

## **Social Innovation CEO Competition Terms and Conditions**

This document sets out the rules, terms and conditions, and other requirements that the participants of the Social Innovation (SI) CEO Competition (“the Competition”) are obliged to comply with.

### **Overview**

The Competition is jointly organised by the Social Innovation and Entrepreneurship Development (SIE) Fund and Youth.gov.hk, with the main theme "Tackling Poverty Problems with Social Innovation" and the following three sub-themes:

- Care for Elderly
- Food Support
- Social Inclusion

The objectives of the Competition are to enhance understanding of "poverty relief" and "social innovation", inspire innovative ideas and actions to tackle social and poverty problems and nurture capability in social entrepreneurship among students.

The Competition comprises the following **six** main stages:

- (i) Experiential Programmes and Talk;
- (ii) Shortlisting of Finalists;
- (iii) Social Media Marketing;
- (iv) Public Voting Campaign;
- (v) Final Pitching; and
- (vi) Implementation.

### **Stage (i) - Experiential Programmes and Talk**

#### Introduction

- The Experiential Programmes and Talk are aimed at facilitating participants’ understanding and knowledge of the social issues and the various capabilities essential to the implementation of a social innovation initiative through a variety of activities, for instance, participating in the delivery of some social services and social innovative initiatives, interacting with the beneficiaries, etc. Details of the activities can be found at [www.sie.gov.hk/siceo](http://www.sie.gov.hk/siceo).

#### Eligibility

- Open for public enrolment, with priority given to, in descending order:
  - a) persons who have pre-registered with the Competition during the soft launch period from 6 May 2016 to 29 August 2016; and
  - b) tertiary students.

Note: Participation in Experiential Programmes and Talk will not be a prerequisite for entering the subsequent stages of the Competition.

### Enrolment Procedures

- Interested parties should complete and submit the online enrolment form for the Experiential Programmes and Talk to the organisers on or before 23 September 2016.

### **Stage (ii) - Shortlisting of Finalists**

#### Introduction

- Basing on one or more of the sub-themes as listed in the section headed “Overview” above, participating teams should develop an innovative solution to social issue and formulate a business plan. The business plans received would then be passed to the Judging Panel for shortlisting of five finalists, which would proceed to the next stage of the Competition.

#### Eligibility and Team Composition

- Participants of the Competition should be students of full-time post-secondary education programmes (including but not limited to diploma, higher diploma, associate degree, undergraduate and postgraduate programmes) of a local tertiary institution of the Hong Kong Special Administrative Region (“Hong Kong”) during the academic year 2016/17.
- A team should comprise a minimum of one and a maximum of four eligible participants. At least one member of the team must be a permanent resident of Hong Kong aged 18 or above at the deadline of submission on 13 January 2017. The organisers may ask participants to provide proof of age.
- Participants aged below 18 should submit a letter of consent duly signed by the parents/guardians together with the submissions.
- A team may comprise participants from different institutions.
- Each participant can only join one team.
- In entering the Competition, participants confirm that they are eligible to do so. The organisers may require participants to provide proof that they are eligible to enter the Competition.
- Changes to team composition (including but not limited to addition, reduction and substitution of team members) are generally not accepted after submission of the business plan. Should there arise a genuine need for such changes, the team concerned should make a request with justifications in writing to the organisers. The organisers reserve the right to accede to or decline such requests.

#### Application and Entry Submission Procedures

- Participating teams should submit the following to the organisers on or before 13 January 2017:
  - (a) a duly completed application form (available at Competition website); and
  - (b) a preliminary business plan (in Chinese or English) which should comprise the following:
    - i) Six PowerPoint slides covering the following aspects:
      - Social issue(s) to be addressed;

