Biz in the “So-Biz” listing. It is estimated that approximately 40-60 SMEs will be assessed throughout the duration of the project.

2. Summary of Project Results

Project Deliverables

(Please list out the targeted project deliverables as stated in the project proposal appended to the project agreement and provide details of actual result achieved, including beneficiaries, for each of them.)

1. Project Launch Ceremony 計劃啟動禮

Description: To announce the launch of the project “So-Biz” – Shop Freely - Serve Friendly.

Result achieved:

This deliverable and milestone of the Project has been **completed** successfully.

The ceremony was held on 9th January 2012 at Duke of Windsor Social Service Bldg., Wanchai. **Over 100 participants** from SMEs, social enterprises, Special Customers groups, SME associations business associations, Government Department, NGOs, universities, professional organisations and media have attended the ceremony, with 3 VIPs as the officiating guests of the ceremony, namely, **Ms. Carol Yuen, Deputy Director-General of Trade and Industry Department of HKSARG, Mr. Lam Woon-kwong, Chair-person of Equal Opportunities Commission and Ms. Christine Fang, Chief Executive of HKCSS.** Details of the ceremony please refer to Annex 1.1 – Rundown of the Ceremony.

The Launch Ceremony has received support from **27 organisations and institutions.** It includes the **Hong Kong Retail Management Association** and the **Equal Opportunities Commission** as the Collaborating Organisations of the Project, **9 SME Business Associations** and **16 NGOs, universities departments & enterprise** as the Supporting Organisations. Moreover, before the official launch of the Project, **over 100 SME shops and eateries** have already signed up as the So-Biz Pledge Merchants. All in all, it shows that the Project had received support widely from the society when it was launched.

The ceremony has successfully raised awareness toward the project, amongst SME businesses, social enterprises, Special Customers and NGOs that supports Special Customer groups. The responses of the participants, including the SME merchants, were very positive in the ceremony. All of them have made a **pledge of ‘barrier-free’ service** at the end of the ceremony and the picture of such pledge has been put as a captioned photo in a news report of the ceremony on newspaper.

A **So-Biz Press Conference** was held right before the ceremony to announce **the first ‘Barrier-free’ Customer Service Survey in Hong Kong and the launch of the So-Biz Project.** Details please refer to Annex 1.2 – Press Release of So-Biz Launch. Around 20 reporters and photographers from media have attended the press conference. The media coverage of the launch was very good and the Survey was reported by the media widely, including **13 newspapers and China news agency.** There is even **a full page report** on the So-Biz Project in one of the newspapers. Details please refer to Annex 1.3 – Media Coverage of So-Biz Launch.

The 'Barrier-free' Customer Service Survey (this is not a funded item of the Project and HKCSS is responsible for all related expense items of this Survey) was conducted from October to December 2011. Questionnaires were distributed to the elderly, people with disabilities and ethnic minorities (Special Customers groups) **through NGOs and HKCSS networks**. At last, a total of **512 questionnaires** were received and a **22 pages survey report - the 'Barrier-free' Customer Service Survey in Hong Kong** was produced to report the satisfaction level of Special Customers groups in shopping and dining and also the service level of Hong Kong merchants to these groups of people. **Detailed analysis and insights to 'barrier-free' customer service in Hong Kong** have been drawn and reported in the survey report. Details please refer to Annex 1.4 Questionnaires of Survey and Annex 2.1 the 'Barrier-free' Customer Service Survey in Hong Kong

To further enhance the public awareness of the So-Biz Project, **3 advertorials** for the launch of the Project were published on Ming Pao, Headline Daily and Hong Kong Economic Times on 16th January 2012 (Please see Annex 1.5 – Advertorials of So-Biz Launch).

Apart from the above, the publishing of the Survey also attract the attention of other Government Department. HKCSS has received a telephone enquiry from the **Constitutional and Mainland Affairs Bureau** in order to get a hard copy of our survey report.

Beneficiaries of deliverable please refer to the relevant part in Section 2.5 'Marketing/Dissemination Activities'.

2. Focus Groups 聚焦小組

Description: Interaction between SME operators and Special Customers Groups in understanding needs to extend business services for Special Customers.

Result achieved:

This deliverable and milestone of the Project has been **completed** successfully. Apart from the 2 to 3 focus groups conducted as planned, additional focus groups have been arranged to further sustain the impact to the industry as remarked in the proposal and also cater for the demand. **A total of 6 Focus Groups** have been conducted with a total of **49 attendees**. Six groups of people came from six different backgrounds, namely, **visually impaired, mentally disabled, hearing impaired, physically disabled, ethnic minorities and the elderly**. Details please find the below table.

<u>Focus Group</u>	<u>Date</u>	<u>Hours</u>	<u>Venue</u>	<u>Attendees</u>
Visually impaired	2011/7/14	2	Duke of Windsor Social Service Building, Wan Chai	10
Mentally disabled	2011/7/18	2	85 Stone Nullah Lane, Wan Chai	7
Hearing impaired	2011/7/25	2	Duke of Windsor Social Service Building, Wan Chai	10
Physical disabled	2011/8/5	2	G/F., 11 - 12, Wang Cho House, Wang Tau Hom Estate	7
Ethnic minorities	2011/8/10	2	Duke of Windsor Social Service Building, Wan Chai	6
The elderly	2011/10/17	2	Duke of Windsor Social Service Building, Wan Chai	9

Insightful and valuable input from the Focus Groups has been successfully collected. Some input was used for the first ‘Barrier-free’ Customer Service Survey in Hong Kong, for example, the bad shopping experiences of the disadvantaged (Details please refer to Annex 2.1 - the ‘Barrier-free’ Customer Service Survey in Hong Kong). Such experiences released in the Survey have been **quoted by many newspapers** after the So-Biz Press Conference.

Apart from media, the findings and opinions of the Survey (“香港無障礙消費調查報告”) have also been quoted by other renowned research institution in Hong Kong. On 22nd May 2013, The Bauhinia Foundation Research Centre (智經研究中心) has published a research article on its website: “Barrier-free economy”. The key findings of our Survey report have been quoted to support the conclusion of the article even after the release of the report more than a year ago (Details please refer to Annex 2.2 - “Barrier-free economy by the Bauhinia Foundation Research Centre”).

Beneficiaries of deliverable please refer to the relevant part in Section 2.5 ‘Marketing/Dissemination Activities’.

3. “So-Biz” Seminars 「無障消費」講座

Description: To introduce the concept “So-Biz” and the market potential in serving Special Customers, to promote the “So-Biz Listing”

Result achieved:

This deliverable and milestone of the Project has been **completed** successfully.

9 So-Biz Seminars have been organized with a total of **28 speakers** and **over 180 participants** attended. Details please find the below table and refer to Annex 3.1 – first Seminar Report 2011/9/24 and Annex 3.2 – So Biz Seminars Rundown.

