

# THE CHINESE UNIVERSITY OF HONG KONG

## Social Responsibility and Sustainable Development Office

### Sustainable Student Orientation Sponsorship 2022

#### Important Dates

No.	Stage	Deadline	What to submit?
1	Application	24 July (Sunday)	<ul style="list-style-type: none"><li>• <a href="#">Online application form</a></li></ul>
2	Design	Before placement of order (for reusable items being sponsored) by 7 August (Sunday)	<ul style="list-style-type: none"><li>• Design draft of the selected item / for SRSDO's approval</li></ul>
3	Sustainable student orientation actions	11 September (Sunday)	<ul style="list-style-type: none"><li>• <a href="#">‘Sustainable Student Orientation Action List’ e-survey</a> with proof of completion; and a group photo featuring students holding/wearing the sponsored item or students taking part in the sponsored activity</li></ul>
4	Reimbursement	To be stated in the sponsorship confirmation letter for successful applicants	<ul style="list-style-type: none"><li>• Original receipts for the production or purchase of sponsored items or expenditures related to sponsored activities (*Invoices will not be accepted); and</li><li>• Filled Payment Voucher</li></ul>
5	Experience Sharing	Exact date to be announced	List of names of appointed representatives

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## Social Responsibility and Sustainable Development Office

### Sustainable Student Orientation Sponsorship 2022

#### **Aim**

1. To encourage organizing committees (OCs) to incorporate green elements in their orientation events in order to:
  - Reduce the environmental impact of these events; and
  - Introduce green resources on campus and encourage freshmen to adopt a greener lifestyle.

#### **Sponsorship and Eligibility**

2. Sponsorship may be provided to each eligible orientation event for either:
  - Reusable items (e.g., BPA-free water bottles or cutlery, T-shirts, towels or other items proposed by the applicants); or
  - A green and/or sustainability-related activity held in the event.
3. Sponsorship conditions:
  - (a) The maximum sponsorship available will be: (i) for reusable items, either HK\$25 per item or the actual production cost, whichever is lower; or (ii) for activities, either HK\$50 per person involved (quota) or the actual expenditure, whichever is lower.
  - (b) If the number of items / quotas requested for OCs and group facilitators exceeds that for freshmen, items / quotas for OCs and group facilitators will receive partial sponsorship only.
  - (c) The total sponsorship for each orientation event may be capped at a maximum level to be determined by the Social Responsibility and Sustainable Development Office (SRSDO).
  - (d) In order to allocate sponsorship effectively, preference will be given to the applications from the orientation event OCs at College and Faculty levels.
  - (e) Sponsorship will be given to the successful applicants in the form of reimbursement.
4. To be eligible for reimbursement, the orientation event must:

Reusable Item	Activity
(a) Incorporate one of the listed green messages and the 'SRSDO and CUHK Carbon Neutral 2038' logo into the design of the sponsored items, in accordance with the design guidelines (see Appendix AI).	(a) Submit a detailed activity plan, in accordance with the activity guidelines (see Appendix AII) together with the application form for approval.
(b) Submit the item design to <a href="mailto:srsdo@cuhk.edu.hk">srsdo@cuhk.edu.hk</a> for approval prior to production. Designs should be submitted for review by SRSDO as soon as possible to ensure timely procurement of the	(b) Fulfil the agreed number of applicable actions* listed in the 'Sustainable Student Orientation Action List' (see Appendix B).

<p>sponsored items with the production companies.</p> <p>(c) Fulfil the agreed number of applicable actions* listed in the ‘Sustainable Student Orientation Action List’ (see Appendix B).</p> <p>(d) Report the number of completed actions to SRSDO with proof of completion and a group photo featuring students holding/wearing the sponsored item, via the <a href="#">‘Sustainable Student Orientation Action List’ e-survey</a> after the event, by 11 September 2022 (Sunday). Late submissions will not be considered.</p>	<p>(c) Report the number of completed actions to SRSDO with proof of completion and at least two photos featuring students taking part in the sponsored activity, via the <a href="#">‘Sustainable Student Orientation Action List’ e-survey</a> after the event, by 11 September 2022 (Sunday). Late submissions will not be considered.</p>
<p><i>*OCs are required to select the actions applicable to their orientation event when they submit the online application form.</i></p>	

5. The arrangement of the orientation event and the associated activity, if any, must make reference to the [‘Referencing Guidelines for Social and Non-academic Events during COVID-19’](#), [‘Guidelines for Sustainable Event Planning and Management’](#) and guidance by the Joint Committee on New Student Orientation.
6. OCs will be informed by email whether their application has been successful, within one month after the submission deadline. Successful applicants will need to submit the original receipts for the production or purchase of sponsored items or expenditures related to sponsored activities, to SRSDO (Suite 909, Yasumoto International Academic Park) by a specified deadline. Invoices will not be accepted. The reimbursement process normally takes 4 to 6 weeks.

