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## **Starting the Project for Growing Together, Introducing the "Growing Together! HOPE Platform!"**

- Established to Provide Useful Information on Platform Companies' Social Contribution Activities to Youth, Small Business Owners, and Encourage More Corporate Participation

The Ministry of SMEs and Startups (Minister LEE Young) has launched the "Growing Together Project," and as part of its initiation, the "Growing Together! HOPE Platform" was unveiled on May 30th. The platform aims to showcase the voluntary social contribution activities undertaken by platform companies in one place. You can visit the platform at [mss.go.kr/hope](http://mss.go.kr/hope).

The "Growing Together Project" is aimed at creating a future-oriented South Korea where senior generation companies such as SMEs, small business owners, ventures/startups, platform companies, and large corporations grow together with the younger generation. The project involves various activities such as education, donations, mentoring, and was officially announced at the SMEs Day on May 23rd to mark its beginning.

The "Growing Together! HOPE Platform" is part of the "Growing Together Project." It is an online platform that gathers and presents the social contribution activities carried out by platform companies, making it easily accessible for youth, small business owners, and others. The platform aims to encourage the participation of more companies in social contribution efforts.

The name "Growing Together! HOPE Platform" was chosen to honor the social contribution efforts of senior SMEs and symbolize bringing hope to our society through the collaborative growth of SMEs with the younger generation. It stands for "HONorary Platform for Entrepreneurs," highlighting its role as a platform dedicated to honoring entrepreneurs.

Minister LEE Young stated, "To create a Korea where we grow together, we have initiated the 'Growing Together Project,' and the 'Growing Together! HOPE Platform' serves as the starting point. We will actively support and sponsor the practical action plans that the key players in our economy have pledged to the public during the official announcement, ensuring their successful implementation."