

SOCIAL INNOVATION+

Be Open to Challenge

Application Guidelines

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1. Background

“Social Innovation is the process of developing and deploying effective solutions to challenging and often systemic social and environmental issues in support of social progress.”

- Stanford Graduate School of Business

Social innovation took flight over the past two decades with its positive impact seen across all levels of society. It has radicalized the way we think by offering us a unique perspective in viewing the multifaceted problems we face today, and to provide the means to address them. Specifically, finance and technology are known as productive tools that can help revolutionize the current social landscape and drive transformative changes in our world. Meanwhile, Design Thinking, a problem-solving methodology, has been adopted by innovators around the world due to its effectiveness and practicalities, ranging from non-profits, public, and private sectors. It is frequently applied in social innovation to deliver true value to users. As tomorrow's visionaries, the understanding and capabilities in design thinking are crucial for students to innovate and create for good.

2. Objective

This competition is designed to raise awareness for social impact among the future leaders of our society and to encourage innovation for a greater social cause, especially through exploring the finance and technology spectrum. By taking part in this competition, students will be given the opportunity to network with fellow students, attend learning workshops and gain real-life experience of the financial industry. This competition also provides a platform for students to challenge themselves; by showcasing their creativity, analytical skills and also presentation skills, this offers students an opportunity to advance to a higher level through the valuable feedback and comments from judges. Ultimately, the competition aims to unlock students' potential in the direction of making the world a better place through Social Innovation and Design Thinking.

3. Theme - Scope Description

Participants are required to propose a Social Innovation business model that could be incorporated into today's society, with the use of Design Thinking, finance and technology and aiming to resolve the socio-economic problems in Hong Kong, the Greater Bay Area or the ASEAN. The application of financial and technological methods is encouraged to enhance sustainability, induce positive change, and resolve societal challenges. Participants can refer to the United Nations' 17 [Sustainable Development Goals \(SDG\)](#) as guidelines to develop their solutions.

4. Format & Rules

The competition consists of 3 stages: First Round, Semi-Final, and Final Round.

Eligibility

- Students receiving **any tertiary education** in Hong Kong, the Greater Bay Area and the ASEAN are welcome to join, regardless of their educational backgrounds.
- Each team should consist of 2 to 3 members from tertiary education institutes.
- Each participant can only be associated with one team.

Submission guidelines

- All submission shall be submitted in soft copy in **.pdf** format, named with the team name, and send to the official email by the team leader.
- All the submitted documents must be written in English.
- Applications must be submitted by 23:59 (GMT +8) of the stated deadline dates.
- Late submission of any required materials will be assumed as withdrawal from the competition.
- No re-submission or modification of any submitted materials is allowed.
- Teams that fail to commit to the above requirements may be **disqualified**.

Plagiarism

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

4.1 First Round - Executive Summary

Teams are required to submit a 2-page Executive Summary elaborating on the proposed solution with a brief description of the social problem and target users. Teams should put emphasis on the application of design thinking, finance and technology, alongside with the sustainability of the innovative concept. More details about the format of the summary are as follow:

- The length of the Executive Summary **should not exceed 2 A4-sized pages** (excluding references and appendix).
- **Arial with font size 12pt and single line spacing** are required.
- **Margins of 1.27 cm** are required.
- Marks will be deducted for the violation of format.
- Teams are required to use the [First Round Application Form](#) for their submission.

The top 24 teams will be selected from the First Round.

4.2 Semi-Final - PowerPoint Slides

Selected teams are required to submit 1) a renewed 2-page Executive Summary that is more crystallized and with more thorough considerations, and 2) a **12-slide PowerPoint** (including cover page and agenda, excluding appendix) based on the renewed executive summary. The slides are to include details of the business model, such as financials, marketing plan, and market analysis. Both the renewed Executive Summary and the PowerPoint file are to be submitted in **.pdf format**.

Teams can also provide additional information by utilizing multi-media. Each semi-final team can hand in one video. More details about the format of the video are as follow:

- The video should be in English and no more than 3 minutes.
- Please upload the video onto the Internet (e.g. Youtube) and provide the URL link (and the password if it is a private link) in the email together with the PowerPoint slides.

The top 8 teams will be selected from the Semi-Final round.

4.3 Final Round - Closed Presentation

The 8 finalist teams are required to do a **10-minute oral presentation** to pitch to the full panel of judges, followed by a **10-minute Q&A session**. The format of the presentation should be PowerPoint slides but teams may also supplement it with multimedia content or demonstrations if required. Please be reminded that all team members from finalist teams are required to attend the closed presentation held on 9th April 2019.

