

Clean Shorelines Video Filming Competition

Information Sheet

1. Overview

An Inter-departmental Working Group on Clean Shorelines (the “Working Group”), coordinated by the Environment Bureau, was set up in November 2012 to tackle the marine refuse issue through inter-departmental collaboration and to promote public awareness of keeping our shorelines clean through various public relations activities. The theme of the Working Group activities this year is "**Protect our coast Leave no trace**". It aims to emphasize the importance of personal actions in keeping the shorelines clean. On the other hand, Ocean Park Corporation (the “Ocean Park”) also launched a conservation campaign “**Blue Matters – Promoting Debris Free Oceans**” with a series of activities to raise public awareness on marine debris.

To promote public awareness on keeping the shorelines clean, the Working Group and the Ocean Park, in collaboration with the Education Bureau and Youth.gov.hk, are organizing a Clean Shorelines Video Filming Competition for all secondary students, post-secondary students and public in Hong Kong to create a 90-second video with the theme of "**Protect our coast Leave no trace**" to promote the clean shorelines messages.

2. Objectives

- To promote public awareness on keeping the shorelines clean.

3. The Competition

3.1 Theme

The theme of the Video Filming Competition is "**Protect our coast Leave no trace**". The video could contain any content in relation to keeping the shorelines clean, such as not to use disposable items, bring your own reusable water bottles and cutlery sets, and to recycle the rubbish produced properly.

3.2 Details of Competition

3.2.1 Competition Sections

- Secondary School Section for individuals: full-time secondary students joining as individuals

- Secondary School Section for teams: full-time secondary students joining as teams of two to four members each
- Public Section for individuals: post-secondary students or members of the public joining as individuals
- Public Section for teams: post-secondary students or members of the public joining as teams of two to four members each

3.2.2 Basic Requirements

To produce a 90-second-long video including title and credits echoing the theme of the competition. Video format should be .mov, .mpeg4, .avi, or .wmv. Video dimension is recommended to be 720 x 576 pixels. Participants should write not more than 50 words (Chinese or English) to explain the video concept and clean shorelines message. A script should also be provided for the conversations in the video.

3.2.3 Submission of entry

3.2.3.1 Participants are required to submit the Application Form (Annex 1) together with a disc containing the soft copy of the video to the Water Policy Division, Environmental Protection Department on or before **10 December 2014 (Wednesday)**:
15/F, East Wing, Central Government Offices, 2 Tim Mei Avenue, Tamar, Hong Kong
(Attention: SAO(Water Policy Div))

3.2.3.2 Application Form can also be downloaded from the Clean Shorelines website (http://www.epd.gov.hk/epd/clean_shorelines/) and Education Bureau website (<http://www.edb.gov.hk/en/student-parents/events-services/programs/bspp/Activity/student/special/index.html>).

3.2.4 Adjudication

The Adjudicating Panel, comprising representatives of the Working Group and the Ocean Park will select a Champion, 1st Runner-up and 2nd Runner-up and two outstanding awards from each of the four competition sections. The adjudicating panel will make reference to the following selection criteria:

Selection Criteria	Weighting
1. Relevance to Theme	35 %
2. Creativity	35 %
3. Techniques and Audience Appeal	30 %

The competition also has an award for the “Most Popular Video Online” each for the Secondary School Section and Public Section. All eligible participating videos will be shown on the Youth.gov.hk Facebook Fan page (<http://www.facebook.com/youthgovhk>) for public voting. The video with the highest number of votes will receive an award. Additionally, we are also setting up the “Smart Voter Award” to encourage public participation in the online voting campaign by awarding the 10th, 20th...(multiples of 10) up to the 150th voter in each section.

3.2.5 Awards

3.2.5.1 The winners of the Secondary School Section for individuals will be awarded certificates and prizes as follows –

Award	Prizes
Blue Matters Gold Prize Pack (one person)	- \$6,000 Jetstar Airways travel vouchers; - two free Ocean Park “Dolphin Encounter”; - one free “SmartFun Annual Student Pass”; and - one free “SmartFun Annual Gold Pass”
Blue Matters Silver Prize Pack (one person)	- \$3,500 Jetstar Airways travel vouchers; - two free Ocean Park “Dolphin Encounter”; and - four free “Ocean Park Day-time General Admission Tickets”
Blue Matters Bronze Prize Pack (one person)	- \$1,500 Jetstar Airways travel vouchers; and - four free “Ocean Park Day-time General Admission Tickets”
Outstanding Awards (two persons)	- four free “Ocean Park Day-time General Admission Tickets” per person

