

United College Social Innovation & Experiential Learning Project 2022-23

Group Sense Social Innovation and Sustainable Development Award

Competition Details

- A. Background :** The Group Sense Social Innovation and Sustainable Development Award (GSSA) is a competition under the United College Social Innovation and Experiential Learning Project. It aims to promote social innovation and to initiate sustainable development of the campus and the society. Through professional training and consultation, we encourage students to think from different perspectives and turn their creative ideas into some innovative projects which could help solve some social problems. We anticipate that their projects could effectively respond to the 17 Sustainable Development Goals (SDGs) promoted by the United Nations, and will progressively develop and contribute to the sustainable development of a harmonious society.
- B. Objectives:**
1. Encourage students to think about their social responsibilities from multiple perspectives, analyze social problems, and to solve them with creative ideas;
 2. Equip students with new skills through professional training and exchange platforms;
 3. Help students to test their ideas on campus and learn from the experiences so that the projects could obtain larger funding sources and grow into some sustainable businesses.
 4. Support CUHK's mission to promote sustainable development and help CUHK and the College to build an inclusive and integrated learning environment.
- C. Eligibility:**
1. Group participation with **size of 2-6 people**;
 2. Both undergraduates and post-graduates are welcome. **At least one non-final year student**, no limitation to other members;
 3. **Group leader must be a student of United College** and no limitation to other members;
 4. Welcome students from any major;
 5. **A project outline must be submitted** together with the application.

D. Theme of 2022-23:

Project should respond to **at least ONE** of the 17 SDGs
<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>



E. Criteria :

1. Social Impact (30%)

The project should show how the project can respond to the theme(s) from short to long term, by solving the social problem, or to help its target audience to tackle the problem.

2. Social & Market Analysis (10%)

The team should have thorough understanding of the market needs, its status quo, and problem(s) of the industry. They should manifest their plan to handle these issues.

3. Practicability (30%)

The project should be technically feasible, practical, and has a reasonable budget plan.

4. Sustainability (10%)

The team should indicate how the project could be maintained and achieve the expected social impact.

5. Innovation & Uniqueness (20%)

The project should exhibit its innovative or unique features.

F. Awards

Name of Award	No. of Awardees	Prize
Group Sense Social Innovation and Sustainable Development Award - Champion	1	1. Cash prize of HK\$10,000. 2. The team will execute their project with a maximum seed fund of HKD20,000. The project period is 2 – 6 months and the seed fund will be reimbursed in several instalments. The team should submit a Progress Report, a Final report and a 1-min video to the College according to the timeline.
Outstanding Project Award	1-3	1. The team(s) will execute their project with a maximum seed fund of HKD10,000. The project period is 2 – 6 months and the seed fund will be reimbursed in several instalments. The team should submit a Progress Report, a Final report and a 1-min video to the College according to the timeline.

*The prizes will be awarded to teams instead of individuals.

G. Competition Timeline: *Mandatory (at least one team member to attend the activity)

Activity	Date/ Deadline
Phase One	
Application	14 Nov 2022 (Mon)
Deadline of application	13 Jan 2023 (Fri)
Training (1) - Design Thinking*	#7 Feb 2023 (Tue)/ 5:00 pm
Training (2) - Initial Hypothesis*	#14 Feb 2023 (Tue)/ 5:00 pm
Training (3) - Social Impact Measurement*	#21 Feb 2023 (Tue)/ 5:00 pm
Training (4) - Pitching and Proposal Writing Skills	#28 Feb 2023 (Tue)/ 5:00 pm
Training (5) - Individual Coaching	Feb – Mar 2023 (~1.5 month)
Submission of Project Proposal	7 Apr 2023 (Fri)
Project Presentation *(The winning team(s) will enter Phase Two)	14 Apr 2023 (Fri)
Phase Two	
Project execution (2 – 6 months)	May - Oct 2023
Submission of Progress Report & a 1-min video	Jul 2023
Project sharing at 2022-23 Briefing Session	Oct 2023
Submission of Final Report	Nov 2023

