U21 RISE 2020 Video Contest In HKU

Video Submission Guidelines and More

U21 UNIVERSITAS 21

REAL IMPACT ON SOCIETY AND ENVIRONMENT

COMMONCORE THE UNIVERSITY OF HONG KONG

RISE

11/12/2020 Amended

Content

- Basic Info
- Overview
- Important Dates
- Video Submission Guidelines
- Judging Criteria
- RISE Showcase
- RISE Awards
- Next Steps – Join U21 RISE 2020 Video Contest In HKU
- Getting Support From Us
- Questions & Such

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Basic Info

- **RISE (Real Impact on Society and Environment)** is an international showcase of student achievement in sustainability and social innovation.
- RISE is designed to accelerate the scale and impact of student-led projects by connecting them with a network of experts in academia and industry.
- Alongside access to a global network of supporter, teams will have **the chance of winning prizes of USD2,000** each to further develop their project.

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Basic Info

- **If you have a VOLUNTARY, SOCIAL ENTERPRISE OR ENVIRONMENTAL PROJECT** that you would like to scale up, develop, and build, then RISE is for you!
- The University of Hong Kong will nominate up to 4 UG student projects, one of which being a cross institution entry, to the RISE 2020 showcase.

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Basic Info

- **WHO CAN ENTER?**
  - Any HKU **UG STUDENTS** in a **GROUP**.
- **<u>Number of group members</u>**
  - **Minimum: 3**
  - **Maximum: 7***
  - ***Where there is a large student group (e.g. a student society), a leadership group of up to 7 students should be identified as the main entrants.**
  - Please note that although some of you might find that the U21 official website stated that participating projects can be individual or group led, our office would like to keep it as group led only.
- You can also enter as a group of students from more than one U21 UNIVERSITY **(BUT NOT OTHER UNIVERSITIES WHICH ARE NOT ON THE U21 LIST)**.

Australia

The University of Melbourne

UNSW Sydney

The University of Queensland, Australia

China with Hong Kong (SAR)

Shanghai Jiao Tong University

Fudan University

The University of Hong Kong

Singapore

National University of Singapore

More U21 UNIVERSITIES from:
Belgium, Canada, Chile, India, Ireland, Japan, Mexico, New Zealand, South Africa, South Korea, Sweden, Switzerland, Netherlands, United Kingdom and United States of America

https://universitas21.com/u21-members/our-members

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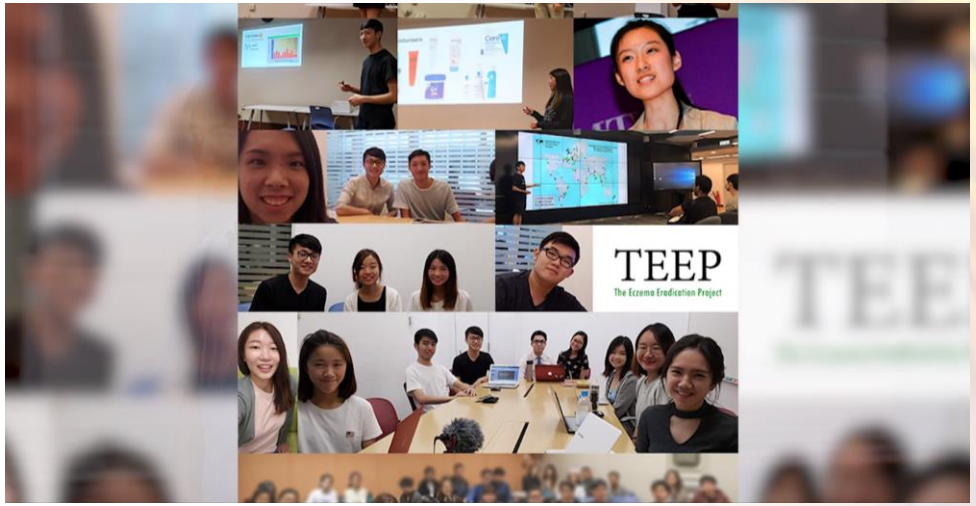
Basic Info

- Your project must directly address **AT LEAST ONE OF THE** United Nations Sustainable Development Goals.
- The project should be at the development stage, **NOT JUST AN IDEA**.
- For examples of the type of projects eligible for RISE, check out the RISE 2019 showcase.

https://commoncore.hku.hk/SDGsAtHKU/

- Developing your project video, you are encouraged to check out last year's videos from U21 website to get more ideas on how would your video potentially look like
- HKU's submission for last year was **The Eczema Eradication Project (TEEP)**
- Their video entry can be viewed at here



Basic Info

What will I gain from entering?

