

Playtao Education

Enabling students to smile with self-respect and self-confidence

Playtao Education is a social enterprise initiative that aims to address Hong Kong's growing education needs, with a special focus on children from low-income families.



Social Impact (as of September 2015)



12

Campuses across
Hong Kong



1,800+

Students from
grassroots families



700+

Dedicated tutors

Quick Facts

- Year Established: 2009
- SVhk roles:
 - Concept initiator
 - Incubator

www.playtao.com

? Social Issue

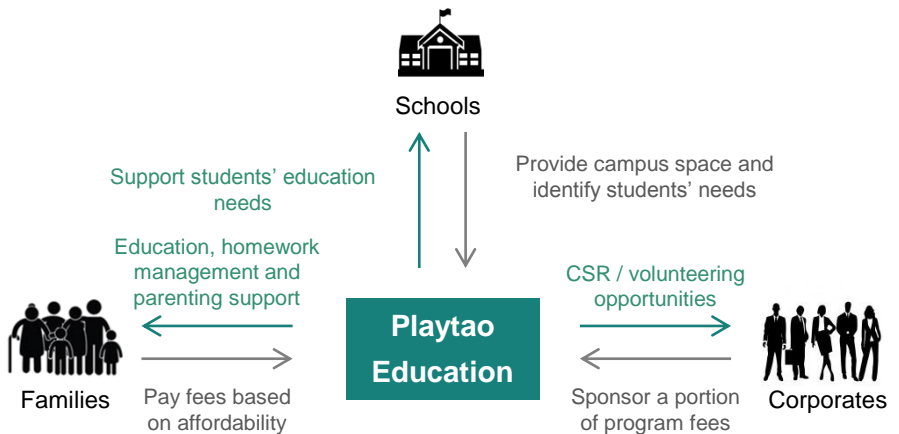
- Growing gap of education quality and attainment between the rich and poor in Hong Kong
- With its single focus on academic results, the education system strips away the self-esteem and self-confidence of children

! Social Innovation

- Optimizing under-utilized campus space after school hours
- Providing everyday education and homework support
- Balancing learning and playing
- Facilitating cross-sector collaboration with corporate and community organizations
- Engaging with teachers and parents on the children's holistic development

Business Model

The Playtao Foreverland program under Playtao Education is a sustainable, campus-based program that provides holistic support to primary school students.



Activities



Everyday learning support

Offering support ranging from helping students complete their homework to preparing them for quizzes and assessments



Creative games and activities after lessons

Including international programs e.g. Design for Change



Family Visits and Parenting Workshops

Conducted by Playtao Education Officers and trained educational counsellors



Outings and Weekend activities

Including activities conducted by volunteers from corporate partners and sponsors