

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

**Final Report on Approved Project**

Project ref. no.	:	<u>D12 003 010</u>	
Project title	:	<u>Social and Business Sustainability Project – to enhance SMEs’ sustainability and competitiveness through exploring local ‘Silver-haired Market’.</u>	
Period covered	:	From <u>15/04/13</u> (dd/mm/yy)	to <u>14/07/15</u> (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 Summary (in about 150 words)

The past underprivileged group will soon become a significant market for most business in Hong Kong, i.e. the silver-haired market. This new project is one step further to enhance SME's competitiveness and also the sustainability in particular to capture this specific market. 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. With strong network, notable examples such as Senior Citizens' Day, Age-friendly Hong Kong and also the successful experience from the So-Biz Project, this project will contribute to more sustainable SMEs and good social care.

### Project Objective(s) (in about 80 words)

- To enhance SMEs' sustainability and competitiveness by equipping the enterprises to cope with the challenge from ageing population in Hong Kong.
- To attract new SMEs and existing So-Biz Merchants to understand the needs and wants of silver-haired market. With this understanding, SMEs will be able to market, modify, present and sell their products and services to meet the unmet needs.
- To equip local SMEs to establish their own loyal customer base from the elderly, people with disabilities and ethnic minorities.
- To promote and demonstrate that enterprises can do well in their operation (e.g. making profit) and do good to the community (e.g. fulfilling social responsibilities) at the same time – "doing well by doing good". Good treatment to employees and customers makes business sense.
- To commend and promote such SMEs.
- To foster social care and promote 'barrier-free' customer service in the SME sector.

### Grantee/Collaborating Organisation/Implementation Agent

Grantee	:	The Hong Kong Council of Social Service (HKCSS – HSBC Social Enterprise Business Centre)
Collaborating Organisation(s)	:	1) Equal Opportunities Commission 2) Hong Kong Retail Management Association 3) The Hong Kong General Chamber of Small & Medium Business
Implementation Agent(s)	:	Nil

### Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
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### 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	15/04/2013	14/04/2015	24
Revised (if applicable)	15/04/2013	14/07/2015	27



## 2. Summary of Project Results

### Project Deliverables

(Please list out the 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 Social and Business Sustainability Project – to enhance SMEs' sustainability and competitiveness through exploring local 'Silver-haired Market'.

**Functionalities:** A ceremony will be held to announce the launch of the project. This ceremony is to raise the awareness towards the Project and the silver-haired market among consumers, business sectors, key stakeholders of the project and the mass public.

A press conference will be held immediately before the ceremony to release the first survey result of the 'Silver-haired Customer Surveys' Series. The 1st Silver-haired Market Seminar will also be conducted right after the Launch Ceremony.

**Target:** It is expected that over 100 participants from SMEs, social enterprises, silver-haired customer groups, Government Departments, SME Associations, business federations, NGOs, Universities, professional organisations, other project stakeholders and media will attend the ceremony.

#### Result achieved:

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

The ceremony was held on 3<sup>rd</sup> March 2014 at Duke of Windsor Social Service Bldg., Wanchai. **210 participants** from SMEs, social enterprises, elderly groups, SME associations business associations, Government Department, NGOs, universities, professional organisations and media have attended the ceremony, with 5 VIPs as the officiating guests of the ceremony, namely, **Dr. York Chow, Chairperson of Equal Opportunities Commission, Hon. Tommy Cheung, JP, LegCo Member (Catering), Hon. Felix Chung, LegCo Member (Textiles and Garment), Ms. Ruth Yu, Executive Director of HKRMA and Mr. Chua Hoi Wai, 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 **29 organisations and institutions.** It includes the **Equal Opportunities Commission, the Hong Kong Retail Management Association and the Hong Kong General Chamber of Small & Medium Business** as the Collaborating Organisations of the Project, **9 SME & Business Associations and 16 NGOs, universities & elderly units** as the Supporting Organisations. Moreover, before the official launch of the Project, **over 200 SME shops and eateries** have already signed up and joined the Scheme. 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 on the project, amongst SME businesses, social enterprises, elderly groups, NGOs and the public. The responses of the participants, including the SME merchants, were very positive in the ceremony.

A **Press Conference** was held right before the ceremony to announce the first '**Silver-haired Customer Survey**' of the Project and **the launch of the Silver Emblem Recognition Scheme.** Details please refer to Annex 1.2 – Press Release of the Project Launch. Over 20 reporters from both printed and electronic media have attended the press conference. The media coverage of the launch was very good and the Project was widely reported by the media. There were **at least 23 reports from the media**, including a news story in **TVB 6:30 PM main cast.** To have more time to do the research for the launch and did not want to delay seminar, the first seminar has been conducted earlier instead of right after the launch ceremony.

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Details please refer to Annex 1.3 – Media Coverage and Annex 1.4 – Coverage (Digital).

To further enhance the public awareness of the Project, **4 advertorials** for the launch of the Project were published on Oriental Daily, Ming Pao, Apple Daily and Hong Kong Economic Times (Please see Annex 1.5 – Advertorials).

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

## **2. Silver-haired Market Seminars 銀髮市場研討會**

**Description:** The two main themes of seminars are the market potential of silver-haired consumers and the exploration of such market. The seminar will serve as a platform for participants to share their experience and knowledge with other SMEs, NGOs, relevant organizations and even the targeted customers etc.

**Functionalities:** Experts, professionals, successful entrepreneurs, existing service providers and other relevant speakers will be invited to share their experience, knowledge and views in exploring the silver-haired market.

The seminars will also cover the following topics:

- The benefits of becoming a ‘So-Biz’
- Providing ‘barrier-free’ customer service
- To establish loyal customers from the elderly, people with disabilities and ethnic minorities.
- Anti-discrimination issues in daily business and operation.

**Target:** Seminars are open to all SMEs, as well as social enterprises. It is targeted to organize 6 seminars at 2 hours each with a total of 180-200 participants attending the seminars

### **Result achieved:**

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

**6 Silver-haired Market Seminars** have been organized with a total of **16 speakers** and **180 participants** attended. Details please find the below table.

