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Jockey Club Age-friendly City Partnership Scheme 2024/2025

Application Guide



1 Scheme Background

Why is it vital to develop an Age-friendly City in Hong Kong?

In 2005, the World Health Organisation (WHO) launched the Global Age-friendly Cities Project. It identified eight key domains within the urban environment that promote active and healthy ageing. These domains include (1) outdoor spaces and buildings, (2) transportation, (3) housing, (4) social participation, (5) respect and social inclusion, (6) civic participation and employment, (7) communication and information, and (8) community and health care.



The eight domains of an age-friendly city identified by WHO

Hong Kong is experiencing rapid population ageing. According to the 2021 Population Census, individuals aged 65 and above constitute 19.6% of the total population. The Government of Hong Kong Special Administrative Region (HKSAR Government) projects that by 2038, the proportion of ageing population will rise to 31.9%, approximately one in three residents will be an older adult. This demographic shift highlights the importance of addressing the evolving needs and interests of older adults. Therefore, providing a supportive and adaptable living environment is essential.

The rapid growth of the silver market society's increasing awareness of the demand for suitable and inclusive products and services for older adults. These offerings not only enhance their quality of life but also empower them to remain independent and active in social life. Recognising both the challenges and opportunities of an ageing population, cities worldwide are striving to become age-friendly. In its 2024 Policy Address, the HKSAR Government continued to encourage the development of products and services that cater to the diverse needs of older adults. Building an age-friendly city demonstrates society's commitment to caring for all ages, ensuring that older adults can lead fulfilling lives with dignity and respect.



About Jockey Club Age-friendly City Partnership Scheme

Since 2018, the Jockey Club Age-friendly City Project, initiated and funded by the Jockey Club Charities Trust, has launched the “Jockey Club Age-friendly City Partnership Scheme” (the Scheme) to encourage collaboration across all sectors of society in building an age-friendly city.

Building upon the Scheme's success, The Hong Kong Polytechnic University's Research Centre for Gerontology and Family Studies organises the Scheme this year. This allows the Centre to leverage its academic expertise to address the challenges and opportunities of an ageing population and to develop sustainable community models that promote age-friendly practices.

The Scheme aims to recognise companies and organisations with exemplary age-friendly practices and encourage them to continually enhance their services or products to meet the needs of older adults. Through a recognition scheme and ongoing capacity-building initiatives, the Scheme seeks to foster networking, partnerships, and synergy within and across different sectors, creating a more inclusive environment for people of all ages. The ultimate goal is to realise the vision of an age-friendly city.

Companies and organisations from any sector are welcome to participate in the Scheme and gain recognition by implementing at least one age-friendly practice in their operations, or offer a product or service that caters to the needs of older adults, under any of the eight domains of an age-friendly city outlined by the WHO.

Scheme Objectives



To encourage stakeholders across various sectors — including businesses, government departments, and social enterprises — to collaborate in fostering an age-friendly culture and community environment, and to promote joint efforts and innovation.



To provide valuable resources and information to older adults, facilitating their active ageing in the community; and



To arouse public awareness of the importance of building an age-friendly city, promote the adoption of age-friendly practices, and foster an inclusive society.

Building an Age-Friendly City in Hong Kong

The Hong Kong Polytechnic University's Research Centre for Gerontology and Family Studies (the Centre) is building on the success of the Jockey Club Age-friendly City Project to advance the concept of “age-friendliness.” This initiative involves raising awareness and recognition of age-friendly practices, promoting capacity building, and fostering a sustainable, age-friendly city.

An “age-friendly” city empowers the individuals to lead vibrant and engaging lifestyles, regardless of their age. In support of this vision, the Centre champions an age-friendly culture by raising awareness of the needs of people across all age groups. The Centre will engage companies, government departments, social enterprises, and other stakeholders, inspiring them to leverage their expertise and resources to address the challenges and opportunities presented by an ageing population.

