

CLIMATE ACTION RECOGNITION SCHEME

2021-22

Information Book

Joining hands with HKSTP IDEATION to cultivate the next generation of **CLIMATE ENTREPRENEURS**



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Part I – Programme Introduction

1. Background

Among the 17 UN SDGs, climate change is one of the key global issues connected to sustainable challenges. It has significant impact on public safety, water and food security. With a view to combating climate change, Wofoo Social Enterprises (WSE) established Hong Kong SDG Hub in 2020. Hong Kong SDG Hub serves as one of the first SDG platforms in Hong Kong for youths and entrepreneurs to share and exchange relevant experience through one of the key initiatives - “Climate Action Recognition Scheme (CARS)”.

2. Aims

- 1 Spark interest and fuel a spirit of youth in addressing climate change issues
- 2 Incubate start-ups and community which can create positive change for our climate
- 3 Facilitate cross-sector collaboration and act as a networking platform for climate related issues in Hong Kong

3. Overview

CARS is an entrepreneurship programme initiated by Hong Kong SDG Hub, co-organized by the Environment Bureau and sponsored by The Hongkong and Shanghai Banking Corporate (HSBC). The Scheme recognizes and invests in innovative and outstanding start-up ideas which take actions in combating SDG-related climate change problems.

CARS provides holistic training in entrepreneurship and innovation, mentorship support, publicity and networking platforms, seed fund and acceleration fund to young “climate shapers” who are determined to act on and transform climate awareness into climate actions and solutions.

4. Strategies

Inspire

Through providing training workshops and a platform where they can seek advice and guidance from relevant industry experts, CARS hopes to inspire and assist participants in honing their basic entrepreneurial skills and developing their creative capacity.

Incubate

With the platform established, cross-sectoral resources and networking opportunity will also be matched to these climate shapers, in order to expand their horizon in the industry of sustainable development and actualize their climate change solutions.

Invest

CARS will award HKD\$120,000-HKD\$180,000 per cohort to selected projects for developing and scaling up the prototype. Various events will also be arranged for selected participants to pitch and showcase their innovative climate actions to potential investors.

Part II – Recognition Scheme Details

5. Theme

We welcome any potential and valuable solutions that may make an effort in combating climate change effects and enhancing climate resilience in Hong Kong. The eligible ideas should focus on achieving **UN SDG 13: Climate Action**.

6. Leagues & Eligibility

League 1 - Idea Stage

- For teams which are looking for realizing their ideas of climate solutions to prototypes

Who Can Apply	Award
<ul style="list-style-type: none">✓ The team leader must be a current student (part-time/ full time) or a graduate of a tertiary institution in Hong Kong. <p>*Graduates should have graduated for no more than five years as of application deadline</p>	Climate Action Ideation Award Prize: HK\$120,000 Quota: 2 teams

League 2 - Scale-Up Stage

- For startups which are looking for scaling up their prototypes with positive climate impacts

Who Can Apply	Award
<ul style="list-style-type: none">✓ Applicants must be winners of an entrepreneurship or incubation programme OR✓ Applicants are start-ups incorporated under Hong Kong's Companies Ordinance for not more than three years as of application deadline	Climate Action Acceleration Award Prizes: HK\$180,000 Quota: 3 teams

Application Deadline:

- 30 December 2021

Notes:

- Each application should consist of one to four core team members (including the team leader), who are between aged 18 and 40 as of application deadline.
- All core team members can only join ONE league, join ONE team under that league, and submit ONE application during the application period.
- Teams may comprise of members from different institutions and academic background.
- Each application should submit a Hong Kong-based climate change solution.
- All teams should acquire endorsement from one tertiary institution / youth entrepreneurship organization by filling in the CARS endorsement form or by submitting a formal reference letter. Applications without endorsement or references will not be accepted.
- Start-ups and companies which are already registered and incorporated are NOT eligible for "Idea Stage" League. Winners of any incubation and/or entrepreneurship programme are also NOT eligible for "Idea Stage" League, unless special approval from the Organizer is granted.