3.2.5.2 The winners of the Secondary School Section for teams will be awarded certificates and prizes as follows –

Award	Prizes
Blue Matters Gold Prize Pack (one team)	<ul style="list-style-type: none"> - \$6,000 Jetstar Airways travel vouchers; - two to four (one per each team member) free Ocean Park “Dolphin Encounter”; and - two to four (one per each team member) free “SmartFun Annual Student Passes”
Blue Matters Silver Prize Pack (one team)	<ul style="list-style-type: none"> - \$4,000 Jetstar Airways travel vouchers; - two to four (one per each team member) free Ocean Park “Dolphin Encounter”; and - two to four (one per each team member) free “Ocean Park Day-time General Admission Tickets”
Blue Matters Bronze Prize Pack (one team)	<ul style="list-style-type: none"> - \$4,000 Jetstar Airways travel vouchers; and - four to eight (two per each team member) free “Ocean Park Day-time General Admission Tickets”
Outstanding Awards (two teams)	<ul style="list-style-type: none"> - four to eight (two per each team member) free “Ocean Park Day-time General Admission Tickets” per team

3.2.5.3 The winners of the Public Section for individuals will be awarded certificates and prizes as follows –

Award	Prizes
Blue Matters Gold Prize Pack (one person)	<ul style="list-style-type: none"> - \$6,000 Jetstar Airways travel vouchers; - two free Ocean Park “Dolphin Encounter”; and - two free “SmartFun Annual Gold Pass”
Blue Matters Silver Prize Pack (one person)	<ul style="list-style-type: none"> - \$3,500 Jetstar Airways travel vouchers; - two free Ocean Park “Dolphin Encounter”; and - four free “Ocean Park Day-time General Admission Tickets”
Blue Matters Bronze Prize Pack (one person)	<ul style="list-style-type: none"> - \$1,500 Jetstar Airways travel vouchers; and - four free “Ocean Park Day-time General Admission Tickets”
Outstanding Awards (two persons)	<ul style="list-style-type: none"> - four free “Ocean Park Day-time General Admission Tickets” per person

3.2.5.4 The winners of the Public Section for teams will be awarded certificates and prizes as follows –

Award	Prizes
Blue Matters Gold Prize Pack (one team)	<ul style="list-style-type: none"> - \$6,000 Jetstar Airways travel vouchers; - two to four (one per each team member) free Ocean Park “Dolphin Encounter”; and - two to four (one per each team member) free “SmartFun Annual Gold Passes”
Blue Matters Silver Prize Pack (one team)	<ul style="list-style-type: none"> - \$4,000 Jetstar Airways travel vouchers; - two to four (one per each team member) free Ocean Park “Dolphin Encounter”; and - two to four (one per each team member) free “Ocean Park Day-time General Admission Tickets”
Blue Matters Bronze Prize Pack (one team)	<ul style="list-style-type: none"> - \$4,000 Jetstar Airways travel vouchers; and - four to eight (two per each team member) free “Ocean Park Day-time General Admission Tickets”
Outstanding Awards (two teams)	<ul style="list-style-type: none"> - four to eight (two per each team member) free “Ocean Park Day-time General Admission Tickets” per team

3.2.5.5 The winner of the “Most Popular Video Online” will be awarded certificates and prizes as follows –

Award	Prizes
“Online Most Popular Video” (one for Secondary School Section)	<ul style="list-style-type: none"> - one to four (one per each individual or team member) free “SmartFun Annual Student Pass(es)”
“Online Most Popular Video” (one for Public Section)	<ul style="list-style-type: none"> - one to four (one per each individual or team member) free “SmartFun Annual Gold Pass(es)”

3.2.5.6 The winner of the “Smart Voter Award” will be awarded prizes as follows –

Award	Prizes
“Smart Voter Award- Secondary School Section” (total 15 voters)	<ul style="list-style-type: none"> - 30 “Ocean Park Day-time General Admission Tickets” (2 tickets for each winner); and - 30 tickets for “Youth.gov.hk green farm experience tour” valued about \$4,500 (2 tickets for each winner) Note: details will be announced on competition website
“Smart Voter Award- Public Section” (total 15 voters)	<ul style="list-style-type: none"> - 30 “Ocean Park Day-time General Admission Tickets” (2 tickets for each winner); and - 30 tickets for “Youth.gov.hk green farm experience tour” valued about \$4,500 (2 tickets for each winner) Note: details will be announced on competition website

3.2.5.7 For the terms and condition of the <Jetstar Airways travel voucher>, please visit the following website:

<http://www.jetstar.com/hk/en/planning-and-booking/terms-and-conditions-jetstar-flight-vouchers> or please contact Ocean Park at 3923 2082 for enquiry.