### **Application**

7. Applicants must complete and submit the [online application form](#) by 24 July 2022 (Sunday). Late submissions will not be considered.

### **‘Most Sustainable Student Orientation Award’**

8. The orientation event which has achieved the best performance will receive the ‘Most Sustainable Student Orientation Award’. This award aims to acknowledge the combined efforts of OCs and freshmen in completing a sustainable student orientation event.
9. All orientation events receiving sponsorship must appoint one or more representatives to attend the award presentation ceremony in 2022/23 (exact date to be announced in due course).

### **Enquiries**

10. Social Responsibility and Sustainable Development Office

- Email: [srsdo@cuhk.edu.hk](mailto:srsdo@cuhk.edu.hk)
- Telephone: 3943 4447 (Ms Flora Au-yeung)

(Last Updated: June 2022)

## Sustainable Student Orientation Sponsorship 2022: Design Guidelines

### General

1. The design must include one of the green messages and display the ‘SRSDO and CUHK Carbon Neutral 2038’ logo (see paragraph 7 below).
2. The words must be sharp, legible and clearly visible. Specific display requirements for the message and logo are stated below.
3. Any reusable water bottles and cutlery produced or purchased must be BPA-free. A statement to this effect must be printed either on the item itself or on the invoice/receipt issued by the supplier.
4. The final design of the sponsored item (together with the documentation that it is BPA-free, if applicable) must be submitted to SRSDO ([srsdo@cuhk.edu.hk](mailto:srsdo@cuhk.edu.hk)) for approval before any order is placed or confirmed by OCs. The approval process will normally take 1 to 2 weeks after submission.

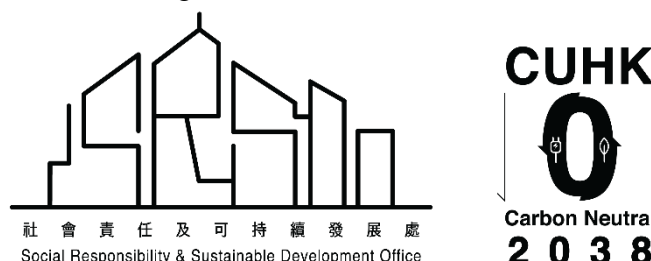
### Green Messages

5. The design must include one of the green messages in Chinese and/or English. The message can be proposed by applicants or take reference as below.
6. There are no specific requirements on the colour, font type and graphic design for the green message.

Message (Chinese)	Message (English)	Minimum Height of Each Letter/Character
減碳從慳電着手	Save Energy for a Greener Future	Chinese texts: 15 mm English texts: 15 mm
分類回收 減廢無難度	Sort and Recycle Your Trash	
大步行走齊減碳	Walk for Green	
惜食在中大	Love Food Hate Waste	
自攜水樽 免「廢」暢飲	Bring Your Own!	
自備餐具 向膠說「不」	Ditch disposables!	

### ‘SRSDO and CUHK Carbon Neutral 2038’ Logo

7. The design must include the logo below (available here: [JPG](#) or [PNG](#)).



8. The logo must be at least 120mm wide and 50mm tall.
9. The logo should not be amended or distorted in any way. The logo must be shown against a background of uniform colour, but may itself be in any colour.








## Appendix AII











### **Sustainable Student Orientation Sponsorship 2022: Activity Guidelines**

1. The activity must promote a message related to at least one of following topics:
  - (a) [‘Plastic-free campus’](#) campaign
  - (b) [Love Food Hate Waste @CUHK](#)
  - (c) Carbon footprint reduction
  - (d) Waste reduction
  - (e) Ecological conservation
2. An acknowledgement of sponsorship received should be made to the participants during the activity.
3. The ‘SRSDO and CUHK Carbon Neutral 2038’ logo must be displayed on all materials related to the orientation event.
4. The activity plan must be submitted with the application form.
5. The plan should include following components:
  - Details of the activity (e.g., objectives, detailed content, date and time)
  - Budget (e.g., estimated expenditure and items)






### Sustainable Student Orientation Action List

- To be eligible for the Sustainable Student Orientation Sponsorship 2022, the orientation event (hereafter referred to as the ‘event’) must complete the agreed number of applicable actions listed below.
- Please retain proof of completion of the sustainable student orientation actions before and during the orientation event. Photos, email correspondence, WhatsApp conversations, social media screenshots and receipts will be accepted as proof. We encourage OCs to be creative and demonstrate that they have completed the actions by other means. If you are not sure whether your proof is valid, please contact SRSDO by email ([srsdo@cuhk.edu.hk](mailto:srsdo@cuhk.edu.hk)) or by telephone (3943 4447, Ms Flora Au-yeung).

