WU YEE SUN COLLEGE
THE CHINESE UNIVERSITY OF HONG KONG
Sunny Passion Programme (愛陽光計劃) 2021/22

GUIDELINES

1. Introduction

Wu Yee Sun College (WYS) of The Chinese University of Hong Kong (CUHK) invites students to submit proposals to the **Sunny Passion Programme (SPP)**.

SPP encourages social responsibility among students, and supports students to think and act creatively for good causes.
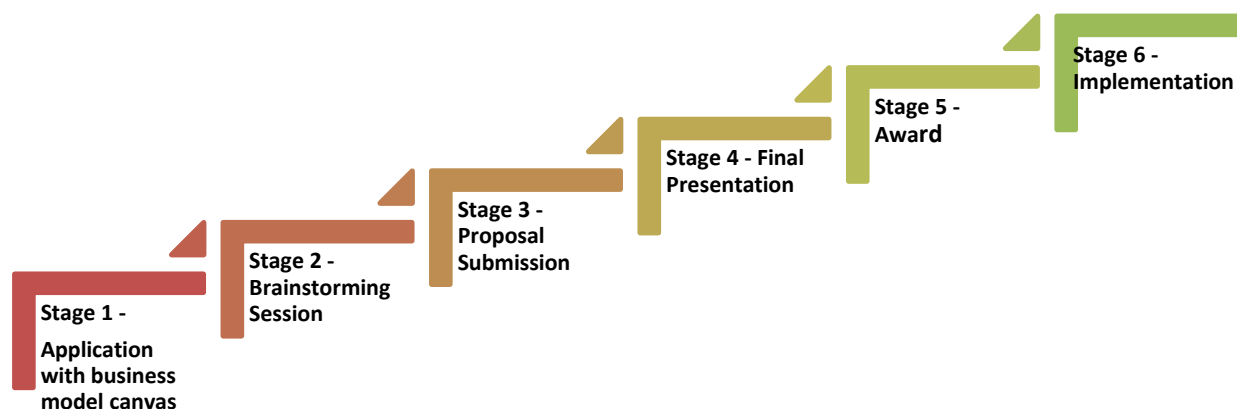
2. SPP Objectives

To generate innovative, creative and entrepreneurial ideas for social benefits among WYS students.

3. Eligibility

All WYS students can apply individually or in groups (collectively referred to as a team)*. **Final-year WYS students** can submit their Senior Seminar course proposals, if the proposals meet the purpose of the SPP. If the Senior Seminar course proposal is a group project, please be reminded to get consent from all members contributed to the project prior to the submission of the proposal.

*A team MUST comprise of at least 50% WYS students. Other teammates may be students from other colleges of CUHK.

4. SPP Overview

STAGE 1 – APPLICATION WITH THE BUSINESS MODEL CANVAS

Each team will submit an application form together with Business Model Canvas to state the creative ideas and the social missions behind the proposed projects; AND post the project idea (short description of project and picture) on c!ab Website for feedback from other teams and CUHK students.

Due Date: 5:00pm, 25 January 2022

STAGE 2 – BRAINSTORMING SESSION

2.1 Online Feedback

After every enrolled team has posted their ideas on c!ab Website, College will invite students in CUHK community to render comment and feedback for consideration of the teams.

Period: 26 January to 31 January 2022

2.2 Brainstorming Session

All enrolled teams MUST attend the session and render feedback to other teams' project idea for consolidation of the project proposal.

Date: Early- February 2022

STAGE 3 – PROPOSAL SUBMISSION

After receiving the feedback from other teams and students in Stage 2, each team will revise their ideas and submit a full (maximum of 10 pages) proposal. The team should include an action plan in the proposal for suggesting at least one feasible way to implement, promote or demonstrate project their project idea to others if they are awarded.

Due Date: 5:00pm, 10 March 2022

STAGE 4 – FINAL PRESENTATION

Short-listed teams will present their ideas to panel judges through a presentation session comprising 15-min oral introduction and 10-min Q & A.

Date: End-March, 2022

STAGE 5 – AWARD

Finalists will be announced in Early-April and the Gold Award, Silver Award, and Bronze Award will be presented at the College Assembly. Winning teams will be awarded HK$10,000, HK$6,000 and HK$4,000 respectively.

Date: 22 April 2022

STAGE 6 – IMPLEMENTATION

Each winning team will receive the award in two instalments. 50% of the amount will be awarded initially and the second instalment will be disbursed after completing the follow up task to implement, promote or demonstrate project their project idea to others.

Objective: Encourage the teams to implement their plans, sow their ideas in the wider community and receive feedback for enhancing practicability of the project.

Requirement: The awardees are required to take at least one practical step towards implementation. This may involve *disseminating their ideas to various communities **and/or** undertaking actions to realize the project within six months from the date of award announcement*. **Full implementation of the project is NOT mandatory.** Presentation, exhibition, sharing at CUHK Campus and other occasions in communities; grant/funding application or case competition to further pursue the project; publicity/promotion on online platforms are some of the examples of follow up working task.

Consultation: Winning teams should seek assistance and confirmation regarding arrangement of the follow up task from Miss. Florence Tsui (3943-9767/ florencetsui@cuhk.edu.hk) who may also help contact relevant partners.

