

Information Pack

for The Youth ESG Competition on Green Deck



Prepared by

The Research Centre for ESG, HSUHK

Quote from The Chief Executive's 2023 Policy Address:

“103. We will also optimise the use of existing land to unleash development potential. We will:

Revitalise Hung Hom Station and nearby sites – We will invite the MTRCL to conduct a preliminary study and submit proposals next year to re-plan and develop a total land area of about 10 hectares covering the Hung Hom Station and the railway facility sites in the vicinity, as well as the waterfront and pier facility sites to the south of the Hong Kong Coliseum so as to upgrade the facilities of the Hung Hom Station, release commercial and residential floor area, and create a vibrant harbourfront. The Government will also explore ways to enhance pedestrian connectivity between Hung Hom and Tsim Sha Tsui East, and improve the waiting areas of the bus stops near the Cross Harbour Tunnel.

103. 我們會善用現有土地，釋放發展潛力，包括：

活化紅磡站及周邊用地 —— 邀請港鐵進行初步研究，明年提交方案，重新規劃及發展紅磡站及周邊鐵路設施用地，以及紅磡體育館以南的臨海及碼頭設施用地，合共約十公頃，更新紅磡站的配套、釋放商住樓面，及締造活力海濱。政府亦會研究加強紅磡和尖東的行人連接性，改善紅隧巴士站的候車環境。”

Source: Paragraph 103, The Chief Executive's 2023 Policy Address <https://www.policyaddress.gov.hk/2023/tc/p103.html>

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The Green Deck – A Catalyst for Vibrant Community

The environmental conditions of the area around existing Hung Hom Cross Harbour Tunnel Toll Plaza have been a big concern of society for a long period of time. Located in Hung Hom for more than 60 years, The Hong Kong Polytechnic University (PolyU) is committed to finding an innovative solution to help address the environmental issues and revitalise the district. The Green Deck, to be built right over the Toll Plaza, would be a unique and innovative social project that will bring long-term benefits to our society. The Green Deck will connect the adjacent areas and form a landscaped platform over the vehicular traffic at the Toll Plaza.

In 2014, a preliminary feasibility study for a proposed Green Deck was carried out. Positive response has been received from the communities, District Council and the Government. In 2020, with funding from The Hong Kong Jockey Club Charities Trust, a Project Development Study for the Green Deck project was started and targeted to be completed in 2023. The objective of the Study is to identify and resolve critical technical issues, demonstrate that the Green Deck is technically viable to facilitate the adoption and implementation of the project by the Government.

As the European countries led by the EU have recently strengthened their regulations on ESG (Environmental, Social, and Governance) adaptation in the finance community and business practices, Hong Kong should try its best to create awareness of climate change in the community and Green Deck is a great project to meet this need. Therefore, The Research Centre for ESG at HSUHK and Youth Innovation Development Charity are sponsoring the Youth ESG Competition on Green Deck (the Green Deck Competition) to raise awareness of this prosperous project among Hong Kong students.



The Youth ESG Competition on Green Deck

Objective

- To raise awareness of the Green Deck Project among secondary school students.
- To promote concept of ESG integration and sustainability living in Hong Kong.
- To provide a platform for students to showcase creativity and presentation skills.

Unique “Environmental Elite” training program

The competition aims to benefit every participant and provides opportunities for students to learn and grow. A series of unique “Environmental Elite(環保精英)” training programs will be organized, which includes:

- **Themed lecture on ESG & Green Finance** by Prof. Louis Cheng, Director of The Research Centre for ESG, HSUHK.
- **Speech on the Green Deck project development** by Alex Lui, former director of the Green Deck project.
- **Networking opportunities** with senior executives from different industries.
- **Training seminar on KOL (Key Opinion Leader) techniques and video production** by Elaine Shiu, Entrepreneur and Chair of YIDC, and Vivek Mahbubani, Stand-up comedian and Youtuber

Competition topic

Each team formed by 3 students will deliver a 3-minute video for promoting the Green Deck project with reference to the following 3 aspects:

1. **Health and environmental benefits**
2. **Accessibility benefits**
3. **Economic benefits**

Each video track can cover all three aspects but one of the aspects should be the focus.

Eligibility

- Any local secondary school students from Form 4-6 and international schools Grade 10-13.
- A team must be formed by 3 students.
- Members of each team must come from the same school.

