

賽馬會齡活城市 「全城·長者友善」計劃 2020

Jockey Club Age-friendly City Partnership Scheme 2020

申請指引 Application Guide



賽馬會齡活城市
Jockey Club Age-friendly City

策劃及捐助：
Initiated and funded by:



香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust
同心同步同進 RIDING HIGH TOGETHER

1. 背景 Background

為應對本港人口老化帶來的挑戰和機遇，香港賽馬會慈善信託基金自 2015 年起，聯同本地四間老年學研究單位，包括香港中文大學賽馬會老年學研究所、香港大學秀圃老年研究中心、嶺南大學亞太老年學研究中心，以及香港理工大學活齡學院，推行「賽馬會齡活城市計劃」。

「賽馬會齡活城市計劃」旨在於社區推廣年齡友善的風氣；建立地區可以持續提升長者及年齡友善程度的框架；以及加深公眾對長者及年齡友善城市的認識，並鼓勵社區參與，共同推動香港成為「齡活城市」。

In response to the challenges and opportunities arising from the city's ageing population, The Hong Kong Jockey Club Charities Trust ("the Trust") has implemented the Jockey Club Age-friendly City Project ("JCAFC Project") since 2015 in partnership with four gerontology research institutes in Hong Kong, i.e. CUHK Jockey Club Institute of Ageing, Sau Po Centre on Ageing of The University of Hong Kong, Asia-Pacific Institute of Ageing Studies of Lingnan University, and Institute of Active Ageing of The Hong Kong Polytechnic University.

The JCAFC Project aims to build momentum in districts to develop an age-friendly community; recommend a framework for districts to undertake continual improvement for the well-being of our senior citizens; and arouse public awareness and encourage community participation in building an age-friendly city.

何謂「齡活城市」？

What is an Age-friendly City?

「賽馬會齡活城市計劃」建基於「長者及年齡友善城市」的概念。世界衛生組織於 2005 年開展「全球長者及年齡友善建設計劃」，並確認了在城市環境中促進積極晚年的主要元素，涵蓋八個範疇。

「齡活」包含靈活、積極的意思。馬會慈善信託基金希望透過計劃，提倡長者及年齡友善文化，鼓勵大眾關注不同年齡人士的需要，改變對「年老」的固有觀念，並與社區不同持份者共建「齡活城市」，讓香港成為適合不同年齡人士生活的地方。

The World Health Organisation launched the Global Age-friendly Cities Project in 2005, while it has identified factors and key elements of the urban environment that support active and healthy ageing, covering eight domains.

Through the Jockey Club Age-friendly City Project, the Trust aims to promote age-friendly culture in Hong Kong, encourage the public to be aware of the needs of people of different ages, and drive mindset changes towards "ageing". The Trust joins hands with various stakeholders to build Hong Kong into an age-friendly city which can cater for the needs of all ages.



世衛確認「長者及年齡友善城市」的八大範疇
The eight domains of an age-friendly city identified by WHO

為何建構「長者及年齡友善城市」對香港如此重要？ Why is it vital to develop an Age-friendly City in Hong Kong?

香港的人口正急劇老化，預計未來的情況會愈趨明顯。在 2015 年，本港有大約 112 萬名 65 歲或以上的長者，即佔總人口約七分之一。根據香港特區政府最新的推算，本港人口在未來數十年將以較慢的速度增長。到 2040 年，香港總人口將達到 820 萬，當中有接近三分之一（大約 250 萬）為 65 歲或以上長者。

長者人口數目持續上升，將為本地經濟帶來不同的啟示。事實上，不少長者依然健康活躍，而且具有較高教育水平，可以繼續為社會作出貢獻，例如重新投入工作、擔任義工和協助照顧家中幼年成員等。面對人口老化，世界各地均十分重視並積極建立長者及年齡友善城市，讓年長人士能夠以正面、積極的態度，有尊嚴地享受晚年生活。

Hong Kong is facing a rapidly ageing population and the trend is expected to be more apparent in the years ahead. In 2015, there were approximately 1.12 million elderly people aged 65 or above, which means approximately one in seven people is an elderly person. In accordance with the latest projection by the HKSAR government, our population will continue to grow at a decelerating pace in the next few decades, reaching 8.2 million in 2040 of which almost one out of three people (about 2.5 million) will be aged 65 or above.

