

Countryside Conservation Funding Scheme
Research Activities on Countryside Conservation and Revitalisation

Project Number	EP86/27/24/11-40
Project Proponent	Make A Difference Institute Limited
Project Title	Rural Common: Interactive Platform for Countryside Revitalisation (Phase II)
Target Site	12 sites (including Lai Chi Wo, Mui Tsz Lam, Kop Tong, So Lo Pun, Siu Tan, Sam A, Ngau Shi Wu, Kuk Po, Fung Hang, Luk Keng, Ap Chau and Kat O)
Project Description*	<p>Make A Difference Institute Limited (MaD) has launched “Rural Common for countryside revitalisation” (Ruralcommon.hk) to tell the good stories of the Hing Chun Yeuk countryside since 2021. We aim to show a more holistic view of the countryside and the conservation and revitalisation works happening, as well as curate cross-village cultural resources to promote rural innovation. With the Rural Common platform, MaD will continue to anchor in Hing Chun Yeuk and its surrounding rural areas, and extend to Kat O and Ap Chau to:</p> <ol style="list-style-type: none"> 1. Continuously collect rural stories and expand to Tanka and Haklau culture, using ethnographic research methods to understand local knowledge and illustrate for the public; 2. Continuously consolidate existing countryside projects’ information, update and document the development of rural revitalisation, and showing the multi facets of rural via dynamic interactions; 3. Utilise the Rural Common platform and network, crowdsource and co-curate rural resources and stories for tourism innovation with a young and multidisciplinary lab team to encourage citizens to become companions of rural revitalisation. <p>We hope to transform Rural Common from a static database to a dynamic interactive platform that encourages engagement of rural revitalisation beyond conserving our past. It will encourage a RESPECT based, sustainable rural revitalisation.</p>

Project Period	1 May 2023 to 31 July 2024
Grant Approved	\$3,000,000

***The project description is provided by the project proponent.**