



南豐集團
NAN FUNG GROUP

**Nan Fung Group Launches “In Time Of” Programme
to Reinforce Social Cohesion and Shape a New Prototype for a Resilient Hong Kong**



(Hong Kong – 4 February 2021) – Nan Fung Group announced today the launch of the “**In Time Of**” programme, a community initiative that engages society on multidisciplinary levels ranging from culture and arts, to social design and sustainable development. As one of the leading enterprises committed to the sustainable development of Hong Kong, Nan Fung Group will partner with a diversity of social stakeholders including non-profit organisations, social enterprises and community designers to develop sustainable community programmes, realise social empowerment and improve the efficiency of resource utilisation in the hope of creating a more resilient future for local neighbourhoods.

Nan Fung Group is a diversified conglomerate and privately held real estate developer founded in 1954. With deep roots in Hong Kong, the Group has always supported local communities and advocated sustainability in line with its company motto of “Care for others as well as you would care for yourself”. In recent years, The Group has actively integrated community engagement elements into various development projects. Among these is The Mills – one of the city’s new cultural landmarks – which has been captivating communities with innovative co-learning activities since its opening in 2018.

Reconnecting with nature

The rapid pace of development in the contemporary world has sometimes led to the disconnection of humans with nature. Nan Fung Group is devoted to rediscovering the ‘lost’ beauties of nature in our environment and within our neighbourhoods, crafting a more sustainable future for the city. “**In Time Of**” programme will curate a broad range of activities including exhibitions, seminars, workshops, and guided tours by collaborating with multi-stakeholders in the community. The programme aspires to empower the community with the goals of accumulating social capital in the neighbourhood, advocating sustainability and reshaping a continuous relationship that bridges humanity and nature.

Creating a Resilient City: a prototype for Hong Kong

In recent years, Local Governments for Sustainability (ICLEI), an international NGO that advocates cross-regional sustainable urban development, has proposed the concept of a **Resilient City**. This refers to a city with the resilience to absorb, recover from and prepare for future shocks in different areas of society - economic, environmental, social, infrastructural, and institutional. The concept promotes the importance of sustainable development, well-being and inclusive growth in order to build resilience for our cities. With “**In Time Of**” programme, Nan Fung Group is pioneering the building of the city’s resilience through social partnerships and empowerment, activating the city’s collective power by connecting people from all walks of life to reimagine Hong Kong’s competitiveness, flexibility, and ability to adapt to unforeseen circumstances.

The Group is also committed to becoming a role model for and advocate of the programme, by channelling other commercial entities’ support for social initiatives in order to magnify the impact of the programme.

By inviting the participation of business partners from diversified industries, the programme further empowers social stakeholders through professional training, operational support, and business matching. This not only adheres to The Group’s core values of establishing equal and collaborative partnerships, but also broadens the community’s vision, and opens up diverse opportunities that increase employment in order to develop a sustainable eco-system to benefit every member of the community.

Vanessa Cheung, Group Managing Director of Nan Fung Development Ltd said: “The Group has always been committed to building for, and with, our communities to co-create a more sustainable future. In recent years, the concept of Resilient Cities has been growing in importance across the globe , and it has inspired us to establish the “**In Time Of**” programme with which we hope to create a platform contributing to the long-term socio-cultural development of Hong Kong.

“Under the three core pillars of **Sustainability, Social Design, and Culture and Arts**, the programme aims to strengthen social engagement within local communities, enhance in cultural interaction and appreciation, build a unique social heritage, and cultivate environmental and community awareness. The Group will continuously be on the lookout for any unattended needs of different social stakeholders and will strike to channel the collective resources with other partnering companies to support the community.

“**In Time Of**” Episode I – In Time of Nature – “In Time of Tree”

“**In Time of Tree**” is the first episode of the “**In Time Of**” programme and has selected San Po Kong - next to the AIRSIDE development as the target community.

AIRSIDE is a 1.9 million sq. ft mixed-use commercial development in the Kai Tak area that embraces a new urban lifestyle of WHOLENESS, which invites everyone to gather, enjoy themselves, and connect to one another as well as nature.

The “**In Time Of**” team collaborated with *One Bite*, a social design studio; *JUPYEAH*, a social enterprise; *The Conservancy Association*, a local environmental conservation organisation; as well as some other social groups including *The House of Hong Kong Literature* and the *Sangwoodgoon Kids Club* to launch a series of public activities to connect the community by using recycling concepts, literature, history, culture, and plants as mediums. The episode encourages the public to explore the relationship between nature and urban development with hands-on experiences.

