



Media Release
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SIE Fund Engages St. James' Settlement to Enhance Food Support Service in Hong Kong

The Social Innovation and Entrepreneurship Development Fund (The SIE Fund) announced today the engagement of St. James' Settlement (SJS) as the intermediary to launch its first flagship project in capacity building to enhance the efficiency and effectiveness of food support service in Hong Kong.

The centerpiece of the project features an inclusive platform to be designed, built and operated by SJS for food support service providers to coordinate information sharing on the demand and supply of food items and related services. The platform will also cover best practices sharing among stakeholders and public awareness-raising work about food support service in Hong Kong. SJS will be involving a wide diversity of stakeholders, including anchor partner Food Angel, in the creation of the platform.

The new platform will be launched as a pilot in three districts starting mid-2017 and extended to cover all 18 districts in Hong Kong by mid-2019. It is estimated that the project will increase by 2019 the total number of hot and packaged meals to the underprivileged by 50% to over 50,000 per day, and the number of beneficiaries by 30% to over 20,000 persons.

Prof Stephen Cheung Yan-leung, Chairperson of the SIE Fund Task Force, said, "There has been an imbalance between the demand and supply of food support service in Hong Kong, but the application of new technology can make a difference. We are pleased to have engaged SJS to undertake the food support flagship. With an extensive network as well as profound knowledge and expertise in providing social services locally for nearly 70 years, SJS will create tangible impact together with its partners and take the city's food support service to a new level."

Josephine Lee, Deputy Chief Executive Officer of SJS, said, "SJS is committed to improving the well-being of the less fortunate. Since launching the food bank service in 2003, we have worked with NGO partners, donors and supporters in delivering support to the needy. We believe the brand-new platform represents an important strategic move to further strengthen assistance to the underprivileged as we harness the full potential of Hong Kong's food support sector."

The SIE Fund was officially launched in September 2013 with the objective to further nurture social entrepreneurship and innovation in Hong Kong. Set up under the auspices

of the Commission on Poverty as a catalyst for social innovation in Hong Kong, the SIE Fund 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 and capacity building throughout 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 underserved needs and unleashing underutilised talents.

Website of SIE Fund: <http://www.sie.gov.hk/en/flagship/food-support.page>

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