

Youth Ambassador Competition on Business Software Proposal



Background

On 11 August 2010, the Business Software Alliance (BSA) launched the 2010 software IPR campaign, a new cross-media campaign to highlight the importance of respecting intellectual property in corporation and the criminal consequences of using pirated software upon business owner and senior management. To successfully combating software piracy require a combination of consumer education, strong intellectual property legislation, effective law enforcement, and legalisation programs by local businesses and government agencies. BSA appreciated this campaign is supported by Intellectual Property Department (IPD) and Customs and Excise Department (HK Customs).

As part of the newly launched campaign, BSA would like to instill a sense of respect for intellectual property rights in youngsters – both as influencers of peers and adults, and as eventual users of software in business.

In 2006, HK Customs recruited over 200,000 Youth Ambassadors (YAs), who are school students from eleven uniform youth organizations. BSA is collaborating with HK Customs to organize a **Youth Ambassador Competition on Business Software Proposal**. Various activities including workshop and presentation will be arranged in the run-up to February 2011. During the competition, teams of YAs will learn the skill of preparing a business proposal and compete for the prize of best proposal to promote the use of genuine software in a business. IPD is also playing an active role in the preparation of the workshop and competition.



Objective

The objective is to instill a sense of respect for intellectual property rights and to encourage creativity in youngsters. All qualified YAs are welcome to participate.

Theme

A proposal on how to promote the use of genuine software and the prevention of pirated software in corporation.

Competition details

- Applicants must be members of one of the 11 uniform organizations
- Participant must be 15-18 years old (ie: was born between Nov 1st 1992 to Oct 31st 1995) Hong Kong SAR residents
- Participants to form a team of 2 - 4 members and each team submit **One** proposal based on the theme
- Workshop will be hosted for participants on tips and project skills
- Selected teams will enter the semi-final and will present the proposal to panel judges in either Chinese or English language
- Panel judges are constituted of representative from, BSA, C&ED, IPD, and industry representative
- Winning team will be rewarded with prizes for a total value of HK\$10,000
- 1st runner up team and 2nd runner up team will be each rewarded with prizes for a total value of HK\$7,000 and HK\$3,000 respectively

Benefits and learning opportunities

- Training on how to do a business proposal
- Opportunity to explore the business world and conduct research from a business perspective
- Chance to win attractive prizes

Submission guideline

- Proposal must be with maximum of 800 words in Chinese or 1000 words in English
- Both softcopy and hardcopy are required
- Submit the softcopy in a CD-R or DVD-R; hardcopy to be printed on A4 white paper
- Submit the proposal to your uniform organization representative
- If there are multimedia contents, such as videos or pictures, please include in the CD-R or DVD-R in mpeg or jpeg format together with the softcopy CD-R or DVD-R.
- Put the CD-R or DVD-R and hardcopy in a sealed envelope. Please clearly write down the program name “Youth Ambassador Competition on Business Software Proposal” with all your team members’ names and the name of the respective uniform organization on the sealed envelope

Evaluation criteria

- Practicality of the proposal
- Creativity of the ideas
- Presentation skill

Important dates and deadlines

Oct 28th 2010	Orientation
Nov 17th 2010	Application deadline
Dec 4th 2010 (Saturday)	Training workshop
Jan 28th 2011	Proposal submission deadline
Feb 18th - 21st 2011	Selected teams presentation
Feb 28th 2011	Announcement of result

Enquiry

Please contact your uniform organization representative or BSA at **2127 4890**

Terms and Condition

- 1) In order for us to process your application to qualify and to be accepted as a participant of the Business Software Youth Ambassador Program (“Program”), you must meet the requirements specified in the “Program details” of this leaflet.
- 2) The Business Software Alliance (Hong Kong & Macau), Hong Kong Customs and Excise Department and Intellectual Property Department are the “Organizers” of this Program.
- 3) Participants must follow the submission guideline stated in this leaflet.
- 4) Participants must submit their proposal by Jan 31st 2011 5:00pm to their organization.
- 5) Selected teams for the semi-final must attend the presentation session in February.
- 6) Proposal must be original and never disclosed in any format publicly and do not infringe the IPR of any other persons.
- 7) If submitted proposal is in violation of the laws, Organizers has the right not to accept the proposal and/or to withdraw any prizes and participant is responsible for any liabilities as a result of the violation. The Organizers assume no responsibility under all circumstances.
- 8) The copyright of all submitted proposals are owned by the Organizers and Organizers have the rights to use submitted proposals to exhibit and publicize in any media, for any promotion activities and education materials.
- 9) Once you have successfully applied for the Program, you are deemed to have read and accepted all terms and conditions of the Program.
- 10) The Organizers have the sole discretion to terminate or render the participation of your team in this Program void with immediate effect if your team provides, or the Organizers reasonably consider that your team has provided, false or misleading information during the Program.
- 11) The Organizers have the right at any time to change or discontinue the Program or any aspect of the Program, including these Terms and Conditions. You agree that the Organizers shall not be liable to you for any loss or damages arising as a result of any such change or discontinuation. All decisions by the Organizers are final.
- 12) To the maximum extent permitted by law, you agree that the Organizers shall have no liability for any loss or damage (whether direct or indirect) suffered by you participating in the Program or incurred in connection with these Terms and Conditions.
- 13) These Terms and Conditions shall be governed by and construed in accordance with the Laws of Hong Kong. The Organizers and you shall submit to the exclusive jurisdiction of the Hong Kong courts to resolve any disputes that may arise out of them. Any provision of these Terms and Conditions declared void or unenforceable by any competent authority or court shall, to the extent of such invalidity or unenforceability, be deemed severable and shall not affect other provisions remaining which shall continue unaffected.

Youth Ambassador Competition on Business Software Proposal Application Form

(Please completely filled out the form or the Organizers might reject your application)**

Team member 1

English Name :	Chinese Name :		
Date of Birth (mm/dd/yy) : / /	Gender (M / F)	HKID# : __ __ __ __ XXX (X)	
Organization Name :	Name of school :		
Address :			
Day time phone number :	Email :		
*Signature			

Team membe 2

English Name :	Chinese Name :		
Date of Birth (mm/dd/yy) : / /	Gender (M / F)	HKID# : __ __ __ __ XXX (X)	
Organization Name :	Name of school :		
Address :			
Day time phone number :	Email :		
*Signature			

Team member 3

English Name :	Chinese Name :		
Date of Birth (mm/dd/yy) : / /	Gender (M / F)	HKID# : __ __ __ __ XXX (X)	
Organization Name :	Name of school :		
Address :			
Day time phone number :	Email :		
*Signature			

Team member 4

English Name :	Chinese Name :		
Date of Birth (mm/dd/yy) : / /	Gender (M / F)	HKID# : __ __ __ __ XXX (X)	
Organization Name :	Name of school :		
Address :			
Day time phone number :	Email :		
*Signature			

(Official use only)

Participant code :	Process by :	Date :
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Purposes of collection

The personal data you provide will be kept confidential. It will only be used by the organizers for processing your application, future correspondence, data analysis and activities relating to the promotion of this Competition.

**Subject to Terms and Conditions as specified in the program.