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Silver Shining Project Phase 2 Launch Ceremony cum Carnival Innovative Inclusive Care Model • Bridging Elder Service Gaps

Dialogue In The Dark (HK) Foundation (DIDF) successfully held the “Silver Shining Project Phase 2 Launch Ceremony cum Carnival” on August 4, 2026. The event brought together leaders and partners from government, business, and the social service sector, with over 150 elderly participants joining to witness the official launch of this new phase, marking an important milestone in Hong Kong’s journey toward innovative and inclusive eldercare.

Hong Kong’s elderly face growing challenges of social isolation and insufficient emotional support. The project empowers VI Hope Ambassadors to lead the Inclusive Care Service Model, turning vulnerability into strength and enabling “the disadvantaged to support the disadvantaged.” Seniors receive empathetic companionship and early emotional care, easing loneliness and strengthening community connection. Through Task Shifting, the project reduces frontline social worker pressure and fills service gaps for homebound seniors, elderly couples, and hidden elderly. One beneficiary shared: “The Hope Ambassador just quietly listened. I was deeply moved, and truly felt that someone could understand and accept my unhappiness.”

In Phase 2, Oxfam Hong Kong has been appointed to conduct evidence-based impact research, while Saint Francis University serves as overall project advisor, ensuring professional guidance and empirical foundations.

Mr. Chong Chan Yau, Chairman of DIDF, expressed gratitude in his opening remarks to all stakeholders for attending the Launch Ceremony, and gave special thanks to The Shaw Foundation for its support and trust, which enabled the “Silver Shining Project” to officially commence in 2023. This has made possible the Hope Ambassador training programme, opening new career pathways for visually impaired (VI) individuals and creating a unique eldercare service. With the start of Phase 2 this year, we are able to deepen the training system and refine care service process, allowing the project to be effectively extended to more districts, truly achieving “Hope to Every Corner of Our City” (區區有希望)!

Mr. Fletch Chan, JP, Deputy Secretary for Labour and Welfare (Welfare)¹, officiated at the ceremony, noting that Hong Kong faces serious challenges from an ageing population and must address the psychological and social needs of seniors. He praised the project’s innovative



model in tackling social isolation and its cross-sector collaboration to drive sustainable development in eldercare, calling it worthy of broad community support.

Dr. Raymond Chan Wai Man, JP, Chairman of The Shaw Foundation, shared that the Foundation has long been committed to supporting local community development and vulnerable groups. Since two years ago, it has supported the “Silver Shining Project” as the Project Funder, recognizing the ability of visually impaired individuals to give back to society. He looks forward to the Project Phase 2 further expanding to more districts, training additional visually impaired persons as “Hope Ambassadors,” recruiting youth and young-old volunteers, and fostering intergenerational inclusion to bring companionship and warmth to the elderly. Dr. Chan also thanked Oxfam Hong Kong and Saint Francis University for jointly conducting evidence-based evaluation to validate the effectiveness of the Inclusive Care Service Model, hoping this will provide valuable data to inform future eldercare service models in Hong Kong.

Dr. KK Tse, Co-founder of Dialogue in the Dark (HK) Ltd., concluded by calling on all sectors of society to actively continue walking alongside VI Hope Ambassadors. Despite challenges, VI individuals persist in standing tall, showcasing their talents, and becoming “People of Differences”. Dr. Tse looks forward to these diverse talents contributing to eldercare services in Hong Kong, Mainland China, and around the world. He also expressed gratitude to The Shaw Foundation and all partners for their trust and support.

The carnival was led by VI Hope Ambassadors and young interns, featuring booth games and performances that allowed seniors and community members to experience the power of inclusion firsthand. The lively atmosphere fostered intergenerational exchange and community bonding.

About Dialogue In The Dark (HK) Foundation:

Founded in 2010, Dialogue In The Dark (HK) Foundation is committed to bring new perspectives of social inclusion, diversity and equality to the general public, education, corporate and tourism sectors of the community.

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Photos:



Photo 1:

(from left to right) Ms. Peggy Ko, Board Member, Dialogue In The Dark (HK) Foundation Limited; Prof. WONG Yu Cheung, Dean, Felizberta Lo Padilla Tong School of Social Sciences, Saint Francis University; Dr. K K Tse, Co-founder, Dialogue in the Dark (HK) Ltd.; Ms. Cora CHU, CEO, Dialogue In The Dark (HK) Foundation Limited; Mr Fletch CHAN, JP, Deputy Secretary for Labour and Welfare (Welfare)1, Labour and Welfare Bureau; Dr. CHAN Wai Man, Raymond, JP, Chairman, The Shaw Foundation; Mr. CHONG Chan Yau, Chairman, Dialogue In The Dark (HK) Foundation Limited; Ms. Diana KAM, CEO, The Hong Kong Society for the Aged; Dr. Terry Ming-fung LEUNG, PhD, Director of Hong Kong, Macau, Taiwan Programme Unit, Oxfam; and Mr. Peter WONG, Deputy CEO, Dialogue In The Dark (HK) Foundation Limited, gathering on the stage for a group photo.



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Photo 2:

(from left to right) Mr. Jack Cheung, Hope Ambassador, Dialogue In The Dark (HK) Foundation Limited; Mr. Joe Chan, SAGE Chan Tseng Hsi Kwai Chung District Elderly Community Centre Support Team for the Elderly Unit-in-Charge; Ms. Tam, Elderly Beneficiary, SAGE Chan Tseng Hsi Kwai Chung District Elderly Community Centre; Ms. Shum, Elderly Beneficiary, SAGE Chan Tseng Hsi Kwai Chung District Elderly Community Centre; Ms. Diana KAM, CEO, The Hong Kong Society for the Aged; and Mr. Peter WONG, Deputy CEO, Dialogue In The Dark (HK) Foundation Limited, sharing on the stage.



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Photo 3:

(from left to right) Mr. Jack Cheung, Hope Ambassador, Dialogue In The Dark (HK) Foundation Limited; Mr. Joe Chan, SAGE Chan Tseng Hsi Kwai Chung District Elderly Community Centre Support Team for the Elderly Unit-in-Charge; Ms. Tam, Elderly Beneficiary, SAGE Chan Tseng Hsi Kwai Chung District Elderly Community Centre; Ms. Shum, Elderly Beneficiary, SAGE Chan Tseng Hsi Kwai Chung District Elderly Community Centre, sharing on the stage.



Photo 4:

Dr. CHAN Wai Man, Raymond, JP, Chairman, The Shaw Foundation (second from the left), and Mr Fletch CHAN, JP, Deputy Secretary for Labour and Welfare (Welfare)1, Labour and Welfare Bureau (third from the right) present the Graduation Certificates to the eight first-cohort "Lead Hope Ambassadors", and take a group photo with Mr. CHONG Chan Yau, Chairman, Dialogue In The Dark (HK) Foundation Limited (second from the right), Mr. Peter WONG, Deputy CEO, Dialogue In The Dark (HK) Foundation Limited (first from the right), and Ms. Cicelia Chan, Lead Counsellor, Dialogue In The Dark (HK) Foundation Limited (first from the left).



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Photos 5 & 6:

Toward the end of the Launch Ceremony, the visually impaired Hope Ambassadors on stage led all the guests in a simple warm-up exercise, creating a lively atmosphere.