Overseas finalists will not be required to attend the Final Round in person; however, it is compulsory for you to join a real-time online video conference call to present on the date of the Final Round. Failure to participate will indicate your automatic forfeiting of the competition.

5. Judging Criteria

The following criteria will be used to evaluate teams performance:

- Social Impact (30%) - how will the proposed solution alleviate the social issue*
- Finance and Technology (25%) - any finance and technology methods used in the proposal
- Sustainable Business Model (20%) - is the solution able to continually generate revenue to sustain the operations and become profitable
- Innovation and Creativity (20%) - what makes the solution differentiable and have an edge against existing solution
- Application of Design Thinking (5%) - whether the team has a deep understanding of the social problem and proposed a user-centric solution

*Social issues not related to Hong Kong, Greater Bay Area or ASEAN Member Nations will be considered **out of scope** and teams mentioning so will be **disqualified**.

6. Award

Awards are judged by a leading panel of industry experts from across the financial industry, education segment, and social innovation sector.

Awards	Prizes
Champion	Certificate and Cash Prize of HK\$30,000
1 st Runner-up	Certificate and Cash Prize of HK\$20,000
2 nd Runner-up	Certificate and Cash Prize of HK\$10,000
Best Application of Finance & Technology	Certificate
Best Application of Design Thinking Techniques	Certificate
Best Presenter x 2	Certificate
Semi-Final Round Participants	Certificate of Participation
Winning teams would be awarded summer internship opportunities in Bank of China (Hong Kong) Limited, or one of the following branches of Bank of China's entities, including Chengdu, Shanghai in the mainland of China, and Bangkok, Ho Chi Minh City, Jakarta, Singapore in the ASEAN region.	

*under reserve of Bank of China (Hong Kong) Limited HR validation

7. Competition Schedule

Date	Events
23/2/19	Learning Event 1 - Design Thinking & Green Finance Workshop 15:30-18:30 / The Wave, Level 20, Ginza Plaza, Mongkok, Hong Kong <ul style="list-style-type: none"> • Develop a Design Thinking mindset to generate user-oriented solutions from zero to one • Practise how to discover social problems and propose innovative ideas to solve the problem • Learn about green finance development and how finance can be used to build a green and sustainable economy • Know more about the competition in the briefing session Due to the limited availability of seats, early registration is strongly recommended. Click HERE to register.
5/3/19	First Round Submission Deadline
8/3/19	Learning Event 2 - Unleash! Design Thinking Forum The Wave, Level 9, 4 Hing Yip Street, Kwun Tong, Hong Kong <ul style="list-style-type: none"> • Acquire a better understanding of Design Thinking through plenary talks, breakout sessions, networking activities and co-creation workshops • Learn about the applications of Design Thinking in the commercial, public, and non-profit sectors from distinguished speakers <p><i>The first day of the Unleash! Design Thinking Forum is exclusively for corporate executives, social innovation practitioners, and representatives from the government and non-profit organizations. Bank of China (Hong Kong) Limited has sponsored seats for Social Innovation+ participating teams, who submit the completed first round competition entries early enough, to join the full-day session, shed light from industry experts and gain valuable insights. Tickets to the forum will be provided on a first-come-first served basis. Each team can send at most one representative to join. Eligible teams will be contacted by the Organizer separately.</i></p>
11/3/19	Announcement of First Round Result
14/3/19	Learning Event 3 - Driving Social Change: Learn from the Practitioners 18:30-20:00 / Venue <ul style="list-style-type: none"> • Sharing from BOCHK Institutional Business Department and representatives from NGOs
24/3/19	Semi-Final Submission Deadline
31/3/19	Announcement of Semi-Final Result
9/4/19	Final Round: Closed Presentation & Result Announcement
27/4/19	Award Presentation Ceremony

8. Frequently Asked Questions

Q1: Is it compulsory to attend the Learning Events?

A1: It is not compulsory to attend the Learning Events, and your team will not be disqualified for your absence. However, we strongly encourage you to attend the session to better prepare yourselves for the competition. For students who cannot join the briefing in person, you may refer to the online material distributed on the Social Innovation+ official website.

Q2: If a team member withdraws during the competition, will the team be allowed to continue with the competition?

A2: No, the team will not be eligible to compete. Also, it is not possible to change the team formation in the second stage. The team members who submitted the executive summary in the First Round should carry out the project also in the later rounds.

