

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

Final Report on Approved Project

This report is for (please put "√" in either one box only):

SDF Final Report

BUD Fund (OSP) Final Report

Project ref. no. : D16 003 001
Project title : To promote the adoption of IT and assistive
technologies to enhance service quality and public
image of elderly service industry
Period covered : From 01/06/17 to 30/11/2018
(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 Summary (in about 150 words)

Aging is a major population problem worldwide, including Hong Kong. The life expectancy in Hong Kong was increased by 6.9% from 78.53 in year 1994 to 83.98 in year 2014. Facing the challenge of increasing public expectation in service quality, the elderly service industry has an urgency to upgrade their operation.

To catch the demographic ageing wave, this project is designed to promoting the adoption of IT and assistive technologies for creating a good care, safe, health support and fun environment to enhance service quality of elderly and nursing homes via ongoing cost-effective promotional events including (i) organizing knowledge enhancement seminars to promote the adoption of IT and assistive technologies to confirm with local and international services standards such as the 16 Service Quality Standards(SQSs) and disseminate project results, (ii) developing an operations model and a technology showroom to promote the adoption of IT and assistive technologies, (iii)developing promotional video clips featuring the good practice for creating a quality caring, safe, health support and fun environment for elderly and nursing home (iv) developing a practical guide for elderly and nursing home operators for the adoption of it and assistive technologies including tips on selection and implementation, return on investment justification and self-assessment checklist, (v) constructing a project website to disseminate project results to public and, (vi) promote 4 Seminars and showroom in magazine or industry journal

Project Objective(s) (in about 80 words)

To promote the adoption of IT and assistive technologies to enhance service quality in the industry.

To build a positive public image for elderly service industry by adopting IT and assistive technologies for services excellence.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : The Elderly Services Association of Hong Kong Limited

Collaborating Organisation(s) : 1.Hong Kong Wireless Technology Industry Association Limited
2.Association of Hong Kong Health Care Professionals Limited
3.SME Global Alliance (Elderly And Special Needs Services Association Limited)

Implementation Agent(s) : Hong Kong Productivity Council

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	: <u>Li Fai</u>	<u>Chairman of The Elderly Services Association of Hong Kong Limited</u>	<u>T:2155 4822 F:2155 4823</u>
Deputy Project Co-ordinator	: <u>Yeung Alan Ho Lan</u>	<u>Executive of The Elderly Services Association of Hong Kong Limited</u>	<u>T:2155 4822 F:2155 4823</u>

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 related to the actual result achieved for each of them.)

	Project deliverable	Quantifiable target number (e.g. 100 participants)	Actual result achieved (e.g. 90 participants)	Reasons for not achieving the target, if applicable (e.g. The total number of registered participants was over 120. However, some of them did not show up eventually. Will strengthen promotion and try to make up for the shortfall in the following two seminars.)
a)	First Knowledge Enhancement Seminar Date:6 October 2017 Time: 1:30pm -5:30pm (4 hours)	Target no. of participants:60	Actual no. of participants:91 (56 questionnaire were received)	
b)	Second Knowledge Enhancement Seminar Date:25 November 2017 Time: 2pm - 6pm (4 hours)	Target no. of participants:60	Actual no. of participants:74 (40 questionnaire were received)	
c)	Third Knowledge Enhancement Seminar Date: 1 June 2018 Time: 2pm - 6pm (4 hours)	Target no. of participants:60 enterprises	Actual no. of participants:82 (55 questionnaire were received)	
d)	Forth Knowledge Enhancement Seminar Date: 19 October 2018 Time: 2pm - 6pm (4 hours)	Target no. of participants:120	Actual no. of participants:103 (52 questionnaire were received)	132 registrations were recorded but some of them were absent that day. Shortfall covered by the previous 3 seminars.
e)	Promotional Video Clips	Target no. of production: 5 (3 minutes duration each) Target length of video: 3 minutes each	Actual no. of production: 5 (3 minutes duration each)	
f)	Technology Showroom in the secretariat office of the Elderly Services Association of Hong Kong Period: 01/12/2017-30/11/2018 After project ends for 1 year 01/12/2018-30/11/2019	Target no. of participants: over 1,000 Size:50sqm/538sqf	No. of participants: 1035 Size: 538sqf Topics covered: demonstrate the operation of good practice model “智舍意” which illustrated the newest technology, latest products and services	
g)	Technology Showroom Booklet	Target no. of printed copies:	Publishing date: April 2018	