Date	Hours	No. of Speakers	Venue	Attendees
2011/9/24	2	3	Duke of Windsor Social Service Building, Wan Chai	13
2012/1/9	2	4	Duke of Windsor Social Service Building, Wan Chai	~22
2012/3/13	2.5	4	Duke of Windsor Social Service Building, Wan Chai	24
2012/7/4	2.5	3	Duke of Windsor Social Service Building, Wan Chai	~29
2013/1/28	2	3	Duke of Windsor Social Service Building, Wan Chai	~27
2013/1/30	2	3	Duke of Windsor Social Service Building, Wan Chai	~22
2013/1/31	2	3	Duke of Windsor Social Service Building, Wan Chai	~22
2013/3/20	2	3	Dialogue-in-the-Dark, The Household Centre, MeiFoo	~18
2013/3/23	2	2	Duke of Windsor Social Service Building, Wan Chai	~7
Total				
9	19	28		~184

So-Biz Seminar was held with many speakers with fame, including **Dr. Ricky Szeto**, Executive Director of Hung Fook Tong Holdings, **Dr. Edwin Lee**, Founder & CEO of BridgeWay Business Builder and Broker Co. Ltd. and the Chairman of Hong Kong Rehab Power Social Enterprise Ltd., **Dr. Jimmy Lau**, Chief Executive Officer, Richform Holdings Limited and **Mr. Billy Man**, (former) General Manager, Market Research Business, Hong Kong Quality Assurance Agency etc.

The nine Seminars were open to SMEs, social enterprises, organizations and people interested in So-Biz. Both knowledge transfer and experience sharing have been covered. Topics include So-Biz business operation, niche marketing, case sharing and service enhancement etc.

SMEs’ feedbacks on the Seminars have also been collected and analyzed. Details can be referred to ‘Post-Project Evaluation Report’ which is scheduled to be submitted afterwards. The feedbacks from participants are very positive. 100% of responses indicate that the Seminars are useful and helpful for the participants. Below are some direct quotes (in Chinese only) of feedback on paper from the participants to the Seminars for reference:

- “演講嘉賓非常有份量”
- “內容吸引，演講者表達生動”
- “大家分享十分開心”

Beneficiaries of deliverable please refer to the relevant part in Section 2.5 ‘Marketing/Dissemination Activities’.

4. “Shop Freely – Serve Friendly” Training Workshops 「無障消費・友善商戶」培訓工作坊

Description: The training workshop will focus on delivering practical skills in handling Special Customers, including understanding their needs, and innovative approaches to balance between providing extended service and maintaining normal business operation.

Result achieved:

This deliverable and milestone of the Project has been **completed** successfully.

24 workshops, with 2 sessions per workshops (i.e. a total of **48 sessions** of training), have been conducted to provide training of practical skills for merchants in serving Special Customers. Details please find the below table and refer to Annex 4 So Biz Workshops Rundown.

<u>Date</u>	<u>Session</u>	<u>Hours</u>	<u>Training Content</u>	<u>Participants</u>
2012/6/27	2	4.5	Ethnic minority	20
2012/7/25 & 27	2	4	Hearing impaired	17
2012/8/24 & 29	2	4.5	Ethnic minority	16
2012/8/24 & 30	2	4	Disabled	15
2012/9/6	2	4	Discrimination	23
2012/9/12 & 17	2	4	Elderly	14
2012/9/25	2	5	Visual impaired	14
2012/10/15	2	4	Discrimination	12
2012/10/24 & 2013/1/25	2	4	Ethnic minority	15
2012/11/28 & 2013/2/22	2	4	Elderly	28
2013/1/8 & 9	2	4	Discrimination	6
2013/3/12	2	4	Visual impaired	14
2013/3/6 & 15	2	4	SE service for the disabled	10
2013/3/6 & 15	2	4	SE business & service	10
2013/3/7 & 16	2	4	Serving VI – MS perspective	10
2013/3/7 & 16	2	4	Serving disabled – MS perspective	10
2013/3/20	2	4	Visual impaired	15
2013/3/21	2	4	Visual impaired	16
2013/1/25 & 3/28	2	4	Hearing impaired	21
2013/2/22 & 3/28	2	4	Disabled	19
2013/4/6	2	4	Serving disabled – MS perspective	12
2013/3/25 & 4/9	2	4	SE service for the disabled	9
2013/3/25 & 4/9	2	4	SE business & service	9
2013/4/12	2	4	SE service for the disabled	8
Total	48	98		343

A total of **343 participants** have attended the workshops. They included SME owners, managers and frontline staff. Workshops attracted restaurants and retailers to take the opportunity to enhance their staff training, e.g. 8 staff from Kingbakery (蛋撻王) attending an Ethnic Minority Workshop in one go, 10 staff from Calfboneking Hot Pot (小肥牛火鍋活魚專門店) attending an Elderly Workshop in one go and 9 staff from Ngan Lung Restaurant (銀龍粉麵茶餐廳) attending an Elderly Workshop in one go etc.

Skills are developed in a manner to balance between providing extended services from merchants and maintaining their normal business operation. **8 training topics** have been offered, namely, Ethnic Minority, Hearing impaired, Disabled, Discrimination, Elderly, Visual impaired, SE Services and Barrier-free service level (from Secret Angel perspective).

Workshops have received training support widely from the service sector and social welfare sector. All the 48 sessions of workshop were conducted by professional or experienced trainers from these sectors. They include professional trainers specialized in serving the visual impaired, hearing impaired, physically disabled, the elderly and also the professional training officer from Equal Opportunities Commission.

Participants' feedbacks on Workshops have also been collected and analyzed. Details can be referred to 'Post-Project Evaluation Report' which is scheduled to be submitted afterwards. The feedbacks to workshops from participants are positive. Below are some direct quotes (in Chinese only) of feedback on paper from the participants:

- “輕鬆、認真、具體”
- “可以從多角度了解客人的需要”
- “詳細，有個案”
- “內容實用”

Beneficiaries of deliverable please refer to the relevant part in Section 2.5 'Marketing/Dissemination Activities'.

5. “So – Biz Listing”

Description: “So-Biz Listing” works as an online directory to assist Special Customers in locating businesses. All applicants of the “So-Biz Listing” are subjected to random assessment carried out by the Secret Angels.

Result achieved:

This deliverable and milestone of the Project has been **completed** successfully (please refer to www.sobiz.hk).

1) “So-Biz Listing”:

Over 270 merchants have been successfully listed in “So-Biz Listing” and it provides an online directory of local retail and catering merchants to assist Special Customers in locating shops or eateries that with effort spent to cater their needs. In particular, the directory includes **text-based listing with merchants’ specific measures** which indicate merchants’ friendly services to any of the 5 types of Special Customers or a combination of them (namely, visual impaired, hearing impaired, physically disabled, ethnic minority or elderly) and the “Listing” also includes **an online interactive map** to assist customers in locating the merchants. Details please refer to Annex 5.1 – So-Biz Listing and Checklist Measures

The online feature, on one hand, enables Special Customers to search merchants through Internet or by using mobile apps. On the other hand, it also enables merchants to update their customers in a speedy manner.

