

# 「實踐·社創」社會創新策劃比賽

## 指引、條款及細則



社會創新策劃比賽是由香港公益金舉辦（主辦單位），目標是透過是次徵集概念設計比賽，推動並實踐社會創新。

比賽規則：

### 1. 參加資格

- a) 至少有一名參賽者**必須為**香港永久性居民，並於 2018/19 學年就讀於香港特別行政區（「香港」）內的大專院校全日制課程（包括但不限於文憑、高級文憑、副學士、學士及研究生課程）的學生；
- b) 每隊須由二至四名參賽者組成，成員可以是來自不同院校；
- c) 計劃書一經提交後，概不接受隊伍組合變更；
- d) 每名參賽者只可參加一隊。

### 2. 重要日期

比賽開始接受報名	現在
「實踐·社創」論壇	2018 年 10 月 27 日
地點：香港專業教育學院（摩利臣山分校）	
比賽報名及計劃書提交截止日期	2019 年 1 月 25 日
公布入圍決賽隊伍名單	2019 年 2 月 15 日
入圍隊伍指導日	2019 年 2 月 23 日
決賽日暨頒獎禮	2019 年 3 月 9 日
地點：香港兆基創意書院	

**a) 「實踐·社創」論壇 2018年10月27日**

地點：香港專業教育學院（摩利臣山分校）

論壇包括社會企業及相關領域的專業人士的分享，為參賽者提供更多有關「實踐·社創」活動的資訊。學生能與公益金、企業及社福界的代表見面，為他們的計劃書定下基礎。

**b) 計劃書審核 2019年2月**

計劃書形式不限，文本、照片、影片或相關電子格式均接受。參賽隊伍必須以電郵方式提交計劃書。評判團會選出16組隊伍（「籌款組」及「社創組」各8隊）進入決賽。入圍結果將於網站公布，入圍隊伍亦會獲得電郵通知。

**c) 入圍隊伍指導日 2019年2月23日**

- i. 入圍隊伍將得到評判團及支持夥伴的面談指導，指導嘉賓包括企業行政人員、傳訊部門專家、社會企業及公共部門機構的代表等。獲選進入決賽的隊伍會收到有關邀請函；
- ii. 進入決賽的參賽者必須參加上述活動。

**d) 決賽日暨頒獎禮 2019年3月9日**

- i. 16組進入決賽的隊伍將在台上向評判團介紹他們的計劃及理念，限時10分鐘。比賽結果將於決賽後公佈，並隨之舉行頒獎禮；
- ii. 參賽隊伍可以使用 PowerPoint 投影片、多媒體資料或其他道具以作輔助。介紹結束後將設立問答環節，由評判或觀眾提出問題。評判團會依評分準則為各隊伍評分，並提出評語。

**3. 報名及計劃書提交方法**

- a) 「實踐·社創」網頁將開放網上登記報名 ([www.siiimhk.com](http://www.siiimhk.com))。每隊參賽者須提名一位參賽者作為聯絡人。每隊只可提交一份計劃書；
- b) 各參賽隊伍須選擇參加下列其中一個組別：
  - i. 籌款組：提出嶄新的籌款構思，為公益金設計新的籌款項目或改善現有的「便服日」或「百萬行」活動；或
  - ii. 社創組：為公益金的會員機構提供嶄新或改良的服務構思；各隊伍在網上登記時，會以先到先得的原則，由名單上選出一個會員機構。遞交報

