

## **UGC “Whole-person Development Fund” - Student-initiated project 2024/25**

### ***Understanding the youth mobility and poverty issues in Hong Kong and reflection on possible solutions***

This University Grant Committee (UGC) funded project aims to promote undergraduate students' understanding of youth mobility and poverty issues in Hong Kong and encourages students to explore possible ways to tackle these problems.

In this project, participants are invited to address the problems of youth mobility and poverty issues in Hong Kong. The selected applicants will be given a subsidy to produce a 10-minute video on these issues and are required to submit a brief project report to the Office of Undergraduate Studies.

#### **Organizer & Co-organizer:**

Organized by the Office of Undergraduate Studies, The Hong Kong Polytechnic University and co-organized by the Wofoo Leaders' Network

#### **Objectives:**

- To understand the social problems on youth mobility and poverty issues in Hong Kong and address the problems on the related issues;
- To provide an opportunity to gain video production skills and showcase the work to the audience.

#### **Theme:**

***Understanding the youth mobility and poverty issues in Hong Kong and reflection on possible solutions***

#### **Eligibility:**

All full-time undergraduate students of The Hong Kong Polytechnic University.

### Specifications for video submission:

| Item                   | Specifications                 |
|------------------------|--------------------------------|
| Length of the video    | 10 minutes                     |
| Language               | Cantonese, Mandarin or English |
| Resolution             | 1080p (1920 x 1080 pixels)     |
| Suggested aspect ratio | 16:9                           |
| Frame rate             | 30 frames per second (fps)     |
| Video format           | MP4                            |
| File size              | No larger than 2GB (gigabytes) |
| Photographic accessory | Mobile or Digital Camera       |
| Shooting technique     | Any                            |

### Judging criteria:

The organizer will evaluate all entries in the following four areas, which will be weighted as stated:

- Relevance to the theme and possible ways to tackle the problems (40%);
- Technical excellence (20%);
- Composition, aesthetic and audio-visual effects (20%);
- Originality and creativity (20%)

### Prizes:

**A panel of judges** will select the winners of one gold, two silver, three bronze, and merit awards. In addition, three “Best Video Awards” will be awarded based on a public poll (i.e., “Likes” of videos) hosted on the National Education website of the Office of Undergraduate Studies of the Hong Kong Polytechnic University. “Likes” of videos will be collected from **17 February to 11:59 pm, 3 March 2025** (Hong Kong time). **Two “Special Awards” of iPads** will be presented to recognize outstanding performance and exceptional creativity.

|                         |   |
|-------------------------|---|
| Gold Award<br>(one)     | \$3,000 gift voucher (IT or digital device or Hotel Icon or bookstore) and a certificate of award |
| Silver Award<br>(Two)   | \$2,000 gift voucher (IT or digital device or Hotel Icon or bookstore) and a certificate of award |
| Bronze Award<br>(Three) | \$1,000 gift voucher (IT or digital device or Hotel Icon or bookstore) and a certificate of award |

|                          |   |
|--------------------------|---|
| Merit Award (Eight)      | \$800 gift voucher (IT or digital device or Hotel Icon or bookstore) and a certificate of award   |
| Best Video Award (Three) | \$1,200 gift voucher (IT or digital device or Hotel Icon or bookstore) and a certificate of award |

### Notes to the participants:

- Entries must accurately reflect the theme and submit feasible solutions.
- Entries must be the entrant's original work, who consents to the public display of their submissions.
- Participants who choose to include public personalities in their submissions are responsible for obtaining a model release from the persons depicted and providing a copy of such releases upon the organizer's request.
- Completed videos will compete for awards following assessment by a panel and open voting by students - "Best Video Award". Lucky draws will also be offered to students participating in the open voting.
- Selected participants can claim reimbursement for production expenses based on actual costs incurred. We will provide a subsidy amount with a maximum limit (Individual project: \$4,000 and Group project: \$7,000) to produce the videos.