The “So-Biz Listing” is designed in accordance with the So-Biz Award Scheme in order to ensure that the listed merchants have fulfilled a list of requirements. For instance, **the listed merchants have to implement So-Biz Checklist, to join “Shop Freely; Serve Friendly” Training Workshop and / or to receive nomination from Special Customers or NGOs** that serve the related groups of people. Details please refer to Annex 5.2 Requirements for So Biz Award. Furthermore, 40 out of the 270 plus merchants in total have been **randomly assessed by So-Biz Secret Angels with reports analyzed by Hong Kong Retail Management Association** for improving their services. Details please refer to Annex 6.2 – Secret Angel Random Assessment.

2) Special Customer Nomination:

91 merchants have received nomination from Special Customers or NGOs that served ethnic minorities, people with disabilities or elderly. In particular, the response of NGOs in taking part in the nomination reflects that the project has successfully extended its outreach to a boarder scope of local Special Customers and built word of mouth for So-Biz merchants. **Some examples of such NGOs include The Mental Health Association of Hong Kong (香港心理衛生會), Senior Citizen Home Safety Association (長者安居協會) and Caritas Lok Mo Integrated Vocational Training Centre (明愛樂務綜合職業訓練中心) etc.** Details please refer to Annex 5.3 So Biz Merchants Nomination.

<u>Nominated by</u>	<u>No. of merchants being nominated</u>
• NGOs served the related groups of customers	52
• Direct customers	
- People with disabilities	15
- Ethnic minorities	3
- Elderly	21
TOTAL :	91

Beneficiaries of deliverable please refer to the relevant part in Section 2.5 ‘Marketing/Dissemination Activities’.

6. Secret Angel Random Assessment

Description: Any interested SMEs in retail and catering sectors can apply to be listed in the “So-Biz Listing”, with proof that they have met the guidelines listed in the “So-Biz Listing” Checklist. All applicants of the “So-Biz Listing” are subjected to random assessment.

Result achieved:

This deliverable and milestone of the Project has been **completed** successfully.

A Pilot Mystery Shopper Program has been conducted first in October, 2011. **5 shoppers** were recruited from Special Customer groups with different disabilities through NGO networks from the participants of the previous Focus Groups, i.e. 2 are **visually impaired**; 1 is **hearing impaired** and 2 with **physical disabilities**. Their performances were satisfactory and details please refer to Annex 6.1 – Report on Pilot Mystery Shopper Program. Over 30 shops from SMEs and social enterprises participated in this Pilot Program and **five stores** were randomly selected.

1) Recruitment of Secret Angels

18 Secret Angels have been recruited to carry out the “So-Biz Assessment” through NGO networks and the network of So-Biz Supporting Organisations. **7 Angels are physically disabled and 6 of them need wheelchairs to commute and travel. 3 Angels are senior citizens. 5 Angels are hearing impaired and 3 Angels are visual impaired.** Details please refer to Annex 6.2 – Secret Angel Random Assessment. Some of them are highly experienced mystery shoppers who have participated in other mystery shopper programmes before. **The most experienced Secret Angel in the team has already carried out a total of 30 visits in mystery shopper assessment before this recruitment.**

2) Random Assessment

40 merchants out of around 200 So-Biz Awardees in “So-Biz Listing” have been randomly drawn for So-Biz Secret Angels to perform assessment. (Please refer to Annex 6.2 – Secret Angel Random Assessment) Coincidentally, **there are 20 retail merchants and 20 merchants in the catering industry.** The **Hong Kong Retail Management Association** has already been designated in the proposal to provide consultancy support to the Random Assessment programme. Secret Angels reported their assessment in a questionnaire after each visit. The focus of the questionnaire covers 6 major areas of shopping assessment, namely, **facilities & measures, service & attitude, selling technique, product information, transaction & after-sales service and shopping impression.** Details please refer to Annex 6.3 – Secret Angel Assessment Questionnaire.

After all the visits were done, the completed questionnaires have been passed to Hong Kong Retail Management Association for analysis. The professionals in the Association have studied all the questionnaires and provided analysis to merchants in order to improve their service to Special Customers.

40 analysis reports, one single individual report for each merchant involved, have been produced by Hong Kong Retail Management Association. The professionals in the area of mystery shopper programme from HKRMA have analysed all the cases and provided a comparison of assessment between that particular individual merchant and the other merchants as a whole. It is expected that the analysis is able to provide highlights and even direction which are useful for merchants to improve their service to the Special Customers.

For merchant involved in the Secret Angel Random Assessment programme, an icon has been posted on the designated merchant page on So-Biz website to signify its participation.

Beneficiaries of deliverable please refer to the relevant part in Section 2.5 ‘Marketing/Dissemination Activities’.

7. Development of the “So-Biz” Assessment and “So-Biz Listing” Checklist

Description: Assessment Criteria will be developed to perform random check to evaluate the availability of facilities and services catered to Special Customers, claimed by the SMEs when applying to be enlisted on the “So-Biz Listing”.

Result achieved:

This deliverable and milestone of the Project has been **completed** successfully.

1) Development of the “So-Biz” Assessment:

“So-Biz” Assessment has been developed to assess SMEs’ effort to provide service to “Special Customers”. The Assessment was first based on the foundation made in the **Pilot Mystery Shopper Program** conducted in Stage 2 of the project (Please refer to Annex 6.1 – Report on Pilot Mystery Shopper Program). **Pilot assessment** was carried out by 5 mystery shoppers for 5 SME and social enterprise stores.

With such groundwork done, the Assessment was further developed with the consultancy support by Hong Kong Retail Management Association. Designated in the proposal, HKRMA was appointed to provide service for the development of the Assessment. A ‘**Tailor-made Mystery Shoppers Programme**’ was offered by HKRMA to HKCSS with 3 major parts, namely, **Pre-visit Preparation, Post-visit MSP Report and Promotion to SMEs**. Examples of services for the development in the Programme includes:

- **Study of questionnaires, assessment areas and evaluation criteria**
- **Design and review of report template, requirements and structure**
- **Report testing**
- **Reporting**

40 merchants listed on the “So-Biz Listing” have been randomly assessed. An icon has been posted on the merchant designated page on So-Biz website for customers to identify that such merchant has been assessed by So-Biz Secret Angel.

2) Development of “So-Biz Listing ” Checklist:

A “So-Biz Listing” Checklist has been developed to serve as a guideline for SMEs to crosscheck their services level and facilities available before enlisting to the “So-Biz Listing”.

