



Good Goods Business Challenge 2021

Terms and Conditions

(1) Background

Social enterprises (“SEs”) are featured with the double bottom-line – social mission and economic objective to attain long-term sustainability. With the mission to address the need of particular communities and engender positive social change, many SEs however encounter various difficulties in daily operation, such as operational inefficiency, low productivity and limited reach to potential customers. Affected by the COVID-19 in the past years, many SEs were forced to face even greater uncertainty in their operation.

Given this, the Social Enterprise Business Centre of The Hong Kong Council of Social Service (hereinafter referred to as the "Organizer") collaborated with SAP, a major supplier for enterprise application software, to organize the "Good Goods Business Challenge 2021" (hereinafter referred to as "GGBC 2021").

The GGBC 2021 is a challenge tailor-made for the local social enterprises to enhance their e-business marketing strategies. GGBC 2021 combines a series of training workshops, one-on-one professional consultation and a live streaming e-tailing session in which volunteers from the sponsor, SAP and the university students will provide full support to the social enterprises throughout the challenge.

(2) Aims

1. Enhance the business management skills of social enterprises
2. Strengthen the e-commerce and e-marketing knowledge of social enterprises in response to the changing social environment and consumption behaviour
3. Provide professional training on e-commerce and e-marketing strategies
4. Incentives will be offered according to the sales performance generated from a real-time online e-tailing challenge
5. Arouse public awareness in understanding the mission and operation challenges faced by social enterprises
6. Builds a sustainable community by strengthening the links among SEs, corporates and consumers

(3) Eligibility and Requirement*

1. Any SEs listed in SE Directory on or before 30th September, 2021
2. Any SE that is certified by other Social Enterprise Certification Organization on or before 30th September, 2021

* Remark: The SE may be required to submit the proof of their certification.

(4) Allowances and Incentives

Activities	Awards
1st Challenge and Training Programme	Each of the 15 shortlisted Challengers will receive an allowance of HK\$1,500 ^{^(1)}
2nd Challenge	<ol style="list-style-type: none">1. Each of the top 5 Challengers will receive an allowance of HK\$8,000^{^(2)}2. Each of the top 5 challengers will be awarded a certificate/trophy^{^(2)}
Final Challenge (Live Online Sales Period)	A total sales incentive of HK\$100,000 will be carved up by top 5 Challengers based on the percentage of their online sales
Public Voting	The team with the most "likes" on their posts on the two designated social media fanpages by the deadline of the public voting will win and the SE will be awarded a certificate/trophy

[^]Remarks:

(1) It is a must for the participants to attend a minimum of three training programmes out of the total programme provided in this Challenge so as to achieve a 75% overall attendance rate.

(2) It is a must for the participants to complete all activities of the Final Challenge.

(5) Content and Format

1. 1st Challenge

1.1. Proposal Submission of 1st Challenge

- The Challengers should submit a proposal of 1st Challenge (including storyboard and SE strategic file) in the following format before the deadline:
 - A. Storyboard
 - Theme: Select one or a series of product(s)/service and create a storyboard to present your creative idea
 - File Format: PowerPoint or PDF file
 - File Size: Not more than 30 MB
 - Number of Pages: Not more than 10 slides
 - File Name: The English name of the SE (e.g. “goodgoods.ppt /.pdf”)
 - B. SE File
 - The SE File may suggest to include content such as social mission, business model, purpose and/or prospect of joining GGBC 2021, marketing strategies, expected social impacts and the idea of the storyboard in no more than 500 words in Chinese (including punctuation marks) and pictures
 - File Format: Word or PDF file
 - File Size: Not more than 30 MB
 - File Name: The English name of the SE (e.g. “goodgoods.doc/.pdf”)
- Application and proposal for the 1st Challenge must be submitted via [this online application form \(https://forms.gle/FELT7fMSdeyF1WxVA\)](https://forms.gle/FELT7fMSdeyF1WxVA) on or before 5:00 p.m. on November 15, 2021 (HKT), as indicated on the Organizer's server. Late submissions will not be accepted.

1.2. Announcement of the 15 shortlisted Challengers

- From the entries of the Challengers, the judges will select 15 shortlisted Challengers ("Top 15") based on their social mission and impacts, creativity, content and message and commercial viability as stated in their proposal of 1st Challenge.
- One to three volunteer analysts and one volunteer administrator from universities will be assigned to each of the Top 15 for helping to complete the competition.
- The Top 15 will be announced in early December 2021 on the GGBC 2021 webpage (<https://www.goodgoods.hk/en/SAPGGBC2021>).
- The matching of analysts and administrator in groups will be conducted after the announcement of Top 15. A maximum of three analysts and one administrator will be assigned to each shortlisted team.