Timeline (Please check the [website](#) for the latest timeline update and deadlines)

Dec 21- Jan 5 (Fri) 2024, 5:00 pm	Registration period
January 20th (Sat) 2024, 10:00am - 12:00nn	Opening Forum <i>Location: D201, Lee Quo Wei Academic Building, The Hang Sang University of Hong Kong, Siu Lek Yuen, Sha Tin</i>
February 3 rd (Sat) 2024, 2:30pm - 4:30pm	KOL techniques and video production seminar <ul style="list-style-type: none"> • Ms. Elaine Shiu, Entrepreneur and Chair of YIDC • Mr. Vivek Mahbubani, Stand-up comedian and Youtuber <i>Location: TBA</i>
Late February 2024	Video submission deadline
Early March 2024	Announcement of the Final-6
March 23 rd (Sat) 2024	Final presentation and ceremony <i>Location: Value Partners Headquarters, 43/F, The Center, 99 Queen's Road Central, Central</i>

* Final date and location may change subject to prior notice.

Prizes & Awards

The Final-6

- Top 6 teams selected in the video submission round will enter the **Final-6 physical presentation**.
- The winning videos will be **broadcast on YouTube**.

Prizes & Awards				
Award	Champion	1st Runner-Up	2nd Runner-Up	Merit Award (3 teams)
Cash prize	HKD 10,000	HKD 5,000	HKD 2,000	HKD 1,000
Team trophy	Champion Trophy	1st Runner-Up Trophy	2nd Runner-Up Trophy	
Individual certificate	Certificate of Achievement			Certificate of Merit

All participants

- All participants will receive a **Certificate of Participation**.
- All participants will get the chance to become an **Environmental Elite** throughout the competition participation process.

How do I Register?

Students must form a team of 3 members within the same school. However, members of a team can come from different forms or grades (i.e., Form 4-6, Grade 10-13).

Registration

Competition registration gateway will be available when registration starts. Each team will submit their application via an online form. Please go to the *Registration* page of the competition website for further notice: <https://esg.hsu.edu.hk/green-deck/registration-procedure/>.

In the online form, the team is required to fill out individual details of all 3 members, and needs to specify a designated team leader. The personal information will only be used for identity verification, contact for event and information update when necessary and prize/award distribution matters. Please be assured that personal details will only be assessed by authorized personnel and kept confidential.

Team ID

Upon successful registration, each team will be assigned with a Team ID number, example as shown below. Please communicate with us using the Team ID in all correspondence.

Team ID example: **T001.K.F4**

Decomposition	T001	K	F4
Explanation	Team 001	Kowloon	The team leader in Form 4 or Grade 10.
Remark	<i>The team number: T001 to T100</i>	<i>Location of the school the team is coming from: H = Hong Kong Island K = Kowloon N = New Territories</i>	<i>The team leader's Form/Grade: F4 (Grade 10) F5 (Grade 11) F6 (Grade 12/13)</i>

What will I submit?

Each participating team is required to submit a video about the Green Deck following the instructions as below:

Video content

The content of the video should focus on one of the following three main aspects of the Green Deck project. Each video track can cover more than one topic but one of them should be the focus.

- 1. Health and environmental benefits**
- 2. Accessibility benefits**
- 3. Economic benefits**

Below are some examples of content to cover under each of the 3 main topics. However, any other contents are welcome as long as relevant to the focused topic.

Focused Track	Content Examples (existing issues / potential improvements / how to investigate)
Health and environmental benefits	<ul style="list-style-type: none"> • vehicle exhaust emissions • untidy physical environment • hygiene problems • lack of greenery area • interview pedestrians about experience of waiting bus • take videos or photos around Toll Plaza • measure temperature around the station
Accessibility benefits	<ul style="list-style-type: none"> • overcrowding of the current two footbridges • low accessibility of the connection among surrounding places • measure distances with Google Maps • compare straight-line distances with actual route distances • measure travel time between places
Economic benefits	<ul style="list-style-type: none"> • potential tourism development (Green Deck as a new tourist attraction) • improvement of living districts / old communities • interview tourists about attractiveness of the Green Deck • interview a property agency about possibility of the rise in property prices

Video structure

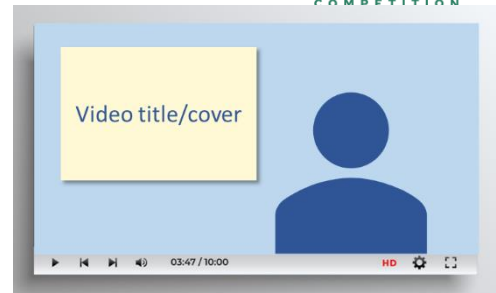
The video should be constructed by 3 parts:

1. Introduction

Content: Introduction of the video

Time: Minimum 30 seconds

Guidance: In the introduction part of the video, participants may let the camera focus on the broadcaster(s) and the video title/cover serves as a support.



2. Onsite Visit

Content: Demonstration of the onsite visit video

Time: Minimum 60 seconds

Guidance: In this part of the video, participants may show a full screen of the onsite visit video and insert descriptions or comments when appropriate. This part can also take the form of showing team member(s) as journalists reporting on-site.



3. Analysis and Summary

Content: Summary of the issues and advantages of the Green Deck project.