- Objective(s) of the business plan;
  - Solution to the issue(s) identified;
  - Target beneficiaries;
  - Effectiveness in poverty alleviation and/or social inclusion; and
  - Feasibility to implement and sustain.
- ii) One Executive Summary of the business plan within two A4 pages.
- Submissions can be made **by mail, e-mail, in person or by delivery service** on or before 13 January 2017, the submission requirements for each submission method are at below:
    - For submissions **by mail**, there should be hard copies of one duly completed application form and three sets of preliminary business plan enclosed in a sealed envelope clearly marked “SI CEO Competition entry documents” and addressed to the organisers’ office at 41/F, Revenue Tower, 5 Gloucester Road, Wanchai. The postmark date on the envelope will be regarded as the date of application/submission.
    - For submissions **in person** or **by delivery services**, there should be hard copies of one duly completed application form and three sets of preliminary business plan enclosed in a sealed envelope clearly marked “SI CEO Competition entry documents” and the documents should reach the organisers’ office at 41/F, Revenue Tower, 5 Gloucester Road, Wanchai by 5:00 p.m. on 13 January 2017 (according to the Hong Kong Standard Time announced by the Hong Kong Observatory).
    - For submissions **by e-mail**, the completed application form and preliminary business plan should be sent to [siceo\\_proposal@eu.gov.hk](mailto:siceo_proposal@eu.gov.hk), with time stamps dated no later than 5:00 p.m. of 13 January 2017 (according to the system time of the organisers).
  - Late submissions or submissions not made in the specified format or manner will NOT be accepted.
  - Participating teams are allowed to use this business plan in other competition(s) or to apply for other funding scheme(s). However, if the same business plan has received monetary award or funding from other competition(s) or funding scheme(s) before such business plan has caused the receipt of any award or funding in this Competition, the organisers reserve the rights to disqualify such business plan. The participating teams are obliged to inform the organisers once they have received any monetary award or funding from other competition(s) or funding scheme(s).

#### Assessment

- The submitted business plans will be assessed by the Judging Panel based on the following criteria –
  - (a) Relevancy to theme
  - (b) Innovativeness
  - (c) Feasibility
  - (d) Ways of expression
- Five shortlisted teams will be selected to enter the Final Pitching. The result will

be announced in early February 2017 on the Competition website and the shortlisted teams will be individually informed by the organisers. Teams not receiving notification within February 2017 may consider their business plans failing to enter the Final Pitching.

#### Awards and Prizes

- One team award, namely “Best Technology Application Award” will be generated in this stage for the business plan which the Judging Panel considers to have (at the sole discretion of the Judging Panel) the best application of technology. This award and the related prizes would be presented in the award presentation ceremony tentatively scheduled in April 2017.

### **Stage (iii) - Social Media Marketing**

#### Introduction

- Shortlisted teams are required to set up a social media platform account to communicate their business plans to the public. Participants are expected to sharpen their skills and gain practical experience throughout the marketing campaigns. It is also hoped that through the interaction with the public on the social media platforms, the teams can further improve their business plans.

#### Format and Marketing Period

- The shortlisted teams are required to set up a social media platform account to promote their business plans. The selection of social media platform(s) used should be made in consultation with the mentor(s) assigned and the organisers.
- The shortlisted teams should maintain the social media platform account live and active during a specified period from February to April 2017.

#### Awards and Prizes

- One team award, namely “Social Media Award” will be generated in this stage for the team which the Judging Panel considers (at the sole discretion of the Judging Panel) to have staged the most effective and impressive social media marketing campaign. This award and the related prizes would be presented in the award presentation ceremony tentatively scheduled in April 2017.

### **Stage (iv) - Public Voting Campaign**

#### Introduction

- Shortlisted teams are required to produce a short video to promote their business plans. Such videos will be uploaded to a dedicated website hosted by the organisers for public voting.

#### Format and Voting Period

- The short video should be submitted by 13 March 2017. The short video should be submitted in a medium specified by the organisers and in a format that can be uploaded to YouTube.
- The public voting period will be from March to April 2017.

### Awards and Prizes

- One team award, namely “Most Liked Award” will be generated from public voting for the team with the highest number of votes. This award and the related prizes will be presented in the award presentation ceremony tentatively scheduled in April 2017.

### **Stage (v) - Final Pitching**

#### Introduction

- The shortlisted teams will enter the Final Pitching tentatively scheduled in April 2017 in which they are required to introduce their business plans before the Judging Panel.

