



香港中文大學  
聯合書院  
UNITED COLLEGE  
THE CHINESE UNIVERSITY OF HONG KONG

United College Social Innovation & Experiential Learning Project 2021-22

# GROUP SENSE SOCIAL INNOVATION AND SUSTAINABLE DEVELOPMENT AWARD



THE GLOBAL GOALS

權智  
社創及  
可持續發展獎

## 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 student**, no limitation to other members;
  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 of 2021-22:**

Project should respond to **at least ONE** of the following SDGs:

#1: No Poverty

#3: Good Health and Well-being

#11: Sustainable Cities and Communities



**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 (20%)  
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 (20%)  
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 in 3 - 6 years.
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	<ol style="list-style-type: none"> <li>1. Cash prize of HK\$10,000</li> <li>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.</li> </ol>
Outstanding Project Award	1-3	<ol style="list-style-type: none"> <li>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.</li> </ol>

\*The prizes will be awarded to teams instead of individuals.

## G. Competition Timeline:

Activity	Date/ Deadline
2021-22 Briefing Session	13 September 2021 (Mon), 12:00-13:00
<b>Phase One</b>	
<b>Deadline of application</b>	<b>6 October 2021 (Wed)</b>
Training (1) - Design Thinking *	21 October 2021 (Thu), 11:00-13:00
Training (2) - Initial Hypothesis *	28 October 2021 (Thu), 11:00-13:00
Training (3) - Social Impact Measurement *	4 November 2021 (Thu), 11:00-13:00
Training (4) - Pitching and Proposal Writing Skills	11 November 2021 (Thu), 11:00-13:00
Training (5) - Individual Coaching	15 November 2021 – the end of December
<b>Submission of Project Proposal</b>	<b>4 March 2022 (Fri)</b>
<b>Project Presentation*</b> (The winning team(s) will enter Phase Two)	<b>14 – 18 March 2022 (to-be-confirmed)</b>
<b>Phase Two</b>	
Project execution (2 – 6 months)	March – August 2022
Submission of Progress Report & a 1-min video	10 June 2022 (Fri)
Submission of Final Report	5 September 2022 (Mon)
Project sharing at 2022-23 Briefing Session	12 – 19 September 2022(to-be-confirmed)

\*Mandatory (at least one team member to attend the activity)

## H. GSSA Working Group:

Honorary Advisor and Donor	Dr. Samson W H Tam
Chairperson	Prof. Jimmy C M Yu, College Head
Academic Advisor	Prof. Kevin Y F Au, Department of Management
Professional Advisor	Fullness Social Enterprises Society (FSES)
Administrators	Ms Chris Li ( <a href="mailto:chrisli@cuhk.edu.hk">chrisli@cuhk.edu.hk</a> / 3943 7345) Ms Memory Lau ( <a href="mailto:memorylau@cuhk.edu.hk">memorylau@cuhk.edu.hk</a> / 3943 7584)
Contact person	Mr Ken Chan ( <a href="mailto:kenchan@cuhk.edu.hk">kenchan@cuhk.edu.hk</a> / 3943 1288)