15 NGOs have been recruited to join the first phase development of the Checklist, namely, **Equal Opportunities Commission, Age Friendly Evergreen Team (CW), Christian Action Integrated Service Centre for Ethnic Minorities (YTM), Department of Social Work and Social Administration, The University of Hong Kong, Hong Kong Association of the Deaf, Hong Kong Blind Union, Hong Kong Christian Service Ethnic Minority Services, Rehabilitation Alliance Hong Kong, Rights Concern for Elderly Alliance, Silence, St. James’ Settlement, The Hong Kong Society for the Blind, The Hong Kong Society for the Deaf, The Hong Kong Society for Rehabilitation and YMCA of Hong Kong Cheung Sha Wan Centre.**

Feedback of **37 copies of questionnaires – ‘Your Opinions on So-Biz Checklist’** from NGOs has been collected with weightings on a pool of 109 items in the Checklist under 7 areas for further selection. Subsequently, the **1st Focus Group on So-Biz Checklist** was held in November, 2011 for NGOs to discuss about the result of the questionnaires and express their professional opinions regarding barrier-free environment and service. (Annex 7.1 – Result and Questionnaires of Checklist Survey)

The 2nd meeting was held on March of 2012 to collect the opinions from both SMEs and NGOs for developing the So-Biz Checklist in a manner that stakeholders in both the business and social service sectors accepted the level of service embedded in the Checklist. At the end, **a total of 45 items have been developed for serving different groups of customers under 6 areas, namely, serving ethnic minorities, serving visually impaired, serving physically disabled, serving hearing impaired, serving elderly and general items.**

In accordance with the proposal, **Hong Kong Retail Management Association** has been appointed for developing the Checklist. In the final phase of development, review, consultation and advice have been provided by HKRMA on the 45 items for developing the final version of the Checklist. The Association brought to Checklist development the expertise and experience in mystery shopping exercise and made the final version of the Checklist a more comprehensive one. Details please refer to Annex 7.2 – So-Biz Checklist

So far, **there are over 270 merchants implementing the Checklist.** The most Checklist items a merchant implementing are up to 36 out of the total 45 items available and the average number of items implemented by merchants is 24. The top 3 areas of the Checklist merchants have implemented more items in are serving the elderly, serving ethnic minorities and serving hearing impaired. Details please refer to Annex 5.1 – So-Biz Listing and Checklist Measures.

Beneficiaries of deliverable please refer to the relevant part in Section 2.5 ‘Marketing/Dissemination Activities’.

8. “So-Biz” Communications – Website 跨界別通訊平台

Description: A website will be created to promote the “So-Biz” project and its components.

Result achieved:

This deliverable and milestone of the Project has been **completed** successfully. More encouraging, the So-Biz website has **won the Gold Award of the “Web Accessibility Recognition Scheme” jointly organized by the Office of the Government Chief Information Officer (OGCIO) and the Equal Opportunities Commission.**

The So-Biz website (www.sobiz.hk)

The So-Biz Website is designed and produced at a standard that not only is the website able to accommodate partially impaired readers, it also meets the accessibility level of Gold Award of the “Web Accessibility Recognition Scheme” set by OGCIO.

The Website has also been established with the following key elements:

- (a) To promote the project and “So-Biz” information through web pages or columns such as ‘What’s New?’, ‘About So-Biz’, ‘Press Centre’ and ‘Today’s Highlight’ etc.
- (b) Online registration for So-Biz seminars and workshops.
- (c) A well organized directory of “So-Biz” Listing for readers to search for over 270 So-Biz Award winning merchants
- (d) Map of “So-Biz” enterprises and “So-Biz” Checklist available for Special Customers’ reference if they want to shop or dine in a ‘Shop Freely; Serve Friendly’ environment.
- (e) Training materials are available for merchants to download.
- (f) Online access to materials that assist SME to explore the market of So-Biz or to include “So-Biz” elements, e.g. the ‘Barrier-free’ Customer Service Survey in Hong Kong and So-Biz Checklist etc.

Details please refer to Annex 8.1 – Content of So-Biz Website.

A mobile application has been developed and through the application installed in users’ mobile devices such as mobile phone, they can:

- a. Search for the award-winning restaurants and retail shops by dishes, commodities, districts, and/or types of “Serve Friendly” service;
- b. Browse the restaurants and shops’ details (e.g. address, telephone, hours of operation, menus/catalog, special offers and items implemented in the So-Biz Checklist);
- c. Find their location conveniently by using map view function;
- d. Search for nearby restaurants and shops;
- e. Use the “Press to dial” function to contact favourite restaurants and shops for enquiries/reservation/order making.
- f. Leave comments immediately through the “Comment” function on merchants’ own pages.

Details please refer to Annex 8.2 Content of So-Biz Mobile Apps.

Gold Award Winner of the “Web Accessibility Recognition Scheme”

The website of So-Biz Project has won the Gold Award in early April, 2013 of the “Web Accessibility Recognition Scheme”, jointly organised by the **Office of the Government Chief Information Officer** and the **Equal Opportunities Commission**.

According to OGCIO, the Web Accessibility Recognition Scheme aims at recognizing the outstanding achievements of enterprises and organizations in adopting website designs to facilitate access to their website contents and online services by all, including persons with disabilities, demonstrating thoughtfulness and contributions towards a caring and inclusive society.

The Award Presentation Ceremony was held at the **Central Government Offices of Tamar** and the Gold Award was presented to the Project on stage by **Government Chief Information Officer, Mr Daniel Lai, BBS, JP**. The awards results were officially announced at the Ceremony and published through various media on the same day. The Ceremony was also featured in the **International IT Fest** being held in April 2013 to show Hong Kong’s IT development and achievements reinforcing Hong Kong’s position as a regional ICT hub. Details of the Award please refer to Annex 8.3 - Web Accessibility Recognition Scheme.

There are many renowned corporations and reputable organisations in the award winners list, including **Airport Authority Hong Kong, City University of Hong Kong, Consumer Council, Hong Kong Cyberport Management Limited, on.cc, The Chinese University of Hong Kong, The Kowloon Motor Bus Co. (1933) Ltd., The University of Hong Kong, A.S. Watson Group (HK) Limited, Hong Kong Productivity Council, Hong Kong Tourism Board, Hutchison Telecommunications Hong Kong Holdings Limited, IBM China/Hong Kong Limited, New World First Ferry Services Limited, Ngong Ping 360 Limited, The Bank of East Asia, Caring Company Scheme of the Hong Kong Council of Social Service, The Hong Kong Jockey Club and The Link Management Limited etc.** There are only 44 websites won the Gold Award and www.sobiz.hk is one of them.