The Centre is dedicated to raising public awareness of age-friendly practices. It will collaborate with different sectors to build an age-friendly city by integrating the concept of “age-friendliness” into all aspects of daily life, from clothing and food to housing and transportation.

Awards & Recognition

Part I – Jockey Club Age-friendly City Partner sticker

All companies, government departments, and social enterprises registered and operating in Hong Kong, are welcome to join the Scheme. Participating companies or organisations must implement at least one age-friendly practice in their operations, or offer a product or service that caters to the needs of older adults, under any of the eight domains of an age-friendly city outlined by the WHO in the Application Form.

A set of certificates and scheme 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.

Part II – Special Awards

To recognise companies or organisations that demonstrate outstanding performance in promoting an age-friendly culture, **six Special Awards** have been established under the Scheme. Companies or organisations are encouraged to detail the achievements of their age-friendly practices or activities in Part II of the Application Form.

The six Special Awards include:



Age-friendly Employer Award

This award recognises companies or organisations that create age-friendly employment environments for older adults. Such initiatives may include, but are not limited to, flexible working arrangements, intergenerational mentoring and training programmes, re-employment schemes, and phased retirement options, enabling older adults to continue contributing to the workforce.



Age-friendly Facilities Award

This award recognises companies or organisations that provide accessible and inclusive facilities for older adults, including, but not limited to, accessible restrooms, parking spaces, pathways, non-slip handrails, and lifts, catering to the needs of individuals with diverse mobility and cognitive abilities.



Age-friendly Innovation Award

This award recognises companies or organisations that develop innovative products, services, projects, or business models that effectively address the needs and preferences of older adults. These innovations can promote their independence, enhance social connections, and improve their overall well-being, while also creating business opportunities.



Age-friendly Collaborator Award

This award recognises companies or organisations for their contributions in mobilising various resources (e.g., internal manpower, joint collaborations with business or non-profit sectors) to sustainably implement age-friendly initiatives or practices that benefit older adults.



Our City's Story Award

This award recognises inspiring stories of companies or organisations whose age-friendly initiatives positively impact older adults and contribute to a positive age-friendly culture in Hong Kong, highlighting their good deeds, community support, and intergenerational connections.

***To encourage public engagement and discover more inspiring stories, public nominations are welcome for this award.**



My Favourite City Partnership Scheme Award

The general public are welcome to vote for their favourite age-friendly practice, activity, product, or service on the scheme's online platform.

4 Judging Panel and Judging Criteria

The Judging Panel for the Special Awards will comprise representatives from government, academia, and relevant professional sectors. 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:

- Creativity and innovation
- Social impact
- Resources devotion
- Sustainability of the project

Moreover, the public are also welcome to vote for “My Favourite City Partnership Scheme Award” on the Scheme’s online platform.

5 Appreciation and Publicity

- Names of all participating companies and organisations will be listed on the Scheme website, social media platform, publications and other collaterals under the Scheme which will be made available for the public;
- Video of no more than five minutes 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, social media platforms, shown in the Award Presentation Ceremony and for other publicity uses;
- All participating companies and organisations will be invited to the Award Presentation Ceremony. The ceremony aims to recognise the joint efforts and the on-going commitment of the participating companies and organisations to building an age-friendly city in Hong Kong. All Special Awards will be presented in the ceremony;
- 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 Application

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 or email **on or before 14 March 2025 (Friday)**.

Mailing Address:

Secretariat of the Jockey Club Age-friendly City Partnership Scheme
Room C3, 28/F West Wing, TML Tower, 3 Hoi Shing Road, Tsuen Wan, NT., Hong Kong

Telephone: +852 2537 - 8989

Email: info@jccitypartnership.hk

7 Key Dates

Activity	Date
Application deadline	14 March 2025 (Friday)
Judging and public voting for all Special Awards	Q2 2025
Award Presentation Ceremony	Q3 2025

8 Enquiry

For enquiries about the Jockey Club Age-friendly City Partnership Scheme, please contact the Scheme's Secretariat.

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