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黃金時代
展覽暨高峰會
GOLDEN AGE
EXPO & SUMMIT
2021

Celebrate Excellence

Reimagining Smart Ageing City



**Smart
Ageing
Award 2021**

智齡世代大獎



With the rapid growth of the ageing population in the Asia Pacific region, unprecedented economic and social opportunities have grown steadily across the board. The first-ever Smart Ageing Award, initiated by Golden Age Foundation, aims to celebrate outstanding services, products and programmes which enhance the quality of elderly life and embrace independent and dignified ageing. It also aims at inspiring more innovative ideas and initiatives that will reshape the future of smart ageing.

Applications will be reviewed according to the level of innovation, scalability and sustainability, evidence of success, collaboration and the overall user experience.

The first Smart Ageing Award will accept application from 1 June to 16 July 2021 and is open to all sizes of corporations, social enterprises, NGOs, educational institutes, etc from Hong Kong, China and the Asia-Pacific.

Award categories:

Health Care & Well-Being

Outstanding and innovative business models, healthcare programs/ services/products/facilities that

- enhance the quality of life of golden agers
- foster their awareness of healthy ageing and well-being
- facilitate a dignified, fulfilling and pleasant ageing journey
- enhance the physical, mental and spiritual well-being of golden agers
- provide affordable services/products that can benefit golden agers from different strata in community

Living & Lifestyle

Creative and avant-garde senior housing/interior design/facilities/solutions to improve housing, living or lifestyle products/programs/service that

- create an age-friendly environment
- support full participation in social life
- improve mobility of golden agers
- foster a trendy and dignified lifestyle
- encourage interaction cross generations

Elderly Care

Pioneering and exceptional residential and community care services models/designs/care center facilities or models/home care services/community services programs/day care that

- elevate the quality of life of residents with dignity
- facilitate Ageing in Place and enable the golden agers to live in the community with self-satisfying and self-actualization

Financial Services

Cutting-edge initiatives/programs/products/services from financial institutions or insurance companies that

- promote financial wellbeing of golden agers
- encourage financial independence for golden agers
- promote age-friendly services
- demonstrate support to golden agers in facing financial challenges

Social & Community Engagement

Ingenious and forward-looking business models/programs/training and services that

- create community engagement potential for golden agers
- empower golden agers to expand social circle and achieve self-fulfillment
- uplift social status of golden agers
- encourage intergenerational connection and promote social inclusion



Why participate?

- Be recognised as leading practitioners that influence positive changes in the ageing society
- Opportunity to participate in an exclusive roundtable discussion, which will showcase the awarded products/services to overseas audiences. Awardees may garner exceptional exposure beyond the Award
- Networking opportunities with public and private leaders, investors and collaborators
- Media interviews/coverage
- Free promotional opportunities among the golden age communities
- Receive Award Certificate

Application Fee:

Commercial corporations: HK\$10,000

NGOs, social enterprises & educational institutes: HK\$2,000 *

Application Submission:

- Complete the online application and payment
- Submit an official PowerPoint about the nominated products/services/programmes
- (Optional) Submit a video (max 3mins) to introduce your organization or nominated products/services/programmes

Application Period: 1 June to 23 July 2021

Online Application: goldenage.foundation/saa2021

Should you encounter any difficulty during the application, please contact Secretariat via email: GAES2021@goldenage.foundation

*Sponsorship is available for NGOs, social enterprises & educational institutes.



GOLDEN AGE FOUNDATION
黃金時代基金會
(Charity No: 91/14446)

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www.goldenage.foundation

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