- **All entrants will:**
- Gain experience in creating powerful video project
- Have the opportunity to win one of four USD2,000 for their project
- Be given the chance to network with fellow entrepreneurs
- Receive personalized feedback from the professional HKU RISE Mentors that will help to improve their project

- **In addition to the above those nominated to the RISE showcase will:**
- Be part of a cohort of finalists from across the world
- Take part in a bespoke development package for student entrepreneurs
- Receive a certificate recognizing their achievement as a RISE finalist
- Have the opportunity to receive pledges of support from U21s global network
- Gain feedback on their project from experts in the field
- Become part of an alumni network of global social innovators

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Ideas only (not eligible)

- "Wouldn't it be good if *this* existed"
- "Governments/ society/ individuals should do *this*"

Just starting out

- "We've pitched our ideas and have permission from the university/community leaders to deliver *this project*, and we're starting to implement it."
- "We've done some significant market research and we know there's a need to deliver *this* – and we know how to do it"

Building momentum

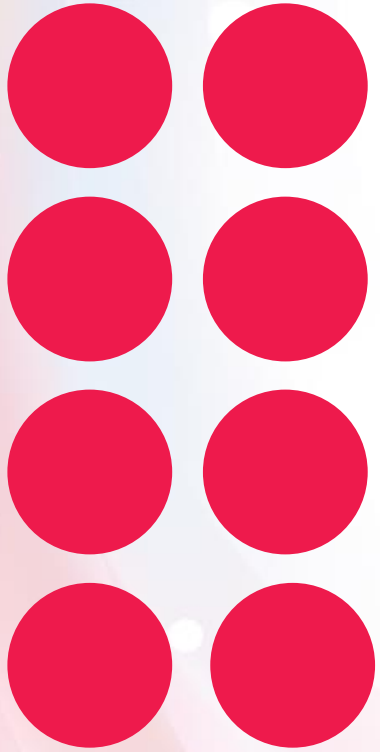
- "We've piloted *this initiative*, and now we are getting ready to launch on a bigger scale"
- "We've got *this prototype* and some financial backing, and we're getting ready to enter production"

Well established

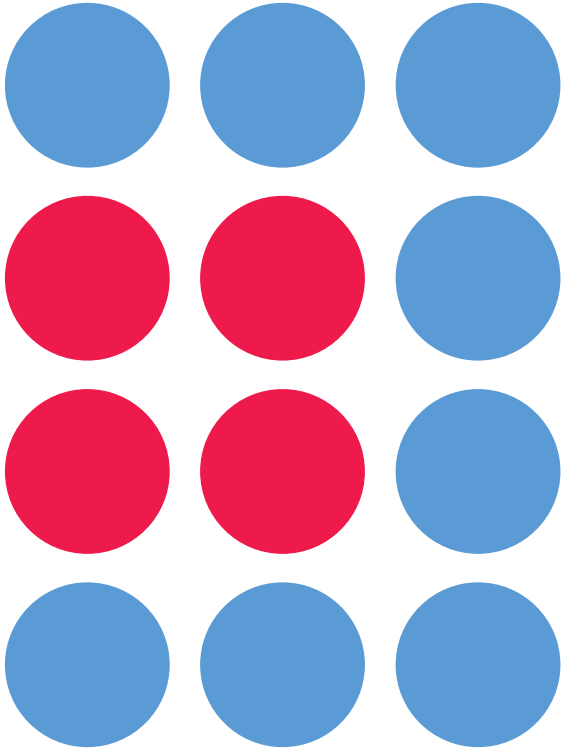
- "We're running *this project* in the city/region – we'd like to move into other markets"
- "We are ready to start collaborating with other organisations to increase our audience and impact"

AND: "Here is our project/business plan – this is what we need from the supporters in the U21 network"

