



“Cre’Act for So’Good” Social Innovation Challenge

INFORMATION PACKAGE

1. “YM Cre’Action for Social Good” Incubation Programme for Social Innovators



“YM Cre’Action for Social Good” Incubation Programme for Social Innovators (YMIP) is a holistic platform for connecting students from different higher education institutions and disciplines to respond to societal needs through creative ideas and concrete actions.

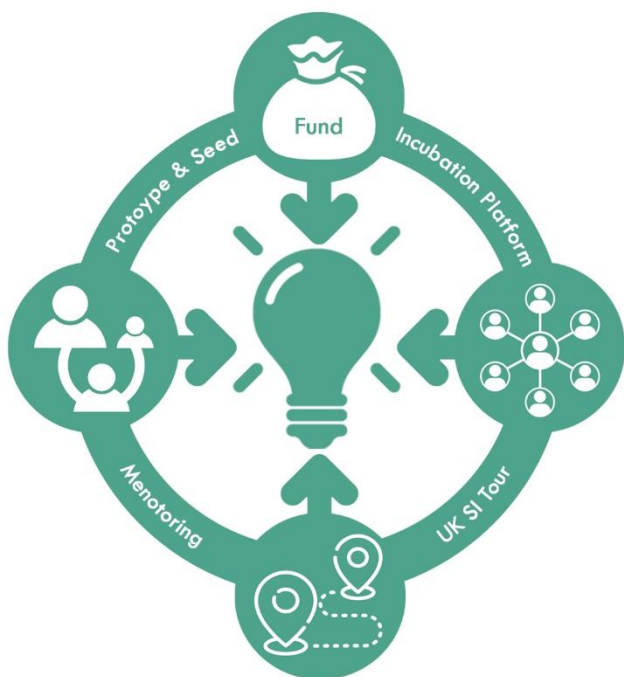
From training workshops, to a social innovation challenge followed by professional coaching, YMIP aims to:

- stimulate youth to respond to societal challenges through feasible and creative solutions;
- support effective and efficient social innovation startups with sustainable impacts through an integrated and multi-faceted approach;
- nurture young social entrepreneurs and innovators through cultivating their entrepreneurship mindset and sense of civic and social responsibility.

2. "Cre'Act for So'Good" Social Innovation Challenge

2.1 Overview

With the funding and support from Chinese YMCA of Hong Kong, the Challenge aims to support and offer youth a comprehensive experience in growing their ideas into feasible and sustainable social innovation startups that will respond to the dynamic needs of society and fill in the service gaps of existing social services.



Level of Support	Shortlisted Applicants	Awardees
1. Funding <ul style="list-style-type: none"> • Prototype fund of up to \$10,000 per project • Seed fund of up to \$150,000 for all winning projects • Free admission to Social Innovation Conference • 50% subsidy for Social Innovation Tour to UK 	✓	✓
2. Mentoring by Professional Consultants	✓	✓
3. Incubation Platform <ul style="list-style-type: none"> • Awardees will be able to promote and implement their projects in the community through the network of YMCA 		✓

2.2 Schedule & Important Dates

1. Challenge

1 Preliminary Round Mar 2019	<ul style="list-style-type: none"> • 6 March 2019 • 8 – 13 March 2019 • 14 March 2019 • 18 March 2019 	Application deadline Public voting Screening interview Announcement of shortlisted applicants
2 Semi-final: Prototyping Mar – Jun 2019	<ul style="list-style-type: none"> • March to June 2019 • 26 or 28 March 2019 • 31 May 2019 	Prototyping and mentoring period First mandatory mentoring session by Education for Good Submission of interim report of prototyping process
3 Final Jul 2019	<ul style="list-style-type: none"> • 2 July 2019 • 19 - 22 July 2019 • 22 July 2019 	Submission of revised/ finalised social innovation plan Participation in Social Innovation Conference (SIC) Project presentation to judge panel and public audience and award presentation in SIC

2. Post-Challenge: Pre-incubation Support & Incubation of Startup



2.3 Application

<p>Eligibility</p>	<ol style="list-style-type: none"> 1. Each team must consist of 2 to 5 members; 2. All team members must be tertiary students or alumni aged 17 to 30 (inclusive) of the following institutions and must be permanent residents of Hong Kong; <ul style="list-style-type: none"> • Hong Kong Baptist University • The Chinese University of Hong Kong • The Hong Kong University of Science & Technology • Lingnan University • The Hong Kong Polytechnic University • The University of Hong Kong • The Hang Seng University of Hong Kong • YMCA College of Careers 3. All team members must have valid memberships of University and College YMCA; 4. All team members must attend at least one joint university training workshop prior to the Challenge (schedule at uniy.ymca.org.hk); 5. New or existing projects or startups launched for no more than 2 years are welcome; 6. At least two members from the shortlisted teams of the final round of the Challenge must attend the Social Innovation Conference from 19 - 22 July 2019 in Hong Kong.
<p>Project Requirement</p>	<p>The social innovation project must be associated with at least of the following service target or theme of Chinese YMCA of Hong Kong:</p> <ul style="list-style-type: none"> • Service target <ol style="list-style-type: none"> 1. Children and youth 2. Ethnic minorities 3. People with special educational needs 4. Elderly 5. People with mental illness or hearing impairment