Q3: What does it cost?

A3: There is no signup fee for participating. For overseas winning teams, your expense on flight tickets and accommodation in Hong Kong from 26-28 April for the award presentation ceremony will be arranged and covered by Bank of China (Hong Kong) Limited.

9. Enquiries

Website: www.socialinnovationplus.org

Email: competition@socialinnovationplus.org (submission & result announcement)

enquiry@socialinnovationplus.org (general enquiries)

Terms and Conditions

The Social Innovation+ Competition (“the Competition”) is sponsored by Bank of China (Hong Kong) Limited (“the Sponsor”) and organized by Education for Good (“the Organizer”).

By participating in the Competition, individuals or group of individuals (“Participants”) accept and agree to comply with the following Terms and Conditions.

1. Confidentiality and Intellectual Property

- 1.1. All materials submitted (including but not limited to the Executive Summary, PowerPoint slides and short video if applicable) to the Organizer will be kept confidential as the rightful property of the Competition.
- 1.2. All materials submitted must be the original work of the participants. Any trademarks, patented or copyrighted materials from others must be properly acknowledged if participants are to incorporate any of these into the submission materials given that they have obtained any necessary permission to do so.
- 1.3. Participants should not assume any right of confidentiality over any 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 organisers for publicity or education purposes without any need for prior consent of or payment of copyright fees to the entrants.
- 1.4. Participants will retain all proprietary rights to their business plans regarding its use at all times prior to and following the competition. No other provisions are made to protect intellectual property.
- 1.5. By entering the Competition, participants agree to grant the Organizer a non-exclusive, worldwide, irrevocable licence, for the full period of any intellectual property rights in the competition entry and any accompanying materials. As such, the Organizer is free to reproduce, distribute, inform and modify them in connection with any publicity of the competition on any media including its website.

2. Acceptance of Awards and Prizes

- 2.1. Three teams will be identified as the Champion, 1st runner-up and 2nd runner-up (“Winning Teams”) and awarded cash prize and internship opportunities in one of the subsidiaries of Bank of China’s entities, in Hong Kong, Mainland China, and the ASEAN.
- 2.2. Attendance from at least one member of the Winning Team(s) is mandatory at the award presentation ceremony.
- 2.3. For Winning Team(s) from the Greater Bay Area and the ASEAN, the cost of travel from their city of residence to Hong Kong for the award presentation ceremony will be shouldered by the Sponsor, including the 3-day-2-night accommodation and return flight/train/bus ticket fee to/from Hong Kong to the Greater Bay Area/ASEAN. 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 Winning Team(s).
- 2.4. Winning Team(s) receiving prizes in the form of trips/and or internships outside their country of residence should be in possession of a valid travel document and permit of entry.
- 2.5. Authorisation letter signed by the parent or guardian for joining such outbound trips and/or internship is required for individuals aged below 18. The visa fees (if any) incurred are to be borne by the Winning Team(s).
- 2.6. Receipt of prizes should be signed and confirmed in Hong Kong by a member of the Winning Teams.
- 2.7. All Winning Teams will be required to sign an agreement (its form and substance shall be determined by the Organizer at their sole discretion). They are strongly encouraged to use the funding for implementing the proposed business plan.

3. Internship

- 3.1. Internship offers will be allocated by the Sponsor and cannot be transferred to other individuals. The Sponsor reserves the right to refuse to provide an internship or end an internship arrangement.
- 3.2. Internship offers are subject to availability. No cash alternative will be offered for the internship.

4. Marketing

- 4.1. Competition results for shortlisted participants during the semi-final and final rounds would be made public. Photos, videos and audios of the final round may also be broadcasted to interested person through media or the press.
- 4.2. The Organizer shall have the right to require entrants to participate in any reasonable promotional and publicity activities which may involve the use of the entrant's name, image, trademarks and logos for any reasonable and related promotional purpose.

5. Other Terms and Conditions

- 5.1. The Organizer reserves the right to admit or exclude any entry to any individuals at any times.
- 5.2. The Competition results rest on the final decision of the Organizer.
- 5.3. The Organizer reserves the right, at its sole discretion, to cancel, modify or claim any award from any individual or team as necessitated.
- 5.4. The Organizer will not be held responsible for any loss, damage, injury or extra expenses resulting from participating in any events of the Competition.
- 5.5. In the event of dispute, the Organizer reserves the right of final decisions and to change the above mentioned terms and conditions at any time without prior notice.