

# New Life Psychiatric Rehabilitation Association 新生精神康復會

Breathing a New Life into Social Enterprises with Innovation  
創新為社企帶來新氣象



## About the Company 公司簡介

New Life Psychiatric Rehabilitation Association is a non-governmental organization established in 1965, aiming at providing a comprehensive range of quality community-based rehabilitation services for people in recovery of mental illness. It currently operates more than 70 service units/projects and over 20 social enterprises, serving more than 15,000 service users every year.

新生精神康復會成立於1965年，是專注發展精神健康服務的非政府社會服務機構，每年服務人數超過15,000人。新生會屬下設有超過70個服務單位/項目及20多項社會企業。

## Background 背景

New Life Psychiatric Rehabilitation Association (New Life) currently operates more than 70 service units/projects, including the "Bright Buy" branded products produced or packaged by in-house service users. With the expansion of product range and variety, product identification and inventory management is becoming more essential for business development. To promote products and boost sales, it is also looking for new ways to arouse the interest of the tech-savvy younger generations.

The Association used to work with corporations on specific event through partnership, and call for donation through their own customer/supporter database, hence it needs new approaches for better engagement.

新生精神康復會(新生會)屬下設有超過70個服務單位/項目，並發展了由康復者參與制作或包裝的自家品牌「慧顧惠群」產品。隨著業務發展，產品種類日漸增多，貨品識別及存貨管理日益重要。為推廣產品以增加銷售，社企正尋覓新方法吸引精通科技的新一代興趣。

新生會以往多與個別支持機構開展合作，並通常透過傳統途徑及既有的網絡鼓勵捐款，但現在亦需尋求新手段去募捐，加強參與度。

"GS1 Hong Kong created a perfect opportunity for us to scale up our promotion and business. By using the barcode, BarcodePlus and Digital Coupon, the user-friendly interface could help to promote our self-branded products effectively. The CSV programme enables us to link up with the members' network of GS1 Hong Kong to further promote our social enterprises and products."

GS1 Hong Kong能有效地協助我們提升推廣及業務規模。條碼、BarcodePlus及電子優惠券等一系列方案既創新又易於使用，有助我們以有限資源更有效率地推廣社企與及自家品牌產品。創造共享價值計劃更有助我們透過GS1 Hong Kong會員網絡推廣，讓更多公眾人士支持本會的產品和服務。



Kris Wong,  
General Manager (Social Enterprise)  
總經理(社會企業)  
黃素娟

## GS1 standards used or solution (s) / service (s) applied

- Global Trade Item Number (GTIN)
- BarcodePlus platform
- Digital Coupon Solution

## 應用的GS1標準或方案/服務

- 全球貿易貨品編碼 (GTIN)
- BarcodePlus平台
- 電子優惠券方案



## Solutions

New Life and GS1 Hong Kong hit it off at the first meeting and collaborated extensively. New Life sheltered workshops and drinks factories are now using GS1 barcode and BarcodePlus platform to generate unique barcode for every product. Integrated with the shop's POS system, the standards and systems increase the efficiency for both inventory and sales record management of the association.

Application of GS1 Hong Kong digital coupon solution enables its social enterprise "farmfresh330" to engage consumers in a different way. Digital coupons can be generated instantly and easily, helping to save time and cost while driving its environmental agenda with less printing and processing of coupons. To maximize the campaign effectiveness, the association can easily send out the QR promotional codes via social media and email to encourage customers to shop at its physical stores to enjoy special discounts or free gifts.

To promote support for mental health and expand donation network, members of GS1 Hong Kong are encouraged to make use of their electronic coupon to make donation to New Life, rooting for its mission and deeds.

## Benefits

1. Faster and more efficient inventory management while reducing human error or procedural flaws with barcode
2. Open up new market spaces easily via the interoperable barcode standards with most retailers' systems
3. Increase engagement and interaction with customers via digital coupon solution, aiding to shape a new image and value of its "Bright buy" branded products
4. Effective donations approach through the members' network of GS1 HK, facilitating also wider awareness of the importance of mental wellness

## 解決方案

新生會與GS1 Hong Kong初次會面後一拍即合，全方位推進合作。新生會屬下庇護工場及飲品工場採納了GS1的條碼及BarcodePlus平台，為每款產品製作獨有識別條碼，再配合零售系統，有效管理產品庫存及銷售，提升效率。

新生會屬下社企「農社330」(farmfresh330)透過GS1 Hong Kong的電子優惠券方案，簡易快捷地創建QR code進行促銷活動，節省打印和處理紙張優惠券的時間和金錢，省時又環保。該會更透過社交媒體及電郵推廣電子優惠券，以吸引消費者到實體店購物，客戶並享即時購物折扣優惠或免費禮品。

該會為推廣精神健康理念及擴大捐款網絡，更透過鼓勵GS1 Hong Kong的會員商戶於顧客使用電子優惠券時，承諾捐款予新生會支持其使命及行動。

## 效益

1. 條碼有助更快捷及有效率地管理存倉，減少人為錯誤
2. 條碼標準能對應大部份零售商系統，讓產品能輕易上架、拓展新市場
3. 透過電子優惠券方案促進與顧客互動，並有助營造「慧顧惠群」自家品牌創新形象及價值，增強顧客對產品的信心及品牌信譽
4. 突破傳統方式鼓勵捐款，有效地透過GS1 Hong Kong會員網絡鼓勵不同企業一同參與，並讓更多人關注精神健康的重要

GS1 Hong Kong 香港貨品編碼協會

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