7. List of Recommended Organizations for Endorsement

Interested applicants should get endorsement from a department or a unit under any higher education institutions or youth entrepreneurship organizations in Hong Kong. The endorsement form can be downloaded by clicking [HERE](#). In order to ensure a smooth verification process of endorsement, applicants are highly recommended to get endorsement from the units (these units have partnerships with CARS) listed below. However, teams can also seek endorsement from other reputable units. The Organizer will screen applications endorsed by other reputable units on a case-by-case basis.

Tertiary Institutions in Hong Kong

1. Chinese University of Hong Kong

- Office of Research and Knowledge Transfer Services

2. City University of Hong Kong

- College of Business
- Knowledge Transfer Office
- School of Energy and Environment

3. Education University of Hong Kong

- Knowledge Transfer Office

4. Hang Seng University of Hong Kong

- Wu Jieh Yee Centre for Innovation and Entrepreneurship

5. Hong Kong Baptist University

- School of Business

6. Hong Kong Metropolitan University

- Lee Shau Kee School of Business and Administration
- School of Science and Technology
- Student Affairs Office

7. Hong Kong Polytechnic University

- Knowledge Transfer and Entrepreneurship Office

8. Hong Kong University of Science and Technology

- HKUST Entrepreneurship Center
- Division of Environment and Sustainability

9. Lingnan University

- Office of Service-Learning
- Lingnan Entrepreneurship Initiative

10. University of Hong Kong

- iDendron
- Faculty of Architecture
- Faculty of Engineering
- Faculty of Science
- Centre for Civil Society and Governance
- Centre of Development and Resources for Students

Youth Entrepreneurship Organizations in Hong Kong

1. CarbonCare Innolab

2. Enactus Hong Kong

3. Hong Kong Science and Technology Park

4. Hong Kong Social Enterprise Challenge

5. Jockey Club Museum of Climate Change

6. SDSN Hong Kong

7. WE Professional Service

8. WHub

8. Time Frame

(Revised on 31 Jan 2022)

Date	Assessment Process	Training & Mentoring
Late Oct 2021	Application Starts	
Late Nov 2021		Pre-Application Workshops
Mid Dec 2021		
25-27 Dec 2021 Christmas		
30 Dec 2021	Application & Submission Deadline Idea Stage: Concept Note Scale-up Stage: Detailed Proposal	
1 Jan 2022 New Year		
Jan 2022	Screening by Joint Admission Panel by CARS & HKSTP	
1-3 Feb 2022 Lunar New Year		
Early Feb 2022	Semi-Finalists Announcement	Online Training, Mentor Consultation Sessions
	Selected teams admitted to HKSTP IDEATION**	
Mid Mar 2022		
25 Mar 2022	Submission Deadline Idea Stage: Detailed Proposal & Pitch Video Scale-up Stage: Revised Proposal & Pitch Video	
Late Mar 2022	Screening by CARS Judging Panel	
5 Apr 2022 Ching Ming		
Early Apr 2022	Finalists Announcement	
Mid Apr 2022		Pre-pitch Session
15-18 Apr 2022 Easter		
Late Apr 2022	Public Pitching & Public Voting	
Early May 2022	Grand Final & Award Ceremony	
May 2022 onwards	Selected teams completed HKSTP IDEATION**	

9. Training & Mentoring

Pre-Application Workshops (Nov - Dec 2021)

Pre-application workshops will be arranged for interested potential participants before the application. The workshops aim to help the participants on the overview on the environmental problems and how to create an effective impact on climate change, in order to acquire insight and generate innovative solutions for solving climate change.

Capacity Building Activities (Feb - Apr 2022)

Capacity building activities, such as online training, mentor consultation and pre-pitch sessions, will be arranged for teams. Online training sessions during semi-final allow teams to consolidate their basic entrepreneurship knowledge and skills, as to optimize project ideas in preparation for semi-final assessment.

