



**Mr XU Yongguang**

*Honorary President of the Narada Foundation*

*Rotating Chairperson of Aging Society 30 Forum in 2021*

Xu Yongguang is the Honorary President of the Narada Foundation, Guest Researcher of Counselor Office of the State Council and a member of the Advisory Board of the UNDP SDG Financing Platform. He was a member of the Ninth and Tenth National Committees of the Chinese People’s Political Consultative Conference (CPPCC).

Mr. Xu founded the China Youth Development Foundation after he resigned from head of the Organization Department under the Central Committee of the China Communist Youth League in 1988. The Project Hope founded by him has been developed and recognized as the most influential philanthropic brand in China. In 2007, he co-founded the Narada Foundation with a mission to foster civil society and promote the development and social innovation of the philanthropy sector.

Mr. Xu is a renowned thinker and practitioner with over 30 years’ experience in philanthropy and non-profit sector. He has made tremendous contribution to the theoretical and practical research on NGO development, social enterprises and impact investing. He is the Chief Editor of China's Third Sector Study Series and the author of *Inquiry of the world—Project Hope in Xu Yongguang’s eyes and Social Enterprises*, and *Where Philanthropy Meets Business*.

**Topic: Resolving Pain Points in Elderly Service through Social Enterprise**

According to the latest national census, the population of China has aged more rapidly yet again. In the face of challenges and opportunities, the China government and members of society at large have begun innovative explorations. In the Government’s fourteenth Five-Year Plan, “proactively tackling population ageing” was written into the country’s development strategy, with age-friendly community building being implemented across the country in 2021. In the past decade, Chinese society began to explore the tackling of social issues through social enterprises. In relation to the topic of age-friendliness, what attempts have there been in Chinese social entrepreneurship and how well are they developing? In a post-pandemic world, what areas and directions of development are there for social enterprises to tackle an ageing population? All this will be shared in today’s discussion.



## 徐永光先生

南都公益基金會名譽理事長  
老齡社會30論壇2021年輪值主席

徐永光，南都公益基金會名譽理事長、國務院參事室特約研究員、第九、第十屆全國政協委員、聯合國可持續金融顧問委員會委員。

徐永光1988年辭去團中央組織部長職務，創建中國青少年發展基金會，創立希望工程。2007年與上海南都集團周慶治等共同創辦南都公益基金會，該會以「支持民間公益」為使命，致力於推動公益慈善行業基礎設施建設與社會創新。

徐永光先生醉心中國民間公益慈善事業30年，在社會組織建設、社會企業與影響力投資實務與理論研究方面有重要建樹，主編《中國第三部門研究叢書》，著有《叩問天人之際－徐永光說希望工程》、《公益向右商業向左》。

### 題目：社會企業為老齡服務解痛點

根據最新全國人口普查數據顯示，中國人口老齡化程度進一步加深。面對人口老齡化加速的可能帶來的挑戰和機遇，中國政府和民間都展開了創新探索。政府在第十四個五年規劃中將“積極應對人口老齡化”的寫入國家發展戰略，2021年老年友好型社區創建的行動在全國展開。近10年來，中國民間開始了社會企業來應對社會問題的探索，那麼在老齡友好議題方面，中國社會企業有哪些新的嘗試，發展狀況如何？後疫情時代社會企業參與人口老齡化的應對發展空間和發展方向在哪裡？將在本次論壇中和大家進行分享交流。