

CookConnect

Connecting people with food, love and care to narrow wealth discrepancy

CookConnect aims to use food and culinary activities as means to address social issues of surplus food redistribution, nutrition for less-privileged children and healthy cooking on a budget.



Social Impact (as of September 2015)



300+

People connected



170+

Food bags distributed



20+

Partner organizations

Quick Facts

- Year established: 2013
- Entrepreneur: Ms. Alvina Chan
- SVhk roles:
 - Incubator

www.cookconnect.org.hk

Business Model



CookConcept

Connect through Knowledge

A platform to stay connected with others through sharing food knowledge

CookCycle

Connect through Food Resources

A platform to stay connected with others through redistributing food resources

CookClub

Connect through Learning

A platform to stay connected with others through learning, showing love and care to one another

? Social Issue

- Despite being one of the richest cities in the world, Hong Kong has over 1m people living under poverty line, some of them can barely feed themselves
- However, over 3,500 tons of food waste are sent to the landfill daily – the equivalent weight of 128 double-deck buses and enough to fill three Olympic-size swimming pools

! Social Innovation

- While eating is an individual action, cooking can be a collective effort to connect people!
- Food is a universal language. Regardless of background and ethnicity, everyone needs to eat
- For low-income households, housing and food account for around 70% of their monthly expenditures. While it is difficult to influence their housing expenses, we can make a difference starting from food

Activities



CookConcept

Family activities for participants to share recipes, nutritional knowledge and budget lifestyle wisdom



CookCycle

Food recycling program
Nutritional food donation drive



CookClub

Community activities for families to learn how to plan, cook and eat well on a tight budget together