5. Submission Guidelines

GENERAL

All document submissions should be typed in Chinese/English (11 point font and double spaced, not including the cover page and table of contents)

APPLICATION FORM WITH BUSINESS MODEL CANVAS

You're suggested to use a few lines to describe your ideas in the application form, stating how it will generate positive value to the society. Meanwhile, you're required to fill in ONE A4-page business model canvas. The team should submit the application form together with the business model canvas by 5:00pm, 25 January, 2022 through one of the following channels –

1. e-mail the softcopy of the document to Miss Phoebe Wu (phoebewu@cuhk.edu.hk) and/or Miss Florence Tsui (florencetsui@cuhk.edu.hk); or
2. click the following link (https://cloud.itsc.cuhk.edu.hk/webform/view.php?id=13641629) and complete the online application form
3. Send the original hard copy of the documents to the College Office, Wu Yee Sun College in person

PROPOSAL

The proposal should be written in a **maximum of 10** pages of text and six pages of appendixes in 11 point font and double spaced. Your full name, student ID, year of graduation and major with the inalized project title should be indicated in the cover page. The first page of your proposal should be an executive summary.

Each team is required to send the **soft copy** of the proposal in PDF format by email to Miss Phoebe Wu (phoebewu@cuhk.edu.hk) and/or Miss Florence Tsui (florencetsui@cuhk.edu.hk), and **one hard copy** of the proposal to <u>the College Office (Room G03, Wu Yee Sun College) during the office hours (0900 – 1730)</u> on or before **10 March, 2022.**

The presentation consists of 15 minutes oral presentation without interruption from the panel judges, followed by a 10-min question-and-answer session. Each team can present their ideas in either English or Chinese (Cantonese or Putonghua).

Judges may ask questions in either English or Chinese (Cantonese or Putonghua).

Notebook(s) and projector can be provided upon request. Other equipment/software needed for demonstrating the plan should be prepared by the teams.

6. Selection Criteria

The selection panel will adopt the following criteria in assessing the proposals:

- ➢ Social benefits resulting from implementation of the proposal
- ➢ Creativity and innovation
- ➢ Feasibility and practicability

7. Selection Panel

The selection panel will compose of SPP working group members and professionals from relevant disciplines.

8. Confidentiality and Intellectual Property

The project ideas submitted to SPP shall be original and initiated solely by the enrolled team members. If other people or parties have contributed to the idea(s), their contribution should be well acknowledged. <u>The submission of application and proposal should be authorized by ALL members of the team, and all members of the team are required to sign the declaration form along with the application.</u>

The authors of the proposals will retain all intellectual proprietary rights.

Since the organizer, judges, reviewers, staff or the audience are not required to sign any non-disclosure statements, all teams are responsible for taking proper steps to protect their own intellectual properties.

Certain sessions of SPP, including but not limited to oral presentations and question/answer sessions, are open to the public at large. Any and all of these public sessions may be broadcasted 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 entrants should not assume any right of confidentiality in any data or information discussed, divulged or presented in these sessions.

The college may make photocopies, photographs, video recordings and/or audio recordings of the presentations including the written plans and other documents, charts or material prepared for use of Wu Yee Sun College. The organizer has worldwide non-exclusive rights in all languages, and in all media, to use or to publish any related materials.

9. Important Dates

Date	Description
25 Jan 2022	➢ Application Deadline (Submission of Executive Summary)
26 Jan to 31 Jan 2022	➢ Online Feedback on c!ab website
Early-Feb, 2022	➢ Brainstorming Session
10 Mar 2022	➢ Proposal Submission Deadline
End-Mar 2022	➢ Final Presentation of Short-listed Teams
22 Apr 2022	➢ Award Presentation at the College Assembly
21 Oct 2022	➢ Awardees Finish Follow Up Task

Frequent Asked Questions (FAQ)

(1) Can I submit a proposal that has been submitted for other competition?
  ➢ Yes, we accept re-entries, double-entries, senior seminar course proposals and even course assignments, as long as the proposed concept and proposal contents match SPP criteria. However, your team MUST get the consent from all members contributed to the project prior to the submission of the proposal if it is a group project conducted before.

(2) Can I submit exactly the same proposal submitted in a previous year?
  ➢ No, however, SPP welcomes proposals based on previous years' ideas which have been substantially improved.

(3) Can I submit more than one proposal in one year?
  ➢ Yes, each submitted proposal will be judged independently

(4) Can I submit individually or with a group of others?
  ➢ Either way works.

(5) Can I change the project idea after the Brainstorming Session?
  ➢ Yes, we encourage all teams to integrate ideas from the Brainstorming Session into your proposal as long as the cause you are promoting remains the same. If you wish to change the project title, however, please send a request to florencetsui@cuhk.edu.hk before the deadline of proposal submission.

(6) If I choose to complete follow up tasks by means of making a funding application but the application fails, do I need to complete another post-hoc task?
  ➢ No. SPP encourages the teams pursue their dreams. A valid funding application with relevant supporting documents will be accepted as a completed task.

For any further enquiries, please contact Miss. Florence Tsui at 3943-9767 or email at florencetsui@cuhk.edu.hk