The booming population of the elderly will have different implications on the local economy. Many elderly people in Hong Kong are healthy, active and well-educated. They can continue to contribute to the community by, for instance, rejoining the workforce and providing volunteer services and even taking care of younger family members. In response to the ageing population, many societies attach great importance to building up an age-friendly city where senior citizens can enjoy their golden years in a positive, meaningful and dignified manner.

2. 關於賽馬會齡活城市「全城·長者友善」計劃 About Jockey Club Age-friendly City Partnership Scheme

為鼓勵社會各界人士共同建構長者及年齡友善城市，賽馬會齡活城市計劃自 2018 年起推出「賽馬會齡活城市『全城·長者友善』計劃」（下稱「本計劃」）。來自不同界別的公司或機構，只須在其業務或營運單位中推行長者及年齡友善措施，或提供針對長者需要的產品或服務，即可參加本計劃及獲得認證。

本計劃更邀請到香港中華總商會、香港中華廠商聯合會、香港工業總會及香港總商會作為支持機構。

In order to encourage different community sectors in building an age-friendly city, the JCAFC Project has launched the “Jockey Club Age-friendly City Partnership Scheme” (“the Scheme”) since 2018. Under the Scheme, companies or organisations in different sectors which have adopted age-friendly practice(s) in their businesses or operations, or provided product(s) or service(s) catering for the needs of elderly people, will be recognised.

The Scheme is supported by the four major business chambers in Hong Kong, namely The Chinese General Chamber of Commerce, Hong Kong, The Chinese Manufacturers’ Association of Hong Kong, the Federation of Hong Kong Industries and The Hong Kong General Chamber of Commerce.

目標 Objectives



鼓勵社會不同界別的持份者，包括商界、政府部門及公共機構，攜手建立年齡友善文化，並在社區建設年齡友善的環境；

To encourage different community stakeholders, including the business sector, government departments and public bodies, to develop an age-friendly culture and build an age-friendly environment in the community;



為長者及中高齡人士提供有用的資源及資訊，讓他們在社區積極享受生活；及

To provide useful resources and information to elderly people and the soon-to-be-olds so that they can achieve active ageing in the community; and



提高公眾對長者及年齡友善城市重要性的認知，並帶動公眾尊重長者。

To arouse public awareness over the importance of an age-friendly city and motivate the public to respect elderly people.

3. 獎項及認證 Awards & Recognition

第一部分 – 計劃標籤 Part I – Scheme Sticker

歡迎所有在香港註冊及營運之公司、政府部門及公共機構參加本計劃。參與計劃的公司或機構須實行至少一項列於參加表格內、符合長者及年齡友善城市八大範疇之一的措施或活動，或提供針對長者需要的產品或服務。

所有合資格的公司或機構將可獲發一套證書及標籤，以表揚其參與和貢獻，並能讓公眾識別為推廣長者及年齡友善文化的公司或機構。

All companies, government departments and public bodies which operate and have registered in Hong Kong are welcome to join the Scheme. Participating companies or organisations have to adopt at least ONE age-friendly practice or activity or provide product(s) or service(s) catering for the needs of elderly people under any of the eight domains of an age-friendly city listed in the Application Form.

A set of certificate and age-friendly stickers will be distributed to all eligible companies or organisations in order to recognise their participation and contribution in promoting an age-friendly culture in Hong Kong.