3.2.6 Award Ceremony

Winners will be invited to attend the Award Ceremony to be held in January 2015 to receive the prizes. Winning entries will be posted onto the relevant websites of Clean Shorelines, Ocean Park and Youth.gov.hk.

3.2.7 Video Filming Sharing Session

The Working Group and Ocean Park will organize a “Video Filming Sharing Session” with Mr C K Liu (Artist, Lecturer) who will be sharing on filming techniques and aesthetics. The sharing session will also provide information on marine refuse and marine ecology for participants’ reference in creating videos. The sharing session is supplementary in nature and interested individuals could participate in the competition whether they have attended the sharing session or not.

Date: 1 November 2014 (Saturday)

Time: 9:30a.m. – 12:00p.m.

Venue: Leighton Hill Community Hall, 133 Wong Nai Chung Road, Happy Valley, Hong Kong

Target Groups: Participants of the Secondary School Section and Public Section

Content: Ideas presentation and filming techniques and aesthetics by Mr C K Liu. Sharing on marine refuse by representatives of the Environmental Protection Department and Ocean Park

Fee: Free

Application: Please complete the sharing session application form at Annex 2 and fax to Water Policy Division, Environmental Protection Department:
2136 3304, on or before 27 October 2014

Remarks: The sharing session will be conducted in Cantonese. Due to limited places, successful applicants will be decided by drawing lots if the number of applications received exceeds the quota. Successful applicants will be notified by individual emails by 30 October 2014.

3.2.8 Schedule of Competition

Date	Description
27 October 2014	Application deadline of Video Filming Sharing Session
1 November 2014	Video Filming Sharing Session
10 December 2014	Deadline for submission of video
December 2014 – January 2015	- Online Voting Period - Adjudication for the Competition
19 December 2014	Winners of the video submissions to be informed by the Working Group individually
January 2015	Award ceremony announcing winning videos, “Most Popular Video Online” and “Smart Voter ” awards.

3.2.9 Terms and Conditions

- (i) Each participant or each team is allowed to submit one entry only.

- (ii) Entries must be original. Participants will be disqualified immediately if the entries involve plagiarized work/material or other that has been published or has been submitted to other competitions. Entries should not infringe any rights of any third party.
- (iii) All entries, whether being selected or not, will not be returned to the participants.
- (iv) The final adjudication results are decided by the Adjudicating Panel, which holds the final decision in case of any doubts.
- (v) Personal information collected is confidential and restricted for this competition only.
- (vi) The Working Group and Ocean Park Corporation reserve the right to disqualify any participant in connection with the breach of the rules or any other reasons deemed to be appropriate.
- (vii) The Working Group and Ocean Park Corporation are granted the rights to use and amend the entries unconditionally.
- (viii) The Working Group and Ocean Park Corporation are granted the rights to publish or exhibit the entries in any other form of media platforms, and to duplicate or display the entries for promotional purposes.
- (ix) All participants should only use third party's music excerpts or film/video segments in the entry with the prior written consent of the relevant third party. Participants must acknowledge any authorized use of music excerpts or film/video segments in the entry in accordance with the relevant copyright laws. The organizers shall not be responsible whether directly or indirectly for any liability arising whatsoever or howsoever from any violation of any copyright laws. Participants agree and undertake to accept and be responsible for all such liability arising therefrom. For details about the Copyright Ordinance (Chapter 528), please visit www.legislation.gov.hk/eng/home.htm

4. Enquiry

For enquiries, please contact Water Policy Division of Environmental Protection Department at 3509 7644.

Disclaimer: The Education Bureau of the Government of the Hong Kong Special Administrative Region is the co-organizer of this event and would provide assistance. Any views expressed by the members of the event or research findings, conclusions or recommendations in this publication or related activities, does not represent views of the Education Bureau of the Government of the Hong Kong Special Administrative Region.

海岸清潔短片創作比賽
Clean Shorelines Video Filming Competition

辦事處專用：
For Official Use:

報名表格 Enrolment Form
個人組 Individual Section

遞交作品截止日期： Submission Deadline:	10/12/2014	
參賽組別： Section:	<input type="checkbox"/> 中學組 Secondary School	<input type="checkbox"/> 公開組 Public
參賽者資料 Participant Details		
姓名： Name:	(中)	(英)
<p>英文姓名將用作發出機票禮券予得獎者。您所填寫的<u>英文姓名</u>應與您持有的有效<u>旅遊證件</u>上所顯示的姓名完全相同。其他詳情請參閱比賽條款及細則。</p> <p>For issuing travel vouchers as the winning prize, the <u>English name</u> should be written exactly as it appears on a valid <u>travel document</u> in your possession. Please refer to the terms and conditions of the competition for other details.</p>		
性別： Gender:		就讀班別（如適用）： Class attending (if applicable):
聯絡電話： Contact No.:	住宅： Home:	手提： Mobile:
住宅地址： Home Address:		
電郵地址： Email Address:		
學校名稱 （如適用）： Name of School (if applicable):		
學校地址 （如適用）： School Address (if applicable):		

