

Transforming Hong Kong into the World's Leading Impact Valley Asia Social Innovation Award 2020 Winners Announced

(Hong Kong, Apr 20, 2020) The 12th Asia Social Innovation Award (ASIA) has brought its pitching competition online, shedding light on the promising urban solutions by social startups which renew hope in the community. The competition invited submissions under the theme "New Urban" from changemakers across Asia to redefine urban thinking, lifestyles and ecosystems through purpose-driven, people-centric innovations. Five social startups, which all share the mission to provide innovative solutions to improve personal and environmental wellbeing, were announced as the award winners after a careful deliberation by the judges.

Kanpur Flowercycling Private Limited (KFPL) was selected as the Grand Prize winner and awarded HKD \$100,000 to support future development. KFPL is a Kanpur-based social enterprise which has pioneered the world's first technology to convert temple flowers and agricultural-stubble waste into sustainable products. **Project Asbah**, Health Impact Award winner and a social enterprise also based in India, provides clean drinking water to underprivileged communities and rural households at affordable rates.

Commenting on the winners of the early-growth stage stream, the judges say, "KFPL is successful at simultaneously offering an outstanding environmental solution while providing jobs to marginalized women. Project Asbah, on the other hand, is a young team that has a good idea, the right passion and a self-sufficient business model that can potentially provide many access to clean water and a better livelihood."

In Hong Kong and the idea-stage stream, **AI Future** was awarded the Grand Idea Award, while **Heightened Senses** and **MedMind Technology** were selected as co-winners of the Hong Kong Innovation Foundation – Better Living Hong Kong Award. "AI Future utilizes both online and offline platforms as well as cross healthcare disciplines to penetrate the SEN market with a sizeable need," explains the judging panel. "Heightened Senses reintegrates the visually impaired into society via offering services combining Chinese medicine, sports therapy and acupressure massage; meanwhile, MedMind Technology leverages the local mahjong culture and data analysis to promote healthy ageing. Both innovations demonstrate how cross-sector resources can be leveraged to serve the local community."

This year sees that ASIA partners with the Hong Kong Innovation Foundation (HKIF), founded by Sino Group, for the first time. Francis Ngai, founder and CEO of ASIA and Social Ventures Hong Kong, shares, "During difficult times, it is important that we choose hope over fear by joining hands to embrace the challenges. The HKIF team has contributed their expertise and passion into the process, from participating in the award judging to co-creating a youth program, and brainstorming livelihood solutions with youth and the community. We look forward to working with our partners to promote the growth of impact startups, and transform Hong Kong into the world's leading Impact Valley."

HKIF seeks to provide a holistic innovation ecosystem to support Hong Kong's growth into an international innovation and technology hub. It is dedicated to driving innovation and technology to create a better future, offering diverse talent development opportunities to nurture the next generations.

ASIA received hundreds of applications from 22 countries in the Asia-pacific region that propose innovative solutions to the more pressing social and environmental challenges. After screening, 11 early-growth stage and 6 idea-stage startups were selected as Grand Finalists to compete for four awards, totaling a prize of HKD \$210,000 for further growth. The awards include the Grand Prize, Health Impact Award, Grand Idea Award and Hong Kong Innovation Foundation- Better Living Hong Kong Award.

Overview of Winning Teams:

Award	Name	Origin	Feature	Prize (HK\$)
Grand Prize (Sponsored by CVC Capital Partners)	Kanpur Flowercycling Private Limited (KFPL)	India	Award-winning social enterprise that has utilized repurposed-flowers and stubble-residues are used to develop biodegradable alternates to Styrofoam– Florafoam and world’s first vegan leather made from temple flowers– Fleather.	100,000
Health Impact Award (Sponsored by Johnson & Johnson)	Project Asbah	India	Social enterprise providing clean drinking water to underprivileged communities and rural households at highly affordable rates.	50,000
Grand Idea Award (Sponsored by Peterson Group)	AI Future	Hong Kong	Integrated platform targeting early childhood developmental delays, combining A.I. technology, big data analysis and in-person training centers to prepare special needs children for future social integration.	20,000
Hong Kong Innovation Foundation - Better Living Hong Kong Award (Sponsored by the Hong Kong Innovation Foundation)	Heightened Senses	Hong Kong	HKU-backed social enterprise promoting Chinese medicine, athletic opportunities for the differently-abled and sustainable employment for the visually impaired community.	20,000

	MedMind Technology	Hong Kong	Healthcare technology startup with innovative product “NeuroGym” - an interactive game platform for seniors and dementia patients to increase health awareness while fostering a socially-inclusive city.	20,000
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For more information on the winning teams, please download materials via the link:

https://drive.google.com/drive/folders/1bxlgxRKxJAKd3oXk_eKq-HwEZZmXUN1d?usp=sharing

For photos of ASIA 2020 Grand Finals, please find via the link:

https://drive.google.com/open?id=1h_lw9QPTMcHqe-BdCA1YhpUu6lGX6Fuz

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Organizers



Asia Social Innovation Award (ASIA) is the first regional social start-up competition promoting the culture of social innovation and exchange of ideas among Asian cities, launched by SVhk in 2008. Targeting early to growth stage social startups, the award provides entrepreneurs with the exposure, network and resources to take their ideas onto the next level. (<http://www.socialinnovationaward.asia>)



Founded in 2007, **Social Ventures Hong Kong (SVhk)** is an Impact Purpose Organization (IPO) that innovates social change by re-imagining the city. We focus on inventing, incubating and investing in social startups that address urban challenges in Hong Kong through sustainable and innovative business solutions. 20 portfolio ventures include Green Monday, Diamond Cab, Light Be, Run Our City, BottLess and more. (<http://sv-hk.org/>)