To facilitate access by all, including people with disabilities, the So-Biz Website is able to do the following:

- **Provide meaningful text alternative for non-text contents**
- **Allow to perform all operations through a keyboard interface**
- **Provide clear and informative links**
- **Provide accurate and appropriate headings/labels**
- **Make website structure and content easy to be used with assistive technologies**
- **Provide input assistance such as proper labels for user input and error identification and description etc.**
- **Build webpages with predictable operations**
- **Able to skip repetitive blocks**
- **Text can be resized up to 200 percent without loss of content**
- **Provide sufficient colour contrast**
- **Ensure correct syntax of webpages for compatibility with browsers and assistive technologies**
- **Provide meaningful title, summary or description for table header as well as data**
- **Provide an accessibility statement with contact points for the website**

Beneficiaries of deliverable please refer to the relevant part in Section 2.5 ‘Marketing/Dissemination Activities’.

9. So-Biz Award Presentation Ceremony 無障消費計劃頒獎典禮

Description: To further promote the achievement of the Project and also those outstanding So-Biz SMEs and merchants which have accomplished the tasks of the 3-Stars Award Scheme.

Result achieved:

This deliverable and milestone of the Project has been **completed** successfully.

The ceremony was held on 7th December 2012 at the Hong Kong Federation of Youth Groups Building to promote Project achievement and outstanding So-Biz merchants which have accomplished the tasks of the 3-Stars Award Scheme. **More than 150 guests, exceeding the normal capacity of the venue due to outstanding response**, from SMEs, social enterprises, Special Customers groups, SME associations, business associations, Government Department, NGOs, universities, professional organisations and media have attended the ceremony, with 2 VIPs as the officiating guests of the ceremony, namely, **Mr. Lam Woon-kwong**, Chair-person of Equal Opportunities Commission and **Ms. Christine Fang**, Chief Executive of HKCSS. **The outstanding response demonstrates the success of the Project in building a good tripartite relationship among Government, non-profit organizations and businesses.** Details of the ceremony please refer to Annex 9.1 – Rundown of Award Ceremony

In less than one year of time, the Project has engaged over **400 merchants as So-Biz Pledge Merchants** in retail and catering industry. Details please refer to Annex 9.2 So-Biz Pledge Merchants. **Over 270 merchants** have fulfilled criteria to receive the So-Biz Award. More encouraging, **91 merchants** have achieved the highest honour of **3-Stars Award** and they were presented the Award on stage to commend their commitment and effort in serving Special Customers. Details please refer to Annex 9.3 Award Ceremony Advertorials. To receive the 3-Stars Award, the merchant has to i) implement So-Biz Checklist; ii) participate in “Shop Freely; Serve Friendly” Training Workshops and iii) receive nomination from Special Customers or NGOs. Details please refer to Annex 5.2 Requirements for So Biz Award.

Couples of outstanding merchants shared their passion and gain of participating in So-Biz. A **So-Biz promotional video** has also been prepared to debut in the ceremony. The Project has all along received support widely from **30 collaborating and supporting organisations with number of members over 170,000**. Details please refer to Section 5 Additional Information of this report on page 29. HKCSS hence took the opportunity to pay compliment to all the organisations by inviting their representatives to come on stage to receive souvenirs and celebrate the moment. All in all, the ceremony has completed successfully and it represented a climax of the campaign. The ceremony was further promoted to mass public through **advertorials in Apple Daily and East & Travel Weekly**. Details please refer to Annex 9.3 Award Ceremony Advertorials.

With the success of the campaign, it demonstrates that **the objectives of the So-Biz Project have been achieved** – the project has successfully encouraged SMEs to explore niche markets for Special Customers, namely ethnic minorities, people with disabilities and the elderly, who have been misunderstood and mishandled traditionally.

Beneficiaries of deliverable please refer to the relevant part in Section 2.5 ‘Marketing/Dissemination Activities’.

Actual Benefits to SMEs/Enterprises

(Please indicate *in clear, specific, tangible and quantifiable terms* the benefits of the project and its contribution to enhancing the competitiveness of Hong Kong's SMEs / enterprises in general or SMEs / enterprises in specific sectors / assist Hong Kong enterprises in general or in specific sectors in developing brands, upgrading and restructuring business operations, and promoting domestic sales in the Mainland, in not more than 400 words.)

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- Over 270 SME merchants in retail and catering industry have been presented the So-Biz Award and enlisted in So-Biz Listing to demonstrate, with the honour, to the society that they have fulfilled the criteria to provide service to Special Customers.
 - These So-Biz Award winning merchants have also been promoted through media advertising, supporting organisations' network, and online promotion in particular the So-Biz Listing to reach almost half of Hong Kong total population, including over 1,000,000 working population and 130,000 SMEs. Merchants have been equipped under the Project and promoted to attract the around 1,000,000 senior citizens, 400,000 people with disabilities and 400,000 ethnic minorities in Hong Kong.
 - Promoting to people with disabilities is always difficult for SMEs to attract Special Customers. Online promotion through website is a very cost efficient channel for SMEs. So-Biz Project website has won the Gold Award of the "Web Accessibility Recognition Scheme", jointly organised by the Office of the Government Chief Information Officer and the Equal Opportunities Commission. It recognizes the outstanding achievements in adopting website designs to facilitate access to website contents and online services by all, including persons with disabilities. Hence, the So-Biz website, with the interactive directory of So-Biz merchants, truly provide the solution for SMEs to promote their business to people with disabilities and contribute to enhancing the competitiveness of Hong Kong SMEs.
 - Over 400 merchants have been labeled as the 'So-Biz Pledge Merchant' to show to the customers and the SME sector that they have good corporate social responsibility in particular with the commitment in serving Special Customers
 - 9 So-Biz Seminars have been organized with a total of 28 speakers and over 180 participants attended. Many speakers with fame have been invited and the seminars have successfully transferred knowledge and shared valuable experience to participated SMEs. Proof can be seen from the comment of participants in evaluation questionnaires and the 100% perfect score in the usefulness and benefit of the seminar.
 - 24 workshops, with 2 sessions per workshops (i.e. a total of 48 sessions of training), have been conducted to provide training of practical skills to merchants with participants over 340, including SME owners, managers and frontline staff. The practicality of training workshops is highly appreciated by the participants with proof from the comment of participants in evaluation questionnaires.
 - More benefits and contributions of the project please refer to the entire report.
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Milestones (in chronological order)

(# Please indicate if the milestone is completed (C), deferred (D) or not achieved (N). If it is deferred, please indicate the revised completion date. For those milestones which are deferred or not achieved, please also provide the reasons under item 2.4.)