<u>Date</u>	<u>Hours</u>	<u>No. of Speakers</u>	<u>Venue</u>	<u>Attendees</u>
2013/7/24	2	3	Duke of Windsor Social Service Building, Wan Chai	35
2014/7/25	2	3	Duke of Windsor Social Service Building, Wan Chai	35
2014/10/6	2	3	BGCA Headquarter Building, Wan Chai	20
2015/1/26	2	3	BGCA Headquarter Building, Wan Chai	40
2015/6/15	2	2	BGCA Headquarter Building, Wan Chai	30
2015/7/2	2	2	BGCA Headquarter Building, Wan Chai	20
Total				
6	12	16		180

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## Seminar Topics

2013/7/24	提升銀髮一族生活質素，建立市場價值	仁愛堂社會企業營運經理周志剛先生
	開啟銀髮市場靠溝通	救世軍長者專門店中心經理黎惠子小姐
	銀髮一族的期望與追求	明愛中區長者中心單位主管陳得嘉小姐
2014/7/25	中小企經營有道 – 應對香港人口老化的挑戰	香港中小企促進聯會會長林國雄博士
	探討銀髮族的期望與需要	救世軍長者專門店中心經理黎惠子小姐
	企業成長之路 – 用心服務與智慧經營並重	香港復康力量總幹事吳永基先生
2014/10/6	中小企開拓銀髮市場的挑戰與機遇	香港中小企商會聯席會議創會主席黃鵬緒先生
	探討長者與其照顧者的需要	香港明愛安老服務明愛牛頭角長者中心單位主管黎有好小姐
	香港企業拓展銀髮市場的過去與未來	唯健康市場及推廣部經理黃鎮華先生
2015/1/26	香港飲食業拓展銀髮市場的現在與未來	稻苗學會主席邱金榮先生
	優質服務由心出發	鴻星集團高級營運經理郭雅詩小姐
	神秘顧客計劃十年經驗分享	香港零售管理協會「傑出服務獎」及「神秘顧客計劃」籌備委員會主席馬永基先生
2015/6/15	長者中心配合銀髮族不斷轉變的需要	香港明愛安老服務明愛沙田長者中心單位主管余麗雲小姐
	年長銀髮族（old-old）的需要與市場	艾爾國際醫療復康中心（香港）復康總監蔡美寶小姐
2015/7/2	如何為長者度身打造潮流時裝	Smart E 智+衣 負責人簡曼麗小姐
	中式酒樓銀髮市場經營心得分享	怡苑飲食集團董事長李林先生

The six Seminars were open to SMEs, social enterprises, organizations and people interested in Silver-haired Market. Speakers including experts, entrepreneurs, SME leaders and service providers for the elderly shared their experience, knowledge and views in exploring the silver-haired market. Details please refer to Annex 2 – Silver-haired Market Seminars Rundown.

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:

- “內容充實，講者經驗豐富”
- “加入一位老人家的實在需求”
- “認知多些老人市場”
- “講者提供很多平時沒有注意的地方。設計十分貼心”
- “對各界認識加深”

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

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### 3. Silver-haired Customer Surveys 銀髮市場調查

**Description:** Silver-haired Customer Surveys will be conducted to provide in-depth analysis of the silver-haired market in Hong Kong, comparing to the existing ‘barrier-free’ customer service survey in So-Biz Project which also targeted visual impaired, hearing impaired, speech impaired and ethnic minorities; and focused on ‘barrier-free’ aspect only. The Surveys will be specially designed to focus on the silver-haired market and identify the critical factors for business to serve such market.

#### **Functionalities:**

2 surveys will be conducted to analyze the silver-haired market and the research findings will be made publicly available after the result released. Content and topics of surveys may include:

- (i) Characteristics and consumption pattern of the silver-haired consumers in Hong Kong
- (ii) Consumer sentiment of the silver-haired group in Hong Kong
- (iii) Social, cultural, psychological and other significant factors affecting the consumption of silver-haired consumers

The first survey will cover the behaviors, consumption patterns, influential factors of purchasing decisions, and unmet needs of silver-haired consumers. The second survey will focus on the relationship between the after-purchase sentiment of silver-haired consumers and the expectation of the deliverables (goods or services). These two surveys allow SMEs to understand more about silver-haired consumers, gain knowledge and insight about their products and services, and develop appropriate social and business strategies to meet their needs.

These Surveys are expected to provide an in-depth understanding of the customer needs and market potential of silver-haired consumers in Hong Kong.

**Target:** Methodology of conducting surveys will be through questionnaires. Questionnaires will be distributed to and collected from the silver-haired group samples through the network of the Hong Kong Council of Social Service. It is expected that a total of 300-400 responses from silver-haired group samples through HKCSS network will be collected for each survey.

Surveys will be organised by the project team and expertise will be sought for survey development from one or more of the following or similar professionals or organisations:

- Research professionals of HKCSS
- NGOs serving / working with the elderly
- Academics from universities
- Other professionals and relevant organisations

#### **Result achieved:**

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

The first survey was conducted from December 2013 to January 2014. Questionnaires were distributed to the elderly **through NGOs and HKCSS networks**. At last, a total of **517 questionnaires** were received. The first survey covered the behaviors, consumption patterns, influential factors of purchasing decisions, & unmet needs of silver-haired consumers and a **survey result report** was produced. **Survey recommendations have been quoted in many main stream media. Insights to develop local ‘Silver-haired Market’** have been drawn and reported in the survey report. Details please refer to Annex 3.1 – Questionnaires of Survey 2014 and Annex 3.2 – The Hong Kong Silver-haired Market Survey 2014.

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A **Press Conference** was held to announce the result and analysis of the survey. The survey report was also promoted **through website of HKCSS, website of EOC, eNews Letter of SEBC and HKCSS to its members and advertorials**. The survey report was further reported by TVB News programme “Closer Look”, with the message to advocate business sector to develop silver haired market.