		800 copies No. of pages: ~30	Topics covered:智 舍意, 陳列室, 陳 列展品 Actual no. of printed copies: 800 copies No. of pages: 36 Distribution channels: Distributed to the showroom visitors. Soft copy available at: http://www.tesa.org.hk/images/Showroom/Booklet_Final.pdf	
h)	Guidebook	Target no. of printed copies: 800 copies; Pages: 60-90 1 online flip version	Actual no. of printed copies:800; Pages: 93 1 online flip version	
i)	Project Website	Target no. of website :1	Target no. of website: 1 Tesa.org.hk	
j)	Leaflets Contents: Promotion of first Seminar Distribution channels: TESA direct mail	Target no. of designs:1 Target no. of printed copies: 500	Actual no. of designs:1 Actual no. of printed copies: 500	
k)	Leaflets Contents: Promotion of second Seminar Distribution channels: TESA direct mail	Target no. of designs:1 Target no. of printed copies: 500	Actual no. of designs:1 Actual no. of printed copies: 500	
l)	Leaflets Contents: Promotion of third Seminar Distribution channels: TESA direct mail	Target no. of designs:1 Target no. of printed copies: 500	Actual no. of designs:1 Actual no. of printed copies: 500	
m)	Leaflets Contents: Promotion of forth Seminar Distribution channels: TESA direct mail	Target no. of designs:1 Target no. of printed copies: 800	Actual no. of designs:1 Actual no. of printed copies: 800	
n)	Seminar Advertisements: Name of industry journal: TESA Autumn Journal (2017 年秋季 季刊) Date of publication: September 2017	Target no. of pages (printed advertisement) :At least half page	Actual no. of pages (printed advertisement):1	
o)	Seminar Advertisements: Name of industry journal: TESA Winter Journal (2017 年冬季 季刊) Date of publication: November 2017	Target no. of pages (printed advertisement) : At least half page	Actual no. of pages (printed advertisement):1	
p)	Seminar Advertisements:	Target no. of pages (printed	Actual no. of pages (printed	

	Name of industry journal: TESA Spring Journal (2018 年春季季刊) Date of publication: May 2018	advertisement) : At least half page	advertisement):1	
q)	Seminar Advertisements: Name of industry journal: TESA Autumn Journal (2018 年秋季季刊) Date of publication: September 2018	Target no. of pages (printed advertisement) : At least half page	Actual no. of pages (printed advertisement):1	
r)	Seminar handout Contents: Presentation of forth Seminar Distribution channels: in the Seminar	Target no. of designs:1 Target no. of printed copies: 120	Actual no. of designs:1 Actual no. of printed copies: 120	
s)	Showroom Advertisements: Name of magazine: Bamboos! Life Date of publication: June 2018	Target no. of pages (printed advertisement) : At least half page	Actual no. of pages (printed advertisement):1	
t)	Showroom Advertisements: Name of industry journal: TESA Autumn Journal (2018 年秋季季刊) Date of publication: September 2018	Target no. of pages (printed advertisement) : At least half page	Actual no. of pages (printed advertisement):1	

Details of the deliverables (e.g. date, duration, venue, speaker, topic discussed, etc.)
(Please list out in table format if necessary.)

	Deliverables	Details
a)	First Knowledge Enhancement Seminar	Date:6 October 2017 Time: 1:30pm -5:30pm (4 hours) Venue: 香港童軍總會 九龍尖沙咀柯士甸道童軍徑香港童軍中心 1106 室 Topics:智齡科技-新加坡/日本最新長者護理及復康技術面面觀 Speakers: Dr. Chan (CEO) Orange Valley Nursing Homes Pte Ltd Mr. Takayama (CEO) TOS Co., Ltd Agenda: 13:30 - 14:00 現場登記 14:00 - 14:20 主席及嘉賓致歡迎詞 14:20 - 15:20 海外技術分享 - 康復護理 15:20 - 16:20 海外技術分享 - 長者護理ICT 16:20 - 16:40 防遊走系統方案分享 16:40 - 17:00 電子醫護方案分享 17:00 - 17:30 問答環節
b)	Second Knowledge Enhancement Seminar	Date:25 November 2017 Time: 2pm - 6pm (4 hours) Venue: 香港九龍達之路 78 號生產力大樓 1 樓演講廳三 Topics:知齡科技-海外創新/智能護理模式新視野