	<u>Milestone</u> (as set out in the project proposal appended to the project agreement)	<u>Original target completion date</u>	<u>Revised target completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
(a)	Pre-Launch (Stage 1)	14/07/2011		C
(b)	Focus Groups (Stage 1)	14/07/2011		C
(c)	Project Launch Ceremony (Stage 2)	14/07/2011	9/1/2012	C
(d)	1 x Seminar (Stage 2)	14/10/2011		C
(e)	Launch "So-Biz Listing" (Stage 2)	14/10/2011		C
(f)	3 x Seminars (Stage 3)	14/01/2012		C
(g)	10 x "Shop Freely – Serve Friendly" Training Workshops (Stage 3)	14/01/2012		C
(h)	Call for Enrollment of the "So-Biz" Project (Stage 3)	14/01/2012		C
(i)	"So-Biz Listing" and Assessments (Stage 3)	14/01/2012		C
(j)	5 x Seminars (Stage 4)	14/04/2013		C
(k)	14 x "Shop Freely – Serve Friendly" Training Workshops (Stage 4)	14/04/2013		C
(l)	Call for Enrollment of the "So-Biz" Project (Stage 4)	14/04/2013		C
(m)	"So-Biz Listing" and Assessment (Stage 4)	14/04/2013		C
(n)	So-Biz Award Presentation Ceremony	7/12/2013		C

Marketing/Dissemination Activities (in chronological order)

(Please provide details of all completed and on-going promotional and/or dissemination activities for each of the project deliverables. Such activities may include advertisements, seminars, workshops, etc.)

<u>Date/ Period</u>	<u>Description</u>	<u>No. of beneficiaries</u> (Please specify whether they are SMEs or not.)
July to October 2011	<p>Focus Groups: interaction between SME operators and Special Customers Groups in understanding needs to extend business services for Special Customers.</p> <p>6 Focus Groups have been conducted. Participants were invited through HKCSS network and the network of So-Biz Supporting Organisations.</p>	Beneficiaries: a total of 49 attendees of Special Customers from six different backgrounds, namely, visually impaired, mentally disabled, hearing impaired, physically disabled, ethnic minorities and the elderly.
September 2011 to March 2013	<p>So-Biz Seminar: to introduce the concept “So-Biz” and the market potential in serving Special Customers, to promote the “So-Biz Listing”.</p> <p>9 So-Biz Seminars (2 hours plus per seminar) have been organized with a total of 28 speakers and around 180 participants attended.</p> <p>SMEs and social enterprises were invited to the seminar through the network of HKCSS and the 30 So-Biz Collaborating and Supporting Organisations including HKRMA, EOC, business associations and NGOs with number of members over 170,000. Details please refer to Annex 3.2 So Biz Seminars Rundown.</p>	<p>Beneficiaries: around 180 participants attended</p> <p>No. of SMEs: ~100</p>
October 2011 to April 2013	<p>Secret Angel Random Assessment: Secret Angels carried out “Random Assessment” on SMEs listed on the “So-Biz Listing”.</p> <p>Pilot Mystery Shoppers Programme with 5 mystery shoppers. Secret Angel Random Assessment with 18 So-Biz Secret Angels. All Secret Angel shoppers were recruited from Special Customer groups through the network of HKCSS and the So-Biz Collaborating and Supporting Organisations including NGOs.</p> <p>SMEs and social enterprises were invited to the Pilot Programme and Secret Angel Random Assessment through the network of HKCSS and the 30 So-Biz Collaborating and Supporting Organisations including HKRMA, EOC, business associations and NGOs with number of members over 170,000. Details please refer to Annex 6.2 – Secret Angel Random Assessment.</p>	<p>Beneficiaries: 18 So-Biz Secret Angels from people with disabilities and the elderly were recruited to receive training and visit merchants.</p> <p>Over 30 shops participated and 5 stores were randomly selected in pilot programme. Over 250 merchants from SMEs and social enterprises participated in the Random Assessment and 40 merchants were randomly selected to be visited by Secret Angels.</p> <p>No. of SMEs: 45</p>
December 2011	<p>So-Biz Leaflet: 1,000 copies to promote the Project and So-Biz information.</p> <p>So-Biz Leaflet has been well designed to serve as a communication channel for attracting Hong Kong SMEs and social enterprises to participate in the Project. Please refer to Annex MDA.1 – So-Biz Leaflet. Distributed through HKCSS-HSBC Social</p>	<p>Beneficiaries:</p> <p>No. of SMEs: ~900</p>

Enterprise Business Centre, Launching Ceremony of So-Biz, seminars, workshops and HKCSS events.

From December 2012 onwards	<p>So-Biz Pledge Merchants: the recruitment of So-Biz Pledge Merchants (SME merchants and social enterprises in retails and catering sector) was organized mainly through the network of HKCSS-HSBC Social Enterprise Business Centre, So-Biz Supporting SME associations and business associations.</p> <p>Promotions through personal contact and emails have been used. Hong Kong Retail Management Association also promoted the recruitment to its members through email marketing. So far, over 400 So-Biz Pledge Merchants have been recruited. Details please refer to Annex 9.2 So-Biz Pledge Merchants</p>	<p>Beneficiaries:</p> <p>No. of SMEs: >400</p>
From 3/1/2012 onwards	<p>So-Biz Website: to promote So-Biz project and So-Biz Listing.</p> <p>The website is kept promoting to SME businesses, social enterprises, Special Customers, NGOs, business associations, media continuously and in all So-Biz events.</p> <p>It was promoted to the mass public through So-Biz launch advertorials in Ming Pao, Headline Daily and Hong Kong Economic Times and Award presentation advertorials in Apple Daily and Eat & Travel Weekly.</p> <p>www.sobiz.hk was further promoted through So-Biz Leaflet, HKCSS-HSBC Social Enterprise Business Centre eNews Letter and Caring Company eNews Letter.</p> <p>Online promotion of the website includes advertising in Openrice.com and publicity support from Web Accessibility Recognition Scheme. (Please refer to Annex MDA.2 Online Advertisement)</p>	<p>Beneficiaries:</p> <p>No. of SMEs: not less than 131,040 with reference to the beneficiaries of the So-Biz Advertorials below.</p> <p>Over 54,000 total page views for 17 months (3,000+ per month). With an estimate of 20% will visit So-Biz SME merchants. Approximately 10,000 additional page view visit on SMEs will be generated as a result.</p>
October – December 2011 & 9/1/2012 (survey result announced)	<p>The ‘Barrier-free’ Customer Service Survey: to investigate and report the satisfaction level of the elderly, people with disabilities & ethnic minorities and the service level of Hong Kong merchants to these groups of people (this is not a Project funded item and HKCSS is responsible for all related expense items of this Survey). Details please refer to Annex 2.1 the ‘Barrier-free’ Customer Service Survey in Hong Kong.</p> <p>The Survey was promoted in the So-Biz Press Conference. It was also promoted through the website of HKCSS and So-Biz, eNews Letter of Caring Company and HKCSS to its members.</p> <p>The Survey was further promoted to the mass public through So-Biz launch advertorials in Ming Pao, Headline Daily and Hong Kong Economic Times.</p>	<p>512 copies of questionnaires received from the elderly, people with disabilities & ethnic minorities</p> <p>Beneficiaries: 512 Special Customers - the elderly, people with disabilities & ethnic minorities</p> <p>No. of SMEs: not less than 131,040 with reference to the beneficiaries of the So-Biz Advertorials below.</p>
9/1/2012	<p>Project Launch Ceremony: to announce the launch of the project.</p>	<p>Beneficiaries: Over 100 participants. It is estimated that around half of the</p>

The Ceremony was promoted to **SME businesses, social enterprises, Special Customers, NGOs, business associations and media through the network of HKCSS, SEBC, So-Biz Supporting NGOs, SME associations and business associations.**

A **Press Conference** for the survey and project launch was held right before the Ceremony.