The second survey was conducted from April to June 2015. Questionnaires were distributed to the elderly **through NGOs and HKCSS networks**. At last, a total of **723 questionnaires** were received. The second survey focused on silver-haired consumers’ expectation on the deliverables (goods or services) and a **survey result report** was produced. **Recommendations of the second survey have been quoted in many main stream media. Insights to develop local ‘Silver-haired Market’** have been drawn and reported in the survey report. Details please refer to Annex 3.3 – Questionnaires of Survey 2015 and Annex 3.4 – The Hong Kong Silver-haired Market Survey 2015.

A **Press Conference** was held to announce the result and analysis of the survey. There were **around 10 reporters from printed media** attending the press conference. The survey report was widely reported by the media. There were **at least 10 reports from the media**. Details please refer to Annex 3.5 – Media Coverage 2015. The survey report was also promoted **through website of HKCSS and video report via HKCSS Channel**.

Both survey result reports allow business sector to understand more about the market and helps SMEs develop appropriate strategies to meet the needs of the elderly.

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

#### **4. So-Biz Buddy Focus Groups Programme 中小企老友記聚焦小組計劃**

**Description:** The programme aims at helping enterprises when they are planning or going to market their products or services to silver-haired customers. So-Biz Buddy Focus Groups will be conducted to provide opportunities for SMEs to receive initial market response from the silver-haired consumers or to perform business investigation and research. It enables enterprises to have a clearer picture of the target consumers’ need, especially before their product or campaign launch.

##### **Functionalities:**

6 to 8 enterprises will join the programme for market or business investigation and the selection of participating companies will be in an open and fair manner. Tailor-made questions regarding anonymous product or enterprise will be provided by the organizer, after pre-focus group meeting with the SMEs, to ask for feedback from silver-haired consumers (Silver Buddies). Feedback from Buddies will be collected by each participating SME for reference or to follow up. So-Biz Buddies will be recruited from supporting organizations of the Project. Apart from the silver-haired groups, other So-Biz Buddies with different profile or characteristics may also be recruited upon the request of SMEs if necessary.

A selection committee will be formed and responsible for the selection criteria formation and the selection procedure in order to select the companies in an open and fair manner and to have a balanced distribution of SMEs being selected in the Programme. The committee will be formed mainly from the project team.

All case studies under this programme will be made publicly available in the ‘Market Good Practice and Capacity Building Handbook’. The handbooks are free of charge and the electronic version is also available for download in the project website. These real-life case studies can serve as good reference for business to have an in-depth understanding of the needs of the silver-haired consumers.

**Target:** It is expected that a total of 6-8 focus groups will be conducted in the project period. Each focus group will have 10-15 So-Biz Buddies to attend.

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## Result achieved:

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

**6 Focus Groups** have been conducted with a total of **62 Silver Buddies** joined to provide opportunities for SMEs to receive response from the silver-haired consumers and to enable enterprises to have a clearer picture of the target consumers' need. Please refer to Annex 4.1 – Questions for Focus Group Discussion. Six SMEs from business of catering, retails, fashion and hearing aids participated, namely, **Ngan Lung Catering, Taiji Catering, HoHoLife, Smart E, YOT Healthy Living Shop For Senior Citizen and Easy Hear**. Details please find the below table.

<u>SMEs</u>	<u>Date</u>	<u>Venue</u>	<u>Silver Buddies</u>
Ngan Lung Catering	26/11/2014	Ngan Lung Restaurant, Choi Tak	9
Taiji Catering	8/12/2014	Taiji Restaurant, Chai Wan	12
HoHoLife	9/1/2015	Women's Welfare Club Western District, Hong Kong Chung Hok Social Centre for the Elderly, Sheung Wan	5
Smart E	10/2/2015	Hong Kong Women Foundation Ho Kwok Pui Chun Social Centre for the Elderly, Central	10
YOT Healthy Living Shop For Senior Citizen	25/2/2015	Yan Oi Tong Wu Chung District Elderly Community Centre, Tuen Mun	7
Easy Hear	26/2/2015	Women's Welfare Club Western District, Hong Kong Chung Hok Social Centre for the Elderly, Sheung Wan	19
		Total	62

So-Biz Buddies were recruited from supporting organizations which have shown interests to join the Focus Groups (e.g. Caritas Hong Kong - Services for the Elderly, Caritas Elderly Centre - Ngau Yau Kok, MEVCC Hing Wah Neighbourhood Elderly Centre, Hong Kong Chung Hok Social Centre for the Elderly, Hong Kong Women Foundation Ho Kwok Pui Chun Social Centre for the Elderly, Yan Oi Tong Wu Chung District Elderly Community Centre). The project team asked the potential participants (supporting organizations and the elderly) about industries they are interested to discuss and pick a few merchants (the project team would balance the scale and also the industries of merchants) in those industries (who are willing to join the focus group) for participants to choose. Participating SMEs received useful **insights and comments** from Silver Buddies in the Focus Groups. Organized insights and comments are presented as case study in the 'Market Good Practice and Capacity Building Handbook' (Please refer to Annex 4.2 – Focus Group Case Study and Annex 9.1 – Market Good Practice and Capacity Building Handbook). SMEs' feedbacks on the Focus Groups 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 SMEs are very positive and indicate that the Focus Groups are useful and helpful for them.

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

## **5. So-Biz Award Programme – the 'Silver Label'** So-Biz 星級獎項計劃 – 銀企標誌

**Description:** Riding on the success of the So-Biz Award under the So-Biz Project, the 'Silver Label' is an extension of the existing Award Programme to focus on raising awareness about the silver-haired consumption, in view of the foreseeable large potential of this target market. It aims at attracting more new SMEs to join and keeping more existing merchants to participate continuously. Outstanding enterprise will be presented the 3-Stars So-Biz Award with the 'Silver Label' in the Ceremony.