名表後，不能更改所選的會員機構。

- c) 參賽隊伍須於 2019 年 1 月 25 日 23 時 59 分或之前完成報名程序及提交計劃書；
- d) 計劃書可以包含文字檔案、PowerPoint 投影片、圖片或影片。如以電郵附件形式發出計劃書，則不可超過 20MB。如超過 20MB，請在電郵中附加連結以供下載；
- e) 計劃書可以繁體中文或英文撰寫；而決賽的口頭報告可以粵語或英語進行；
- f) 每份計劃書須包括以下各項：
  - i. 計劃名稱 ( 十個中或英文字數為上限 )；
  - ii. 用一句表達整項計劃的理念 ( 三十個中文字或二十個英文字為上限 )；
  - iii. 以一段文字解釋計劃的理念 ( 一百五十個中文字或一百英文字為上限 )；
  - iv. 闡釋該計劃理念的創新之處；
  - v. 解釋該理念如何讓大眾，尤其是年輕人，充分參與；
  - vi. 如何透過設計和測試目標對象，令此計劃得以持續運作；
  - vii. 計劃書內其他有關細節。
- g) 計劃書的大綱可在網頁中「比賽組別」內下載。
- h) 所有計劃書必須是原創，並未在其他比賽獲獎。計劃可以是嶄新或改良現有項目或服務的構思。任何形式的抄襲將導致取消資格。
- i) 參賽隊伍須於 2019 年 1 月 25 日 23 時 59 分或之前，以電郵方式將計劃書傳送至 [siimhk@commchest.org](mailto:siimhk@commchest.org)。
- j) 逾期提交將不受理。
- k) 所有入圍隊伍須提交一段 1 分鐘以內簡述計劃的短片。
- l) 如參賽者因電腦、網絡或電訊等技術理由逾期提交計劃書，主辦單位概不負責。
- m) 提交未完成的計劃書將被視作無效。

#### 4. 獎項及獎品

- a) 兩個組別分別設有三個隊伍獎項，包括：

冠軍隊伍	港幣五萬元及實習機會
亞軍隊伍	港幣三萬元及實習機會
季軍隊伍	港幣一萬元及實習機會

所有進入決賽的參賽者可獲香港公益金頒發優異獎狀。

- b) 實習職位將由主辦單位分配，得獎者不得轉讓或交換。
- c) 提供實習職位的機構將個別聯絡得獎者以確認實習安排之詳情，主辦單位對機構與得獎者的協議概不負責。實習職位提供機構有權以下列原因拒絕提供實習職位或中止實習安排：包括但不限於實習職位提供機構與得獎者未能達成協議或得獎者表現不符合要求。如得獎者不能擔任實習職位，須盡快以書面通知主辦單位。該得獎者會被視為自願放棄該實習職位，將不獲另發獎品替代。

## 5. 得獎準則

- a) 獎項將根據下列準則，頒予各組別中得分最高的三組隊伍：
  - i. 創新：在現時的社會經濟環境下，提出嶄新或改良現有項目或服務的構思；
  - ii. 影響力：提出的構思是否有足夠潛力解決相關問題；
  - iii. 可行性：提出的構思是否可以在合理的資源和時間內執行；
  - iv. 可持續性：計劃持續運行的潛力；
  - v. 表達：指出新構思中的「何解」、「何事」及「如何」。

- b) 首圈評審準則：

創新	60%
可行性	20%
影響力	20%

- c) 決賽評審準則：

	社創組	籌款組
創新	30%	40%
影響力	25%	20%
可持續性	15%	10%
表達	30%	30%

- d) 雖然創新是比賽中最重要元素，但同時仍需考慮提交的計劃能否應付現實情況。
- e) 本比賽的評判團由主辦單位及不同界別的獨立人士組成。評判團將評審所有計劃書，並選出入圍決賽及勝出隊伍。

## 6. 程序

第一階段：網上登記報名	( 即日至 2019 年 1 月 25 日 )
第二階段：出席「實踐·社創」論壇	( 2018 年 10 月 27 日 )
第三階段：提交計劃書	( 登記後至 2019 年 1 月 25 日 )
第四階段：公布入圍決賽隊伍名單	( 2019 年 2 月 15 日 )
第五階段：入圍隊伍必須參與指導日	( 2019 年 2 月 23 日 )
第六階段：決賽日暨頒獎禮	( 2019 年 3 月 9 日 )

## 7. 獎金領取安排

獎金會以現金獎形式授予得獎隊伍。得獎者將於頒獎禮上獲頒獎金換領信，信內會列明領獎方法。

## 8. 公開活動

- a) 主辦單位或會在其傳訊和公眾活動中使用有關比賽的資訊及文件 ( 如總結及評論文章 )，亦包括其他由參賽者提交的材料，例如圖像或影音檔案。
- b) 主辦單位會公布入圍決賽的參賽者及得獎者名單、其學校名稱及學系，以及獲得獎項的詳情。
- c) 主辦單位於活動籌備及進行期間拍攝的影片及照片皆由主辦單位全權擁有。

