

## Economic Infographic Challenge (2025/26)

### Details of the Activity

The Activity is organised by the Education Bureau (EDB), co-organised by Business School of the Chinese University of Hong Kong, Department of Industrial and System Engineering of the Hong Kong Polytechnic University and the Hong Kong Association for Economics Education. It aims to develop students' data literacy, to enhance their ability to read and apply economic infographics, and to deepen their understanding of the application of economic concepts to business and technology.

### Rules for the Activity

1. **Target participants:** Secondary 4 to Secondary 6 students studying Economics.
2. **Format of the Activity:** The activity has two challenges, namely Challenge 1 and Challenge 2. (Students can participate in Challenge 1 and Challenge 2 concurrently.)

#### (a) **Challenge 1:**

- Students join the challenge **individually**.
- Students should watch the short videos provided by the EDB and answer related questions online on or before **27 March 2026 (Friday)**.
- Students who **answer 50% or above of the questions correctly** will be awarded an **e-certificate** of “**Attainment**”, and students who **answer 90% or above of the questions correctly** will be awarded an **e-certificate** of “**Excellence**”.
- There is **no upper limit** on the number of participants per school.

#### (b) **Challenge 2:**

- Students can join the competition **individually** or **form a team of 2 or 3 students**. Each team should submit **ONE** work only.

(Note: Economics students are encouraged to form teams with members studying BA/FS and/or STEM related subjects.)

- Each school can only nominate a **maximum of 3 groups** of participants.
- All works should be **submitted through schools**.

#### (i) **Competition Rundown of Challenge 2**

The competition is divided into two stages

##### Stage 1:

- Each group of participants should submit ONE infographic PowerPoint on **economic-related topics** or **applying economic concepts to business and technology themes**.
- Theme: Participants can **freely choose the theme**.

Examples of theme:	1. The economy of our country and Hong Kong ( e.g. The economic development of our country and Hong Kong in recent years, the public finance of Hong Kong, market structure of different industries, the economic and industrial structure of cities in the Guangdong-Hong Kong-Macao Greater Bay Area )
	2. Applying economic concepts to business and technology* Business aspect: Analysing how a company’s business model creates value/ revenue for the company. Technology aspect: Exploring how data utilisation of the company’s application (App)/ digital platform helps the company’s operation.
	3. Other self-selected themes (e.g. themes of past Nobel Economics Prize winners, [e.g. the banking system and financial crisis (2022), gender income disparity (2023)], and innovative technology economy)

\*Students can **compete for the “Economics X Business X Technology” Theme Award** if the theme of their infographic is related to the application of economic concepts to business and technology.

- Language: Chinese or English
- Format: The work should be limited to **10 PowerPoint (PPT) slides in 16:9 format (with a minimum font size of 20 pt.)** and must be submitted in both **PPT and PDF** file format.
- After the assessment, outstanding teams can enter the presentation competition in Stage 2.

#### Stage 2:

- Each team will have 3 minutes to present their design and 5 minutes to respond to the questions from the judges.
- The prize-giving ceremony will begin immediately after the presentation competition.

#### **(ii) Rules and Regulations of Challenge 2:**

- All entries should be original and have not been publicised.
- Participants must retain their works (including the PPT content, and/or prompts or text descriptions for AI-generated content) until the end of this school year (i.e. 31 August 2026).
- Participants need to ensure that contents of the entries do not infringe any copyright or intellectual property rights. (Please refer to the relevant ordinances). The EDB will not be accountable for any legal liability arising from infringement of copyright or intellectual property rights.
- All entries must not contain materials that violate the laws of the Hong Kong Special Administrative Region or contents of obscenity, violence or indecency.

The EDB reserves the right not to accept any entries which are inappropriate or inconsistent with the themes and requirements of the competition.

- All entries must not be modified after submission.
- Once an entry is submitted, consent is automatically given by the school and student(s) concerned to publish the entry and related information on the webpage of the EDB, or for other promotional purposes. The school and student(s) shall understand and agree to grant and assign exclusively to the EDB all the copyrights of the submitted entries. The EDB reserves the right to translate, copy, publish, edit and use all or part of the contents of the entries without the prior consent of the participating schools and students.
- Late submission will not be considered.
- All decisions made by the EDB for the competition are final and binding.
- The EDB reserves the right to interpret and modify the rules and all other arrangements of the competition.