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**Functionalities:**

The ‘Silver Label’ is to commend the So-Biz SMEs which in particular, are committed to be friendly to the elderly; or able to serve the silver-haired consumers in a better way or in a creative manner. The requirements of the 3-Stars Award follow the criteria of the existing So-Biz Listing, e.g. So-Biz Checklist and nomination etc.

The requirements of the ‘Silver Label’ will incorporate the participation of a list of sub-programmes as below and also other criteria relating to silver-haired customer service or market exploration:

- So-Biz Buddy Focus Groups Programme
- Capacity-building Workshops
- Silver Shopper Random Assessment Programme

Apart from the above, participating enterprises may also be invited to participate in HKCSS signature events for the elderly.

In the ‘Silver Shopper Random Assessment Programme’, 15-25 Secret Silver Shoppers will be recruited to carry out the random assessment. Enterprises in retail / catering / servicing sector will be assessed how friendly an enterprise’s product / service / business is to the silver-haired customers. 50 enterprises will be randomly assessed twice in order to let the SMEs know whether their services to the elderly have improved in the project period. The assessment will be developed with the consultancy support from the Hong Kong Retail Management Association (HKRMA). The Association will also provide service of SME assessment reporting for 100 visits based on its ‘Mystery Shopper Programme’.

**Target:** All SMEs and social enterprises in Hong Kong, including those in industrial, manufacturing and other sectors, are eligible for the Programme as long as the enterprise is committed to be friendly to the elderly or targets the silver-haired market. It is expected that around 400 enterprises or merchants will be engaged and invited to join the Award Scheme.

**Sustainability:** The “Silver-Label” in So-Biz Award Programme will remain continuous after the 2-year project period.

**Result achieved:**

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

1) “Silver Emblem Recognition Scheme”:

With 419 merchants participating (details please refer to Annex 5.1 – Age-friendly Merchants), **236 merchants** (details please refer to Annex 5.2 – Recognised Merchants) have been successfully recognised under the “Silver Emblem Recognition Scheme”. The Scheme requires participating merchants to fulfill 3 steps of requirement: (So-Biz Listing) **to implement So-Biz Checklist for serving the elderly, to join Training Workshop, to receive nomination from customers of senior citizen / NGOs that serve the elderly** or to participate in other Silver Emblem activities / programmes.

Details please refer to Annex 5.3 – 3 Simple Steps for Silver Emblem Recognition Scheme and Annex 5.4 – Silver Emblem Good Service Checklist. Furthermore, **30** out of the 236 recognized merchants were awarded as the **Good Practice Case Merchants** (details please refer to Annex 5.5) and their cases have been promoted in order to encourage the business sector to further develop local ‘Silver-haired Market’.

2) Silver Shopper Random Assessment Programme:

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The Recognition Scheme includes ‘Silver Shopper Random Assessment Programme’. **22 Secret Angels** have been recruited to carry out the “Silver Shopper Assessment” through Scheme supporting NGO networks, e.g. Caritas Hong Kong - Services for the Elderly, Caritas Elderly Centre - Ngau Yau Kok, MEVCC Hing Wah Neighbourhood Elderly Centre, Hong Kong Chung Hok Social Centre for the Elderly, Hong Kong Women Foundation Ho Kwok Pui Chun Social Centre for the Elderly, Yan Oi Tong Wu Chung District Elderly Community Centre. **All Silver Shoppers are over 65 years old. 8 of them are aged 70 or above. 2 of them 80 or above and the oldest silver shopper is aged 87.** Details please refer to Annex 5.6 – Silver Shopper Random Assessment.

**100 visits** to out of 419 merchants have been randomly drawn for silver shoppers to perform assessment. (Please refer to Annex 5.6) **There are 22 visits to retail merchants, 54 visits to merchants in the catering industry and 24 visits to merchants in service industry.** The **Hong Kong Retail Management Association** has already been designated in the proposal to provide consultancy support to the Random Assessment programme. Silver shoppers 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/customer information, transaction & after-sales service and shopping impression.** Details please refer to Annex 5.7 – Silver Shopper 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 the elderly. **100 analysis reports, one single individual report for every visit to merchant, 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, in order to provide highlights and even direction which are useful for merchants to improve their service to the elderly. Details please refer to Annex 5.8 – Analysis of Silver Shopper Visits & Assessment by HKRMA

Beneficiaries of deliverable please refer to the relevant part in Section 2.5 ‘Marketing/Dissemination Activities’. The Recognition remains continuous after the project period. Recognised merchants have to implement So-Biz Checklist for serving the elderly, receive nomination from customers of senior citizen / NGOs that serve the elderly or participate in Council’s activity, seminar or workshop etc. relating to the silver-haired market or the elderly.

## **6. Capacity Building Workshops 能力建立與銀髮市場拓展培訓坊**

**Description:** The workshops are conducted in order to build necessary capacity for SMEs to explore the silver-haired market. The findings from Customer Surveys will be used to identify what capacity, knowledge and know-how are necessary for SMEs.

**Functionalities:** Experts, professionals, existing trainers, consultants and other relevant guest speakers / trainers will be invited to provide training to the participants.

The workshops may cover, but not limited to, the following capacities for SMEs:

- (i) Manpower training
- (ii) Promotion & marketing
- (iii) Product or technology improvement
- (iv) Facilities planning
- (v) Innovative operation
- (vi) Customer services

“Shop Freely – Serve Friendly” Training Workshops will also be provided to support the So-Biz Award Programme.

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**Target:** Workshops are open to SMEs and social enterprises which have joined the So Biz Award Programme. It is targeted to organize 30 workshops with a total of 60 hours of training to 360-400 participants for building SMEs' capacity to explore the silver-haired market. Each workshop will accommodate around 12 to 14 participants.

**Result achieved:**

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

**30 workshops** have been conducted to provide training to merchants for serving customers of senior citizen and inspiring merchants to further develop local silver-haired market. Details please refer to Annex 6 – Training Workshops. A total of **236 participants** have attended the workshops. They included SME owners, managers and frontline staff.