## 9. 個人資料

參賽者參加是次比賽，將表示同意主辦單位可透過不同形式及渠道使用參賽者的下列資料，但僅限於與是次比賽相關之用途：

- 姓名
- 學校名稱及學系
- 其參賽計劃及理念 ( 及其扼要 )
- 獲取獎項詳情

## 10. 保密及知識產權

- a) 所有提交的材料必須為原創作品，其中不得包含任何未經授權使用的個人或實體擁有版權的材料或專利材料。

- b) 參賽作品一經提交將不獲退還。提交參賽作品即表示參賽者同意授權主辦單位修改、使用、複製、公開展覽及 / 或在網上及 / 或其他媒體上發表參賽作品，以作宣傳或教育用途，而毋須事先獲得參賽者同意或向其支付版權費用。
- c) 主辦單位及原作者將持有在比賽之前及之後使用參賽計劃的專有權利。
- d) 參加本比賽即表示參賽者同意主辦單位可在其網頁、其他媒體及有關是次比賽的活動上公開其作品。

## 11. 取消資格及撤銷獎項

- a) 如參賽者違反在此所載的任何規則、條款或細則，或出現任何爭議，主辦單位擁有獨有的酌情權撤銷任何參賽者或參賽作品的參賽資格；
- b) 若出現以下情況，主辦單位或會向參賽者索回獎項及獎金：
  - i. 得獎者以不實的資料或欺詐手段而獲取獎項；
  - ii. 得獎者不符合參賽資格或理應不能參加是次比賽；
  - iii. 得獎者在本比賽條款及細則之下嚴重違反其應有之責任。

## 12. 其他

- a) 參賽者提交的參賽作品及任何附帶材料的任何版權及知識產權皆屬於公益金所擁有。
- b) 公益金有權拍攝並發布在比賽期間及頒獎禮的片段。
- c) 未經主辦單位同意，任何人不得將有關比賽的內容和細節公開予任何媒體。
- d) 主辦單位保留隨時修改是次比賽的條款與細則的權利，參賽者應查閱比賽網站 ( [www.siiimhk.com](http://www.siiimhk.com) ) 提供的資訊，以獲個任何可能出現的更新。

## 13. 聯絡

如有查詢，請聯絡「實踐·社創」秘書處。

(電話：2599 6135 或電郵至 [asksiim@commchest.org](mailto:asksiim@commchest.org) )

# Social Innovation in Motion Guidelines, Terms and Conditions



**Social Innovation in Motion (SliM)** is an idea competition organised by the Community Chest of Hong Kong (the Organiser).

## Competition mechanics

### 1. Eligibility & Team Composition

- a) Participants must be local students (at least one member of each team is permanent Hong Kong residence) of full-time post-secondary education programs (including but not limited to diploma, high diploma, associate degree, undergraduate and postgraduate programs) of a local tertiary education institution during the 2018-19 academic year.
- b) Participants are requested to form teams of 2 to 4 people who may come from different institutions.
- c) Changes to team composition are not accepted after registration to entry.
- d) Each participant can only join one team.

### 2. Timeline & Deadlines

Call for Entry	Now
Social Innovation in Motion forum	27 <sup>th</sup> October 2018
Venue: The Hong Kong Institute of Vocational Education (Morrison Hill)	
Deadline for entry and proposal submission	25 <sup>th</sup> January 2019
Announcement of finalists	15 <sup>th</sup> February 2019
Coaching of finalists	23 <sup>rd</sup> February 2019
Final presentation and award ceremony	9 <sup>th</sup> March 2019
Venue: HKICC Lee Shau Kee School of Creativity	

**a) Social Innovation in Motion Forum (27<sup>th</sup> October 2018)**

It is an information session for students to know more about SliM, with sharing by social entrepreneurs and professionals in related disciplines. Students would have the opportunity to meet representatives from the Chest, supporting corporates and social welfare agencies which their proposals will be anchored around.