Time: Minimum 60s

Guidance: In the summary part, return to indoor news scene for track analysis, final remarks, and investigation summary. Participants may list the conclusions as the major content of the session and insert a smaller broadcaster-central video box.



Video submission checklist

Item	Requirement	Remark
Length	≤ 3 minutes	Anything beyond the 3-minute limit will be ignored.
Video file format	MP4	
Video size limit	200MB maximum	
File name	Team ID + “_video”	Name the MP4 file after the assigned Team ID and add “_video”. For example: <i>T001.K.F4 video.mp4</i>
Speaking language	English/Cantonese (no mixed use of two languages)	The competition expects students to demonstrate presentation skills using ONE specific language
Video quality	clear sound and good visual quality	
Video filming	Record in a stationary and horizontal position	The video footages must be shot and recorded in a stationary and horizontal position, similar to news broadcasting videos.
Submission	Upload video to online cloud shared drive folder. Link to be provided later.	Failing to submit the video before the deadline without an official approved excuse may result in deregistration.

How can my team prepare?

We provide all-round resources and guidance to help students stand out in this competition. Enjoy your journey of learning and growing in this program!

Attend all training programs

Students can accumulate participating points by attending events, seminars and lectures during the competition. There will be a lecture from Prof. Louis Cheng and Alex Lui, the former chairman of the Green Deck Task Force on the opening forum. In addition, students may have the opportunity to meet with senior executives during events. Moreover, A KOL skills training seminar will be provided by Elaine Shiu, and Vivek Mahbubani.

Hints on video idea generation

Considering these questions can be helpful to navigate the project at the beginning and expand them into topics to talk about in your videos:

- How will Green Deck help achieve the four project objectives?
- Who are the stakeholders of the Green Deck project and how would they gain from the Green Deck Project?
- How would Green Deck help resolve the ESG issues of the Cross-Harbour Toll Plaza area?
- How can you show that Green Deck can bring health and environmental benefits?
- How can you show that Green Deck can benefit the economic development of Hong Kong?
- How far can Green Deck improve the accessibility of the Cross-Harbour Tunnel Toll Plaza and its neighborhood districts?
- How can Green Deck “Create land resources”?
- What are the benefits of the Green Deck facilities to different interested parties?

Useful tools for video delivery

Participants may wish to utilize all available tools and resources when carrying out the project:

Focused Track	Hints / Items to Pay Attention
Health and environmental	<ul style="list-style-type: none"> • Make sure the temperature data are measured and recorded in a scientific manner during the project. • Supporting information should be cited from reliable authorized sources. • Please explain the purposes and obtain consent from the interviewees before the interviews.
Economic	<ul style="list-style-type: none"> • You may choose to use Google Maps or other ways you prefer to measure the distances and time of each routine.
Accessibility	<ul style="list-style-type: none"> • If you would like to demonstrate the top view or routines of certain areas, you may quote the related information from the Green Deck promotional videos or other reliable authorized sources.

Study additional resources

Ready-to-use information is available in the videos and websites below:

- **Reading: Green Deck: A Catalyst for Vibrant Community.**
<https://www.greendeck.hk/about/>
- **Youtube video: Green Deck Promotional Video** (English, 5-minute)
<https://youtu.be/9RNOgpSpUwM?si=nOuKSY2sZ43MFoB4>
- **Youtube video: Green Deck Promotional Video** (Cantonese, 5-minute)
https://youtu.be/DsTViU_JqWY?si=FNj2dKp0K76d3_qj
- **Youtube video: Green Deck Project Promotional Video** (Cantonese, full-length)
<https://youtu.be/CVo4ud2oWpg?si=0nH9aqZqezbVYiWD>

What happens after submission?

The videos submitted by participating teams will be reviewed and rated by the judging panel. There will be six shortlisted videos entering into the final round (the “Final-6”).

Judging criteria

Category	Criteria Details
Content Quality	✓ Meeting the objectives of promoting the benefits of the Green Deck project.
	✓ Accuracy of technical information about Green Deck.
	✓ Completeness and depth of presentation messages.
Communication Effectiveness	✓ Delivery of strong, positive message during the presentation.
	✓ Good quality of visuals and sounds.
	✓ Good Pronunciation, fluency, and pace of presentation as a KOL with a clear voice.
	✓ Good Eye Contact, Body Language, and Poise.
	✓ Effective pitching and communication of the Green Deck project benefits.

Announcement of the Final-6

In early-to-mid-March, the shortlisted six teams will be announced via the competition website. Additional notice will be given via email and teachers to specific teams and individuals.

Final presentation and ceremony

The six teams will have 1-2 weeks to prepare for an in-person presentation to judges, with result announcement and prize distribution following.