**68 worksheets** with insights from the participating merchants to further develop their business of local silver-haired market have been done in the workshops. They represent that workshops are able to inspire the participants to develop their business and the market of silver-haired consumers.

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

- “有了解到有用的訊息”
- “經驗分享”
- “吸收新訊息”
- “很成功，時間合適”
- “概念新穎”
- “流暢且交流豐富”
- “知識實用，實際”
- “有 data，真正 survey”
- “可了解更多發展空間”
- “內容充實，時間適中”
- “聽取更多人生經驗”
- “speaker 經驗豐富”
- “有用數據可參考”
- “可多了解客路”
- “可以增加對長者的認識”
- “能了解長者的市場”
- “好自然，舒服”
- “說話清晰，例子明確”
- “加深了解有關長者對我們的服務的看法”
- “長者的意見非常寶貴及實用”
- “好真實”
- “在老友記產品推廣有幫助”
- “了解長者需要”
- “更了解客戶需要”
- “可直接與客戶對話”
- “吸納了現有顧客意見，更了解老友記對旅遊需求”
- “可以認識更多營運渠道”
- “可認識行業及運作情況更多”
- “了解到銀髮市場在零售上的機會及困難”
- “可合作共同發展”

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

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## 7. **Online collaborating & communication platform** 「關社商業」線上協作聯繫平台

**Description:** It is a B2C and B2B online communication and collaborating platform with a Website and mobile applications enabled under [www.sobiz.hk](http://www.sobiz.hk)

**Functionalities:** Platform will be designed with the following features and elements:

- (i) A directory of ‘Silver Label’ SMEs in addition to So-Biz Listing
- (ii) SMEs can online update their own page on the Website
- (iii) Business-to-business online platform will also allow communication between business and other organization joining the platform and also promote collaboration among platform members
- (iv) Friendly to the elderly and visual impaired
- (v) Online access to research findings, training materials and Good Practice Handbook.

Findings from Silver-haired Customer Surveys will also be considered to identify other useful features for the platform

**Sustainability:** The Website and mobile apps will remain active after the 2-years funding period.

### **Result achieved:**

This deliverable and milestone of the Project has been **completed** successfully. More encouraging, the newly launched Silver Emblem website and also the mobile applications on both the Android and iOS platforms have **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 in 2015.**

The Silver Emblem website is designed to promote the project, for readers to search Silver Emblem merchants and provide online access to materials that assist SME to develop local silver-haired market, e.g. survey analysis, Market Good Practice and Capacity Building Handbook and HKRMA analysis etc.

The Silver Emblem Recognition Scheme website ([www.sobiz.hk/silver/tc/](http://www.sobiz.hk/silver/tc/))

The Silver Emblem Recognition Scheme 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 “Silver Emblem” information through web pages or columns such as ‘What’s new’, ‘About the Scheme’, ‘News Centre’ and ‘Activities & Events’ etc.
  - (b) A directory of “Silver Emblem” merchants, which enterprises can online update their own pages, for visitors to search for age-friendly merchants and SMEs
  - (c) Map of “Silver Emblem” enterprises for customers to locate age-friendly merchants.
  - (d) Reference & useful materials for merchants to cope with the challenge from ageing population in Hong Kong and provide age-friendly service are available to download or online access.
  - (e) B2B messages online allow communication between businesses joining the platform and also promote collaboration among platform members
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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 "age-friendly" merchants under Silver Emblem Recognition Scheme;
- b. Browse the merchants' details (e.g. address, telephone, hours of operation, website etc.);
- c. Find their location conveniently by using map view function;
- d. Search for nearby restaurants and shops;
- e. To contact favourite restaurants and shops for enquiries/reservation/order making.

#### **Gold Award Winner of the "Web Accessibility Recognition Scheme"**

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. 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 2015 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 7 - Web Accessibility Recognition Scheme & the Awards.

Beneficiaries of deliverable please refer to the relevant part in Section 2.5 'Marketing/Dissemination Activities'. The website and mobile apps remain continuous after the project period for visitors to search for age-friendly merchants and for merchants to access useful materials.

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## 8. Market Good Practice and Capacity Building Handbook & CD ROM

### 市場良好範例及能力建立手冊和光碟

**Description:** Case Studies from Focus Group Programme or of other ‘Silver Label’ So Biz which demonstrate good practice to serve the silver-haired customers will be selected and developed into a guide of good practice to help SMEs to develop the local silver-haired market. Together with the resources relating to capacity building, a handbook with CD ROM will be produced for enterprises’ reference.

**Functionalities:** The good practice guide aims at enhancing management development and capacity building for SMEs and will be made publicly available. The major purpose of the Handbook is to inspire SMEs to explore the silver-haired market. The good practices part shares the best practices of SMEs which can creatively design or deliver their products and services to enhance the social and business sustainability of their businesses. The highlight is to emphasize, “Good treatment makes business sense”. The capacity building part is to address the “whys and hows” from SMEs. After reading those good practices, they will ask why and how they can learn and follow.

Content will be developed by the project team. This handbook will further interview the owners and employees of those SMEs and to share how and why those social and business measures are so important in enhancing their sustainability and share how difficult it is during the implementation. Around 30 – 40 on-site visits to enterprises will be provided. The CD ROM, with interactive material and video, serves as the handy training tool for SME owners to show their new employees about those social and business practices. SMEs cannot afford to hire HR consultants to do in-house training for every new employees, therefore this kind of training is important and can enhance the competitiveness and sustainability of their businesses.

**Target:** 1,500 copies of Handbook plus CD ROM will be produced and made available for SMEs and project stakeholders to request free of charge. An electronic version of the handbook will also be available in the project website for download free of charge in order to share the materials to as many SMEs and project stakeholders as possible.

### **Result achieved:**

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

1,500 copies of Handbook plus CD ROM have been produced and made available for SMEs and project stakeholders to request free of charge. An electronic version of the handbook has also been available in the project website for download in order to share the materials to as many SMEs and project stakeholders as possible.