Overview

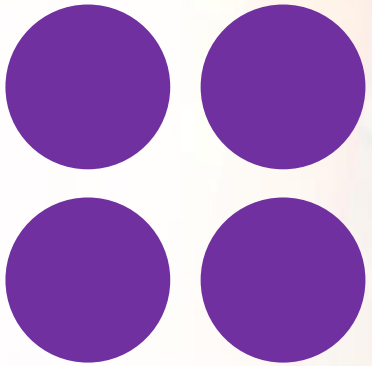


Entries received in U21 RISE 2020 Video Contest in HKU



HKU RISE Mentors will nominate up to 4 videos to the main organizer (U21)

All of these nominated videos will automatically enter the RISE Showcase + compete for the RISE Awards with videos from other universities



The judging panel from U21 will select the winners for four prize categories in RISE Awards

Important Dates

- Virtual RISE information session by U21: 5 OR 10 NOVEMBER 2020
- Deadline for interested HKU UG students to fill in the contact form: 23 NOVEMBER 2020
- Information session: 2 DECEMBER 2020 6:00PM HKT
- Submission of description of project and video: **8-25 JANUARY 2021**

→ Your submissions will be judged by us upon receiving

- Announcement of projects selected by HKU RISE Mentors to be nominated (i.e. winner of U21 RISE in HKU): **8 FEBRUARY 2021**

→ Winners would have some time to further modify their videos

- Submission of finalized video to HKU RISE Mentors: **19 MARCH 2021**

→ We will then send the main organizer the finalized videos

→ All nominated videos will be uploaded to RISE Showcase

- Announcement of the 4 winners of RISE Awards among all U21 institutions: APRIL 2021

Video Submission Guidelines

- **Your video should demonstrate:**
  - ❖What your project is and why it is important
  - ❖Which of the Sustainable Development Goals you are addressing
  - ❖What you have achieved so far
  - ❖What your future plans are and how you aim to achieve them
- **You can explain this information in a number of ways, for example:**
  - ❖Present directly to camera
  - ❖Interview people involved with the project
  - ❖Film one of your events or activities
  - ❖Create an animation or infographic explaining your work

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Video Submission Guidelines

- Projects may have already applied, or be in receipt of other funding or awards, but these **MUST BE DISCLOSED** upon entering RISE.
- The video submission to RISE must be an **ORIGINAL PIECE OF WORK** that is **NOT PUBLICLY AVAILABLE ELSEWHERE**.
- Video submissions must be the **STUDENTS' OWN WORK**

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Video Submission Guidelines

- **Entries may be submitted in any language but ALL MUST INCLUDE ENGLISH SUBTITLES (INCLUDING ENGLISH SUBMISSIONS)**
- **Video presentations are RECOMMENDED TO BE WITHIN 3-5 MINS' DURATION**
- **VIDEOS OF MORE THAN 5MINS WILL NOT BE ACCEPTED**
- **File format must be MP4 or .MOV**

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Video Submission Guidelines

- By submitting an entry to RISE, students are acknowledging that their ideas and enterprises will be made publicly accessible and share with industry professionals.
- Videos will be uploaded to Vimeo and disseminated through the U21 website and social media platforms and the media channels of member universities.
- Student videos will be shared with U21's external networks, by linking them to the U21 website.
- All participants will be expected to share with U21 the developments that have arisen as a result of their entry into RISE.

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JUDGING CRITERIA (EQUALLY WEIGHTED)

- THE ISSUE: Why is this initiative needed? Which of the UN Sustainable Development Goals are being addressed?
- THE IDEA: How well does this initiative respond to the outlined issue? How original is the idea?
- THE IMPACT: What measurable difference has this project already had on the lives of the target population or on the natural environment?
- THE POTENTIAL: How scaleable is this initiative? What is the future business plan and how would the project team make use of future investment?

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RISE Showcase (launch in March 2021)

- The RISE Showcase is the chance for all participants to reach a global audience and attract pledges of support from industry and academic experts across the world.
- The **showcase will launch** after the final video submission deadline in **March 2021.**
- U21 will work to gain pledges of support for the projects in the form of mentoring, advice, and potential development opportunities.
- Every submission will receive a minimum of three hours development from social innovation experts, offered in partnership with the University of Maryland Do Good Institute.