**b) Assessment of proposals (February 2019)**

Proposal can be in word document, PowerPoint, images or a video format. It must be submitted online to a mailbox. The judging panels will shortlist 16 teams (8 for each category) into the final round. Finalists will be announced on the website and contacted via email.

**c) Coaching of finalists (23<sup>rd</sup> February 2019)**

- i. Finalists will be coached by judges & supporting partners (business executives, communication specialists, social entrepreneurs, representatives of public sector organisations). Invitation with detailed information will be sent to the finalists as soon as they are informed of their selection into the final round.
- ii. All shortlisted participants to the final round will have to attend this session.

**d) Final presentation and award ceremony (9<sup>th</sup> March 2019)**

- i. The 16 finalists will be presenting their ideas on stage to respective judging panel. Each finalist team will be given 10 minutes to present their idea. Result announcement and award ceremony will be held right after the competition on the same day at the same event.
- ii. They can use PowerPoint, multi-media materials or other props to assist their presentation. It will be followed by a Q&A session with respective judging panel and/or audience. Judges will rate according to the given judging criteria and provide their comments to each team.



### 3. Entry & Submission

- a) Registration to entry is only available online at SliM's website ([www.siiimhk.com](http://www.siiimhk.com)). Each team has to nominate a coordinator who serves as the point of contact. Each team can only submit one proposal.
- b) Each group can only choose to work on ONE of the following categories:
  - i. Fund-raising: propose new fund-raising ideas and devise a fund-raising campaign for The Community Chest of Hong Kong or enhancement to existing Dress Causal Day/ Walk for Millions campaign; Or
  - ii. Social innovation: provide new or enhanced services for the Chest's Member Agencies (MAs); teams to indicate their choice of one MA from a list when registering online – on a first-come-first-served basis. Changes on the MA option is NOT allowed once the form is submitted.
- c) Registration must be completed and Proposal idea shall be submitted before 23:59 on 25<sup>th</sup> January 2019.
- d) Proposal can be in word document, PowerPoint, images or a video format. File attachment submitted by email cannot be over 20MB. For larger files, please send a link for download.
- e) Submitted proposals can be in either English or Chinese (traditional). Final presentation could be in either Cantonese or English.
- f) Each proposal must answer the followings:
  - i. Project name (10 English or Chinese words max);
  - ii. Explain your idea in one sentence (20 English words or 30 Chinese words max);
  - iii. Explain your idea in one paragraph (100 English words or 150 Chinese words max);
  - iv. Explain why your idea is innovative;
  - v. Explain how your idea will enable the public, especially young people, to participate fully in this changing economy;
  - vi. Explain how you will design and test the idea with potential users to make it sustainable over the years;
  - vii. Others areas that would add credit to the proposal.
- g) Proposal outline is available for download under "Competition Categories" in SliM website.
- h) All proposals must be original ideas and have not received awards from other competitions before. They could be new or improved ways to implement existing programs/services. Plagiarism will not be tolerated.

- i) All proposals must be in softcopy and sent via email to a designated mailbox ([siimhk@commchest.org](mailto:siimhk@commchest.org)), on or before 23:59 on 25<sup>th</sup> January 2019.
- j) Late submission will not be accepted.
- k) All *shortlisted* teams will have to submit a short video within 1 minute to introduce their ideas.
- l) The Organiser is not responsible for submissions which are lost, damaged or late due to computer, network or telecommunications failure.
- m) Incomplete entries will be considered inadmissible.

#### 4. Awards and Prizes

- a) Champion, First Runner-up and Second Runner-up will be awarded to the top 3 best ideas in each category:

Champion team                      HK\$50,000 and Internship Opportunity

First runner-up team              HK\$30,000 and Internship Opportunity

Second runner-up team          HK\$10,000 and Internship Opportunity

All finalists will be awarded a 'Certificate of Merit' by the Organiser.

- b) Internship placements are allocated by the Organiser and cannot be transferred to others or exchanged among awardees.
- c) The internship providers will contact the awardees to confirm details of the arrangement. The Organiser shall not be held responsible or liable for the agreement made between the internship providers and the awardees. The internship providers have the right to refuse to provide or end an internship arrangement for reasons including but not limited to inability of reaching an agreement between the two parties or substandard performance of the awardees.