你提供的資料，只用作處理海岸清潔短片創作比賽的報名事宜。如欲更正或查閱表格上的個人資料，請與環境保護署水質政策科職員聯絡。電話：3509 7644。

The information provided by you will only be used for enrolment in the Clean Shorelines Video Filming Competition. For amendment of or access to personal data collected by means of this form, please contact the Water Policy Division of the Environmental Protection Department at 3509 7644.

海岸清潔短片創作比賽
Clean Shorelines Video Filming Competition

辦事處專用：
For Official Use:

報名表格 **Enrolment Form**

團體組 **Team Section**

遞交作品截止日期： Submission Deadline:	10/12/2014		
參賽組別： Section:	<input type="checkbox"/> 中學組 Secondary School	<input type="checkbox"/> 公開組 Public	
參賽隊伍資料 Production Team Details			
姓名： English Name :	1.	(隊長 Team Leader)	就讀班別 (如適用)： Class attending (if applicable):
	2.		就讀班別 (如適用)： Class attending (if applicable) :
	3.		就讀班別 (如適用)： Class attending (if applicable) :
	4.		就讀班別 (如適用)： Class attending (if applicable) :
<p>隊長之英文姓名將用作發出機票禮券予整個得獎隊伍。您所填寫的隊長之英文姓名應與該隊長持有的有效旅遊證件上所顯示的姓名完全相同。其他詳情請參閱比賽條款及細則。</p> <p>Travel vouchers of the winning team will only be issued to the Team Leader. The <u>English name</u> of the team leader should be written exactly as it appears on a valid <u>travel document</u> in his/her possession. Please refer to the terms and conditions of the competition for other details.</p>			
學校名稱 (如適用)： Name of School (if applicable) :			
學校地址 (如適用)： School Address (if applicable):			
參賽隊伍聯絡人資料 Team Contact Person Details			
聯絡人姓名： Contact Person:		聯絡人電話： Contact Number:	
住宅地址： Home Address:			

電郵地址： Email Address:	
-------------------------	--

你提供的資料，只用作處理海岸清潔短片創作比賽的報名事宜。如欲更正或查閱表格上的個人資料，請與環境保護署水質政策科職員聯絡。電話：3509 7644。

The information provided by you will only be used for enrolment in the Clean Shorelines Video Filming Competition. For amendment of or access to personal data collected by means of this form, please contact the Water Policy Division of the Environmental Protection Department at 3509 7644.

海岸清潔短片創作比賽
Clean Shorelines Video Filming Competition

辦事處專用：
For Official Use:

短片創作分享會報名表格

Enrolment Form for Video Filming Seminar

分享會日期： Seminar Date:	1/11/2014		
參賽組別： Section:	<input type="checkbox"/> 中學組 Secondary School	<input type="checkbox"/> 公開組 Public	
參加者資料 Participant Details			
參與人數： No. of Participant(s) :			
參與人士姓名： Name(s) of Participants :			
學校名稱（如適用）： Name of School (if applicable) :			
聯絡人電郵地址 （必須提供）： Email Address of Contact Person (must provide):		聯絡人電話： Contact No. of Contact Person:	

備註：

- 成功報名參加分享會之人士將收到個別電郵通知，如未能在 2014 年 10 月 30 日或之前收到通知，可視作不成功處理。
- 如當日香港天文台於早上 6:30 或之後仍懸掛紅色暴雨警告訊號或 3 號颱風信號或以上，分享會將會改期。
- 你提供的資料，只用作處理海岸清潔短片創作比賽的報名事宜。如欲更正或查閱表格上的個人資料，請與環境保護署水質政策科職員聯絡。 電話：3509 7644。

Remarks:

- Applicants who are successful in enrolling the sharing session will receive notification by email. Failure to receive notification on or before 30 October 2014 could be regarded as unsuccessful enrolment.
- Sharing session will be rescheduled if Red Rainstorm Signal or Strong Wind Signal No.3 or above is still hoisted by the Hong Kong Observatory at 6:30am on the sharing day.
- The information provided by you will only be used for enrolment in the Clean Shorelines Video Filming Competition. For amendment of or access to personal data collected by means of this form, please contact the Water Policy Division of the Environmental Protection Department at 3509 7644.