

Introduction

The Centre for Food Safety (CFS) and the Education Bureau, in collaboration with the Committee on Home-School Co-operation, jointly launch the Salt and Sugars Reduction & Nutrition Labelling Video Competition (the Competition). The aim of the Competition is to show the “how and why” of reducing dietary salt and sugars and how to apply nutrition labelling to reduce salt and sugars intake in daily lives so as to help entrants in developing a healthy eating habit. Entrants are required to produce a video to demonstrate their understanding of these messages and ways to put into practice.

Entry Categories

- Junior Secondary Category (S1 to S3 students), Senior Secondary Category (S4 to S6 students) and Open Category

- Entrants can enter as an individual or as part of a team.

Theme and Format Requirements

- Entrants should create a video promoting the following theme(s).

- ▶ **Junior Secondary Category and Senior Secondary Category**

- “How and Why” of Reducing Salt and Sugars Intake; and
- “Live it, Use it” Nutrition Labelling

- ▶ **Open Category**

- “How and Why” of Reducing Salt and Sugars Intake

- The total duration of the video should be 3 to 5 minutes (excluding title and end credits).

- Entries must be submitted in WMV or MPEG format with dimensions of 16:9 and a resolution of at least 4 mega pixels.

- Entries may utilise text, images, acting and multimedia elements.

- Dialogues or voice-over must be in Cantonese and with Chinese subtitles.

- All entries are required to include the video title (no more than 20 words) and a synopsis (no more than 100 words).

- The video should be submitted on a DVD and sent by post to the Centre for Food Safety (3/F, 4 Hospital Road, Sai Ying Pun, Hong Kong, please print “Salt and Sugars Reduction & Nutrition Labelling Video Competition” on the envelope). Entrants/contact person will receive acknowledgment of submission once the video is confirmed working correctly.

Judging Criteria

- Content (adherence to theme, accuracy of information)
- Creativity (creative concept, presentation)
- Affective Impact (the ability to engage viewers)
- Aesthetics (shooting technique, visual appeal)



Judging Process and Awards

- In the first round, 3 entries of each category will be selected by the CFS. The finalist entries will then be reviewed by an independent judging panel which will select a champion and two runners-up in each category.
- The 3 finalist entries of each category will be uploaded to the Competition website for public voting. The entry with the highest number of votes of each category will be awarded the Most Liked Award.
- All winners in each category will be awarded prizes and certificates.

Awards	Prizes (Home Appliances gift voucher)
Champion	Worth HK\$5000 (School Category) / HK\$8000 (Open Category)
First Runner-up	Worth HK\$3000 (School Category) / HK\$5000 (Open Category)
Second Runner-up	Worth HK\$2000 (School Category) / HK\$3000 (Open Category)
Most Liked Award	Worth HK\$2000 (School Category) / HK\$3000 (Open Category)

Briefing Session

- All entrants are required to attend a pre-competition talk held by the CFS. Details of the competition, information about salt and sugars reduction as well as nutrition labelling will be introduced. Relevant materials will be given to entrants for reference.

Important Dates

Item	Date
Application	now to 12 February 2015
Pre-competition talk	16 February 2015
Video Submission Deadline (based on postmark)	31 May 2015
First Round Selection	Early June 2015
Online Voting (finalist entries only)	11 June to 25 June 2015 noon
Adjudication (Champion, 1st runner-up, 2nd runner-up)	26 June 2015 (To be confirmed)
Award Presentation Ceremony	26 June 2015 (To be confirmed)

Terms and Conditions

- Each entrant should enter one category only.
- Each entrant should only submit one video and the same video cannot be submitted more than once.
- Once an entry is submitted, it cannot be modified or replaced and will not be returned to the entrants.
- An entry should not contain any material that is obscene, violent, pornographic, defamatory, indecent, disparaging or content that is controversial and inappropriate.
- An entry must be the original work of the entrant and does not infringe upon the rights (including intellectual property rights, rights of privacy or confidentiality) of any other parties. Otherwise, it would be disqualified for the Competition. Entrants are responsible for all legal liabilities. Shall their entry violate any laws; the Organiser will not be held legally responsible.
- All entrants must guarantee that their entries submitted have neither been openly shown, publicised or broadcast in any other media



platforms; nor have been involved in any commercial activities or submitted for other competitions.