#### Pitching Format and Requirements

- Prior to the Final Pitching, the teams are required to submit a set of PowerPoint slides for presentation in the Final Pitching.
- Supplementary information to the business plan previously submitted can be provided in the presentation slides. However, material deviations from the original business plan would only be accepted at discretion of the organisers after consultation with the corresponding mentors.
- The shortlisted teams will conduct a pitching of around 20 minutes before the Judging Panel. The session for each team will start with a presentation, to be followed by a question-and-answer (Q&A) session in which the Judging Panel would make follow-up questions and comments on the business plans and presentations.

#### Assessment

- The shortlisted business plans as presented in the Final Pitching will be assessed by the Judging Panel based on the following criteria –
  - (a) Relevancy to theme
  - (b) Innovativeness
  - (c) Feasibility
  - (d) Ways of expression

### Awards and Prizes

- Four team awards would be resulted from the Final Pitching, including:
  - a) Champion
  - b) First Runner-up
  - c) Second Runner-up
  - d) Most Social Innovative Award
- The Champion, First Runner-up and Second Runner-up will be decided according to the overall scores attained, whereas the Most Social Innovative Award will be given to the team with the highest score in the judging criterion of innovativeness.
- Apart from the team awards, a “Most Valuable Presenter Award” will be given to the individual participant with the most outstanding presentation in the Final Pitching as adjudicated by the Judging Panel at their sole discretion.

## **Stage (vi) - Implementation**

- The Champion, First Runner-up and Second Runner-up will be awarded implementation fund for implementing their business plans. In the period between June and November 2017, advisory services regarding implementation of the business plans will be provided by the organisers.
- The participant agrees and undertakes that the implementation fund should be dedicated to activities conducive to the purpose of implementing the business plans, including but not limited to prototyping and procuring necessary equipment for delivery of the services. The organisers have the right to decide, at their sole discretion, whether a certain item of expenditure is eligible for funding support.

## **Confidentiality and Intellectual Property**

- All materials submitted (including but not limited to the business plan, the short video submitted for public voting and the materials used in the social media platform associated) must be original work, and must not contain any unauthorised use of copyrighted or proprietary materials of any person or entity. Any form of plagiarism will result in automatic disqualification.
- All materials submitted will not be returned and shall be deemed to be subject to modification, utilisation, reproduction, public display, and/or publication online and/or in other media by the organisers for publicity or education purposes without any need for prior consent of or payment of copyright fees to the entrants.
- The authors of the business plan will retain all proprietary rights to the plan regarding its use at all times prior to and following the competition.
- All public sessions of the Competition, including but not limited to presentations and Q&A sessions, are open to the public at large. These public sessions may be broadcast to interested persons through media which may include radio, television and the Internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that will likely enter the public realm, and participants should not assume any right of confidentiality in any data or information discussed, divulged or presented in these sessions.
- By entering the Competition, participants agree that the organisers may, but are not required to, make entries available on its website and any other media, whether now known or invented in the future, and in connection with any publicity of the Competition. Participants agree to grant the organisers a non-exclusive, worldwide, irrevocable licence, for the full period of any intellectual property rights in the Competition entry and any accompanying materials, to use, display, publish, transmit, copy, edit, alter, store, re-format and sub-licence the competition entry and any accompanying materials for such purposes.

## **Acceptance of Awards and Prizes**

### *Acceptance*

- All winner(s) (for winning team(s), at least a representative who is a member of the team) shall attend the award presentation ceremony.
- Receipt of prizes should be signed and confirmed in Hong Kong by:
  - for team prizes, a member of the team aged 18 or above; and
  - for individual prizes, the prize winner or his/her parent/guardian if he/she is aged under 18;and with the presentation of the Hong Kong Identity Card of the team representative, the prize winner and/or the parent/guardian (as appropriate) for verification. The organisers reserve the right to withhold any unclaimed prizes.
- Winning teams will be required to sign an agreement (its form and substance shall be determined by the organisers at their sole discretion) and commit to use the funding received exclusively for the purpose of implementing the business plan.