The Handbook has 88 pages and it contains a lot of valuable materials, useful resources of the Scheme and summarizes the achievements of the project as a whole with details as follows, in particular that 30 Good Practice Award Merchants are showcased in the Handbook in order to inspire other SMEs to develop local silver-haired market:

- Introduction of Silver Emblem Recognition Scheme
  - 3 Simple Steps to be recognised
  - VIPs’ message
  - Collaborating & supporting organisations
  - Good Practice Cases of Awarded Merchants
  - Research & Training
  - Photo gallery
  - Silver Shopper Ambassadors
  - Analysis of Silver Shopper visits from HKRMA
  - So-Biz Checklist for serving the elderly
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A CD ROM is also enclosed in the Handbook with contents below to serve as a handy training tool for SME owners to show to their new employees about those social and business practices:

- Interactive Silver Emblem Good Service Guide
- e-book of “Market Good Practice and Capacity Building Handbook”
- Project video – to seize the opportunity of the upcoming silver-haired market

42 on-site visits have been conducted. Details please refer to the Handbook and the CD ROM (Annex 8). Beneficiaries of deliverable please refer to the relevant part in Section 2.5 ‘Marketing/Dissemination Activities’.

## **9. Award Presentation Ceremony 計劃頒獎典禮**

**Description:** To commend the outstanding ‘Silver Label’ So-Biz and promote the achievements of the campaign.

**Functionalities:** A ceremony will be held to present the Awards to enterprises. A press conference will also be held immediately before the ceremony to announce the latest Silver-haired Customer Survey result. 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’

**Target:** It is expected that over 100 participants from award winners, SMEs, social enterprises, silver-haired customer groups, Government Departments, SME Associations, business federations, NGOs, Universities, professional organisations, other project stakeholders and media will attend the ceremony.

### **Result achieved:**

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

The ceremony was held on 6<sup>th</sup> July 2015 at the Headquarter Building of Boys & Girls Club Association of Hong Kong to promote Project achievement and outstanding Silver Emblem merchants which have demonstrated good practice in serving the elderly consumers and develop local silver-haired market. **220 guests** from SMEs, social enterprises, the elderly groups, SME associations, business associations, Government Department, NGOs and media have attended the ceremony, with 5 VIPs as the guests of honour in the ceremony, namely, **Mr. Mak Ching Yu, Kenneth**, Director-General of Trade & Industry, **Hon Tommy Cheung Yu-yan**, Legislative Councilor (Functional Constituency – Textiles and Garment), **Hon Felix Chung Kwok-pan**, Legislative Councilor (Functional Constituency – Catering), **Mr. Ferrick Chu**, Head, Policy, Research and Training of EOC and **Mr. Chua Hoi Wai**, 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

The Project has engaged over **419 merchants** to participate in the Scheme. Details please refer to Annex 5.1 – Age-friendly Merchants. **236 merchants** have fulfilled criteria to be recognised as the Silver Emblem Merchants. **30 enterprises** out of these 236 merchants have demonstrated good practice in serving the elderly and developing local silver-haired market. They were presented the award on stage to commend their commitment and effort. Details please refer to Annex 9.2 – Award Ceremony Advertorials.

Couple of outstanding SMEs shared their passion and gain of participating in the Silver Emblem Recognition Scheme. The Project has all along received support widely from the **31 collaborating**

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**and supporting organisations** and also the elderly groups (Annex 9.3 – Supporting Organisations and Participating Elderly Units/Centres). HKCSS hence took the opportunity to pay compliment to the supporting organisations and also the Silver Emblem ambassadors by inviting them to come on stage to receive certificates of appreciation and celebrate the moment. All in all, the ceremony has completed successfully and it represented a climax of the campaign. The ceremony has received good response from the media. Details please refer to Annex 3.5 – Media Coverage 2015. The project coordinator and an awarded merchant were invited to be interviewed in a RTHK live radio programme.

With the success of the campaign, it demonstrates that **the purpose and objective of the Project have been achieved** – the project has successfully enhanced SMEs’ sustainability and competitiveness through exploring local ‘Silver-haired Market

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

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### **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 about 400 words.)

- 419 merchants in retail, catering and service industry have participated in Silver Emblem Recognition Scheme in order to understand the needs and wants of silver-haired market.
  - 236 merchants were lauded in the Scheme as recognition of their commitment and effort in serving the elderly. To receive the Award, the merchant i) implements So-Biz Checklist for serving the elderly; ii) participates in Training Workshops and iii) receives nomination from the elderly or NGOs or to participate in other Silver Emblem activities / programmes.
  - 30 cases of Good Practice out of the 236 awarded merchants have been presented to the society to inspire more SMEs to develop local silver-haired market. These cases have also been reported by the media, promoted through advertising and HKCSS network.
  - Promoting to the elderly is not easy for SMEs to attract customers of senior citizens. Online promotion through website is a very cost efficient channel for SMEs. The website and mobile applications of Silver Emblem Recognition Scheme 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 project’s achievements in adopting website/mobile application designs to facilitate access of the elderly, who may not be as familiar with the digital world as the youth, to website contents and online services. Hence, the Silver Emblem website & mobile apps truly provide the solution for SMEs to promote their brands to the elderly and contribute to enhancing the competitiveness of Hong Kong SMEs.
  - 6 Silver-haired Market Seminars have been organized with a total of 16 speakers and 180 participants attended. The seminars have successfully 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.
  - 30 workshops have been conducted to provide training to merchants with 236 participants, including SME owners, managers and frontline staff. The training workshops are highly appreciated by the participants with proof from the comment of participants in evaluation questionnaires.
  - 6 Focus Groups have been conducted with a total of 62 Silver Buddies joined to provide opportunities for 6 SMEs to receive response from the silver-haired consumers and to enable enterprises to have a clearer picture of the target consumers’ need.
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- 100 visits to out of 419 merchants have been randomly drawn for silver shoppers to perform assessment. There are 22 visits to retail merchants, 54 visits to merchants in the catering industry and 24 visits to merchants in service industry.
- 1,500 copies of Handbook plus CD ROM have been produced and made available for SMEs and project stakeholders to request free of charge.
- 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.)