- If material like music, image, video or movie clips owned by a third party is used in an entry, the entrant must acquire written consent from the copyright owner. The Organiser reserves the right to request written proof of these permissions from any entrant if necessary.
- Entrants must acquire written consent from all personnel participate in the performance to upload the video to the Competition website and to use the entries in any form of media for demonstration, publication, exhibition, promotion, or any non-commercial activities by the Organiser.
- Entrants should be responsible for the security and virus issues in relation to submitting and creating the videos. If virus is detected at the submitted video/file, the entry will be disqualified.
- The Organiser may ask for the original files for the winning videos. If the entrant fails/refuses to do so, the Organiser reserves the right to withhold the award.
- Entrants shall understand and agree to grant and assign exclusively to the Organiser all the intellectual property rights of the winning videos. The Organiser has the right to display the video content, title, synopsis and entrants’ information in any form of media for demonstration, publication, exhibition, promotion or any non-commercial activities. The Organiser also has the authority to edit, translate, adapt, use, copy and distribute, in whole or in part of the entries without any need for prior consent of or payment of fees to the entrants.
- The finalist entries, together with entrants’ names, title and synopsis of the video, will be posted for public viewing and voting at the Competition website.
- 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.

- All winners are required to provide his/her Hong Kong Identity Card, student ID card (for Junior Secondary Category and Senior Secondary Category only) or any other valid documents for verification purposes.
- The right to receive a prize is non-assignable and non-transferable.
- By submitting an entry in the Competition, each entrant agrees to be bound by these terms and conditions. The Organiser reserves the right to disqualify any entrant or retract any award from an entrant who it believes has breached any of these terms and conditions. No appeals will be entertained.
- Entrants must be Hong Kong residents. The Competition is not open to employees of the Organiser and their immediate family members as well as people involved in organising the Competition.

Application and Enquiries

- Please complete the entry form and return it to the CFS by e-mail, post or fax before 12 February 2015.
- For any enquiries, please feel free to contact us by:
 - E-mail: rc@fehd.gov.hk
 - Phone: 3962 2066 or 2381 6513

Download Entry Form

(School Category)



(Open Category)



For regular updates on the Competition, please stay in touch with us on
CFS website www.cfs.gov.hk
and
our Facebook page: www.facebook.com/CentreforFoodSafety
www.facebook.com/CentreforFoodSafetyforStudents
www.facebook.com/HongKongsActiononSaltandSugarsReduction

簡介

食物安全中心(中心)與教育局合辦、家庭與學校合作事宜委員會協辦「減鹽減糖及營養標籤短片創作比賽」。比賽的目的為展示在日常生活中減少鹽及糖攝取量的原因和方法，以及如何應用營養標籤達致減鹽減糖，藉此幫助參賽者建立健康飲食習慣。參賽者透過短片說明他們對這些信息的了解及實踐的方法。

參賽形式

- 比賽分為初中組(中一至中三學生)、高中組(中四至中六學生)及公開組。
- 參賽者可選擇以個人或隊伍形式參賽。

短片主題及格式

- 參賽者須按以下主題創作短片推廣相關信息。

初中組及高中組

- 減少鹽和糖攝取量的重要性及方法；以及
- 活學活用營養標籤

公開組

- 減少鹽及糖攝取量的重要性及方法

- 片長為3至5分鐘，不包括片頭及片尾之工作人員名單。
- 短片格式必須為WMV或MPEG檔。畫面須以16:9螢幕格式顯示而像素須達400萬或以上。
- 短片可包括文字、圖像、真人演出或多媒體創作。
- 對白或旁述以廣東話演繹，並須配以相對應的中文字幕。
- 短片須附有標題(不多於20字)及簡介(不多於100字)。
- 作品須燒錄於一隻DVD光碟上並郵寄至食物安全中心(香港西營盤醫院道4號3樓並註明「減鹽減糖及營養標籤短片創作比賽」)。工作人員於確認短片能正常操作後會通知參賽者/聯絡人。

評選準則

- 內容(與主題的切合、信息的準確性)
- 創意(創作概念、表達方式)

- 感染力(對公眾的影響力)
- 美觀性(鏡頭運用、視覺效果)

評選方法及獎項

- 短片經過中心初步甄選後，將於各組別選出3條短片作入圍作品。入圍短片將由獨立評審團評分並選出冠、亞、季軍。
- 各組別的3條入圍短片會上載至特定的網頁作公開投票。各組別得票最高之短片將獲選為「網上最具人氣短片」。
- 各組別的得獎者/單位可獲頒發禮品及獎狀。

獎項

禮品(電器禮券)

