



IN-NO PLASTICS CHALLENGE

「無塑可能」創新方案比賽

Application Guidelines

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1. Background

The IN-NO Plastics Challenge (the Challenge) is an open innovation competition jointly organised by the Environmental Protection Department (EPD) and Environmental Campaign Committee (ECC). The Education for Good Community Interest Company Limited (Education for Good) has been appointed by the ECC as the Consultant of the Challenge.

The Challenge aims to unleash the creativity of tertiary students by providing them with an opportunity to address environmental challenges with innovation and make a positive impact on the environment.

2. Objectives

The Challenge is designed to inspire students to develop practical and innovative ideas to reduce the use of disposable plastics in Hong Kong through both creative and analytical means, and ultimately to reinforce students' roles as green leaders in their institutes and in the community to promote sustainable living.

3. Scope Description

- Students are required to **submit an out-of-the-box and practical idea** that can be incorporated in day-to-day life to reduce the use of disposable plastics in Hong Kong.
- A **1-day Innovation Bootcamp** will be arranged for the finalist teams (top 10 teams) to learn more about environmental innovation and improve the desirability and feasibility of their ideas with Design Thinking.
- Students will also have the chance to enhance their leadership and presentation skills in planning and managing projects through participating in the **Online Final Adjudication**.

4. Format & Rules

The Challenge consists of 2 stages: (i) First Round; and (ii) Online Final Adjudication.

Eligibility

- Full-time / Part-time tertiary students (both undergraduate and post-graduate) in Hong Kong who are passionate about environmental conservation may join the challenge in teams of **3 to 5 members**.
- Each team should consist of students **over the age of 18** and from local tertiary education institutes only.
- Each participant can only be **associated with one team**.



Submission Guidelines

- All proposals shall be submitted via Google Forms in **.pdf** format, using the team name as the file name.
- All submitted documents must be written in English or Chinese.
- Applications must be submitted by 23:59 (GMT +8) of the stated dates of submission.
- Late submission of any required materials will be assumed as withdrawal from the Challenge.
- No re-submission or modification of any submitted materials is allowed.
- Teams that fail to meet the above requirements may be disqualified.

Plagiarism

- Allegations of plagiarism will be investigated by the organising committee. Teams found guilty of plagiarism will be disqualified. The decision of the organising committee is final and binding.

4.1 First Round (Executive Summary in either Chinese or English)

Teams are required to submit a **2-page Executive Summary** elaborating on the proposed solution. More details about the format of the summary are as follows:

- The length of the Executive Summary should not exceed 2 A4-size pages (for both English and Chinese and excluding references and appendix).
- **Arial with font size 12pt and single line spacing** are required for **English** submission;
- **新細明體 with font size 12pt and single line spacing** are required for **Chinese** submission.
- **Margins of 1.27cm** are required for both Chinese and English submission.
- Applications must be submitted by 23:59 (GMT +8) on **25 Aug 2021**. **Teams are required to use the Application Form for their application and submission.**
- Teams that fail to meet the above requirements may be disqualified.

Guiding questions for preparation of the Executive Summary (for reference only):

1. What is the problem you are tackling and why is it so significant? Support with data and statistics, insights discovered from daily life.
2. What is your proposed solution? Is it innovative and different from current measures or existing solutions?
3. Is the solution practicable? Can it be supported by current technology or measures?
4. Is your solution desirable and appealing to users?
5. What is/are your expected environmental and social impact(s)?

The Finalist Teams will be invited to join a 1-day Innovation Bootcamp to learn and leverage the Design Thinking innovation approach to improve and ensure the desirability and feasibility of their solution.



4.2 Online Final Adjudication (PowerPoint Slides + Presentation in either Cantonese or English)

The Finalist Teams are required to do a 10-minute oral presentation to pitch their ideas to the full panel of judges, followed by a 5-minute Q&A session. Finalists should deliver their presentation using PowerPoint slides. Additional multimedia content or demonstrations are also welcome. Selected teams are required to submit:

- A maximum of 12-slide PowerPoint (including cover page and agenda, excluding appendix) based on the refined executive summary. The maximum file size is 10MB.
- PowerPoint slides should be submitted by 23:59 (GMT +8) **13 Oct 2021** via the Google Form link provided.

