



30<sup>th</sup> April, 2015

### **Big Things Start Small**

#### **Social Innovation Jam – Experience Local and Global Social Innovations**

Small ideas can bring big impact. Previously, the Social Innovation and Entrepreneurship Development Fund (SIE Fund) and Youth.gov.hk jointly organised the Social Innovation Video Competition (SIVC). The innovative ideas of the three winning entries first came to life today (April 30) at the “Social Innovation Jam”, an exhibition roadshow in which their concepts were transformed into exhibits that visitors can interact with. Tasked to raise the public’s understanding towards social innovation and local students’ perspectives on various social issues and also display social innovation products from Europe, the United States, South East Asia and Africa, the roadshow is going to take place from 30<sup>th</sup> April to 19<sup>th</sup> May.

Officiating at the ceremony were Dr Joseph Lee, Vice-chairperson of the SIE Fund Task Force, Mr Kim A Salkeld, Secretary-General of the SIE Fund Secretariat and artist Mr. Timmy Hung. Together they kicked-off the event, literally, with power-generating soccer “Soccket”. Dr Lee remarked that “By honouring the award winning students’ creativity and turning their ideas into reality as well as showing the overseas social innovation products, we aspire to encourage the public to think out of the box, to provide solutions to social issues with creativity”. Timmy attended the event today with his son, TJ. Together they played Soccket and Timmy thought that this was a very meaningful event for his elder son. “The event today is very educational. We can interact with a lot of innovations and gadgets and also be inspired by the benevolent objective behind each of them, which is to make a difference in the society, to help those in need. I hope that the experience today can inspire TJ to be a more creative person with a kind heart to help others.”

“Social Innovation Jam” is going to take place from 30<sup>th</sup> April to 19<sup>th</sup> May at Tseung Kwan O Metro City Plaza II, Ma On Shan Sunshine City Plaza and Kwai Fong MetroPlaza. It enables visitors to interact with social innovation gadgets and ideas in 3 different zones. In the zone “Idea Gallery”, concepts of the 3 winning entries of SIVC were transformed into exhibits that visitors can interact with. Visitors can create their own animation clips with “Social Animation”, the champion of SIVC. It features a DIY animation platform where underprivileged group can also become professionals of this service and get extra income. Idea of the first runner-up project, “Rice & Love”, was turned into a vending machine where you can resemble donation to charity and learn more about local food support services. For the second runner-up, “Drive to the Future”, an interactive space for working parents to have a first-hand experience of the idea of mobile nursery.

The other two zones showcase global innovative ideas that provide solutions to social issues. “Social Innovation Mini Expo” displays innovations around the world which were designed to help the needy, including the stunningly designed “The Bradley” timepiece. This winner of Red Dot Design Award 2015 attracts everyone including the sighted with its stylish titanium charcoal black watch body and top-notch functions. Mr Chong Chan Yau, President of Hong Kong Blind Union was invited to try the watch that tells time by sense of touch, as well as “Lensen Drawing Kit”, a wool-drawing kit developed to help the visually impaired realise their dreams as a painter. The zone “Power Stadium” enables visitors to show off their soccer moves with “Soccket”, the power generating soccer that even Mr. Obama, President of the United States has played with. They can also try to generate as much electricity as possible and test their physical fitness at the same time with “Pulse”, a battery charging jumping rope.



### **About “SIE Fund: Social Innovation Jam” roving exhibition**

“SIE Fund: Social Innovation Jam” roving exhibition aims at introducing local and overseas social innovation through interactive and fun-filled roadshow in order to raise public’s awareness and interest towards social innovation and the work of SIE Fund. Meanwhile, the roving exhibition turns the innovative ideas of students into reality and hence let the public have thorough understanding of students’ concern over social issues and creativity.

| Date and Venue                               |  |
|--|--|
| 30 <sup>th</sup> April – 6 <sup>th</sup> May | Tseung Kwan O Metro City Plaza II Level 1 Atrium |
| 7 <sup>th</sup> May – 12 <sup>th</sup> May   | Ma On Shan Sunshine City Plaza Level 2 Atrium    |
| 13 <sup>th</sup> May – 19 <sup>th</sup> May  | Kwai Fong MetroPlaza Crystal Atrium              |

Social Innovation Exhibit Highlight (Actual products for certain exhibits are available for interaction)



*Soccket*

Power generating soccer ball



*The Bradley*

Timepiece indicating time by sense of touch



*LuminAid*

Waterproof, inflatable solar light

### **Social Innovation Video Competition for Secondary Students**

Jointly organised by the SIE Fund and the Government Youth Portal (Youth.gov.hk), the Social Innovation Video Competition for Secondary Students encouraged all secondary school students in Hong Kong to set out their ideas in video format with the theme of “Tackling Poverty Problems by Social Innovation”.

### **Social Innovation and Entrepreneurship Development Fund (SIE Fund)**

The Social Innovation and Entrepreneurship Development Fund (SIE Fund) has been set up with a HK\$500 million allocation from the Lotteries Fund. Its operation is overseen by a Task Force under the Commission on Poverty. The objectives of the SIE Fund are to establish or support schemes and experiments that attract, inspire or nurture social entrepreneurship to create social impact and build social capital, in particular through social innovation and cross-sector collaboration, for prevention and alleviation of poverty and social exclusion in Hong Kong.