In the mentorship program across semi-final and final, teams can consult and pre-pitch the project idea to the industries experts and innovative pioneer, and seek advice and guidance from the industry high achievers and expand the networks in the industry.

HKSTP IDEATION (Feb 2022 onwards; applicable to selected teams only)

2021-22 CARS is proudly supported by HKSTP IDEATION, which is one-year startup support programme for entrepreneurs to learn the fundamental skills they need to kickstart the business.

Through the supports from HKSTP, participants are able to learn such as how to write a persuasive business plan and raise venture capital, gain a fundamental understanding of business management and the entrepreneurial ecosystem of Hong Kong, etc.

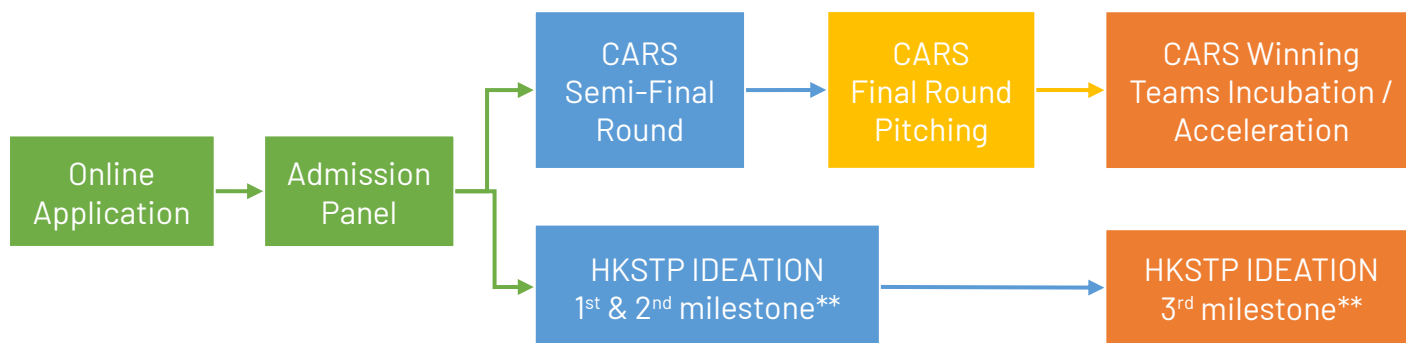
Selected teams are required to achieve a designated target at three different stage, and will receive an amount of rewards from the HKSTP.

- 1st milestone - formulating a development plan and market identification
- 2nd milestone - attaining the expected goal(s) and customer validation
- 3rd milestone - realizing the plans with a prototype

Note: Scale-Up Stage teams whose start-ups incorporated for more than two years but less than three years are not eligible for HKSTP IDEATION.

Note: For teams not eligible / not being selected, CARS will also evaluate their suitability for admission into other HKSTP incubation programmes after their completion of CARS.

10. Assessment Process



***Applicable to teams admitted to HKSTP IDEATION only*

Stage 1: Application (Oct 2021 – Jan 2022)

1.1 Online Application (Oct 2021 – Dec 2021)

Eligible applicants should submit the following documents before the application deadline:

1. Online Application Form

- Applicants should fill in the application form online. Only online application is accepted.
- Applicants should also upload the below documents in the online application form.
- Each file would be uploaded should be within 10MB.
- Please name all the uploaded files after the team or start-up name (e.g. Wofoo_EndorsementForm).

2. Concept Note (Idea Stage) or Detailed Proposal (Scale-up Stage)

- The concept note should be no more than two pages (cover page not included in the count limit).
- The detailed proposal should be no more than eight pages (cover page not included in the count limit). Teams may choose to include infographics in the detailed proposals.
- The concept note or detailed proposal should be written in English, numerated, and saved in a Microsoft Word or PDF file format.
- Clicking [HERE](#) to download template of concept note, and [HERE](#) to download detailed proposal

3. Appendices (if applicable)

- Idea Stage teams may attach appendices not exceeding two pages, if possible.
- Scale-up Stage teams may attach appendices not exceeding five pages, if possible.