#Tentative schedule, subject to change

聯合書院社創體驗計劃 2022-23

權智社創及可持續發展獎

比賽章程

- (一) 背景： 權智社創及可持續發展獎是聯合書院社創體驗計劃之下的一項活動，比賽以社會創新和推動校園及社會可持續發展為目標，旨於鼓勵聯合書院及中大學生對社會責任作出多角度思考，並發揮所長及創意，透過參賽的過程，善用專業培訓及交流機會，實踐創新意念以解決社會問題，達致可持續發展社會及建構共融校園的願景，同時呼應聯合國所推動的十七項可持續發展目標 (Sustainable Development Goals)。
- (二) 目標：
1. 鼓勵學習分析社會問題並利用創新意念尋找解決辦法，促進同學對社會責任的多角度思考；
 2. 透過專業訓練及交流活動，培養同學在學科以外的才能；
 3. 協助同學將創新意念孵化，先以校園為試驗空間，汲取經驗並加以改良，有利日後將這些初創項目轉化為潛力優厚並可持續發展的商業計劃，募集更大規模的資金及正式營運；
 4. 配合大學推動的可持續發展目標，為中大及聯合書院校園建構共融學習環境作出貢獻。
- (三) 參加資格：
1. 參賽者必須以隊伍形式參加，隊伍人數為二至六人；
 2. 中大本科生及研究生，當中必須至少有一名非畢業班本科生，其餘成員則不限年級；
 3. 參賽隊伍之隊長必須為聯合書院學生，隊伍成員則不限所屬書院；
 4. 不限主修學科；
 5. 參賽隊伍遞交報名表格時，必須同時遞交一份項目大綱。

(四) 本年度比賽主題：參賽項目須選擇下列最少一個聯合國可持續發展目標為項目主軸：

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>



(五) 評分標準：

1. 社會效益 (30%)
項目須顯示如何在短期至長期回應項目主題，從根本解決社會問題或為其對象增加價值。
2. 社會及市場分析 (10%)
隊伍須了解社會市場需要、形勢及分析問題本質，並展現如何應對這些因素。
3. 可行性 (30%)
項目須展示其意念及技術之可行性及財政考量。
4. 可持續性 (10%)
展示如何讓項目能持續營運，並發揮預期的社會效益。
5. 創新及獨特性 (20%)
項目須展示創新元素或獨特之處。

(六) 獎項：

獎項名稱	名額	內容
權智社創及可持續發展獎 – 冠軍	一名	1. 現金 HK\$10,000 2. 得獎隊伍可以實報實銷形式分階段獲發啟動基金以實踐項目，總額最高為 HK\$20,000，為期二至六個月。隊伍需依時提交項目進度報告及 1 分鐘短片。
優秀項目計劃獎	一至三名 (由評判視乎參賽隊伍數目及項目質素決定)	1. 勝出隊伍可以實報實銷形式分階段獲發啟動基金以實踐項目，總額最高為港幣 HK\$10,000，為期二至六個月。隊伍需依時提交項目進度報告及 1 分鐘短片。

*所有獎項以隊伍為單位頒發

(七) 相關活動及時間表：

參賽隊伍必須參與所有指定活動（標有*活動）

活動	日期/截止
第一階段	
公開報名	2022 年 11 月 14 日 (一)
截止報名	2023 年 1 月 13 日 (五)
訓練 (一) - Design Thinking*	# 2023 年 2 月 7 日 (二) / 下午 5:00
訓練 (二) - Initial Hypothesis*	# 2023 年 2 月 14 日 (二) / 下午 5:00
訓練 (三) - Social Impact Measurement*	# 2023 年 2 月 21 日 (二) / 下午 5:00
訓練 (四) - Pitching and Proposal Writing Skills	# 2023 年 2 月 28 日 (二) / 下午 5:00
訓練 (五) - Individual Coaching	2023 年 2 月至 3 月 (~1.5 個月)
參賽隊伍遞交正式項目計劃書	2023 年 4 月 7 日 (五)
參賽項目發表日 (勝出隊伍將進入第二階段，獲發啟動基金實踐項目，為期二至六個月。)	2023 年 4 月 14 日 (五)
第二階段	
執行項目 (為期二至六個月)	2023 年 5 月至 10 月
提交項中期進度報告及簡介短片	2023 年 7 月
項目分享會及 2022-23 年度簡介會	2023 年 10 月
提交項目完成報告	2023 年 11 月

#訓練日期及時間待定