\* *The proposed budget for each project is provided to support the expenses of consumables including justified transportation and meal allowance, software for video editing, hard disks, or stationery.*

|   | <b>Individual Project</b>                            | <b>Group Project (a group with 2 or 3 students)</b>                   |
|---|--|---|
| Transportation<br><i>(Uber receipt is not acceptable)</i>   | \$500<br>(\$50 per visit for a maximum of 10 visits) | \$1,500<br>(\$50 per visit for a maximum of 10 visits for 3 students) |
| Meals   | \$1,000<br>(\$100 per day for a maximum of 10 days)  | \$3,000<br>(\$100 per day for a maximum of 10 days for 3 students)    |
| Software for video editing<br><i>(estimated license fee for 4 months for a group project)</i>               | \$1,000  | \$1,000   |
| Consumables<br><i>(USB, hard disk for storage of videos, stationery, and souvenirs for the interviewee)</i> | \$1,500  | \$1,500   |
| <b>Total budget</b>   | <b>\$4,000</b>                                       | <b>\$7,000</b>  |

## A panel of judges:

Community leaders and senior academics within the University.

## Submission procedure:

The submission procedure for this activity is divided into two stages:

### Stage One:

Interested participants can complete the entry form with a brief description of their video concept via <https://www.polyu.edu.hk/pfs2/index.php/349755> before **11:59 pm, 31 October 2024 (HKT)**. The results will be announced by **15 November 2024**, and selected applicants will receive individual notification via email.

### Stage Two:

Selected applicants will receive an online submission form via email. It is required to upload the video onto the cloud storage (e.g., OneDrive, Google Drive, Dropbox) and provide the downloadable URL and project report via the form before the deadline stated in the email.

- Please label your videos according to the conventions illustrated in the following example, ensuring to include your full name and student number.  
Name of participant: Chan Tai Man  
Student Number: 12345678d  
Title of file: Friendship  
File name: ChanTaiMan\_12345678d\_Friendship.mp4
- The project report must be in PDF format not less than 100 words and written in English. The file size must be no larger than 2 megabytes (MB).  
File name: ChanTaiMan\_12345678d\_Friendship\_Report.pdf
- Entries not complying with the aforementioned rules, the submission requirements will be disqualified.
- Hard copies or late submissions will not be considered.
- Each project is only allowed to submit **ONE** application.

**Important dates:**

|  |                                      |
|--|--------------------------------------|
| Submission of the plan with a brief description of the video   | On or before 31 October 2024         |
| Assessment of applications   | Early November 2024                  |
| Entries to be shortlisted by the panel of judges   |                                      |
| Video production   | Mid-November 2024<br>to January 2025 |
| Submission of video and project report (including a brief description of the work done, reflection, and expenditure) | On or before 31 January 2025         |
| Display of shortlisted entries and polling   | February 2025                        |
| Evaluation of the entries by the panel of judges   | Mid-March 2025                       |
| Announcement of results  | March 2025                           |

**Other rules:**

- Any submission or associated content that is found to contain illegal, intimidating, vulgar, defamatory, indecent or obscene content, to infringe on any privacy or publicity rights, or to be associated with any undesirable elements will be immediately removed by the organizer without prior notification. Entrants of such submissions will be disqualified from entry and become ineligible for the subsidy and award.
- All competition outcomes will be the final decision of the panel of judges.
- The Office of Undergraduate Studies of The Hong Kong Polytechnic University has the right to display/publish all entries in its publications or other promotional channels, without providing royalty payments or compensation to participants.
- The Office of Undergraduate Studies of The Hong Kong Polytechnic University shall not be responsible for any videos that are duplicated by an external party without the prior consent of the Office of Undergraduate Studies of The Hong Kong Polytechnic University or without the prior consent of the participant during the competition period.
- During the competition period, the Office of Undergraduate Studies of The Hong Kong Polytechnic University has the right to terminate or postpone the competition in the event of a force majeure that adversely affects the conduction of the competition.
- Decisions on any affairs and disputes surrounding the competition that are made by the Office of Undergraduate Studies of The Hong Kong Polytechnic University are final.

**Enquiries:**

Questions about the rules and enquiries for further details of the competition can be directed to [ous.activity@polyu.edu.hk](mailto:ous.activity@polyu.edu.hk).