

Facebook page for Enhancing Employment of People with Disabilities through Small Enterprise Project launched

â€‹The Marketing Consultancy Office (Rehabilitation) of the Social Welfare Department has created a Facebook page for the Enhancing Employment of People with Disabilities through Small Enterprise Project (3E Project) (@MCOR.3EProject) to enhance public understanding of the project.

The Facebook page introduces social enterprises funded by the 3E Project on a regular basis and disseminates messages on 3E Project-related marketing activities and promotional offers. It offers a platform for social enterprises to reach out to the public.

Meanwhile, the website of the Office (www.mcor.swd.gov.hk) has been revamped and now supports responsive web design. The contents and graphics will adjust automatically to fit various devices. Furthermore, members of the public may "like" their favourite social enterprises funded by the 3E Project and look for products and services provided by them and other rehabilitation service units using the search function.

Through the payment of grants as seed money to applicants, the 3E Project aims to support bona-fide charitable non-governmental organisations to set up small enterprises to create work opportunities for persons with disabilities through a market-driven approach. Since the launch of the 3E Project in 2001, around \$127.4 million has been granted for setting up 124 social enterprises in four areas, namely food and catering, retail, professional and cleaning services.