



## Press Release

### **“AIA Creator Fund” to Provide a Total of HK\$5 Million in Support of Youth-driven Social Innovation Projects**

**Hong Kong, 5 September 2023** — AIA Hong Kong has announced the launch of the “AIA Creator Fund”, an initiative that will provide a total of HK\$5 million in funding as well as guidance and support for young people to carry out social innovation projects for the betterment of the community. Five awardees will each receive HK\$1 million in funding to achieve their social innovation goals that co-create social value and a sustainable future for Hong Kong.

Recognising the creativity of young people, their passion for building a better future and their ability to create impact with out-of-the-box thinking, AIA Hong Kong is recruiting aspiring youth to submit their ideas for social innovation. In addition to funding, the five awardees will also receive mentorships and trainings conducted by seasoned experts to help them bring their concept to life and maximise their contributions to society.

Mr Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, “AIA Hong Kong has always been committed to helping young people pursue their dreams through diverse projects. Our interactions with today’s youth reveal their passion to build a better, more sustainable society and a strong desire to give back to the community. With this understanding, we are launching the AIA Creator Fund to provide young people with the financial resources and comprehensive support they need to kick-start projects that are designed to make a difference, create positive, lasting impacts on society, and help people live Healthier, Longer, Better Lives.”

#### **A total of HK\$5 million in funding plus guidance from professional mentors**

AIA Hong Kong has appointed the social innovation organisation Agent of Change Foundation to coordinate the AIA Creator Fund project. In addition to receiving HK\$1 million in funding, five awardees will also participate in a series of training workshops beginning in the first quarter of 2024. These workshops will arm the winners with knowledge on four major areas, including branding and marketing, budgeting and finance, capacity building, and social impact measurement. Also, experts with extensive experience in the industry will act as mentors to provide one-on-one coaching, offering comprehensive support to help the recipients develop their award-winning social

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“AIA Hong Kong & Macau”, “AIA Hong Kong”, “AIA Macau” or “the Company” herein refers to the Hong Kong Branch and/or Macau Branch of AIA International Limited (Incorporated in Bermuda with limited liability).

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innovation projects.

AIA Hong Kong will also arrange a series of publicity opportunities for the awardees. A Project Demonstration Day will take place in the first quarter of 2024, during which the awardees will showcase their creativity, social innovation ideas and vision for society as well as sharing key takeaways from the programme.

### **AIA Creator Fund now accepting applications**

The AIA Creator Fund is open for applications from 5 September 2023 to 31 October 2023. Aspiring youth are cordially invited to submit their applications and social innovation ideas at <https://www.aia.com.hk/en/campaigns-and-events/latest-campaign/aia-creator-fund>

Note: The AIA Creator Fund is subject to terms and conditions. For more details, please visit <https://www.aia.com.hk/en/campaigns-and-events/latest-campaign/aia-creator-fund>



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## About AIA Hong Kong & Macau

AIA Group Limited established its operations in Hong Kong in 1931. To date, AIA Hong Kong and AIA Macau have close to 18,000 financial planners<sup>1</sup>, as well as an extensive network of independent financial advisors, brokerage and bancassurance partners. We serve over 3.4 million customers<sup>2</sup>, offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, pension, personal lines insurance to investment-linked assurance schemes with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high-net-worth customers.

<sup>1</sup> as at 31 March 2023

<sup>2</sup> Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 31 March 2023)

## About the AIA Creator Fund

AIA Hong Kong launched the AIA Creator Fund to support young people in their quest to create social value and a more sustainable future through innovative approaches. Aspiring youth can apply for funding by submitting their social innovation ideas. Five awardees will receive a total of HK\$5 million in funding as well as professional training, expert mentoring, and a number of opportunities to realise their projects and gain exposure for their social innovation ideas.

AIA Creator Fund website: <https://www.aia.com.hk/en/campaigns-and-events/latest-campaign/aia-creator-fund>

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## Overview of AIA Creator Fund

### How to apply

Application for the AIA Creator Fund are open from 5 September to 31 October 2023. Interested individuals can submit their applications and proposals at <https://www.aia.com.hk/en/campaigns-and-events/latest-campaign/aia-creator-fund>

### Projects eligible for funding

Projects should exemplify creative ways (products, services or solutions) to bring about social impact in Hong Kong. Examples are as follows\*:

- Innovation for a better life (e.g., relief from sickness or disability, health and wellness, reduction of carbon emissions and sustainability, etc.)
- Conservation of habitats/ species/ historical sites, etc.
- Education and skill development
- Promotion of inclusion (e.g., the elderly, persons with disabilities, people of different races and ethnicities, etc.)
- Poverty alleviation

\*The above examples are for reference only. If you have any questions, please email [AIACreatorFund@aia.com](mailto:AIACreatorFund@aia.com) for inquiries.

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## The Journey

The AIA Creator Fund will be carried out in four phases. Planned details are as below:

Phase	Date	Introduction
Phase 1: Application & proposal submission	5 September to 31 October 2023	Individuals who are aged 18 or above on the date of participation and with a valid Hong Kong Identity Card are eligible to submit applications.
Phase 2: Selection and results announcement	1 November to early December 2023	Judges for the AIA Creator Fund will select five awardees. Each awardee will receive HK\$1 million to support the development of their social innovation ideas.
Phase 3: Training and mentorship	Early January to early March 2024	Winners will receive coaching from mentors and participate in a series of training workshops. These workshops will cover four major topics: market and branding, budgeting and finance, capacity building, and social impact measurement.
Phase 4: Project Demonstration Day	Late March 2024	Awardees will share key takeaways from the programme and showcase their social innovation ideas, highlighting the social value created from their projects.

## Judging Criteria

Judging Criteria	Proportion
Innovation	10%
Potential social impact created	20%
Proposed method of implementation	30%
Project sustainability	40%

For more detailed judging criteria, please refer to the Terms and Conditions of the “AIA Creator Fund”.

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