**(iii) Judging criteria of Challenge 2 (Economic-related topics):**

<b>Criteria</b>	<b>Percentage</b>
<b>Stage 1</b>	
A. Economic concepts and data application <ul style="list-style-type: none"> <li>● Accurate application of economic concepts / theoretical analysis</li> <li>● Accurate data analysis</li> </ul>	20%
B. Organisation and presentation <ul style="list-style-type: none"> <li>● Able to organise the content clearly and systematically</li> <li>● Clear and accurate presentation of data and diagrams</li> </ul>	15%
C. Creativity <ul style="list-style-type: none"> <li>● Creativity and originality of content and theme</li> <li>● Visual aesthetics, creativity and playfulness of expression</li> </ul>	15%
<b>Stage 2</b>	
D. Presentation <ul style="list-style-type: none"> <li>● Can clearly and accurately express the content of the work and respond to questions</li> <li>● Vivid reporting methods</li> </ul>	50%

**Judging criteria of Challenge 2 (Themes on applying economic concepts to business and technology):**

Criteria	Percentage
<b>Stage 1</b>	
A. Concepts and data application <ul style="list-style-type: none"> <li>Economic Analysis (40%)</li> <li>Business Analysis (30%)</li> <li>Technological Analysis (30%)</li> </ul>	20%
B. Organisation and presentation <ul style="list-style-type: none"> <li>Able to organise the content clearly and systematically</li> <li>Clear and accurate presentation of data and diagrams</li> </ul>	15%
C. Creativity <ul style="list-style-type: none"> <li>Creativity and originality of content and theme</li> <li>Visual aesthetics, creativity and playfulness of expression</li> </ul>	15%
<b>Stage 2</b>	
D. Presentation <ul style="list-style-type: none"> <li>Can clearly and accurately express the content of the work and respond to questions</li> <li>Vivid reporting methods</li> </ul>	50%

**(i) Awards and Prizes:**

There are champion, first runner-up, second runner-up, merit awards, appreciation awards and “Economics X Business X Technology” Theme Award in the “Economic Infographic Design and Presentation Competition”. The winning entries will be uploaded to the website of the Education Bureau as appreciation. Prizes to be awarded to each winning team are as follows:

Awards	Quantity	Prizes
Champion	1	The team will be awarded a HK\$1,200 book coupon, each student will be awarded a certificate, the school will be awarded a trophy
1 <sup>st</sup> runner-up	1	The team will be awarded a HK\$900 book coupon, each student will be awarded a certificate, the school will be awarded a trophy
2 <sup>nd</sup> runner-up	1	The team will be awarded a HK\$600 book coupon, each student will be awarded a certificate, the school will be awarded a trophy

Merit	Not more than 7	Each team will be awarded a HK\$150 book coupon, each student will be awarded a certificate
Appreciation Award	Not more than 10	Each student will be awarded a certificate and a gift
“Economics X Business X Technology” Theme Award	2	Each team will be awarded a HK\$500 book coupon, each student will be awarded a certificate, each school will be awarded a trophy

(Note: “Participation Certificates” will also be issued to teams that cannot enter Stage 2.)

**(c) Timeline of the Activity:**

Dates	Important events
<b>Challenge 1</b>	
19 January to 6 March 2026	Application period of Challenge 1
27 March 2026	Completion of Challenge 1
<b>Challenge 2 – Stage 1</b>	
19 January to 27 March 2026	Application period of Challenge 2
24 April 2026	Deadline for submission
24 April to end of May 2026	Assessment for infographics that can be shortlisted for the presentation competition in Stage 2
<b>Challenge 2 – Stage 2</b>	
4 July 2026 (tentative)	Presentation and Prize-giving ceremony

Remarks:

1. Previous year’s award-winning works have been uploaded to the EDB [e-gallery website](#).



2. Details of the activity are subject to change without further notice. Please pay attention to the latest news released on the activity website.