4. Endorsement Form / Reference Letter

- All applications must secure an endorsement (verified with an official organization chop on the form) from tertiary institutions or youth entrepreneurship organizations.
- Clicking [HERE](#) to download the endorsement form.
- A formal reference letter may be submitted in lieu of the verified endorsement form.

5. Supporting Documents

- Resumes of all core members (if applicable)
- Certificate of Incorporation under the Companies Ordinance (applicable to start-ups)
- Proof of matched funding or provision of any additional investments (applicable to winners of any entrepreneurship programme)
- Intellectual property document (if applicable)

1.2 Admission Panel (Jan 2022)

Applicants shall attend an admission panel meeting in Jan 2022. Each team has not more than 7 minutes to pitch their ideas. The panel by CARS & HKSTP will evaluate project feasibility/potential and team capability, in order to see if teams are qualified to be admitted to CARS and/or HKSTP programmes.

Stage 2A: Semi-Final Assessment (Feb – Mar 2022)

1. Attendance of Capacity Building Activities

- Teams must select 1-2 mentors suggested by Hong Kong SDG Hub and attend consultation sessions.
- Teams must complete designated online training sessions arranged by HKSTP. They shall also complete survey after training, or the training attendance record will not be valid.

2. Detailed Proposal

- Idea Stage teams shall submit detailed proposal no more than eight pages (cover page is not included in the count).
- Scale-up Stage teams may choose to revise the detailed proposal. The revised one should also be no more than eight pages (cover page is not included in the count).
- The detailed proposal should be written in English, numerated, and saved in a Microsoft Word or PDF file format. Teams may choose to include infographics in the detailed proposal.
- Please name all the uploaded files after the team or start-up name (e.g. Wofoo_DetailedProposal).
- Any other supplementary information and appendices should not exceed five pages, if possible.
- Click [HERE](#) to download the detailed proposal template

3. Pitch Video

- The video length should be five minute, covering product intro, technology uniqueness, commercial value / prototype.
- Teams can use images, graphics, animations, and clips in the video to present the idea.
- The video can be presented in either English or Cantonese; English subtitles are preferred.

6 semi-final teams from Idea Stage and 6 from Scale-up Stage with outstanding performance will be selected by CARS judging panel to admit to the final round.

Stage 2B: Admission to HKSTP IDEATION (Feb 2022 onwards)

Semi-finalists may also be selected to HKSTP IDEATION. To achieve the 1st milestone, teams shall attain the following requirements from HKSTP and will be rewarded \$10,000 for starting to develop or scale up the prototype.

1. Incorporate a limited company in Hong Kong (applicable to Idea Stage teams only)
2. Prepare a company bank account (applicable to Idea Stage teams only)
3. Prepare a milestone plan (Click [HERE](#) to download)

CARS judging panel will also assess the performance at the mid-stage of IDEATION. To achieve the 2nd milestone and be rewarded \$40,000, teams shall attain the following requirements from HKSTP:

1. Attendance of 10 online training sessions arranged by HKSTP (Teams shall also complete survey after training, or the training attendance record will not be valid)
2. Pitch Video (Requirements same as CARS Semi-Final assessment)
3. Milestone Progress Update (Click [HERE](#) to download)

Stage 3: Final Round Pitching (Apr – May 2022)

3.1 Public Pitching (Apr 2022)

Finalists will get an opportunity to showcase their project ideas to the public and green groups at physical or virtual event. Teams could test their ideas and gauge market reaction through the public voting session:

- All promotional materials for the showcase should be prepared by the teams. Teams are encouraged, but not required to prepare the display materials in Traditional Chinese.
- Members of the public will have a chance to cast their votes for their favorite initiative. The popular ideas will be given bonus scores.
- If physical event is organized, all team members must be present at the showcase. The whole team will be disqualified if any team member is absent without prior and official approval from the Organizer.
- More details will be released closer to the event date.