		<p>Oversea Speakers: Mr. Steven Yeo (Founder & CEO) TalentGrid Ventures Pte. Ltd Mrs. Li Lain Ng (Co-Founder and Managing Director) Tetsuyu Healthcare Holdings Pte. Ltd.</p> <p>Agenda: 14:00 - 14:30 現場登記 14:30 - 14:50 主席致歡迎詞 14:50 - 15:10 嘉賓致詞 15:10 - 15:55 海外技術分享 - 創新護理模式 15:55 - 16:40 海外技術分享 - 實踐智能護理 17:00 - 18:00 問答環節 – IT Funding Local Speaker : Bryan HA, Assistant Commissioner ITC Innovation and Technology (Funding Schemes)</p>
c)	Third Knowledge Enhancement Seminar	<p>Date: 1 June 2018 Time: 2pm - 6pm (4 hours) Venue: 香港九龍達之路 78 號生產力大樓 1 樓演講廳三 Topics: 知齡科技-新加坡/亞洲復康科技新領域 Oversea Speakers: Mr. Steven Yeo (Founder & CEO) TalentGrid Ventures Pte Ltd Dr, Yu Haoyong (Associate Professor) National University of Singapore</p> <p>Agenda: 14:00 - 14:30 現場登記 14:30 - 14:50 主席致歡迎詞 14:50 - 15:35 新加坡技術分享 - 中風復康新科技 15:45 - 16:30 新加坡技術分享 - 護理康復新科技 16:30 - 18:00 本地復康科技分享 :- 護老院系統經驗分享&智能家居於院舍的應用</p>
d)	Forth Knowledge Enhancement Seminar	<p>Date: 19 October 2018 Time: 2pm - 6pm (4 hours) Venue: 香港九龍達之路 78 號生產力大樓 1 樓知創空間 (Inno Space) Topics: 智齡科技 - 院舍智能管理暨舍友健康科技化 Oversea Speakers: Mr. Takayama (CEO, TOS 株式会社) TOS Co., Ltd Mr. Takada (CEO, 株式会社モアソフト) Japan-China Senior Citizens Welfare Association</p> <p>Agenda: 14:00 - 14:30 現場登記 14:30 - 14:45 主席致歡迎詞 14:45 - 15:10 嘉賓致詞 15:10 - 15:55 日本技術分享：借鑒日本科技 - 提升院友健康，院舍安全 16:05 - 16:50 日本技術分享：借鑒日本科技 - 提升院舍管理 16:50 - 17:20 院舍好幫手 - 智能電器化產品分享 Local Speaker: 梁文欣先生 (商用爐具部主管) 德國寶</p>
e)	Promotional Video Clips	<p>Launching date: December 2017 Languages in voice-over: Cantonese Languages in subtitle: Chinese</p> <p>Broadcasting channels: Direct loop play in showroom, Youtube, project website and TESA's official website</p> <p>Softcopy available at: http://www.tesa.org.hk/deliverables/video.html</p> <p>Topics: 科技耆蹟之護理篇 科技耆蹟之安全篇 科技耆蹟之健康篇 科技耆蹟之復康及休閒篇 科技耆蹟之管理及經營篇</p>
f)	Technology Showroom.	<p>in the secretariat office of the Elderly Services Association of Hong Kong Period: 01/12/2017-30/11/2018</p>

