

**Countryside Conservation Funding Scheme**  
**Research Activities on Countryside Conservation and Revitalisation**

<b>Project Number</b>	<b>EP86/27/24/11-16</b>
<b>Project Proponent</b>	<b>Make A Difference Institute Limited</b>
<b>Project Title</b>	<b>Rural Common for Countryside Revitalisation</b>
<b>Target Site</b>	<b>10 sites including Lai Chi Wo, Mui Tsz Lam, Kop Tong, So Lo Pun, Siu Tan, Sam A, Ngau Shi Wu, Kuk Po, Fung Hang and Luk Keng</b>
<b>Project Description*</b>	<p><b>Rural Common is the first virtual platform for countryside revitalisation and innovation in Hong Kong. The platform will 1. Collect rural stories using ethnographic research methods to understand local knowledge; and 2. Consolidate existing countryside project information, starting from Hing Chun Yeuk and its surrounding villages. The stories and information will also be illustrated to showcase the multi-dimensions of the countryside. Participants can crowdsource and curate cultural resources and rural memories, different parties can read stories on the platform to bridge the past and future of countryside revitalisation, and to use such resources as a catalyst for countryside collaboration and innovation.</b></p> <p><b>We believe countryside revitalisation must be based on the awareness and respect towards local cultural landscapes and village identity. Therefore, we hope that platform users are not only consumers, but also companions with co-creation mindsets, who utilise the Rural Common to work together for countryside revitalisation.</b></p>
<b>Project Period</b>	<b>1 November 2021 – 31 January 2023</b>
<b>Grant Approved</b>	<b>\$3,000,000</b>

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