2. Training Programme

2.1. Knowledge Sharing & Facilitating Session

- The first face-to-face event was designed for Top 15's team members (including SEs, analysts and administrators) to meet and share their backgrounds and expertise, to gain a better understanding and to set clear sales targets and strategies for GGBC 2021.
- Each of the Top 15 **must** send a representative, an analyst and an administrator from the Challengers to attend the event.

2.2. Training Workshops

- A series of training workshops are specially designed for the Top 15, including e-marketing workshop, e-tailing workshop, product photography workshop, and videography and editing workshop.
- The Top 15 must participate in a minimum of three training workshops to achieve an overall attendance of 75% before they are given the 1st challenge of a HK\$1,500 allowance.
- The Top 15 may assign different representatives from their SEs to join different workshops, but at least one representative must attend each workshop, and the total number of representatives for all workshops cannot be more than five.
- If you are not able to attend the training, the organizer will provide the recorded video (only available for e-marketing and e-tailing workshops) for online review within a specified period, but this arrangement will not be counted as an attendance.
- The attendance of training workshops is based on the organizer's attendance record.

3. 2nd Challenge

3.1. Proposal Submission of 2nd Challenge

- Top 15 must submit a proposal for 2nd Challenge (including the promotional video and creative idea) before the deadline, with the following format:
 - Theme: Based on the design of the proposal of 1st Challenge, (one or a series of selected product(s)/service) and shoot a short promotional video ("Video") for it
 - Suggested file format: MP4
 - Duration of the video: Not more than 3 minutes
 - Creative ideas : In no more than 500 words in Chinese (including punctuation marks) to explain the idea of the video
- The Challengers need to upload the video to YouTube and set the browsing permission to “Unlisted Video: can be seen and shared by anyone with the link” and post the relevant URL in the online application form.
- Proposal submission of 2nd Challenge must be made via the designated online form on or before 5:00 p.m. on February 8, 2022 (HKT), as indicated on the organizer’s server. Late submissions will not be accepted.

3.2. Announcement of the Top 5 Challengers

- The judges will select the top 5 challengers (the "Top 5") with the highest scores among the Top 15 based on their creativity, content and message, video production and commercial viability to advance to the Final Challenge.
- The Top 5 will be announced in late February 2022 on the GGBC 2021’s webpage (<https://www.goodgoods.hk/en/SAPGGBC2021>).
- The Top 5 must complete all sections of the Final Challenge to receive the HK\$8,000 allowance of the 2nd Challenge.

4. Final Challenge

4.1. One-on-one Consultation Session

- Each of the Top 5 will be given two 20-minute consultation sessions; one on e-tailing and another one on filming techniques, which will be held on the same day.
- The Top 5 can select their suitable time slots according to the preset professional consultation schedule provided by the organizer, which will be processed according to the application time and their intention. If you are unable to fill in your intention before the deadline, the organizer will randomly assign a consultation time slot.

- Once a consultation period is scheduled, it cannot be changed or rescheduled.
- If you are unable to attend during your assigned time slot, no rescheduling or make-up arrangements will be made.
- Each session will have at least one expert in the relevant topic to participate in the consultation, and different experts will be assigned to different sessions by the Organizer.

4.2. Sprint up Rehearsal

- It aims to provide the Top 5 with an opportunity to practice and rehearse before the live streaming/broadcasting e-tailing session so that they can familiarize themselves with the real environment and increase their confidence in the challenge.
- The Top 5 can bring relevant product(s)/service and promotional tools for the rehearsal.
- The Top 5 will be assigned separate time slots for the rehearsal. In addition to the Top 5 representatives, analysts and administrator from the Challengers can also join the practice sessions.

4.3. Live Streaming / Broadcasting E-tailing Session

- The Top 5 must participate in the live streaming/broadcasting e-tailing session, otherwise, they will be disqualified from the competition.
- The Top 5 will each be given a 10-minute live/pre-recorded session to promote their SE brands and/or products, aiming to successfully attracting their target customer base and generating sales, and splitting the total cash grant of HK\$100,000 by percentage.

4.4. Online Sales Period

- Only the online transactions for the selected product(s)/service within the specified period from the 1st Challenge will be counted for this session.
- The online sales period will be counted only for all online transactions made during the specified period from the start of the live streaming/broadcasting e-tailing session on April 7, 2022, to 5:00 p.m. on April 19, 2022 (HKT), with proof of online transactions, original invoices, original proof of receipts or any other proofs requested by the organizer.