		<p>After project ends for 1 year: 01/12/2018-30/11/2019</p> <p>Venue: TESA office</p> <p>Distribution channels: QR code and regular short tours</p> <p>Topics covered: demonstrate the operation of good practice model “智舍意” which will illustrate the newest technology, latest products and services</p> <p>Includes:</p> <p>長者護理類型展品 - 智能安睡裝置</p> <p>長者安全類型展品 - 護老鈴RFID防遊走系統</p> <p>長者健康類型展品 - 院舍智能管理系統：智能健康測量儀</p> <p>長者康復類型展品 - 綜合腦退化治療系統</p> <p>院舍管理及經營展品 - 安老院舍管理系統集</p>
g)	Technology Showroom Booklet	<p>Publishing date: April 2018</p> <p>Topics covered:智舍意, 陳列室, 陳列展品</p> <p>No. of pages: 36</p> <p>Distribution channels: TESA technology showroom</p> <p>Soft copy available at: http://www.tesa.org.hk/images/Showroom/Booklet_Final.pdf</p>
h)	Guidebook	<p>Publishing date: November 2018</p> <p>Topics covered: 香港安老服務協會簡介及業務發展情況; 行業自強之路; 政府部門/相關企業擔當角色及聯絡資料; 安老業諮詢及法定委員會; 安老行業小黃頁</p> <p>No. of pages: 96</p> <p>Distribution channels: TESA office, network of collaborating organisations and implementation agent, in the last seminar, TESA members, technology showroom, eDM to TESA’s members and posted on the project website for public access</p> <p>Soft copy available at: http://www.tesa.org.hk/deliverables/practical-guide.html</p>
i)	Website	<p>Launching date: September 2018</p> <p>Website address: http://www.tesa.org.hk/</p> <p>Content included: 4 Seminar details & photos, project deliverables details, e-version of practical guidebook, e-copies of leaflets and handout etc.,</p>
j)	Leaflets	<p>Contents: Promotion of first Seminar</p> <p>Distribution channels: TESA direct mail</p>
k)	Leaflets	<p>Contents: Promotion of second Seminar</p> <p>Distribution channels: TESA direct mail</p>
l)	Leaflets	<p>Contents: Promotion of third Seminar</p> <p>Distribution channels: TESA direct mail</p>
m)	Leaflets	<p>Contents: Promotion of forth Seminar</p> <p>Distribution channels: TESA direct mail</p>
n)	Seminar Advertisements:	<p>Name of industry journal: TESA Autumn Journal (2017 年秋季季刊)</p> <p>Date of publication: September 2017</p>
o)	Seminar Advertisements:	<p>Name of industry journal: TESA Winter Journal (2017 年冬季季刊)</p> <p>Date of publication: November 2017</p>
p)	Seminar Advertisements:	<p>Name of industry journal: TESA Spring Journal (2018 年春季季刊)</p> <p>Date of publication: May 2018</p>
q)	Seminar Advertisements:	<p>Name of industry journal: TESA Autumn Journal (2018 年秋季季刊)</p> <p>Date of publication: September 2018</p>
r)	Seminar handout	<p>Contents: Presentation of forth Seminar</p> <p>Distribution channels: in the Seminar</p>
s)	Showroom Advertisements:	<p>Name of magazine: Bamboos! Life</p> <p>Date of publication: June 2018</p>
t)	Showroom	<p>Name of industry journal: TESA Autumn Journal (2018 年秋季季刊)</p>

	Advertisements:	Date of publication: September 2018
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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 approved project proposal appended to the project agreement)	<u>Original target completion date</u>	<u>Revised completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
- Form steering committee	31/7/2017		C
- Formulate detailed implementation plan			
(a) <u>plan</u>			
- Organize the knowledge enhancement seminars	31/10/2018		C
(b) <u>enhancement seminars</u>			
- Liaise with overseas and local speakers	31/10/2018		C
(c) <u>speakers</u>			
- Promote the seminar and provide logistic support	31/10/2018		C
(d) <u>logistic support</u>			
- Conduct post-event evaluation	31/10/2018		C
(e) <u></u>			
- Prepare the theme of video clips	28/2/2018		C
(f) <u></u>			
- Source and liaise with potential video producer	28/2/2018		C
(g) <u>video producer</u>			
- Develop storyline, scripts and cases	28/2/2018		C
(h) <u></u>			
- Preparation and launch of the technology showroom	30/11/2018		C
(i) <u>technology showroom</u>			
- Coordinate with technology providers	30/11/2018		C
(j) <u>providers</u>			
- Preparing the contents of the booklet	30/11/2018		C
(k) <u></u>			
- Design and production of the booklet(800 copies)	30/11/2018		C
(l) <u>booklet(800 copies)</u>			
- Design and set up the technology showroom	30/11/2018		C
(m) <u>showroom</u>			
- Promote and manning the showroom	30/11/2018		C
(n) <u></u>			
- Conduct post-event evaluation	30/11/2018		C
(o) <u></u>			
- Develop the practical guide	30/11/2018		C
(p) <u></u>			
- Source printing house	30/11/2018		C
(q) <u></u>			
- Publish the practical guide in the form of printed copy and e-version for posting on the project website and TESA's website	30/11/2018		C
(r) <u>website</u>			
- Develop and keep updating project website	30/11/2018		C
(s) <u>website</u>			
- Complete project report	30/11/2018		C
(t) <u></u>			

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

Nil