第二部分 – 特別大獎 Part II – Special Awards

為表揚公司或機構在推廣年齡友善文化上的傑出表現，本計劃特設七項特別大獎。我們誠邀各公司或機構填妥報名表格第二部分，詳述相關的長者及年齡友善措施或活動之成果。該七項大獎包括：

To recognise companies or organisations which demonstrate outstanding performance in promoting an age-friendly culture, seven Special Awards have also been designed under the Scheme. Companies or organisations are encouraged to provide detailed information in Part II of the Application Form about the achievements of their age-friendly practices or activities. The seven Awards include:



齡活就業大獎 Age-friendly Employer Award

表揚獲獎企業或機構在鼓勵長者就業所作出的貢獻

To recognise the awardees' continuous efforts in encouraging elderly employment



齡活設施大獎 Age-friendly Facilities Award

表揚獲獎企業或機構為長者提供便利和完善的設施

To recognise the awardees' contribution in providing accessible and well-maintained facilities which specifically cater for the needs of the elderly



齡活創意大獎 Age-friendly Innovation Award

表揚獲獎企業或機構在設計及提供針對長者需要的創新產品、服務或活動上所作出的努力

To recognise the awardees' efforts in designing and providing innovative products, services or programmes which specifically cater for the needs of the elderly



齡活協作大獎 Age-friendly Collaborator Award

表揚獲獎企業或機構透過運用各方資源（如內部人力資源、與其他商業或非牟利機構合作），從而持續推動或實踐惠及長者的年齡友善措施或活動

To recognise the awardees' contribution in mobilising different resources (e.g. internal manpower, joint collaboration of business sector or non-profit sector) to launch age-friendly initiatives or practices that benefit the elderly on a sustainable basis



齡活商業大獎 Age-friendly Business Award

表揚獲獎企業或機構推出年齡友善的服務或產品，從而開發新的業務組合，帶動商機

To recognise the awardees' efforts in introducing age-friendly services or products so as to form a new business model



友善人情大獎 Our City's Story Award

表揚獲獎企業或機構透過推行年齡友善措施譜出勵志故事，並為推廣本港長者及年齡友善文化帶來正能量

To recognise inspiring story developed under the awardees' age-friendly initiatives that has a great impact on promoting an age-friendly culture in Hong Kong



我最喜愛的全城·長者友善計劃大獎 My Favourite City Partnership Scheme Award

公眾人士將獲邀在「賽馬會齡活城市計劃 Jockey Club Age-friendly City Project」Facebook 專頁上投票，以選出他們最喜愛的年齡友善措施、活動、產品或服務

General public will be invited to vote for their favourite age-friendly practice/activity/product/service on the JCAFC's Facebook Fan Page

4. 評審團及評審準則

Judging Panel and Judging Criteria

特別大獎之評審團將包括「賽馬會齡活城市計劃」諮詢委員會成員，以及計劃夥伴、政府和非政府機構之專業代表。評審團將會根據以下主要標準，評估參與公司或機構的表現，每項評審標準的比重則按各個獎項的性質而釐定：

The Judging Panel of the Special Awards will include members of the Advisory Committee of JCAFC Project, professional experts from project partners and representatives from the government and NGOs. They will evaluate participants' performance based on the major criteria below. The weighting for each judging criteria varies depending on the nature of the awards:

- 創意及創新性 Creativity and innovation
- 對社會的影響 Social impact
- 資源投放 Resources devotion
- 項目之可持續性 Sustainability of the project

此外，公眾人士將獲邀在「賽馬會齡活城市計劃」Facebook 專頁上投票，以選出「我最喜愛的全城·長者友善計劃大獎」。

Moreover, members of the public will be invited to vote for "My Favourite City Partnership Scheme Award" on the "Jockey Club Age-friendly City Project" Facebook Fan Page.

