



HONG KONG

Active ageing project in 9 neighbourhoods

DOCUMENTING CULTURAL & SOCIAL ASSETS FOR HEALTHY LIVING

Partnering with the Christian Family Service Centre (CFSC) and a number of local NGO's, this project brought together over 500 elderly (aged 60+) in 9 neighbourhoods to identify their favourite places to eat, drink, play and hang out. Collectively, they mapped over 100 places of comfort and convenience grouped in easy-to-navigate walking audio guides that promote a healthy and green lifestyle.

The participatory mapping project was part of the Jockey Club Aged Friendly City Programme to ensure the health, happiness and wellbeing of senior citizens in nine of the city's older neighbourhoods: Tsuen Wan, Tuen Mun, Siu Sai Wan, Happy Valley, Kowloon City, To Kwa Wan, Yuen Long, Aberdeen, Ap Lei Chau, Tai Po.

6-STEPS PARTICIPATORY MAPPING PROCESS

"KO SHAN THEATRE IS MY FAVOURITE SPOT: I ALWAYS GO THERE TO SING, DANCE AND STRETCH WHEN THE SUN IS UP; AND SOMETIMES WATCH CHINESE OPERA WITH MY FRIENDS AT NIGHT."

- Ms Wong, resident

- 1 **REVEAL** neighbourhood narrative
- 2 **MAP** sites that matter
- 3 **CREATE** content worth sharing
- 4 **DESIGN** artist map
- 5 **SHARE** in the community
- 6 **CONNECT** tech-savvy audience



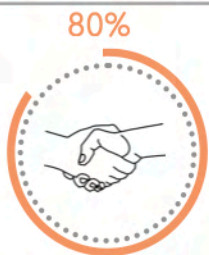
OUTPUT



“THIS AUDIO GUIDE IS EASY TO USE. YOU JUST PRESS THE BUTTON ON YOUR PHONE AND IT WILL TELL YOU A STORY OF THE PLACE.”

- Ms. Ng, resident

IMPACT



BUILDING BRIDGES

Elderly in these 9 neighbourhoods were connected through the mapping workshops and developed deep friendships throughout the process.



COMMUNITY DEVELOPMENT

Participants developed a sense of belonging in a rapidly changing urban area. Moreover, elderly were motivated to walk and exercise throughout the curative process.



CULTURAL AWARENESS

Locals learnt about their district's and history from each other's sharing and by visiting sites together as a group.

500+
participants



3,000+
elderly took their first step to exercise in their locality



63
average age of participants

121
cultural and social assets mapped



9
age-friendly audio guides co-designed with elderly



15
NGO's in the collaborative mapping exercise

10,000
copies of neighbourhood maps distributed



12,000+
downloads of the audio tour



7
young designers involved

Collaborative Partnership

Funded by

Duration

Budget



Jul 2019 - Mar 2020

HK\$ 650,000