



(For Immediate Release)

**Share for Good Launches Job Matching Initiative “Future EMpowered”
for Ethnic Minority Women**

**Facilitating Entry into AI and Innovative Job Fields and Adapting to
Technology of the New Generation**

(4 December 2023, Hong Kong) Women from ethnic minority backgrounds are important members of Hong Kong community but they are facing distinct challenges to integrate into the local workforce. In a concerted effort to assist them in expanding career options, fostering upward mobility, and mastering the application of emerging technologies such as Generative AI, Share for Good, New World Development’s large-scale crowd donation platform, introduces a new job matching initiative “Future EMpowered” for ethnic minority women. Partnered with seven trendy innovative enterprises, the first phase of the initiative will provide 100 grassroots ethnic minority women with multifaceted and innovative job opportunities and workplace training. The aim is to help them break out of stereotypes in job fields and stay abreast of the latest development in the workplace.

The initiative hosted the first AI Work Experience Day recently and was joined by Secretary for Home and Youth Affairs Alice Mak and Chairperson of the Youth and Ethnic Minority Committee of Share for Good Jennifer Yu Cheng. Together with other participants, they engaged in a range of technology and Generative AI-related tasks, such as crafting AI-generated learning curricula for children and having a taste of coffee prepared by AI instructions. The experience afforded participants insights into the applications of technology in daily life, bolstering their confidence in technology literacy, and preparing them for future involvement in industries that are undergoing digital transformation.

**Alice Mak: Encourage women from ethnic minority backgrounds to actively
participate in women’s development initiatives and unlock their full potential**

Secretary for Home and Youth Affairs Alice Mak said: “The government has placed great emphasis on women’s development as they are crucial forces to social stability.



And that also include women from ethnic minority backgrounds. The Policy Address this year has introduced new initiatives for women’s development, including a designated post of Commissioner for Women Affairs, a one-stop family and women information portal, and an inaugural Family and Women Development Summit. I encourage women from ethnic minority backgrounds to actively participate in these initiatives and unlock their full potential. We will collaborate with women across the entire community to foster a harmonious society.”

“AI literacy is fast becoming the universal language of the next generation,” said Jennifer Yu Cheng, Chairperson of the Youth and Ethnic Minority Committee of Share for Good. “Preparing for the future means keeping up with the latest in AI and creative tech development. Through ‘Future EMpowered’, we are committed to supporting women from ethnic minority backgrounds by helping them upskill their knowledge and break free from challenges related to limited access to resources, cultural norms, and language barriers. We are here to connect them with innovative enterprises that expand their career options and unleash their full potential. Thank you to the many supporting businesses and partners working with us, hand in hand, to create an inclusive workplace in the business community!”

Partnered with 7 trendy innovative enterprises to create an inclusive workplace in the business community

“Future EMpowered” is launching its pilot programme in the Yau Tsim Mong district. In the first phase, non-profit organization New Home Association will invite 100 eligible grassroots women from ethnic minority backgrounds from the district, and provide them with workplace trainings including resume writing, interview skills, workplace etiquette, and AI-related applications. These essential skills will help them integrate into the local workforce, enhance their upward mobility, and assist them to further explore career aspirations by breaking through cultural and educational barriers.

“Future EMpowered” has garnered support from seven trendy innovative enterprises (details in the attached table) to provide job matching positions for participants. The roles encompass emerging and popular creative industries, including AI barista, multimedia instructor, cultural curator, tea master, and program host. These positions also offer flexible working hours and will be recruiting residents in the locality, allowing



applicants to balance their work and their needs for further studies or family responsibilities.

In future, the initiative will collaborate with the Community Care Team to encourage women from ethnic minority backgrounds to actively engage in community events and foster a deeper understanding of their neighbourhoods.

-END-



“Future EMpowered” Program Details

Program objectives	Providing 100 grassroots ethnic minority women with multifaceted and innovative job opportunities and workplace training, and assisting them to explore career aspirations by breaking through cultural and educational barriers.
Target participants	100 working-age grassroots women from ethnic minority backgrounds at Yau Tsim Mong District
Organizer	Share for Good, New World Development
Non-profit Partner	New Home Association
Supporting Organizations (in alphabetical order)	<ol style="list-style-type: none">1. CASETiFY2. Farmacy HK3. Humansa4. K11 Group5. Pacific Coffee6. Preface7. The Matcha Tokyo and On-Yasai - LHGroup

High-res photos are available for download here:

<https://nwdrive.nwplatform.com.cn:443/link/2D8704E38DF822352E51A66B288BE38>

1

Valid until: 2023-12-18 10:00

Password: M7OG






Photo Captions



In a concerted effort to assist ethnic minority women in expanding career options, Share for Good, New World Development's large-scale crowd donation platform, partnered with seven trendy innovative enterprises to introduce new job matching initiative "Future EMpowered".

The initiative's first AI Work Experience Day was joined by Alice Mak, Secretary for Home and Youth Affairs (1st row, middle), Jennifer Yu Cheng, Chairperson of the Youth and Ethnic Minority Committee of Share for Good (1st row, 3rd from left), Fiona Wan, Director of Share for Good (2nd row, 1st from right), Chan Yei Fei, non-profit partner New Home Association's Head of Service (2nd row, 1st from left), and Tommie Lo, Founder of Preface which is one of the supporting enterprises (1st row, 1st from right). They experienced the workshops together with "Future EMpowered" participants.

SHARE FOR GOOD

 	<p>Participants used AI directives to prepare coffees as they learnt the tech trend in coffee crafting. Alice Mak, Secretary for Home and Youth Affairs (2nd from right) and Jennifer Yu Cheng, Chairperson of the Youth and Ethnic Minority Committee of Share for Good (3rd from right) also made their own custom-tailored coffees based on their mood and weather on that day.</p>
 	<p>Alice Mak, Secretary for Home and Youth Affairs and Jennifer Yu Cheng, Chairperson of the Youth and Ethnic Minority Committee of Share for Good, tasted their coffee while chatting with participants about their challenges in life and work.</p>
	<p>Alice Mark, Secretary for Home and Youth Affairs (2nd from left) and Jennifer Yu Cheng, Chairperson of the Youth and Ethnic Minority Committee of Share for Good (1st from left) joined the AI Work Experience Day of “Future Empowered”, a job-match initiative for Hong Kong’s women from ethnic minority backgrounds. Participants learnt to apply AI in daily life at the workshop.</p>



Media Enquiry

New World Development

Maggie Yeung

Tel.: +852 3721 2721

Email: maggiyeung@nwd.com.hk

About Share for Good

Staying true to its spirit of Creating Shared Value, New World Group launched Hong Kong's first city-wide crowd donation platform Share for Good in March 2022, just three weeks into the fifth- and the worst- wave of COVID-19. It has brought together over 120 non-profit organizations and logistics partners to efficiently distribute much-needed supplies to those in need. Since its launch, Share for Good has received great support from all sectors and public, and has become an approved charity under Section 88 of the Inland Revenue Ordinance. We will continue to partner with different organizations to launch new, needed and innovative services in future to bring social innovation to our community, and create more shared value for the society.