

低鹽低糖 正面標籤設計比賽

Low-Salt and Low-Sugar Front-of-pack Label Design Competition

標籤
Label



主辦機構 Organisers

降低食物中鹽和糖委員會
Committee on Reduction of
Salt and Sugar in Food



食物及衛生局
Food and Health Bureau



食物環境衛生署
Food and Environmental
Hygiene Department



食物安全中心
Centre for Food Safety



衛生署
Department of Health

目的

降低食物中鹽和糖委員會（委員會）建議引入自願性質的預先包裝食物「低鹽低糖」正面標籤計劃（計劃）。委員會認為，在預先包裝食物推行計劃，有助消費者容易辨認「低鹽低糖」的產品，從而作出有依據的決定，並希望通過計劃鼓勵業界提供更多低鹽低糖的產品給消費者選擇。

比賽的目的是邀請公眾人士設計一套可用於預先包裝食物的「低鹽低糖」標籤。優勝作品可供當日後引入上述計劃時考慮採用。

參加資格

比賽歡迎公眾人士參與。

比賽主題

主題	設計「低鹽」、「無鹽」、「低糖」和「無糖」四款簡單易明的標籤。
基本設計要求	<ul style="list-style-type: none">• 標籤可獨立使用，並可讓消費者清楚明白標籤所指意思，不含糊地表達該產品是「低鹽」、「無鹽」、「低糖」或「無糖」。在標籤中，以中英文表示在同一個標籤上或分開中文版本和英文版本的標籤各一均可。• 設計不可以有誤導成分，例如暗示或意味該產品的其他營養成分較健康，甚或該產品整體較健康。
法例訂明的定義	根據《食物及藥物（成分組合及標籤）規例》（第132W章）的規定，聲稱「低糖」或「無糖」的預先包裝食物，每100克固體/100毫升液體食物分別含不超過5克或0.5克糖，而聲稱「低鈉」或「無/不含鈉」的預先包裝食物，每100克或100毫升食物分別含不超過120毫克或5毫克鈉。根據中心所制訂的指引，當以「鹽」作任何營養聲稱時，其規管跟以「鈉」作出相關聲稱的條件相同。
提交作品	<ul style="list-style-type: none">• 一套標籤設計。• 200字（中文或英文）以內的標籤設計簡介，內容包括設計考慮、設計概念及應用在食物包裝上的可行性。• 歡迎提交多於一份作品。

知識產權	<p>參賽者同意並承諾，倘其作品入選為優勝作品，會把作品的擁有權和作品的所有知識產權授予香港特別行政區政府(香港特區政府)，並且不會把作品的任何知識產權授予香港特區政府以外的任何人士。</p>
提交格式	<ul style="list-style-type: none"> • 參賽者須於A4尺寸（210毫米 x 297毫米）的文件內展示標籤的彩色和黑白版本。 • 參賽者亦須提交電子檔案： <ul style="list-style-type: none"> ▪ 須包括「ai」及「jpg」格式。 ▪ 「ai」檔案須為CMYK格式，適合作印刷用途。 ▪ 「jpg」檔案的解析度為300dpi（以尺寸為不小於15厘米x15厘米計）。 • 經掃描器處理或相機拍攝的手繪作品概不受理。

有關減鹽減糖和營養標籤的參考資料，可瀏覽以下網頁：



減糖專頁

<https://goo.gl/KZwuZvv>



減鹽（鈉）專頁

<https://goo.gl/MvvhIE>



營養標籤專頁

<https://goo.gl/z0JIs3>



全城減鹽減糖
Facebook專頁

<https://goo.gl/Z6RK9f>

評選準則

只有符合上述基本設計要求的作品才獲接納進行評審。評審團會按以下準則評審作品：

- 主題意象表達及適切性（包括有助推廣低鹽低糖飲食文化）：**30%**
- 設計應用可行性（標籤可應用於不同大小、形狀、顏色等包裝）：**30%**
- 整體造形及設計美感：**20%**
- 創意表現與原創性：**20%**