3.2 Grand Final (May 2022)

Finalists will deliver a pitch to industry experts, business representatives and potential investors, who will act as judges at the Grand Final. Judges would offer feedback and insight on how teams may refine their business model and craft a unique business proposition.

Format:

- Finalists will have 10 minutes to pitch, followed by a 10-minute Q&A session.
- Teams can deliver the pitch in either Cantonese or English.
- Finalists should hand in their presentation deck 7 days before the Grand Final.
- All team members must be present at the Grand Final, but not every team member is required to present at the pitch. The whole team will be disqualified if any one member is absent without official prior approval from the Organizer.

Materials should be prepared:

- Finalized presentation deck
- Finalists may choose to prepare and present videos and other multimedia files during their pitch.
- Finalist may also choose to showcase their prototype showcasing (if any) during the pitch.

All finalists will also get an opportunity to showcase their project ideas to the invited guests during the Grand Final. More details will be released closer to the event date.

Stage 4A: Winning Teams Incubation / Acceleration (May 2022 onwards)

After the Grand Final, 2 winning teams will be awarded HK\$120,000 and 3 winning teams will be awarded HK\$180,000 in two phases. The first payment will be made after winners submit a budget plan, a document outlining milestones and a signed agreement. The final payment will be issued to winners, subject to the examination and verification of project reports and the delivery of pre-set project targets.

Stage 4B: Completion of HKSTP IDEATION (before Jan 2023)

No matter winning or not, teams can complete the HKSTP IDEATION and be rewarded \$50,000 for the attainment of the below requirements from HKSTP and achievement of 3rd milestone:

- Business plan in Microsoft Powerpoint format
- Milestone progress report (Click [HERE](#) to download)
- Approval letter from HKSTP incubation programme

Potential IDEATION participants will be recommended to apply for other HKSTP incubation programmes for further support on their entrepreneurial journey.

11. Judging Criteria

	Climate Action Ideation Award	Climate Action Acceleration Award
Impact on Climate Change <ul style="list-style-type: none"> ● Ability to demonstrate how Hong Kong is affected by Climate Change ● Ability to illustrate the effectiveness of the project idea on combating Climate Change (e.g., reducing carbon emission, protecting and enhancing ecosystems) ● Ability to generate positive social impacts and outcomes ● Ability to measure and evaluate the project's sustainability in a long term and in-depth manner 	25%	25%
Feasibility <ul style="list-style-type: none"> ● Capacity of the business in making future profits ● Ability to assess and properly manage new technology and associated risks ● Ability to deliver the product/ service to public and compete with other market competitors ● Potential of the business model to establish a meaningful business strategy ● Demonstrate understanding of the market, relevant competitors and how their businesses compare ● Demonstrate understanding of potential risks and solutions 	20%	20%
Sustainability <ul style="list-style-type: none"> ● Adaptability ● Flexibility ● Potential for substantial growth ● Addressing the needs of all three core elements: economic growth, social needs and environmental protection 	20%	20%
Innovation & Creativity <ul style="list-style-type: none"> ● Originality ● Satisfying social needs ● Comprehensible and unique market positioning ● Brilliant breakthrough ideas 	20%	15%
Team Capability (Idea Stage) OR Current Operational Performance (Scale-Up Stage) <ul style="list-style-type: none"> ● Execution capabilities of the team and external partners ● Individual qualifications, strength or experience in related field ● Entrepreneurship spirit ● Business management skills ● Available equipment or technology ● Track record 	10%	15%
Scores in Public Pitching	1 st Rank – 5% 2 nd Rank – 5% 3 rd Rank – 2%	1 st Rank – 5% 2 nd Rank – 5% 3 rd Rank – 2%

12. Rules & Regulations

Application

- Participants should submit all the documents before the deadline. Late submissions will not be considered.
- Participants should submit supplementary information for further consideration upon the Organizer's request.
- Participants should attend all compulsory workshops, trainings, and activities organized under CARS. The whole team will be disqualified if a team member is absent from any compulsory event without official prior approval from the Organizer.
- If in double, team leaders should liaise with the Organizer directly on the matters relating to CARS.

