United College Social Innovation & Experiential Learning Project 2024-2025
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 undergraduate student.** If all members are final-year students, approval should be sought from the College before submitting the application.
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: 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

Activity	Date/ Deadline
Phase One	
Start of application	11 Oct 2024 (Fri)
2023-2024 Awarded team sharing	1 Nov 2024(Fri), 11:30am-1:00 pm
Deadline of application (application with submission of project outline/idea)	8 Jan 2025 (Wed)
Online Training Participants will receive a link to access all learning materials, which will include readings and videos. Training (1) - Design Thinking Training (2) - Initial Hypothesis Training (3) - Social Impact Measurement Training (4) - Pitching and Proposal Writing Skills	13 Jan 2025 to 17 Feb 2025

Quiz	#	Deadline for Quiz to be Completed
Each training session will include a quiz that all participants must complete. To advance to the project presentation, teams must achieve an average score of at least 6 out of 10 across all quizzes.	1	20 Jan
	2	27 Feb
	3	11 Feb
	4	17 Feb
Prescreening Presentation	24 Feb 2025 (Mon) [#] *Draft Proposal and presentation PowerPoint for prescreening should be submitted on or before 18 Feb*	
Training (5) Individual Coaching	25 Feb 2025 to 16 Mar 2025	
Submission of Project Proposal	17 Mar 2025 (Mon)	
Project Presentation *(The winning team(s) will enter Phase Two)	24 March 2025 (Mon)[#]	
Phase Two		
Project execution (2 – 6 months)	Apr - Sep 2025	
Submission of Progress Report & a 1-min video	Jun 2025	
Awarded team sharing in 2024 Briefing Session	Oct 2025	
Submission of Final Report	Oct 2025	

[#]Tentative schedule, subject to change

聯合書院社創體驗計劃 2024-2025
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，如所有成員都是應屆畢業生，請於提交申請前徵求書院的同意。
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)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：

活動	日期/截止
第一階段	
報名	2024 年 10 月 11 日 (五)
2023-2024 年度得獎隊伍分享	2024 年 11 月 1 日(五) 上午 11:30 -下午 1:00
截止報名	2025 年 1 月 8 日(三)
網上學習 成功報名之參與者將收到一個連結，以訪問所有學習材料，包括閱讀資料及影片。 訓練(一)- Design Thinking 訓練(二)- Initial Hypothesis 訓練(三)- Social Impact Measurement 訓練(四)- Pitching and Proposal Writing Skills	2025 年 1 月 13 日至 2 月 17 日

活動	日期/截止	
測驗 每單元的培訓都包括一個所有參加者必須完成的測驗。隊伍在進入項目展示階段前，所有測驗的平均分必須達到 6 分（滿分 10 分），每位參加者測試的分數都將納入考量。	#	每單元測驗截止日期
	1	2025 年 1 月 20 日
	2	2025 年 2 月 27 日
	3	2025 年 2 月 11 日
	4	2025 年 2 月 17 日
初步項目發表及導師建議	2025 年 2 月 24 日(一) [#] *請於 2 月 18 日或之前提交初步的項目計劃書及演示材料*	
訓練(五)- Individual Coaching	2025 年 2 月 25 日至 3 月 16 日	
參賽隊伍遞交正式項目計劃書	2025 年 3 月 17 日 (一)	
參賽項目發表日 (勝出隊伍將進入第二階段)	2025 年 3 月 24 日 (一) #	
第二階段		
執行項目(為期二至六個月)	2025 年 4 月至 9 月	
提交項中期進度報告及簡介短片	2025 年 6 月	
得獎項目分享會及 2025 年簡介會	2025 年 10 月	
提交項目完成報告	2025 年 10 月	

[#]日期暫定，可能更改