Please be reminded that all team members from the Finalist Teams are required to attend the **Innovation Bootcamp (25 Sep 2021)** and **Online Final Adjudication (16 Oct 2021)**.

4.3 Marking Criteria

The following criteria will be used to evaluate teams' performance:

- **Initial Assessment**
 - (i) Understanding the Problem (20%)
 - (ii) Innovation & Creativity (25%)
 - (iii) Feasibility & Desirability (30%)
 - (iv) Potential Impact (25%)
- **Final Round**
 - (i) Understanding the Problem (10%)
 - (ii) Innovation & Creativity (25%)
 - (iii) Feasibility & Desirability (30%)
 - (iv) Potential Impact (15%)
 - (v) Presentation (for report submission as well) (10%)
 - (vi) Application of Design Thinking (10%)



Sponsor



Organisers



Environment Protection Department

Consultant



5. Awards

Awards are decided by a panel of professionals and experts across the environmental industry, education segment, and social innovation sector.

Awards	Prizes
Champion	Cash Prize of HK\$30,000, e-Certificate and eco gift set
1st Runner-up	Cash Prize of HK\$20,000, e-Certificate and eco gift set
2nd Runner-up	Cash Prize of HK\$10,000, e-Certificate and eco gift set
Best Presentation Team	e-Certificate and eco gift set
Best Application of Design Thinking Techniques	e-Certificate and eco gift set
Finalist Teams	e-Certificate and eco gift set
Funding may be provided if the winning proposal is feasible.	

6. Competition Schedule

Date	Events
4 Aug 2021	<p>Online Briefing (optional) An online briefing session will be held to provide the registered participants with detailed information about the Challenge. Interested students are highly encouraged to join the Zoom briefing session real-time. In case they cannot join the session, they can watch the playback of the briefing. The video will be uploaded to the official website. Time: 20:00-21:00 Hosts: Representatives from ECC and Education for Good Format: Zoom online briefing Objectives:</p> <ol style="list-style-type: none"> 1. Provide an overview of the Challenge 2. Introduce the theme and assessment criteria
25 Aug 2021	Application Deadline
15 Sep 2021	Announcement of Finalist Teams
25 Sep 2021	<p>Innovation Bootcamp</p> <ul style="list-style-type: none"> • Be inspired by distinguished speakers and successful innovators, learn from their experience and receive valuable feedback from them • Learn and apply Design Thinking - an effective innovation process through plenary talks, discussion and innovation exercises



Sponsor



Organisers



Consultant



	<ul style="list-style-type: none"> Equip with practical Design Thinking skills and tools to discover hidden opportunities, generate creative solutions and increase idea hit-rate
16 Oct 2021	Online Final Adjudication
20 Oct 2021	Result Announcement

7. Frequently Asked Questions

Q1. Is the Innovation Bootcamp compulsory? Can we just send one representative from each team for the Bootcamp?

A1: The Bootcamp is compulsory and all members in the team should join the camp. The Bootcamp will be held physically at the HKAYP Jockey Club Duke of Edinburgh Training Camp. For students who cannot attend the Bootcamp, relevant proof will be required for exemption from attendance.

Q2. Can I join without teammates? Will you do the teaming-up for us?

A2: Candidates are expected to form a team before registration. No pairing services would be provided by the organiser.

Q3. If a team member withdraws from the Challenge midway, will the team be allowed to continue with the Challenge?

A3: No, the team will not be eligible to compete anymore. Changing the team formation in the second stage is also not allowed. All members who submitted the executive summary in the First Round should carry on with the project in the later round.

Q4. Can I form teams with students from other tertiary institutes?

A4: Yes, students are free to form teams from different levels, disciplines and/or tertiary institutes.

Q5. I am a final year student now and I will have graduated in Sep 2021. Can I still join the competition?

A5: Yes, you can join the competition.

Q6. I am an international/exchange student of a tertiary institute in Hong Kong. Can I still join the competition?

A6: Yes, you are eligible to join. However, you should make sure that you can participate in all activities to be held during the period from Jul to Oct 2021. Any members who leave the team in the middle of the Challenge will lead to disqualification of the whole team.

