

Future skills



Go! GingerOnion

Programme Period: 2019 to present

Objective: To empower young people build confidence in exploring opportunities in life

Partner: This community engagement programme is initiated by Hang Seng Bank through cooperation with different NGOs, corporations, celebrities and KOLs for various events and activities. This is not a charitable programme

Target Audience: Young people aged from 13 to 24

Details: Go! GingerOnion is a communication platform that targets young people in Hong Kong. It leverages social media channels to create engaging content and interesting videos on hot topics among teenagers, and encourages young people to pursue their dreams and aspirations.

Impact: As of March 2021, Go! GingerOnion's Instagram followers had reached over 37,000, the IG page achieved a reach of over 10 million and more than 1 million interactions with fans in 2020. Despite the challenges created by COVID 19, Go! GingerOnion managed to organise over 25 activities (both online and offline) to engage with followers and offer them our support.