With a special focus on promoting sustainable culture and developing an integrated neighbourhood mutual aid network, the team worked with JUPYEAH to establish a school programme to help students understand the value of a sharing community. A community swap event will be held under the guidance of JUPYEAH to provide practical experience for participants. The aim is to empower students to become local ambassadors and encourage NGOs to organise activities to develop a sustainable sharing eco-system that delivers lasting benefits to the community's economy.

"In Time of Tree" encourages urban greening and hopes to strengthen neighbourhood connections through planting. Social activities have been greatly decreased due to the COVID restrictions, so the team will partner with the *Sustainable Ecological Ethical Development Foundation* (SEED) to organise two online Social Design x Community Planting workshops. These will invite students from *Lok Sin Tong Wong Chung Ming Secondary School* and elderly folks from the *Po Leung Kuk Wan Lam May Yin Shirley Neighbourhood Elderly Centre* to learn planting techniques and actively discuss community planting from a new perspective.

A plant exchange event will be held following the workshops to enable participants to build up positive neighbourhood relationship by taking care of each other's plants. Extra plants designed by students will also be displayed outside 10 shops in San Po Kong to create unique decorations and develop a linkage between residences and the community alongside One Bite Design's interactive social consultation on discovering further community planting activities.

"In Time Of" programme schedule (Further details will be announced later)

"In Time Of" Episode II: In Time of Arts and Culture – "Nice To Meet You, Kapok!" @ The Mills, Tsuen Wan

Date: 6th March 2021 to 30th May 2021

March to May is the blooming season for red kapok trees. Episode II of **"In Time Of"** has selected Tsuen Wan as the target community for the **"Nice To Meet You, Kapok!"** programme. The Mills will be partnering with the local environmental conservation organisation - *The Conservancy Association*; illustrator *Connie Maoshan*; natural dye collaborator - *Beely Daily*; local printmaker artist – *Lam King Ting*; and an artistic sketch team formed by a group of urban sketchers called *Wa Ha Yeah*. This collaborative group will create a series of art and cultural activities under the themes of clothing, food, living and walking. The campaign targets to educate audiences on the history, usage and development of kapok trees through exhibitions, interactive handicraft workshops, guided tours, and a production of the community's Kapok Map.

"In Time Of" Episode III: In Time of History – "Manhole Covers Exhibition" @ Nan Fung Place, Sheung Wan

Date: April 2021

Manhole covers are often used as access points for underground public utilities. They may seem inconspicuous on the street, but in fact, they play an important role in maintaining our comfortable lives. Their unique designs, materials, and production technology have also witnessed the century-old development of Hong Kong's pig iron casting industry and the evolution of public works.

Sheung Wan is one of the oldest areas in Hong Kong, and in Episode III of **"In Time Of"**, Nan Fung Place will collaborate with *The Conservancy Association Centre for Heritage* (CACHE) to present the **Manhole Covers Exhibition**. This will showcase different manhole covers from around Sheung Wan, and introduce local foundries and craftsmen as well as the manufacturing process of making manhole covers. This will allow participants to discover the history and industrial stories of Hong Kong from the most

common urban landscapes in the city that are rarely explored.

Participants can also learn more about the historical traces of Hong Kong's urban development by interpreting the information on the manhole covers. They can discover how the city has been developed through different kinds of infrastructure to effectively use natural resources in our daily lives and brainstorm how urban design in the future can be improved and integrated into our lives.

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High Resolution Images can be downloaded in the link below:

<https://www.dropbox.com/sh/rf84onxdqkfvyx7/AABReKfSVenp4JzkHgxeTqtFa?dl=0>

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About Nan Fung Group

Nan Fung Development Limited is a subsidiary of Nan Fung Group, one of the largest privately-held conglomerates in Hong Kong with global interests in real estate development and investment and holds a well-diversified, substantial financial investment portfolio. The Group was founded in 1954 and has a track record spanning over 50 years with over 165 projects including residential, commercial and industrial buildings. The Group also strategically focuses on first-tier cities in Mainland China and recognises attractive opportunities for development and investment overseas, including New York and London.

In recent years, the Group expanded its investment focus on ICE (Innovation, Creativity and Entrepreneurship), exemplified by its signature project, The Mills, a revitalization of its legacy yarn factories into a hub promoting techstyle (intersection of technology and style) and an integrated destination housing an experiential shopfloor, startup incubator and interactive gallery. The Group also made significant progress in investments related to life sciences in the US via Pivotal; and in Mainland China via an affiliate, New Frontier, which focuses on healthcare, elderly care, education and new technology.