評審團



評審團由委員會主席及／或委員會轄下降低食物中鹽和糖含量工作小組及宣傳教育工作小組主席領導，成員包括委員會委員、工作小組成員及相關業界代表。

評選方法及獎項



- 由評審團選出冠、亞、季軍各乙名。
- 得獎者可獲頒發禮品及獎狀：

獎項	禮品(電器禮券)
冠軍	價值港幣 4,800 元
亞軍	價值港幣 3,600 元
季軍	價值港幣 2,400 元

日程



事項	日期
報名及遞交作品	2017年5月2日(星期二)至7月7日(星期五)
選出得獎者	2017年9月15日(星期五)或之前
頒獎典禮	2017年10月



參賽細則及條款



- 參賽者必須清楚並同意所有遞交的作品的版權將歸於主辦機構所有。報名參加比賽和提交作品人士會視為同意並承諾，倘其作品入選為優勝作品，會把作品的擁有權和作品的所有知識產權授予香港特區政府，並且不會把作品的任何知識產權授予香港特區政府以外的任何人士。
- 所有評審結果以評審團的最後決定為準。如有任何爭議，主辦機構擁有最終決定權。
- 主辦機構將保留一切比賽活動中的最終決定權，包括演繹、更改、取消或暫停此活動的細則及條款、獎項及其他安排，而不需另行通知。
- 主辦機構保留是否採用作品的權利，包括不採用獲獎作品，或採用經修訂的獲獎作品作為計劃的標籤等。

有關所有參賽細則及條款，請參閱中心網頁和報名表。

報名及查詢



- 參加者請把報名表格連同作品在2017年7月7日(星期五)或之前的辦公時間(星期一至五上午9時至下午1時及下午2時至5時30分)送交或郵寄(以郵戳為準)到路訊通(地址：香港九龍長沙灣道760-762號香港紗廠工業大廈5期2D室)，信封面註明「低鹽低糖正面標籤設計比賽」。
- 如有任何查詢歡迎以下列方法聯絡我們：
 - 電郵：cfs2017@roadshow.com.hk
 - 電話：2746 5233

下載報名表格



<https://goo.gl/35WDk9>



有關比賽的最新資訊，請密切留意食物安全中心網頁：www.cfs.gov.hk

及

Facebook專頁：www.facebook.com/HongKongsActiononSaltandSugarsReduction
www.facebook.com/CentreforFoodSafetyforStudents
www.facebook.com/CentreforFoodSafety

Objective



The Committee on Reduction of Salt and Sugar in Food (CRSS) proposed to introduce a voluntary front-of-pack “low-salt-low-sugar” labelling scheme (the Scheme) for prepackaged food. The CRSS considers that the Scheme for pre-packaged food will help consumers identify low-salt-and-sugar products easily and make informed choices. It is also wished that the Scheme will serve as a catalyst for the trade to provide more varieties of low-salt-and-sugar products for consumers.

The objective of the competition is to invite members of the public to design a set of “low-salt-low-sugar” labels for use in prepackaged food. The authorities may consider making use of the winning entries when introducing the aforementioned scheme.

Eligibility of Entry



The Competition is open to the public.

Theme



Theme	To design a set of four simple and easy-to-understand labels for “low salt”, “no salt”, “low sugar” and “no sugar”.
Basic requirements	<ul style="list-style-type: none">• The labels should be usable individually and present clearly that the product is low salt, no salt, low sugar and no sugar, A label may appear in both Chinese and English languages or may be presented in two separate versions.• The design should not be misleading, for example, implying or signifying that other nutrient contents are healthier or the product itself is healthier.
Definition in the legislation	Under the Food and Drugs (Composition and Labelling) Regulation (Cap.132W), prepackaged food with “low sugar” or “no sugar” claim must contain no more than 5 grams or 0.5 grams of sugar respectively per 100 grams / milliliters of solid/liquid food. Prepackaged food with “low sodium” or “no sodium” claim must contain no more than 120 milligrams or 5 milligrams of sodium respectively per 100 grams / milliliters of food. It should be noted that any nutrition claims made on “salt” must meet the respective conditions of claims on “sodium”, according to the guidelines published by the CFS.

