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 2016)

- 300+ People connected
- 170+ Food bags distributed
- 20+ Partner organizations
- 4+ Home chefs trained

### Quick Facts

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

[www.cookconnect.org.hk](http://www.cookconnect.org.hk)

### 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.

### Business Model

- Create Communities
- Knowledge Platform

#### Home Chef Programme

Culinary training programme to create employment opportunities for underprivileged women as home chefs.

#### Cook Concept

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

#### Cook Cycle

Food recycling program, Nutritional food donation drive.

#### Cook Club

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