	Milestone (as set out in the approved project proposal appended to the project agreement)	Original target completion date	Revised target completion date (if applicable)	Status (C/D/N) #
(a)	Seminars	14/7/2015		C
(b)	So-Biz Buddy Focus Group	14/10/2014	26/2/2015	D
(c)	Survey	14/7/2015		C
(d)	Launch Ceremony	14/10/2013	3/3/2014	D
(e)	Workshop	14/7/2015		C
(f)	Silver Shopper Assessment	14/7/2015		C
(g)	Online platform launch	14/4/2014	7/1/2015	D
(h)	Company Visit	14/7/2015		C
(i)	Good Practice Handbook & CD ROM	14/7/2015		C
(j)	Award Presentation Ceremony	14/7/2015		C

**Promotional/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 seminars, workshops, etc.)

<u>Date/ Period</u>	<u>Description</u>	<u>No. of beneficiaries (SMEs/Enterprises*)</u> *please delete as appropriate
April 2013 to July 2015	<p><b>Engaging Supporting SMEs &amp; Business Organisations:</b> among the 31 supporting organisations / units engaged, there are 12 SMEs &amp; business organizations which have committed to promote the “Silver Emblem Recognition Scheme”.</p> <p>They include significant SME organizations, key business associations in catering and retails industries etc., namely Hong Kong Retail Management Association, Hong Kong General Chamber of Small &amp; Medium Business, Hong Kong Federation of Restaurants &amp; Related Trades, Association of Restaurant Managers, Hong Kong Small and Medium Enterprises Association and so on. It is estimated that the number of SMEs involved among these organizations will be over 10,000. Details please refer to Annex 9.3 ‘Supporting Organisations and Participating Elderly Units/Centres’. These organizations have all along worked with the project team to promote silver-haired market development to their SME members.</p>	
October 2013 to now	<p><b>Engaging Age-friendly Merchants:</b> the aim of “Silver Emblem Recognition Scheme” is to attract more SMEs and merchants to join this project and to participate.</p> <p>SMEs, including social enterprises were invited to join the project as Age-friendly Merchants <b>through network of So-Biz, Supporting Organisations, HKCSS and HKCSS-HSBC Social Enterprise Business Centre.</b></p> <p>Good responses received as there are 419 merchants so far joining the project as Age-friendly Merchants, indicating that they are committed to be friendly to the elderly or target the silver-haired market. Details please refer to Annex 5.1 ‘Age-friendly Merchants’.</p>	<p>Beneficiaries: SMEs, social enterprises and merchants in retail / catering / servicing sectors etc. in Hong Kong</p> <p><b>No. of SMEs &amp; merchants: 419</b></p>
December 2013 to July	<p><b>Engaging Participating Elderly Units/Centres:</b> so far 14 elderly units / centres located in different parts of Hong</p>	

2015	<p>Kong have successfully been invited to join the project as Participating Elderly Units/Centres. They actively worked with the project team to enhance SMEs' contact with the target elderly customers and invite their elderly members to join project's activities. It is estimated that the number of elderly members among these 14 elderly units / centres is over 2,200.</p> <p>Elderly centres were invited to join the project <b>through network of So-Biz, HKCSS and HKCSS-HSBC Social Enterprise Business Centre</b>. Details please refer to Annex 9.3 'Supporting Organisations and Participating Elderly Units/Centres'.</p>	
3/3/2014	<p><b>Project Launch Ceremony:</b> to announce the launch of the social and business sustainability project – “Silver Emblem Recognition Scheme”.</p> <p>The launching of “Silver Emblem Recognition Scheme” was promoted to <b>SMEs, social enterprises, SME organisations, business associations of catering, retails and garment industries, academics, NGOs, the elderly, media and the mass public.</b></p> <p>Media coverage of the Launch Ceremony include: <b>TVB, Commercial Radio HK, Macau Asia Satellite TV, Apple Daily, Oriental Daily, Hong Kong Economic Times, Sing Tao Daily, Wen Wei Po, The Sun, Hong Kong Daily News, Yahoo Hong Kong, on.cc, 香港新聞, 大公網, 新華網, 中國日報網, 易網新聞, 東江新聞 etc.</b> Details please refer to Annex 1.3 'Media Coverage' and Annex 1.4 'Coverage (Digital)'.</p>	<p>210 participants and it is estimated that around half of the participants come from SMEs or SME social enterprises.</p> <p><b>No. of SMEs participated: 50</b></p>
24/7/2013 to 2/7/2015	<p><b>Silver-haired Market Seminar:</b> seminar was conducted to engage merchants &amp; project stakeholders and to promote silver haired market development.</p> <p>16 speakers in relevant background gave talks in the 6 seminars. The audiences highly appreciated their performance with good on-the-spot response. 100% of responses indicate that the seminars are helpful &amp; useful for the participants. Details can be referred to 'Post-Project Evaluation Report'.</p> <p>SMEs, including social enterprises were invited to the seminar <b>through the network of So-Biz, Supporting Organisations, HKCSS and HKCSS-HSBC Social Enterprise Business Centre etc.</b></p>	<p>Beneficiaries: 180 participants attended</p> <p><b>No. of SMEs: ~120</b></p>
December 2013 to July 2015	<p><b>Silver-haired Customer Survey:</b> to provide in-depth analysis of the silver-haired market in Hong Kong.</p> <p>The surveys result reports allow business sector to understand more about the market and helps SMEs develop appropriate strategies to meet the needs of the elderly. <b>Survey recommendations have been quoted in many main stream media.</b></p>	<p>The second survey included a survey for SMEs. Feedback of 330 questionnaires received from SMEs.</p> <p>Beneficiaries: <b>330 SMEs</b></p>



**Press Conferences** was held to announce the result and analysis of the 2 surveys. In the first survey, there were **over 20 reporters from both printed and electronic media** attending the press conference. There were **at least 23 reports from the media**, including a news story in **TVB 6:30 PM main cast**. Details please refer to Annex 1.3 'Media Coverage' and Annex 1.4 'Coverage (Digital)'. The survey report was further reported by TVB News programme "Closer Look", with the message to advocate business sector to develop silver haired market. The second survey included **a survey for SMEs**. Feedback of **330** questionnaires received from SMEs. There were **around 10 reporters from printed media** attending the press conference of the second survey. There were **at least 10 reports from the media**. Details please refer to Annex 3.5 – Media Coverage 2015.