	<u>Sustainable Development Goals (SDGs)</u>	Sustainable Student Orientation Actions	Suggested Proof
<b>Introduction of Green Resources on Campus</b>			
1		We presented participants with the <a href="#">provided materials on campus sustainability</a> .	<ul style="list-style-type: none"> <li>Photos of the OCs presenting the provided materials; or</li> <li>Written announcement released through official communication channels</li> </ul>
2	 	We offered a (virtual) guide tour to the <a href="#">‘Walk for Green’ Programme</a> and advised participants that they could obtain points by tapping their CU Link cards at the card readers installed at both the start and end points of each route.	<ul style="list-style-type: none"> <li>Photos of the OCs presenting the route; or</li> <li>Written messages released through official communication channels</li> </ul>
3	 	We gave the participants tips on how to obtain second-hand textbooks.	Written messages released through official communication channels
4		We introduced the <a href="#">‘CU Green Buddies’</a> scheme and encouraged participants to <a href="#">register</a> and follow SRSDO’s <a href="#">Facebook</a> and <a href="#">Instagram</a> for sustainability news and activities.	Written messages released through official communication channels
5		We offered a (virtual) guide tour to encourage participants to	<ul style="list-style-type: none"> <li>Photos of the OC offering a guided</li> </ul>

	<u>Sustainable Development Goals (SDGs)</u>	<b>Sustainable Student Orientation Actions</b>	<b>Suggested Proof</b>
		familiarize themselves with the green facilities and features on campus, such as the <a href="#">Jockey Club Museum of Climate Change</a> .	tour of CUHK's green facilities or features; or <ul style="list-style-type: none"> <li>Written messages released through official communication channels</li> </ul>
<b>Carbon Footprint Reduction</b>			
6	  	We introduced participants to the ' <a href="#">Love Food Hate Waste @CUHK</a> ' campaign. We also encouraged them to request 'less rice' if they were not feeling very hungry when they ordered food.	<ul style="list-style-type: none"> <li>Written messages released through official communication channels; or</li> <li>Photos of the OC presenting the message</li> </ul>
7		We implemented measures to minimize electricity use, for example, topping-up an appropriate amount of A/C credits and reminding participants to switch off electrical equipment before leaving event venues.	<ul style="list-style-type: none"> <li>Written messages released through official communication channels; or</li> <li>Photos of the measures taken during the event</li> </ul>
8		We encouraged participants to take stairs instead of lifts whenever we could.	<ul style="list-style-type: none"> <li>Written messages released through official communication channels; or</li> <li>Photos of the measures taken during the event</li> </ul>
<b>Waste Reduction</b>			
9	  	We encouraged participants to follow the 'Bring Your Own' (BYO) principle, by bringing their own bottles. We also showed them where 'Go Green Water Stations' (water dispensers) were located on the CUHK campus.	<ul style="list-style-type: none"> <li>Written announcement released through official communication channels; and</li> <li>Photos of the measures taken during the event</li> </ul>
10	 	We used recyclable or reusable materials as game props. After the	<ul style="list-style-type: none"> <li>Written messages released through official</li> </ul>



	<u>Sustainable Development Goals (SDGs)</u>	<b>Sustainable Student Orientation Actions</b>	<b>Suggested Proof</b>
		event, we recycled them or stored them away for future events.	communication channels; or <ul style="list-style-type: none"> <li>• Photos of the measures taken during the event</li> </ul>
11		We encouraged participants to separate their recyclable wastes (i.e., paper, plastic, metal and glass) and to dispose of them properly in recycling bins.	<ul style="list-style-type: none"> <li>• Written messages released through official communication channels; or</li> <li>• Photos of the measures taken during the event</li> </ul>
12		We produced and distributed no more than two T-shirts per participant and reused the T-shirts as much as possible by washing them.	Written messages released through official communication channels
13		We discouraged the use of disposable straws and cutlery such as plastic forks, spoons and chopsticks.	<ul style="list-style-type: none"> <li>• Written messages released through official communication channels; or</li> <li>• Photos of the measures taken during the event</li> </ul>
<b>SDG Initiatives</b>			
14		We presented relevant SDGs when we introduce each sustainable student orientation action.	Photos of the measures taken during the event
15	 [depend on the activity]	We held an activity* which actively responded to at least one of the SDGs adopted by the United Nations, and introduced SDGs to the participants.  * Example: Organize a learning session on SDG by watching the SDG Forum Series: <a href="#"><i>Grand Challenges to Sustainability: Dialogues in a Time of Pandemic</i></a>	Photos of the activity taken during the event