



Over 100,000 Hong Kong citizens are trapped in impoverished environments. The longer you remain indifferent, the longer their poor living conditions will continue. We need your help to alleviate cage homes, cubicle homes and rooftop huts. Support a more just and caring society by forwarding a letter to the government by scanning the QR code.

Society for Community Organization [www.soco.org.hk](http://www.soco.org.hk)



Challenge. We rise.

# MAN IN THE CAGE



Over 100,000 people live in inadequate environments.



Working with local artists, we created mini cage homes and residents.



The installations were then placed around the city's most affluent streets, including bank headquarters.



People were shocked to learn that this is an everyday reality for many residents in Hong Kong.



Scanning a QR petition.



Sending it directly to Chief Executive of Hong Kong Government, C.Y. Leung.



We were able to convince the Chief Executive and the government to improve the living conditions of these impoverished residents.

## The Challenge

According to The Economist, Hong Kong is the most livable city in the world. But over 100,000 people live in cage homes, cubicle apartments, or rooftop huts. Dining, sleeping and doing laundry must all take place within only 40 square feet of space.

## The Task

Working with local artists, we created mini cage homes and residents. The installations were then placed around the city's most affluent streets, including bank headquarters. People were shocked to learn that this is an everyday reality for many residents in Hong Kong. In order to help stop this problem, people could take immediate action by scanning a QR petition and sending it directly to Chief Executive of Hong Kong Government, C.Y. Leung. The petition urged the government to create more adequate public housing for these impoverished residents.

## The Result

The petition went viral, increasing online awareness and concern, gaining the attention of the media. And a total of over 10,000 participants sent their QR petitions. With SoCO, we were able to convince the Chief Executive and the government to improve living conditions of these impoverished residents.

Please Watch the Video.