### *Overseas Trips/Internship*

- For receiving prizes involving trips and/or internship outside Hong Kong, winner(s) should be in possession of a valid travel document. Authorisation letter signed by the parent or guardian for joining such outbound trips and/or internship is required for winner(s) aged below 18. The visa fees (if any) incurred are to be borne by the winner(s).
- The prizes do not include travel insurance, the cost of transfers to and from airports or stations, food and drink, spending money, tax or personal expenses. Any other costs incurred in addition to those set out above and that are incidental to the fulfilment of the prizes are the responsibility of the winner(s).
- Prizes are subject to availability. There is no cash alternative for the prizes.

### *Internship*

- Internship places are allocated by the organisers and cannot be transferred to others or exchanged among awardees.
- Upon allocation, the internship providers will contact the internship awardees individually to confirm the detailed arrangement of internship. The organisers shall not be held responsible or liable for the agreement and consensus (or for the lack of agreement and consensus) made between the internship providers and the awardees. The internship providers have the right to refuse to provide an internship 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 internship awardees.

- If an internship awardee is unable to take up an internship position for reasons including but not limited to not possessing the permit to work in the country/place(s) of internship, he/she shall notify the organisers in writing as soon as practicable and would thereafter be seen as giving up the internship position voluntarily and will not be given an alternative prize.

#### *General Terms*

- All prizes are non-reversible, non-transferable and non-refundable.
- Implementation fund awarded can only be used for the purpose of implementing the business plan. Consultation shall be made with and written agreement shall be sought from the organisers should the use of the implementation fund on other areas is intended.
- Implementation fund will be disbursed in phases according to a payment schedule to be agreed between the awardee and the organisers. The awardee will be able to obtain the next disbursement only if the organisers are satisfied that the milestones stipulated in the payment schedule are duly fulfilled. The organisers reserve the right to withhold or defer any payment.

#### **Other Terms and Conditions**

- During the course of the Competition and after the announcement of the results of the Competition, the participating teams, award-winning teams and award winners may be invited to attend interview sessions prior to, during and after the course of the Competition and the award of the prizes (including but not limited to overseas trips and internship) to share their experience and facilitate the public understanding of their business plans and awareness of social innovation.
- All decisions made by the Judging Panel are final.
- The organisers shall have the right to use the name and image of relevant entrant(s) to announce the winner(s) of the Competition and for any other reasonable and related promotional purposes.
- The organisers cannot be held responsible for the cancellation, postponement, damage or loss during the transport or delivery of entry submissions and prizes.
- The organisers reserve the right to amend the regulations and other arrangements without prior notice. The organisers' decision on all matters relating to the Competition will be final. If there is any reason to believe that there has been a breach of any rule, term or condition set out herein or if any disputes arise, the organisers reserve the right to disqualify any entrant or entry or cancel, suspend or claim any award from the entrant.
- The organisers will not have or accept any liability, obligation or responsibility whatsoever for any loss, destruction or damage (including without limitation

consequential loss, destruction or damage) however arising from participating in any events of this Competition.

- The organisers reserve the right to cancel, suspend, amend or claim any award from any team/individual on various grounds as necessitated.
- The organisers reserve the rights on final decision on interpreting of above terms and conditions.
- By submitting a competition entry, you are agreeing to be bound by the rules, terms and conditions set out herein.
- The rules, terms and conditions set out herein shall be governed by the laws of Hong Kong, and the parties submit to the non-exclusive jurisdiction of the courts of Hong Kong.
- For any enquiries about this document, please contact us at:

*By Mail*..... Send to “SIE Fund Secretariat, 41/F, Revenue Tower,  
5 Gloucester Road, Wanchai  
(Attn: Project Executive (SI CEO Competition))”

*By E-mail*..... Send to [siceo@eu.gov.hk](mailto:siceo@eu.gov.hk)

*By Phone*..... Enquiry Hotline at 2165 7345 (Hotline operating from 10:00  
a.m. to 12:30 p.m. and 2:30 p.m. to 5:00 p.m.; Mondays to  
Fridays; except Public Holidays)