Q7. Is there any entry fee for the competition?

No. All eligible participants are welcome to join.



8. Terms and Conditions

By participating in the Challenge, individuals or group of individuals (“Participants”) accept and agree to comply with the following terms and conditions.

8.1 Confidentiality and Intellectual Property

- All materials submitted (including but not limited to the Executive Summary, PowerPoint slides and short video if applicable) to the Organiser will be kept confidential as the rightful property of the Challenge.
- You must be the owner or authorised user to all materials submitted. Your work and adaptations must be original and have never been submitted to other competition(s). Any trademarks, patented or copyrighted materials, or content that may involve other proprietary rights, or rights of publicity or privacy must be properly acknowledged and observed to prevent violation of any law and regulations. If participants are to incorporate any of these into the submission materials, written permission should be obtained. The Organiser reserves the right to request written proof of consents or permissions if necessary.
- Participants should not assume any right of confidentiality over any content, data or information disclosed in public sessions. Submitted materials may be subjected to modification, utilisation, reproduction, public display, and/or publication online and/or in other media by the Organiser for publicity or education purposes without any need for prior consent of or payment of copyright fees to the participants. All participants must also obtain relevant permissions from the third party to allow the Organiser to use, copy, edit and broadcast the third party material.
- By entering the Challenge, participants agree to grant the Organiser a non-exclusive, worldwide, irrevocable licence, for the full period of any intellectual property rights in the Challenge’s entry and any accompanying materials. As such, the Organiser is free to reproduce, distribute, inform and modify them in connection with any publicity of the Challenge on any media including its website.
- The Organiser shall not be responsible, whether directly or indirectly, for any liability arising whatsoever or howsoever from violation of any laws of Hong Kong . All participants shall agree and undertake to accept and be responsible for all such liability arising therefrom. For details about the Copyright Ordinance of Hong Kong (Chapter 528 of the Laws of Hong Kong), please visit www.legislation.gov.hk.

8.2 Acceptance of Awards and Prizes

- Three teams (or a combination as deemed appropriate by the Final Adjudicating Panel) will be identified as the Champion, 1st runner-up and 2nd runner-up (“Winning Teams”) and awarded cash prizes. E-certificates and eco gift sets will also be presented to all Finalist Teams.
- Attendance from at least one member of the Winning Team(s) is mandatory at the award



presentation ceremony, if any.

- Receipt of prizes should be signed and confirmed in Hong Kong by a member of the Winning Teams.

8.3 Marketing

- Competition results for shortlisted teams during the final round would be made public. Photos, videos and audios of the final round may also be broadcasted through media or the press, or given to interested persons.
- The Organiser shall have the right to require participants to participate in any reasonable promotional and publicity activities which may involve the use of the participant's name as well as image, trademarks and logos used in the proposals for any reasonable and related promotional purpose.

8.4 Other Terms and Conditions

- Entries should not involve any commercial activity or promotion.
- Entries should be related to the theme of the Challenge. Any content that is indecent, insinuating, libelous, untrue, defamatory, unlawful, hateful, threatening, demeaning, inappropriate, obscene, malicious, encouraging illegal activities, or violating the law of HKSAR is strictly prohibited. Entries should observe the Laws of Hong Kong at all times.
- The Organiser reserves the right to admit or exclude any entry to any individuals at any time.
- The Challenge results rest on the final decision of the Organiser.
- The Organiser reserves the right, at its sole discretion, to cancel, modify or claim any award from any individual or team as necessitated.
- The Organiser will not be held responsible for any loss, damage, injury or extra expenses resulting from participating in any events of the Challenge.
- In the event of dispute, the Organiser reserves the right of final decisions and to change the above mentioned terms and conditions at any time without prior notice.
- Members of the winning teams should commit to joining at least three green initiative activities organised by Environment Bureau/EPD/ECC within two years upon receipt of awards.

9. Enquiries

Website: <https://school.ecc.org.hk/mini-site/innopc/index.html>

Email: inno_plastic@epd.gov.hk

Telephone: 2835-1749; 2835-1772