5. 嘉許及宣傳 Appreciation and Publicity

- 所有參與公司及機構的名稱將列於本計劃網站、「賽馬會齡活城市計劃」Facebook 專頁、本計劃所出版之刊物及其他宣傳品內，供公眾參閱；
- 為所有得獎公司及機構製作一條約一分鐘的短片，介紹其傑出的長者及年齡友善措施，短片會上載至本計劃網站、「賽馬會齡活城市計劃」Facebook 專頁及於嘉許禮中播放；
- 所有參與公司及機構將會獲邀出席嘉許禮，以表揚各公司及機構攜手合作、承諾推動香港成為長者及年齡友善城市，而所有特別大獎亦將於嘉許禮上頒發；
- 得獎公司及機構將有機會於香港電台第五台（賽馬會齡活城市計劃之媒體夥伴）所製作的電台節目上，分享其長者及年齡友善城市措施；及
- 所有參與公司及機構均獲授權使用本計劃之標籤及資料，包括於公司網頁、印刷品、宣傳刊物、社交平台專頁及營業地點，以展示其推動長者及年齡友善文化的成就。
- Names of all participating companies and organisations will be listed on the Scheme website, Facebook Fan Page of the JCAFC Project, publications and other collaterals under the Scheme which will be made available for the public;
- An one-minute video will be produced to introduce the outstanding age-friendly initiatives of the awardees of the Special Awards, which will be uploaded to the Scheme website, Facebook Fan Page of the JCAFC Project and shown in the Award Presentation Ceremony;
- All participating companies and organisations will be invited to take part in the Award Presentation Ceremony. The ceremony aims to celebrate the joint efforts and the on-going commitment of the participating companies and organisations in building an age-friendly city in Hong Kong. All Special Awards will be presented in the ceremony;
- Awardees of the Special Awards will be invited to share their age-friendly initiatives in the radio programme produced by RTHK Radio 5 (JCAFC's media partner); and
- All participating companies and organisations are welcomed to use the sticker and information of the "Jockey Club Age-friendly City Partnership Scheme" on their corporate website, promotion materials, social media platforms and premises, for demonstration of their commitment to an age-friendly culture.

6. 報名 Application

本計劃報名費用全免，有興趣參與的公司或機構只需於 **2020年9月30日（星期三）或之前** 於網上報名或下載申請表格，並於填妥後連同所需補充文件，以郵寄、電郵或傳真方式遞交至本計劃秘書處。

Application to the Scheme is free of charge. Interested companies or organisations can apply ONLINE or download the Application Form and submit the completed form together with other supplementary documents to the Scheme's Secretariat by post, email or fax **on or before 30 September 2020 (Wednesday)**.

郵寄地址 Mailing Address:

賽馬會齡活城市「全城·長者友善」計劃秘書處
香港九龍新蒲崗六合街9號 Artisan Hub 9樓

Secretariat of Jockey Club Age-friendly City Partnership Scheme,
9/F, Artisan Hub, 9 Luk Hop Street, San Po Kong, Kowloon, Hong Kong

傳真號碼 Fax Number:

+852 3460-0231

電郵 Email:

info@jccitypartnership.hk

7. 重要日期 Key Dates

活動 Activity	日期 Date
截止報名 Application deadline	2020年9月30日（星期三） 30 September 2020 (Wednesday)
特別獎項評審及公眾投票 Judging and public voting for all Special Awards	2020年10月至11月 October to November 2020
嘉許禮 Recognition Ceremony	2021年第一季 Q1 2020

8. 查詢 Enquiry

如有任何關於賽馬會齡活城市「全城·長者友善」計劃及／或賽馬會齡活城市計劃的查詢，請與本計劃秘書處聯絡。

For enquiries about the Jockey Club Age-friendly City Partnership Scheme and/or other information on the Jockey Club Age-friendly City Project, please contact the Scheme's Secretariat.

電話 Telephone: +852 3500-9477

電郵 Email: info@jccitypartnership.hk

計劃夥伴：
Project partners:



支持機構：
Supporting organisations:



電話 Telephone: +852 3500-9477
傳真 Fax: +852 3460-0231
電郵 Email: info@jccitypartnership.hk
網址 Website: www.jccitypartnership.hk

 賽馬會齡活城市計劃 Jockey Club Age-friendly City Project