#### 5. Award Criteria

- a) Prizes will be awarded to the top 3 entries in each category that best address the following criteria:
  - i. **Innovation:** either brand-new or incremental (building on what has been done before) within its given socio-economic context.
  - ii. **Impact:** the potential of the proposed idea to tackle the issue/ challenge faced.

- iii. **Feasibility:** the potential to execute with reasonable resources in a timely manner.
- iv. **Sustainability:** the potential uptake of the program/ service by its users.
- v. **Presentation:** ability to articulate the ‘why’, ‘what’ and ‘how’ the new idea on stage.

b) Criteria for shortlisting the teams in the first round:

Innovation	60%
Feasibility	20%
Impact	20%

c) Depending on the category, different weight adheres in the final round:

	Social Innovation	Fundraising
Innovation	30%	40%
Impact	25%	20%
Sustainability	15%	10%
Presentation	30%	30%

d) While innovation is a key criterion, relevance to real-life issues have to be addressed.

e) At all stages, entries will be assessed by panels of judges independent from the Organiser and composed of various profiles. The panels will make final decision on the lists of finalists and winners of the competition.

## 6. Procedure

Step 1: Entry to competition	(Now – 25 <sup>th</sup> January 2019)
Step 2: Attend social innovation forum	(27 <sup>th</sup> October 2018)
Step 3: Submission of proposal	(Complete registration – 25 <sup>th</sup> January 2019)
Step 4: Announcement of 16 Finalists	(15 <sup>th</sup> February 2019)
Step 5: All finalists must attend the Coaching Day	(23 <sup>rd</sup> February 2019)

## **7. Payment Arrangements**

Prize money will be paid in cash to the winning teams. A redemption letter will be given, instead of the cash, at the award ceremony. Winning teams are advised to redeem their prize in person at the Community Chest office as indicated on the letter.

## **8. Publicity**

- a) The Organiser may use, for its communication and publicizing activities, information relating to the competition, documents (e.g. summaries and write-ups) for publications as well as any other materials, such as pictures or audio-visual material that it receives from the participants.
- b) The Organiser will publish the name of both the finalists and the winners, their schools & departments and the amount of the prize.
- c) Photos and videos taken by the Organiser either in preparation of or during the events are the property of the Organiser.

## **9. Personal Data**

All participants consent that the Organiser publishes the following information in whatever form and medium:

- Name
- Department and school
- Their ideas (and its summaries)
- The winners' prize

Participants' information will be used only for this competition related purpose.

## **10. Confidentiality and Intellectual Property**

- a) All material submitted must be original work, and must not contain any unauthorized use of copyrighted or proprietary materials of any person or entity.
- b) All material submitted will not be returned and shall be deemed to be subject to modification, utilization, reproduction, public display, and/or publication online and /or in other media by the Organiser for publicity, education or implementation purposes without any need for prior consent or payment of copyright fees to the participants.

- c) The Organiser and authors of the proposals will have the proprietary rights to the proposal regarding its use at all times prior to and following the competition.
- d) By entering the Competition, participants agree that the Organiser may make entries available on its website and any other media and in connection with any publicity of the Competition.

#### **11. Disqualification and withdrawal of the prize**

- a) The Organiser has the sole discretion to disqualify or remove any individual for any reason that is appropriate during the event.
- b) The Organiser may withdraw the prize after its award and recover all payments made, if it finds out that
  - i. False information or fraud was used to obtain it;
  - ii. A winner was not eligible or should have been excluded;
  - iii. A winner is in serious breach of its obligations under these rules of competition.

#### **12. Others**

- a) The intellectual rights and copyrights of the competition materials submitted by the participants will belong to the Organiser.
- b) The Organiser will have the right to film and distribute footages of the presentations and the entire competition.
- c) No content or details about the competition are allowed to be exposed to the media without the consent of the Organiser.
- d) The Organiser reserves the right to amend the competition rules and format. Participants should review details provide in the website ([www.siiimhk.com](http://www.siiimhk.com)) for any changes that may arise.

#### **13. Contact**

For enquiries, please contact SLiM secretariat at 2599 6135, or send email to: [asksiim@commchest.org](mailto:asksiim@commchest.org)

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