	<ul style="list-style-type: none"> • Theme <ol style="list-style-type: none"> 1. Poverty 2. Social inclusion 3. Environmental protection and sustainable development 												
<p>Application Procedure</p>	<p>Each team shall submit the following online: https://goo.gl/forms/1DWiDEEvldoUDGyw1)</p> <ol style="list-style-type: none"> a. Project proposal b. Prototype proposal c. Lean Canvas (1 page only) d. Powerpoint about the project, to be presented in the first screening interview (max. 10 slides) e. Short clip about the project, to be used for public voting** f. Resume of each team member (max. 1 page/ member) <p><i>For details, please refer to the appendix.</i></p>												
<p>Assessment Criteria</p>	<table border="1"> <caption>Assessment Criteria Data</caption> <thead> <tr> <th>Criteria</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Creativity</td> <td>30%</td> </tr> <tr> <td>Sustainability and Feasibility</td> <td>30%</td> </tr> <tr> <td>Social impact</td> <td>30%</td> </tr> <tr> <td>Teamwork</td> <td>5%</td> </tr> <tr> <td>Public voting</td> <td>5%</td> </tr> </tbody> </table>	Criteria	Percentage	Creativity	30%	Sustainability and Feasibility	30%	Social impact	30%	Teamwork	5%	Public voting	5%
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2.4 Terms & Conditions

1. The University and College YMCA Department of Chinese YMCA of Hong Kong (hereinafter called the “Organiser”) is responsible for processing all applications, arranging internal and external panels for screening and shortlisting the applications, awarding and coordinating with all necessary parties to support the shortlisted applicants and awardees in the “Cre’Act for So’Good” Social Innovation Challenge (hereinafter called the “Challenge”).
2. **Confidentiality and Intellectual Property:**
 - 2.1 Applicants should ensure that all information submitted are true and correct; re-submission of information is generally not accepted.
 - 2.2 All social innovation plans, relevant documents and videos submitted must be the original work of the applicants and shall not infringe any rights of intellectual property of any third parties.
 - 2.3 Information in the applications will be partially and/or fully disclosed to concerned parties of the Challenge including but not limited to the panels and consultants for the sole purpose of training

and assessment. There will be no non-disclosure agreement between the applicants and the Organiser and all concerned parties.

3. Assessment:

- 3.1 Applicants shall submit any supplementary information for further consideration upon requests.
- 3.2 All screening, shortlisting and awarding decisions are final; the Organiser will not entertain any appeals, disputes and/or enquiries about the decision-making process or the results.

4. Funding:

- 4.1 Prototype fund shall not be used for the purchases of fixed assets, unless strongly justifiable; it will be distributed by instalments subject to the prototyping progress and upon satisfactory submission of an interim report.
- 4.2 Seed fund will be distributed by instalments subject to the incubation progress with key performance indicator met and upon satisfactory submission of two semi-annual reports and/or any additional progress reports upon requests.
- 4.3 The Organiser is not liable for any costs and/or losses incurred by the applicants and/or the awardees in relation to their applications and/or incubations of their projects or startups.

5. Rights of the Organiser:

The Organiser reserves the following rights to:

- 5.1 Amend the details of the Challenge including but not limited to the assessment criteria and application guidelines without prior notice;
- 5.2 Disqualify any applications and/or awardees that, in the judgment of the Organiser, that do not meet the requirements of the Challenge, violates the above guidelines and/or deviates from the aims of the Challenge and/or the "YM Cre'Action for Social Good" Incubation Programme for Social Innovators;
- 5.3 Take photos, videos and any sort of recordings in the Challenge for promotion and publicity purposes and reserve the copyright and sole ownership of all these recordings; and
- 5.4 Make any final decisions related to but not limited to the admission, screening, shortlisting and assessment of applications, awarding and all follow-up support in the Challenge.

3. Appendix: Details of Application Procedure

Challenge's Website: <http://uniy.ymca.org.hk/en/content/creactsogood>

Please upload a zip file to (<https://bit.ly/2BOplpB>) with file names as *Project Name_ Name of team leader*.

3.1 Project Proposal

Please refer to the Challenge's website for details.

3.2 Prototype Proposal

Please refer to the Challenge's website for details.

3.3 Lean Canvas (1 page only)

Please refer to the Challenge's website for details.

3.4 Short Clip

a. The content should include:

- Title (max. 20 words)
- Your self-introduction, objective and description of your project, etc.
- Text, image, acting or cross-media elements
- Subtitles (Chinese or English)

b. The video format should fulfill the following criteria:

- Length: 1 minute to 1 minutes 30 seconds(including credits at the beginning or end of the video)
- Language/ voice-over: Cantonese, Mandarin or English
- Output requirements:
 - In video or computer animation production including editing and audio-visual treatment
 - MP4, AVI, MPEG, MOV, or WMV with resolution not lower than 720 x 576 pixels
 - File size: no more than 100MB

3.5 Resume of each team member (max. 1 page/ member)