The 2 survey reports were promoted **through website of HKCSS, HKCSS Channels, website of EOC, eNews Letter of SEBC & HKCSS to its members and video reports via HKCSS Channel**.

Surveys and their recommendations were further promoted to the mass public through **5 advertorials in Oriental daily, Ming Pao, Hong Kong Economic Times and Apple Daily**. Details please refer to Annex 1.5 'Advertorials' and Annex 9.2 – Award Ceremony Advertorials.

26/11/2014 to 26/2/2015	<p><b>So-Biz Buddy Focus Groups Programme:</b> Focus Groups were conducted to enable enterprises to have a clearer picture of the target consumers' need.</p> <p>So-Biz Buddies were recruited from supporting organizations which have shown interests to join the Focus Groups. The project team asked the potential participants (supporting organizations and the elderly) about industries they are interested to discuss and pick a few SMEs (the project team would balance the scale and also the industries of merchants) in those industries (who are willing to join the focus group) for participants to choose.</p>	<p>Beneficiaries: 62 Silver Buddies participated</p> <p><b>No. of SMEs: 6</b></p>
April 2013 to July 2015	<p><b>So-Biz Award Programme – the "Silver Emblem Recognition Scheme":</b> raising awareness about the silver-haired consumption and attracting more new SMEs to join and keeping more existing merchants to participate continuously.</p> <p>With 419 merchants participating, <b>236 merchants</b> have been successfully recognised under the "Silver Emblem Recognition Scheme". Furthermore, <b>30</b> out of the 236 recognized merchants were awarded as the <b>Good Practice Case Merchants</b> and their cases have been promoted in order to encourage the business sector to further develop local 'Silver-haired Market'.</p> <p>The Recognition Scheme includes '<b>Silver Shopper Random Assessment Programme</b>'. 22 Secret Angels have been</p>	<p>Beneficiaries:</p> <p><b>236 merchants</b> recognized</p> <p><b>30 Good Practice Case Merchants</b></p> <p>100 visits to <b>51 merchants</b> for silver shoppers to perform assessment</p>

	recruited to carry out the “Silver Shopper Assessment”. 100 visits to 51 merchants have been randomly drawn for silver shoppers to perform assessment. 100 analysis reports, one single individual report for every visit to merchant, have been produced by Hong Kong Retail Management Association.	
18/12/2014 to 29/6/2015	<p><b>Capacity Building Workshops:</b> to build necessary capacity for merchants to explore the silver-haired market.</p> <p><b>30 workshops</b> have been conducted to provide training to merchants for serving customers of senior citizen and inspiring merchants to further develop local silver-haired market. A total of <b>236 participants</b> have attended the workshops. They included SME owners, managers and frontline staff.</p>	Beneficiaries: 236 participants attended
From 7/1/2015	<p><b>Online collaborating &amp; communication platform:</b> designed to promote the project, for readers to search Silver Emblem merchants and provide online access to materials that assist SME to develop local silver-haired market.</p> <p><b>419 Age-friendly Merchants, 236 Silver Emblem Merchants and 30 Good Practice Case Merchants</b> are promoted under this online platform. A directory of “Silver Emblem” merchants, which enterprises can online update their own pages, for visitors to search for age-friendly merchants and SMEs. Map of “Silver Emblem” enterprises for customers to locate age-friendly merchants. Search for nearby restaurants and shops.</p>	<p>Beneficiaries:</p> <p><b>419 Age-friendly Merchants</b></p> <p><b>236 Silver Emblem Merchants</b></p> <p><b>30 Good Practice Case Merchants</b></p>
From 14/7/2015	<p><b>Market Good Practice and Capacity Building Handbook &amp; CD ROM:</b> demonstrate good practice to serve the silver-haired customers and develop a guide to help SMEs to develop the local silver-haired market.</p> <p><b>1,500 copies of Handbook plus CD ROM</b> have been produced and made available for SMEs and project stakeholders to request free of charge. An electronic version of the handbook has also been available in the project website for download in order to share the materials to as many SMEs and project stakeholders as possible. The Handbook has 88 pages and it contains a lot of valuable materials, useful resources of the Scheme and summarizes the achievements of the project as a whole with details, in particular that 30 Good Practice Award Merchants are showcased in the Handbook in order to inspire other SMEs to develop local silver-haired market:</p>	<p>Beneficiaries:</p> <p><b>No. of SMEs: ~1,400</b></p>
6/7/2015	<p><b>Award Presentation Ceremony:</b> the ceremony represented a climax of the campaign – “Silver Emblem Recognition Scheme” and received good response from the media.</p> <p>Media coverage include: <b>Sing Tao Daily, Hong Kong Economic Times, Wen Wei Po, Ta Kung Pao, The Sun, The Standard, Hong Kong Commercial Daily etc.</b> Details please refer to Annex 3.5 – Media Coverage 2015. The project coordinator and an awarded merchant were invited to be interviewed in a RTHK live radio programme.</p>	<p>220 guests attended and it is estimated that around half of the participants come from SMEs or SME social enterprises.</p> <p><b>No. of SMEs participated: 50</b></p>



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Total no. of beneficiaries : **2,375 SMEs & merchants**

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**Future Plan for Promoting the Project Deliverables (Nil if not applicable)**

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