General Terms and Disclaimer

General Terms

- During the competition, all teams should follow rules and instructions set out by the organisers. All teams should enter the competition, design, and produce the promotional video in an ethical and legal manner.
- The organisers reserve the right not to accept any application submitted in response to this competition and the right to interpret, amend, and supplement the terms and information of this competition.
- The organisers reserve the right to disqualify any team due to ethical, legal, and other reasons the Organising Committee deems appropriate. In case of any dispute, any decision made by the Committee shall be final and conclusive.

Confidentiality and Intellectual Property

All materials submitted for the competition must be original work and must not contain any unauthorized use of copyrighted or proprietary materials of any person or entity. Any form of plagiarism will result in automatic disqualification. The use of thoughts or work of other sources must be properly referenced. Upon the submission of videos to the organisers, participating students are deemed to agree to transfer copyright to the organisers.

Disclaimer

The competition is supported by many institutions and individuals. We thank them wholeheartedly for their selfless effort and contribution to make the event a success. While the supporting organizations and all the parties involved try our very best to make sure that the information and materials posted on this website are accurate and unbiased, we accept no responsibility or liability for the accuracy and completeness of the information delivered. The parties involved (including the Research Centre for ESG, Youth Innovation Development Charity, and all other related organizations) in this competition are not liable for any financial losses or damages as a result of investments based on information provided on this website or during the events.

Appendix 1. Supporting Units and Individuals

Co-organisers



ESG 研究中心
RESEARCH CENTRE FOR ESG
香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



青年創新發展慈善協會
Youth Innovation Development Charity

*Ascent Partners Foundation is proud to provide financial support to YIDC to co-organise the Green Deck Competition.

Supporting organizations



聯合培進教育出版
UNITED PRIME
EDUCATIONAL PUBLISHING



Centre for
Business
Sustainability



WGO WORLD GREEN
ORGANISATION
世界綠色組織



灼見名家
MASTER-INSIGHT.COM



IFPHK
香港財務策劃師學會
INSTITUTE OF FINANCIAL PLANNERS OF HONG KONG



hkira
香港投資者關係協會
Hong Kong Investor Relations Association



Sustainability
Professional
Association



Value
Partners
Since 1993



薪火行動
ETERNAL FLAME ACTION

Academic and Industrial Champions

The Academic and Industrial Champions express their support for the Green Deck Competition and encourage qualified students to participate. By participating in this competition, the students will become “Environmental Elite” recognized by these senior executives. The academic and industrial champions do not involve directly in the implementation or the coordination of the events. If you have any enquiries, please write to support.esg@hsu.edu.hk.

Alex Lui, Director of Green Deck Project, The Hong Kong Polytechnic University (PolyU)

Simon Mak, CEO of Ascent Partners and Ascent Partners Foundation

Prof. Louis Cheng, Dr S H Ho Professor of Banking & Finance, Director of Research Centre for ESG, The Hang Seng University of Hong Kong

Prof. Carlos Lo, Professor and Head, Department of Government and Public Administration, The Chinese University of Hong Kong

Dennis Chow, Deloitte Asia Pacific Chair, Deloitte

Nick Cheung, Asia CEO, Morningstar

Ricky Szeto, CEO and Executive Director, Hung Fook Tong

Dr. Jacky Tang, Portfolio Manager of an asset management company, Advisor to Research Centre for ESG at Hang Seng University of Hong Kong

Vincent Ching, Managing Director, Head of Intermediaries, Asia Pacific, Value Partners

Scott Lee, Senior Director, Asia-Pacific Research Exchange, CFA Institute

Frank Tsui, Managing Director, Head of ESG Investment, Co-Head of Client Portfolio Management Value Partners Limited

Melissa Fung, Risk Advisory, Deloitte

Cyrus Cheung, Partner, ESG Disclosure & Consulting, PwC

Sam Tsui, Head of Market Development, Asia Pacific, S&P Dow Jones Indices

Ms. Vivi Hu, CEO, Youjinvest

Chris Tse, Head of Greater China Institutional Business Development, Mirae Asset Global Investments (HK)

William Yu, CEO, World Green Organisation

Eva Chan, Chairman, Hong Kong Investor Relations Association

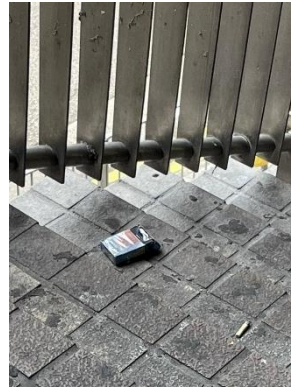
Dennis Lau, CEO, The Institute of Financial Planners of Hong Kong

Hauman Yeung, Director of Corporate Advisory, Ascent Partners

Elaine Shiu, Convener & Chair, Youth Innovation Development Charity

Appendix 2. Site pictures of Cross Harbour Tunnel Toll Plaza

Hygiene problems and limited greenery area



Nearby construction sites