冠軍	價值港幣 \$5000(中學組) / \$8000(公開組)
亞軍	價值港幣 \$3000(中學組) / \$5000(公開組)
季軍	價值港幣 \$2000(中學組) / \$3000(公開組)
網上最具人氣短片	價值港幣 \$2000(中學組) / \$3000(公開組)

賽前講座

- 參賽者必須出席由中心舉辦的賽前講座。講座將介紹比賽詳情及與減鹽減糖及營養標籤相關的資料，亦會派發相關資源給參賽者以作參考。

日程

事項	日期
報名日期	即日起至2015年2月12日
賽前講座	2015年2月16日
作品提交截止日期 (以郵戳日期為準)	2015年5月31日
初步甄選	2015年6月上旬
網上投票 (只限入圍作品)	2015年6月11日至6月25日中午
評審團評分 (冠、亞、季軍)	2015年6月26日(暫定)
頒獎典禮	2015年6月26日(暫定)



參賽細則及條款

- 每位參賽者只可參加一個組別。
- 每位參賽者只限遞交一份作品，同一份作品不可遞交多於一次。
- 參賽作品一經遞交，均不能再作修改，調換及不獲退還。
- 參賽作品不能含有淫褻、暴力、色情、誹謗、不良意識、侮辱成分或任何具爭議性及不適當之內容。
- 參賽作品必須為原創，及不會侵犯任何第三者的任何權利(包括知識產權、保密權或私隱權)。如有違規，即被取消參賽或得獎資格。參賽作品如有抵觸法例，一切法律責任將由參賽者承擔，主辦機構一概不負責。
- 參賽者必須保證其作品並未曾以任何形式或渠道作公開發表、出版、播放等；亦未曾涉及其他商業用途及參與其他比賽。
- 參賽作品如引用他人之作品作為素材，如音樂、圖像、錄像或影片片段等，參賽者必須自行負責取得有關的合法授權。如有需要，主辦機構可能會要求參賽者提供合法授權的書面證明。
- 參賽者須取得所有參演人士的合法授權，上載短片至特定的網頁及讓主辦機構以任何媒體展覽、宣傳或有關的非牟利用途。
- 參賽者必須注意遞交作品及有關製作檔案的保安及病毒問題，如發現檔案存有病毒，將被取消參賽資格。
- 主辦機構保留要求得獎者遞交參賽作品的原始檔案，如參賽者未能或拒絕遞交原始檔案，主辦機構保留考慮取消其得獎資格的權利。
- 參賽者必須清楚並同意所有獲獎的作品，其版權將歸於主辦機構所有。主辦機構有權將作品的錄像、標題、簡介及參賽者資料以任何媒體形式展覽、出版、宣傳或作非牟利用途。主辦機構亦有權將有關作品作出修改、翻譯、改編、使用、複製及派發全部或部份內容而毋須取得參賽者同意或繳付任何費用。
- 參賽作品一旦成為入圍作品，其作品包括參賽者姓名、短片標題及簡介將會上載到特定的網頁供公眾瀏覽及投票。
- 所有評審結果，以評審團的最後決定為準。如有任何爭議，主辦單位擁有最終決定權。

- 主辦機構將保留一切比賽活動中之最終決定權，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。
- 如參賽者獲獎，必須出示香港身份證、學生證(只適用於初中組及高中組)或其他有效文件以供主辦單位核實身份。
- 得獎者不得將其領獎資格轉讓予任何人。
- 參賽者一旦遞交作品參賽，則相等於接納上列的相關條款及細則，如主辦機構相信有任何違反此活動的相關細則及條款的行為，主辦機構將保留隨時取消其參賽及獲獎資格的權利，是次比賽亦不設任何上訴機制。
- 參加者必須為香港居民。主辦單位的員工及其直系親屬以及參與籌辦比賽的人士不得參賽。

報名及查詢

- 請於2015年2月12日或之前填妥報名表格並以電郵、郵寄或傳真交回本中心。
- 如有任何疑問及查詢，歡迎以下列方法聯絡我們：
 - 電郵：rc@fehgd.gov.hk
 - 電話：3962 2066 / 2381 6513

下載報名表格

(中學組)



(公開組)



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/CentreforFoodSafety
www.facebook.com/CentreforFoodSafetyforStudents
www.facebook.com/HongKongsActiononSaltandSugarsReduction

減鹽減糖及營養標籤 短片創作比賽

Salt and Sugars Reduction & Nutrition Labelling Video Competition