The ceremony was further promoted to mass public through So-Biz launch **advertorials** in **Ming Pao, Headline Daily and Hong Kong Economic Times.**

participants come from SMEs or social enterprises.

No. of SMEs participated: ~50

Media coverage: **Hong Kong Commercial Daily, Hong Kong Economic Times, Apple Daily, Sing Tao Daily, Ming Pao, Hong Kong Economic Journal, Wen Wei Po, Tai Kung Po, The Sun, Sky Post, AM730, China News Service(中新社), China Daily (Hong Kong Edition) 中國日報香港版, Hong Kong Standard.** Details please refer to Annex 1.3 – Media Coverage of So-Biz Launch.

No. of SMEs: not less than 131,040 with reference to the beneficiaries of the So-Biz Advertorials below.

16/1/2012	Advertorials of So-Biz launch: Headline Daily, Ming Pao & Hong Kong Economic Times. Please refer to Annex 1.6 Advertorials So-Biz Launch clippings.	Beneficiaries: based on (1) the statistics: around 300,000 SMEs in Hong Kong, provided job opportunities to over 1.2 million persons & account for about 48% of total employment and (2) the readership (working) of the newspapers: not less than 1,092,000
		No. of SMEs: not less than 131,040
22/2/2012	So-Biz publicity in radio programme: invited by Equal Opportunities Commission, So-Biz was promoted in a radio programme “Made in Hong Kong 李志剛” sponsored under the Equal Opportunities Diversity Project of EOC in RTHK Channel 2.	Beneficiaries: No. of SMEs: not less than 13,100 (an estimate)
From April 2013 onwards	So-Biz publicity in EOC platform: promotional support has been sought from Equal Opportunity Commission. EOC has put up an introduction of So-Biz Project with hyperlink on its Community Resources Page of EOC Website in a prominent position. It is a long-term promotion free of charge and the So-Biz Project is kept promoting in EOC Website without termination date.	Beneficiaries: No. of SMEs: not less than 1,000 (an estimate)
10/4/2012 17/4/2012	So-Biz publicity in radio programme: two more radio publicity items for promoting So-Biz project. Two episodes of the programme – ‘Life is Love’ (co-organised by RTHK and HKCSS), hosted by Ms.	Beneficiaries: No. of SMEs: not less than 13,100 (an estimate)

Serina Ha (夏妙然) in RTHK Channel 5, were broadcasted with guests from SME association, NGO and SME to promote 'barrier-free' service.

3/5/2012	<p>HKCSS Caring Company NGO Partnership Day: the Partnership Day is a signature event of the Caring Company Programme of HKCSS. A lot of government officials, representatives from large corporations, SMEs and NGOs are invited every year to participate. So-Biz Project had 2 panels to exhibit the progress of the project and invite SMEs to join in particular the So-Biz Award programme.</p>	<p>Beneficiaries: around 2,500 companies and institutions</p> <p>No. of SMEs: around 1,000</p>
June 2012 to April 2013	<p>"Shop Freely; Serve Friendly" Training Workshops: 24 workshops, with 2 sessions per workshops (i.e. a total of 48 sessions of training), have been conducted to provide training of practical skills for merchants in serving Special Customers.</p> <p>A total of 343 participants have attended the workshops. They included SME owners, managers and frontline staff. SMEs and social enterprises were invited to the workshops through the network of HKCSS and the 30 So-Biz Collaborating and Supporting Organisations including HKRMA, EOC, business associations and NGOs with number of members over 170,000. Details of workshops please refer to Annex 4 So Biz Workshops Rundown.</p>	<p>Beneficiaries: over 340 participants attended</p> <p>No. of SMEs: over 270</p>
28/6/2012	<p>So-Biz publicity in printed media: the progress of So-Biz Project had attracted newspaper to call to report. One of the English newspapers in Hong Kong, the Standard has published a half page report, as the lead article, in a CSR supplement: "Raising Corporate Awareness of the disenfranchised".</p> <p>The newspaper wrote a very good story to report that the project really change people's views, by showing proof to them that CSR is not only a social necessity, but a boon to business.</p>	<p>Beneficiaries:</p> <p>No. of SMEs: not less than 13,100 (an estimate)</p>
From July 2012 onwards	<p>So-Biz Listing: an online directory (please refer to www.sobiz.hk) with searching feature and interactive map feature enabled to assist Special Customers in locating So-Biz merchants.</p> <p>The recruitment of So-Biz Listing Merchants (SME merchants and social enterprises in retails and catering sector) was organized mainly through the network of HKCSS-HSBC Social Enterprise Business Centre, HKCSS, So-Biz Supporting SME associations and business associations, including Eastern District Industries & Commerce Association, HKSMEA, Hong Kong Commerce and Industry Associations, Hong Kong Federation of Restaurants & Related Trades, Hong Kong General Chamber of Small & Medium Business, Hong Kong Shamshuipo Industry & Commerce Association, Hong Kong Shatin Industry & Commerce Association, Hong Kong Tsuen Wan Industry & Commerce Association, SME Mentorship Association, The Association of Industries &</p>	<p>Beneficiaries:</p> <p>No. of SMEs: over 270</p>

Commerce of Yaumatei Tsimshatsui Mongkok and the Hong Kong Retail Management Association. Details please refer to Annex 5.1 – So-Biz Listing and Checklist Measures.