- The Top 5 must report all online sales platforms (e.g. Facebook, Instagram, Shopify, Boutir, Carousell, Shoptline, Shopage, Shopolar, Posify, etc.) on which the online sales will take place to the organizer in advance and submit account credentials. If no prior reporting is done or if the relevant platform fails to present valid account credentials, transactions on that sales platform will not be counted.
- Only those online transactions that can provide valid documentation will be counted by the Organizer. If the relevant documentation cannot be provided, the transaction may not be counted.
- The Organizer will distribute the total sales incentive of HK\$100,000 according to the individual sales of the Top 5. For detailed calculation, please refer to below:

➤ Incentive of each SE = (Sales of SE ÷ Total Sales of Top 5 SEs) x Prize Pool
HK\$ 100,000

➤ Example :

SE	A	B	C	D	E
Sales of SE	\$4,500	\$5,800	\$2,200	\$800	\$6,700

- Total Sales of Top 5 SEs = \$20,000
- Incentive that SE A earns: $(4,500 \div 20,000) \times 100,000 = \text{HK\$}22,500$
- Incentive that SE B earns: $(5,800 \div 20,000) \times 100,000 = \text{HK\$}29,000$
- Incentive that SE C earns: $(2,200 \div 20,000) \times 100,000 = \text{HK\$}11,000$
- Incentive that SE D earns: $(800 \div 20,000) \times 100,000 = \text{HK\$}4,000$
- Incentive that SE E earns: $(6,700 \div 20,000) \times 100,000 = \text{HK\$}33,500$

- Submission of sales reports and related documents :
 - The Top 5 must submit valid proof of online transaction, original invoice, and original proof of receipt to the Organizer on or before 5:00 p.m. on April 26, 2022 (HKT), to settle the calculate the sales results, all late submissions will not be accepted.

4.5. Public Voting

- The "Most Popular SE Product" online voting campaign ("Public Voting") will be held on the Good Goods Social Enterprise Store's Facebook page (<https://www.facebook.com/semart.fans>) and the Instagram page (<https://instagram.com/goodgoods.hk>) during the designated period (from April 7, 2022, after the live streaming/broadcasting e-tailing session to April 19, 2022, at 5:00 p.m. (HKT)).
- The Top 5 must be submitted **on or before 5:00 p.m. on March 21, 2022 (HKT)**, as shown on the Organizer's server, by the designated online form with a post and photo for public voting purposes. Late submissions will not be accepted, and the Organizer reserves the right to cancel their right to participate in the public voting.
- The post with the most "likes" on both designated platform fanpages will be the winner.
- The Organizer reserves the right to disqualify the entrant and/or the winner of the prize if he/she is found to have deliberately voted with an empty number, a fake account, or any fraudulent element. The organizer reserves the right to disqualify the participant and/or the winner of prizes, awards, and prizes, and the right to cancel or retrieve the prizes, awards, and prizes received.

5. Result Announcement

- The announcement is tentatively scheduled in May 2022.
- The results will be posted on the GGBC 2021 website <https://www.goodgoods.hk/en/SAPGGBC2021> and the Facebook page of "Good Goods Social Enterprise Store", the Top 5 will be notified individually by e-mail.

(6) General Terms and Conditions

1. By applying as a Challenger, the team agrees to the terms and conditions set forth herein and agrees to be bound by them.
2. The Organizer reserves all rights, including the right to disqualify a team from participating in the competition and receiving prizes, if the team misrepresents information, participates with a false account, dishonestly participates in any of the activities, violates the rules of the competition, or cheats in any way.
3. Challenge Teams must participate and attend all activities related to GGBC 2021 and submit all required documents on time, as arranged by the Organizer. The time shown on the server of the organizer will be taken into account and will not be accepted if it is late.