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Pledges on RISE Showcase

- The RISE Showcase website includes a Pledges form, allowing members of the U21 network and within industry to pledge support to individual projects.
- U21 will review these pledges through advisory committee to determine as far as possible that the offer is practical, genuine and ethical, before sharing this information with the student(s) and institution.
- The U21 website will keep a running total of the number of pledges overall, but individual entries will not be judged by the number of pledges they attract.
- You can also use your own networks to build support.
- U21 recommend that you highlight your participation in RISE through your social media using the hashtag #u21RISE and encourage your contacts to make a pledge via the U21 website

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RISE Awards (April 2021)

- A panel of **U21 experts** will review all the video entries from **all U21 Universities** and award prizes across **four categories: Most Impactful, Most Potential, Most Innovative and Most Collaborative.**
- **Judging will take place in April 2021**, during which time videos will remain on the website, and members of the public can continue to pledge support as above.
- Winning teams will receive a prize package tailor-made to help develop their project.
- This may include digital set up, conference registrations, or professional consultancy.

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RISE Awards (April 2021)

- Winners will be notified by U21 within two weeks of the judging process.
- U21 will then be in touch to set up a meeting with the project team to find out what your goals are, and go away and come up with prize package that will benefit the whole project team.
- Note that the **winners will be required to put together a short report of their experience.**

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Next Steps – Join U21 RISE 2020 Video Contest in HKU

- SEND US (COMMONCORE@HKU.HK) YOUR VIDEO FROM 8 JANUARY TO 25 JANUARY 2021, with:

❖(1) The following information of all members:

- ❖ First name:
- ❖ Last name:
- ❖ UID:
- ❖ Faculty:
- ❖ Major:
- ❖ Year of Study:
- ❖ Email:

❖(2) Name of project

❖(3) Description of the project (100-200 words)

❖(4) Name and number of SDGs the project is aligned with

- Refer to the previous slides on "Video Submission Guidelines"

ANNOUNCEMENT OF WINNERS OF U21 RISE 2020 Video Contest in HKU : 8 FEBRUARY 2021

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Getting support from us

- CC TransDisciplinary Undergraduate Research Funding?
- Finding a groupmate? (mix and match here?)
- CC Lounge (MB150) booking?
- Technical support and advice?

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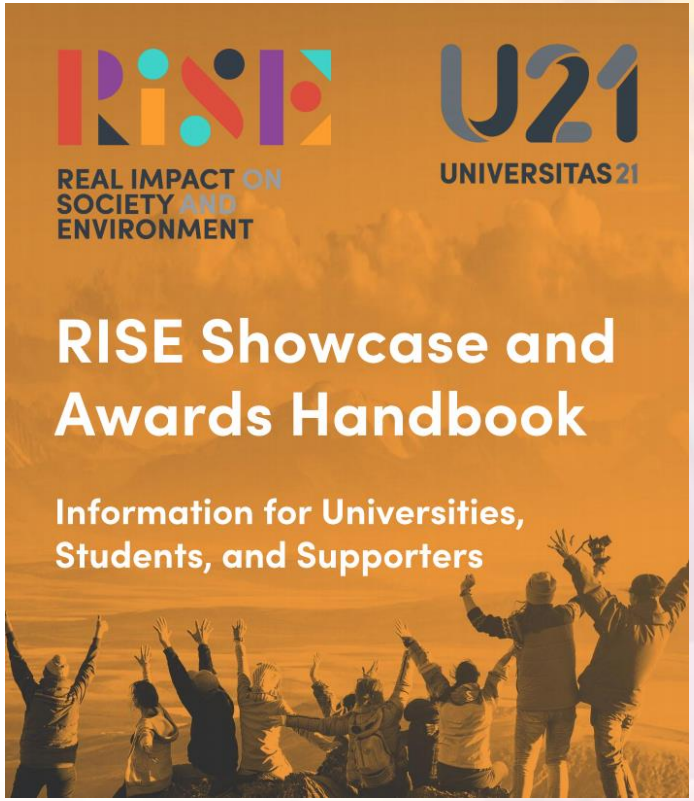
Questions & Such

- U21 RISE Information for students:
- https://universitas21.com/get-involved/student-competitions/rise/information-students
- U21 RISE Handbook:
- https://universitas21.com/sites/default/files/2020-10/rise_2020_handbook.pdf



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Engage~Experiment~Enjoy!

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