Press Release
13 November 2017

SIE Fund "Social Innovation Flow" Interactive Exhibition Truck Promoting Social Innovation at 50+ Spots across Hong Kong

[Hong Kong – November 13, 2017] – The Social Innovation and Entrepreneurship Development Fund (SIE Fund) aims to be a catalyst for social innovation in Hong Kong by supporting innovative ventures of different types and to create social impact and address poverty and social exclusion. Over the past two years, SIE Fund has funded 83 innovative ventures through its intermediaries. To raise public awareness of social innovation and the ventures, SIE Fund is rolling out an interactive exhibition truck - "Social Innovation Flow" – to tour the city as a mobile social innovation show flat. While illustrating how these ventures strive to address social needs, the truck aims to bring inspiration to the public, from whom innovative ideas may be generated.

The highlight of "Social Innovation Flow" is an "Interactive Zone" which showcases three spectacular innovative ventures out of the 83. Through touching, viewing and listening, the public can understand from the exhibits how the ventures help people in need in diverse ways. Details of the three innovative ventures are as follows:

- Beyond Vision Projects – Through the use of Tactile Audio Interaction System which translates visual information into tactile and audio stimulation, the visually impaired can "see" and appreciate works of art by touching and hearing.

- AR Playbook – A playbook built on augmented reality (AR) technology to help improve the emotional literacy of children with mental disorders in their rehabilitation journey. Children with special education needs (SEN) will learn about and be encouraged to develop positive thinking. Besides, a specially-designed Kinect motion game has been co-created with the SEN groups, which helps enhance the learning experience of SEN students.

- Eldpathy – Its naming being short for Elderly Poverty Simulation Education Programme, Eldpathy offers "experiential learning" programmes for youths to gain personal experience of the lives of poor elderly people, helping youth understand elderly's needs and be mobilised to take part in community services to promote intergenerational inclusion.

In addition, "Social Innovation Flow" will play 10 short videos produced by youth teams sponsored by SIE Fund. Each featuring an innovative venture funded by SIE Fund, the videos will enhance public understanding of social innovation whereas the youth teams learn about how innovative ideas are being put into practice.

Over the next six months, "Social Innovation Flow" will be paying visits to over 50 spots in housing estates, shopping malls, government venues, tertiary institutions and other locations of high patronage across the city starting with Olympian City on 26 November. Members of the public are welcome to visit the truck and try the interactive exhibits. For more details, please stay tuned to the SIE Fund website and Facebook Page.

SIE Fund website
http://www.sie.gov.hk/

SIE Fund Facebook page
https://www.facebook.com/sie.fund

Short videos of SIE Fund Innovation Ventures
https://www.youtube.com/user/SIEFund

About SIE Fund
The SIE Fund was officially launched in September 2013 and is overseen by a Task Force under the Commission on Poverty. The Fund, as a catalyst for social innovation in Hong Kong, connects our community with different sectors, including businesses, NGOs, academics and philanthropies to create social impact through innovative solutions that address poverty and social exclusion. Mostly through intermediaries, the Fund provides visionary individuals and organisations with diverse resources in support of research, capacity building and the entire life cycle of innovative ventures, from idea incubation and seed funding to implementation and eventual scale-up. The ultimate goal is to foster an ecosystem where social entrepreneurs can thrive and innovative ideas, products and services can benefit society by meeting under-served needs and unleashing underutilised talents.

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