4. Once the file has been submitted online, it cannot be changed under any circumstances.
5. If the Challengers submits duplicate proposals, only the earlier proposal will be reviewed by the jury and the rest will not be accepted.
6. Restrictions on the content of proposals, advertisements, and any related promotional materials:
 - Content must not violate or infringe upon the rights of others, including but not limited to privacy and intellectual property rights ;
 - Do not include content created by third parties, including video or artwork;
 - Do not denigrate or malign the organizer, sponsor, any organization or person;
 - Do not include inappropriate, offensive, indecent, obscene, infringing, defamatory, or libelous content;
 - Do not promote prejudice, racism, hatred, attacks on any person or group of persons, discrimination based on race, sex, religion, national origin, disability, sexual orientation, or age;
 - No content that violates the local laws of Hong Kong.
7. The Organizer will not be held responsible for any failure to submit entries on time, or for any loss, error, or unrecognizability of entries due to computer failure, network, or other technical problems. Also, no compensation will be paid.
8. The Organizer reserves the right to use all or any of the Challenge Teams' logos, photos, postings, proposals, etc. in any form, and to use or allow any of the Organizer's partners to use the entries for non-commercial publication, exhibition, and publicity purposes without any additional payment to the Challengers. Such publication, exhibition, and promotion are not limited to the organization and/or promotion of GGBC 2021.
9. The strategy analysts and strategy managers are involved on a volunteer basis in assisting the Challengers to complete the Competition but will not assist the Challengers with any work or other matters unrelated to GGBC 2021.
10. The Organizer may mention the participating social enterprises in the promotion of GGBC 2021, and will also take photos and videos during the event, which may be used to promote without further notice.
11. Once the Challengers has won the prize, the Organizer will not issue any compensation or refund if the prize/prize is lost, damaged, stolen or the quality of the prize is in question.
12. Voluntary analysts and administrators are not required to do or complete any tasks or duties that are not related to GGBC2021.

13. If the winning team fails to reply after the deadline or fails to collect the prize/prize within the specified period, it will be deemed to have forfeited its right to receive the prize. The Organizer will not be liable for any loss of prize (or prize entitlement) or forfeiture of prize entitlement, replacement of prize, payment, or compensation to any winner who forfeits or gives up the prize (or prize entitlement).
14. The organizer reserves the right to modify, change or suspend the GGBC 2021. In case of dispute, the organizer may at any time supplement and explain in accordance with the relevant regulations.
15. The organizer reserves the right to delete the content and disqualify any participation or award of the Challengers that violates the above terms and conditions and to take legal action. Also, the organizer will not be liable for any infringement of these rights.
16. In case of any dispute, the decision of the Organizer shall be final.
17. These Terms and Conditions include both English and Chinese versions. In case of any discrepancy between the English and Chinese versions, the Chinese version shall prevail.

(7) Important days

- Proposal Submission of 1st Challenge
 - Deadline : **On or before 5:00 p.m. on November 15, 2021 (HKT)**
- Training Programme
 - To be conducted between December 2021 and January 2022
- Proposal Submission of 2nd Challenge
 - Deadline : **On or before 5:00 p.m. on February 8, 2022 (HKT)**
- Final Challenge – Public Voting
 - To be conducted in early April 2022 to late April 2022
- Final Challenge – Live Broadcasting / Streaming
 - To be conducted in early April 2022
- Final Challenge – Online Sales Period
 - To be conducted in early April 2022 to late April 2022

(8) Enquiry

The Hong Kong Council of Social Service
Social Enterprise Business Centre

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(9) Disclaimer

1. The organizers, partners, media partners, sponsors, other supporting organizations, and related entities will not be held responsible for errors, omissions, deletions, theft, destruction, and unauthorized use or modification of the entries.
2. The Organizer shall not be liable for any delay, loss, error, illegibility, or damage to any information transmitted, sent, or registered by any person, or to any notice sent, or sent by the Organizer, due to computer, network, telephone, technical or any reason.
3. All information provided by the entrant for the competition will be kept confidential. The Organizer and other parties involved will not disclose such information to third parties without the entrant's permission. The personal data of the entrant will only be used for communication purposes in connection with the submission and judging of the entry, and administrative purposes in connection with the competition.
4. The participants shall not dispute the decision of the competition and the judges. In case of any dispute, the decision of the Organizer shall be final, including suspension, modification, or termination of the event or its terms and conditions at any time and without prior notice.

(10) Personal Information Collection Statement

"The Social Enterprise Business Centre" ("SEBC") endeavors to comply with and enforce the requirements set out in "The Personal Data (Privacy) Ordinance" to ensure that the privacy of individuals and the processing of personal data is adequately protected, accurate and stored properly. To ensure that you are fully aware of the criteria for providing personal data to SEBC, please read this statement carefully. SEBC will use such data in accordance with the purposes stated at the time of collection. The provision of personal information to SEBC is voluntary and if you do not provide sufficient personal information, SEBC may not be able to process your application or provide the services effectively. SEBC may use your personal information (including your name, telephone number, fax number, email address, mailing address, affiliated organization/company/school) for future communications with you, processing applications, issuing receipts, research/analysis/statistics, fundraising, collecting feedback, inviting/marketing for events/training courses, and SEBC-related projects. Access and update of personal data and request for cessation of use of personal data for marketing purposes except for the exemptions provided under "The Personal Data (Privacy) Ordinance", you have the right to make access, correction, and cessation of the use of your personal data for marketing purposes with your personal data held by SEBC, except for personal data deleted after the purpose for which it was used has been fulfilled.