Deliverables	<ul style="list-style-type: none"> • A set of label designs. • A brief description of up to 200 words in Chinese or English, illustrating design consideration, design concept and usability on food packages. • Submission of more than one entry is welcome.
Intellectual Property Rights	An entrant agrees and undertakes, in the event that his/her entry is selected as one of the winning entries, to assign to the Hong Kong Special Administrative Region Government (HKSARG) the right of ownership and all the Intellectual Property Rights subsisting in the entry, and not to assign the Intellectual Property Rights subsisting in the entry to any party other than the HKSARG.
Submission format	<ul style="list-style-type: none"> • All entries must be presented in A4 (210 mm x 297 mm) document size. Both colour and black/white versions must be included on the same page. • Soft copy must also be submitted: <ul style="list-style-type: none"> ▪ Must include both “ai” and “jpg” formats ▪ “ai” file should be CMYK format for printing ▪ Resolution of the “jpg” should be 300 dpi (for size not less than 15 cm X 15 cm) • Entries of scanned or photographed hand-drawn works will not be accepted.

Reference information on the reduction of salt and sugar as well as the use of nutrition labelling can be referred to the webpages below:



Sugar reduction page

<https://goo.gl/ti20CU>



Salt (sodium)
reduction page

<https://goo.gl/O6RgmG>



Nutrition labelling page

<https://goo.gl/Vi8msR>



Hong Kong's Action on
Salt and Sugar Reduction
Facebook page

<https://goo.gl/Z6RK9f>

Judging Criteria

Only entries fulfilling the aforementioned basic requirements will be considered. A judging panel will judge the entries according to the criteria below:

- Message presentation and appropriateness (including benefiting the promotion of low-salt-low-sugar culinary culture): **30%**
- Usability (Applicable on packages of different size, shape and colour etc.): **30%**
- Design and esthetics: **20%**
- Creativity and originality: **20%**

Judging Panel

The judging panel will be under the steer of the chairperson of the CRSS and/or chairpersons of the Working Group on Lowering Content of Salt and Sugar in Food as well as the Working Group on Publicity and Education. It will comprise members of the CRSS and both Working Groups as well as relevant trade representatives.

Judging Process and Awards

- A champion, a first runner-up and a second runner-up will be selected by the judging panel.
- All winners in each category will be awarded prizes and certificates.

Award	Prize (Home Appliances gift voucher)
Champion	Worth HK\$4,800
First Runner-up	Worth HK\$3,600
Second Runner-up	Worth HK\$2,400



Important Dates



Item	Date
Application and Submission of Entry	2 May (Tuesday) to 7 July 2017 (Friday)
Selection of Winners	On or before 15 September 2017 (Friday)
Award Presentation Ceremony	October 2017

Terms and Conditions



- Entrants shall understand and agree to grant and assign exclusively to the Organiser all the intellectual property rights of the submitted entries. An entrant submitting application and entry will be seen as agreeing and undertaking, in the event that his/her entry is selected as one of the winning entries, to assign to the HKSARG the right of ownership and all the Intellectual Property Rights subsisting in the entry, and not to assign the Intellectual Property Rights subsisting in the entry to any party other than the HKSARG.
- The decisions of the judging panel on the Competition results shall be final. In case of dispute, the Organiser's decision is final.
- Entrants are to abide by the Organiser's decision on all matters relating to the Competition, which shall be final. This includes the right to interpret, amend, cancel or suspend the terms and conditions, prizes and other arrangements of the Competition without prior notice.
- The Organiser reserves the right to adopt the entry or not, including not adopting the winning entry or adapting winning entry with further modification for the label of the Scheme, etc.

Please refer to CFS website and Entry Form for all terms and conditions.



Application and Enquiries



- Please submit the entry form as well as the entry to the **RoadShow Productions Limited** (Address: Flat D, 2/F, HK Spinners Industrial Bldg., Phase 5, 760-762 Cheung Sha Wan Rd, Kowloon, Hong Kong) by post (postage day) or by delivery to the same address during office hours (Monday to Friday: 9:00 a.m.-1:00 p.m. and 2:00 p.m.-5:30 p.m.) on or before 7 July 2017 (Friday). Please print “Low-Salt and Low-Sugar Front-of-pack Label Design Competition” on the envelope.
- For any enquiries, please feel free to contact us by:
 - **E-mail:** cfs2017@roadshow.com.hk
 - **Phone:** 2746 5233

Download Entry Form



<https://goo.gl/35WDk9>



For regular updates on the Competition, please stay in touch with us on CFS website:

www.cfs.gov.hk

and

our Facebook pages: www.facebook.com/HongKongsActiononSaltandSugarsReduction

www.facebook.com/CentreforFoodSafetyforStudents

www.facebook.com/CentreforFoodSafety