



## The Committee on Environmental Protection, New Asia College

### Video Competition: Green Initiatives in CUHK

The Committee on Environmental Protection organizes a video-making competition to engage students and staff in promoting environmental protection and sustainability on campus through a creative video to propose green initiatives in CUHK. Winner(s) will be awarded with a prize and a certificate as encouragement. Also, there is an “Award for the most favorite video” voted by all college students and staff.

#### Eligibility:

- All students and staff of New Asia College

#### Theme:

- Videos must address the theme of "Carbon Reduction" and propose a creative initiative for environmental protection and sustainability on campus.

#### Regulations:

- Participants can take part individually or form a group up to 3 people (all are New Asia students and staff).
- Participants should submit their entry through online webform. Please provide both the download link of the video and the youtube link for viewing.
- The length of the video should be within 3-6mins and HD resolution for recording is recommended.
- The language in the videos can be Chinese or English, and it must include English subtitles.
- All entries must be the original work. The participant must be the sole owner of the entire copyright and also ensure there is no infringement of any existing intellectual property rights.
- All entries must not have been submitted for any other competition or provided to any party for any purpose before submitting to us.
- The decision of the Committee on Environmental Protection in all matters relating to this competition, including the selection of the winning submissions, is final.
- By participating in the competition, participants agree that the College and the Committee on Environmental Protection have the right to display or publish the submitted videos for promotional purposes in any media platforms (e.g., the College website, Facebook, and Instagram).

**Submission:**

- Please submit a video through the online webform before 24 January 2025.  
<https://cloud.itsc.cuhk.edu.hk/webform/view.php?id=13698660>

**Selection Criteria:**

All entries will be assessed by the Committee on Environmental Protection based on the following criteria:

- Relevance to Theme: How well does the video address the theme of "Carbon Reduction"
- Creativity and Innovation: How original and creative is the proposed initiative
- Presentation and Arrangement: How clearly and effectively is the idea and message communicated in the video
- Engagement: How engaging and compelling is the video in capturing the audience's attention

**Awards:**

Winner(s) will be awarded with a prize and a certificate. All participants will also receive a certificate of participation as encouragement.

- 1st, 2nd and 3rd Award will be presented. The cash prizes are HK\$1,200, HK\$1,000 and HK\$800. However, the committee reserves the right not to give awards if there are no suitable winners.
- A special prize will be presented to the winner of "Award for the most favorite video" voted by all NA college students and staff.
- The College may pass the winning videos to CUHK Social Responsibility & Sustainable Development Office (SRSDO) for their consideration of the proposed initiative to be implemented in CUHK.

**Announcement of Results:**

- The winning results will be announced on the college website in late February 2025. Winners will also be notified by email individually.