Copyright

- All participants shall warrant that the submitted idea/proposal is the original idea of their team. Participants and teams found to have committed copyright infringement in their work will be disqualified.
- Participants shall be liable for any violation of any copyright laws. The Organizer is not responsible for any direct or indirect copyright infringement in participants' works.
- Participants will be responsible for taking proper steps to protect their intellectual property.
- The Organizer may make copies and recordings of the submitted documents or materials for CARS. The Organizer reserves the right to use or publish any materials related to CARS for promotion and publicity purposes.

Judging

- The decision of the judging panel on all results shall be final and conclusive. No appeals will be entertained.

Personal Data & Information Collection

- Participants must ensure that all information provided should be true, accurate, complete, and updated without any fraud on submission of personal data, or false submission of personal data of others.
- All information including personal data of the participants will only be used by the Organizer for purposes relating to the scheme, this includes the disclosure and transfer of information to staff, judges, advisors, consultants, the media or other related parties involved in CARS or related activities organized (including but not limited to media interviews) after CARS by Hong Kong SDG Hub or Wofoo Social Enterprises.

Others

- The Organizer reserves the right to amend details relating to CARS (including but not limited to the schedule, assessment process, judging criteria and guidelines) with or without prior notice.
- Participants must abide by all rules and regulations set by the Organizer. Any violation of rules and relations by a team member could lead to the disqualification of the whole team.
- Special arrangements will be rendered if the Organizer cancels the event due to emergencies or unexpected circumstances. The arrangements of CARS are subject to the latest announcement of the Organizer.
- The Organizer reserves the right for the final decision of all disputes and any other matters.
- If there is any inconsistency or ambiguity between the Chinese and English version of the website or other communicated materials, the English version shall prevail.
- Participants have to agree and adhere to all terms outlined in this document for this Scheme. The organizer reserves the right to disqualify participants who fail to conform to these terms or violate any of the above terms.

Part III – Award Arrangement

13. Allocation & Requirements

Climate Action Ideation Award

Winning teams in the Idea Stage League will be awarded HK\$120,000 each to prototype or implement the climate change solutions. The project duration covered by the award should be between six and twelve months.

The award would be allocated to winners in two phases:

First Instalment: HK\$100,000 will be issued after the awardees submit their budget plans, documents outlining and setting project milestones, and a signed agreement.

Final Instalment: HK\$20,000 will be issued after the final report and the company factsheet are received and approved by the Organizer. If necessary, the Organizer may request awardees to submit additional documents for review.

Climate Action Acceleration Award

Winning teams in the Scale-Up Stage League will be awarded HK\$180,000 each to accelerate the growth of their start-ups and facilitate project implementation on combating climate change. The project duration covered by the award should be between twelve and eighteen months.

The award would be allocation to the winners in two phases:

First Instalment: HK\$120,000 will be issued after the awardees submitted their budget plan, documents outlining and setting project milestones, and a signed agreement.

Final Instalment: HK\$60,000 will be issued after the final report and company factsheet are received and approved by the Organizer. If necessary, the Organizer may request awardees to submit additional documents for review.

14. Other Award-Related Terms

- The award may be used for programme set-up, implementation, operation, promotion and other relevant project expenditure subject to the approval of the Organizer. Recipients are not allowed to give away, share or spend the award on irrelevant matters.
- Award recipients have to launch their project within three months of receiving the award.
- Award recipients are required to submit reports and other documents requested by the Organizer during/after the project period. Late submissions risk penalties, e.g. deduction or cancellation of award.
- Person-in-charge of the awarded projects should liaise with the Organizer on the matters relating to CARS and his/her project.
- Award recipients should notify the Organizer if there are changes to the personal details, personnel, operational status, milestones, etc., of the project.
- More details of the award would be disclosed in the agreement.