11/10/2012	<p>So-Biz publicity in printed media: So-Biz Project further attracted newspaper to report. A Chinese newspaper targeting business and middle class, the Hong Kong Economic Times, has published a half page report also in its Executive & Market Section, “3粒星無障消費 中小企齊撐”.</p> <p>This newspaper also wrote a very good story that many Small and Medium Enterprises supported the So-Biz Project. Both the management and frontline staff had committed to participate in So-Biz training workshops. They learnt a lot from the training and became more capable to serve the Special Customers.</p>	<p>Beneficiaries:</p> <p>No. of SMEs: not less than 13,100 (an estimate)</p>
From September 2012 onwards	<p>So-Biz Award winning merchant window stickers: 1,600 copies for award winning merchants to display the award signage on shop’s window to attract Special Customers.</p> <p>So-Biz Award winning merchant posters: 1,000 copies for merchants to display in their shops or restaurants.</p> <p>So-Biz Pledge Merchant posters: 1,000 copies for So-Biz Pledge Merchants to show to Special Customers their commitment to serve.</p> <p>So-Biz 3-folds flyers: 6,000 copies for promoting the So-Biz Project.</p>	<p>Beneficiaries:</p> <p>No. of SMEs: >400 (So-Biz Pledge Merchants)</p> <p>No. of SMEs: >270 (So-Biz Award winning merchants)</p>
7/12/2012	<p>So-Biz Award Presentation Ceremony: to promote achievement of the Project and outstanding So-Biz merchants which have accomplished the tasks of the 3-Stars Award Scheme.</p> <p>The Ceremony was promoted to SME businesses, social enterprises, Special Customers, NGOs, business associations, professional institutions and media through the network of So-Biz, SEBC, HKCSS, Supporting NGOs and Business Associations.</p> <p>More than 150 guests, exceeding the normal capacity of the venue due to very good response, have attended the Ceremony to demonstrate the success of the Project in building a good tripartite relationship among Government, non-profit organizations and businesses. 91 3-Stars Award have been presented to SMEs and merchants in the Ceremony to commend their commitment and effort in serving Special Customers.</p> <p>The Ceremony was further promoted to the mass public through advertorials in Apple Daily and East & Travel Weekly. Details please refer to Annex 9.3 Award Ceremony Advertorials.</p>	<p>Beneficiaries: Over 150 participants from Government, non-profit organizations and businesses.</p> <p>No. of SMEs: ~100</p> <p>Media coverage: Hong Kong Commercial Daily, Apple Daily, Wen Wei Po.</p> <p>No. of SMEs: not less than 131,040</p>

7/12/2012	<p>So-Biz promotional video clip: to promote So-Biz and barrier-free service.</p> <p>The video was first showed in the Ceremony to over 150 guests including government officials, representatives from businesses and non-profit organizations.</p> <p>It was also broadcasted in HKCSS building to further promote So-Biz and barrier-free service.</p>	<p>Beneficiaries: Over 150 participants from Government, non-profit organizations and businesses.</p> <p>No. of SMEs: ~100</p>
14/12/2012	<p>Advertorials of So-Biz Award Presentation Ceremony: Apple Daily & East & Travel Weekly. Please refer to Annex 9.3 Award Ceremony Advertorials.</p>	Beneficiaries:
21/12/2012		No. of SMEs: not less than 131,040
21/12/2012	<p>So-Biz Booklet: 1,000 copies to promote the Project and So-Biz information.</p> <p>So-Biz Booklet has been well designed to serve as a communication channel for introducing So-Biz continuously to Hong Kong SMEs and social enterprises. Please refer to Annex MDA.3 – So-Biz Booklet. Distributed through the network of So-Biz, SEBC, HKCSS, Supporting NGOs and business associations.</p>	<p>Beneficiaries:</p> <p>No. of SMEs: ~900</p>
20/3/2013	<p>Online Advertising: eye-catching Content Wrapper in Openrice.com to promote So-Biz website and also the Gold Award attained in Web Accessibility Recognition Scheme. (Please refer to Annex MDA.2 Online Advertisement)</p>	<p>Beneficiaries: monthly hit rate over 4.6 million and registered members over 610,000.</p> <p>No. of SMEs in catering business: 36,000</p>
15/4/2013	<p>Promoting So-Biz riding on publicity campaign of Web Accessibility Recognition Scheme organized by Government Chief Information Officer.</p> <p>So-Biz Project, among other award winners, was promoted in Oriental Daily, the Standard and AM730. Promotional video clip with So-Biz exposure was broadcasted in Oriental Daily's on.cc website and OGCIO website.</p> <p>The Gold Award was presented to So-Biz Project on stage by Government Chief Information Officer in a ceremony held at the Central Government Offices at Tamar in front of around 200 guests from Government, non-profit organisations and business. Details please refer to Annex 8.3 - Web Accessibility Recognition Scheme.</p>	<p>Beneficiaries: around 200 guests from Government, non-profit organisations and business</p> <p>No. of SMEs: not less than 131,040</p>
18/4/2013	<p>Promoting web accessibility of So-Biz: Oriental Daily Advertorial for Web Accessibility Recognition Scheme featuring So Biz website</p>	<p>Beneficiaries:</p> <p>No. of SMEs: not less than 131,040</p>
Total no. of beneficiaries no. of SMEs		: not less than 131,040

no. of companies which are : N.A.
not SMEs

Future Plan for Promoting the Project Deliverables

So Biz Project promotes barrier-free services to Special Customers, including the elderly in order to enhance competitive advantage of SMEs by exploring such niche market. The future plan for promoting So Biz Project is a new project called **“Social and Business Sustainability Project – to enhance SMEs’ sustainability and competitiveness through exploring local ‘Silver-haired Market’”**.

So-Biz Project has successfully facilitated SMEs to explore the niche in serving underprivileged groups. Such niche market grows rapidly. The past underprivileged group will soon become a significant market for most business in Hong Kong, i.e. the silver-haired market. Riding on the success of the So-Biz Project, this new ‘Social and Business Sustainability Project’ is one step further to enhance SME’s competitiveness and also the sustainability in particular to capture this specific silver-haired market.

This new project has already been approved by SME Development Fund and Trade and Industry Department and commenced from April 2013 till April 2015.

The core content of this proposal includes i) research and case studies to enable SMEs to have an in-depth understanding of the silver-haired market; ii) capacity building to enhance SMEs’ competitiveness; and iii) commendation & promotion for brand-building of SMEs. It is expected that around 400 SMEs will be directly benefited through this project and over 15% of Hong Kong’s SMEs will be indirectly benefited from the shared market research findings. Detailed plan for promoting project deliverables are listed below:

1. Project Launch Ceremony (with a press conference to raise the awareness towards the Project and the silver-haired market amongst consumers, business sectors, key stakeholders of the project and the mass public)
 2. Silver-haired Market Seminars (6 seminars for experience sharing and knowledge transfer)
 3. Silver-haired Customer Surveys (2 surveys to provide in-depth silver-haired market analysis for SMEs)
 4. So-Biz Buddy Focus Groups Programme (6-8 focus groups will be conducted for SMEs to perform market investigation)
 5. So-Biz Award Programme – the ‘Silver Label’ (around 400 SMEs will be invited and engaged to join the Award Scheme. Outstanding SMEs targeting the silver-haired market will be commended and presented the So-Biz Awards with ‘Silver Label’ in the Ceremony)
 6. Capacity Building Workshops (30 workshops with a total of 60 hours of training to 360 – 400 participants for building SMEs’ capacity to explore the silver-haired market)
 7. Online collaborating & communication platform (a B2C and B2B online communication platform with a Website and mobile apps enabled under www.sobiz.hk)
 8. Market Good Practice & Capacity Building Handbook & CD ROM (1,500 copies of Handbook & CD ROM will be produced for the reference of SMEs to develop the silver-haired market.)
 9. Award Presentation Ceremony (around 30-40 enterprises will be presented the Awards with the highest honour to commend their achievement in serving the silver-haired market or ‘doing well be doing good’)
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