

Education Bureau Circular Memorandum No. 101/2018

From : Secretary for Education To : Heads of Primary and Secondary Schools

Ref. : EDB(EID/ITE)/IT/PRO/189

Date : 20 June 2018

Build a Secure Cyberspace 2018 “Stay Smart, Keep Cyber Scam Away” Video Ad Contest

Summary

The purpose of this circular memorandum is to inform heads of primary and secondary schools of the **Build a Secure Cyberspace 2018 “Stay Smart, Keep Cyber Scam Away” Video Ad Contest**. All students and teachers of the schools are invited to participate in the captioned activity.

Details

2. The above contest is jointly organised by the Office of the Government Chief Information Officer (OGCIO), the Hong Kong Police Force (HKPF) and the Hong Kong Computer Emergency Response Team Coordination Centre (HKCERT) and supported by the Education Bureau. It aims at raising public awareness of cyber security and encouraging the adoption of the best practices in cyber security. The deadline of submission is **27 July 2018**. For details, please refer to the Annex or the website at <https://www.cybersecurity.hk/en/contest-2018.php>.

3. Two posters in Chinese will be distributed to schools for promotion of the activity. The softcopy of the poster has also been uploaded to the website at <https://www.cybersecurity.hk/en/contest-2018.php>.

Enquiry

4. For enquiries, please contact the Hong Kong Computer Emergency Response Team Coordination Centre at 2788 5884 or by email (event@hkcert.org).

Dr W C HO
for Secretary for Education

c.c. Heads of Sections – for information

Build a Secure Cyberspace 2018
“Stay Smart, Keep Cyber Scam Away”
Video Ad Contest

The Office of the Government Chief Information Officer, the Hong Kong Police Force and the Hong Kong Computer Emergency Response Team Coordination Centre have jointly organised the annual “Build a Secure Cyberspace” promotional campaign on information security since 2005. A series of promotional activities, including conducting thematic seminars and schools visits, distributing leaflets and posters, producing radio broadcast programmes and organising various types of contests, etc. were staged to raise public awareness of information security. More information about the campaign can be found at:

<https://www.cybersecurity.hk/en/build-a-secure-cyberspace.php>

Objective

The “Stay Smart, Keep Cyber Scam Away” Video Ad Contest aims to raise public awareness of cyber security and to encourage the adoption of security best practices, with a view to enhancing public concern about cyber scam. Through creative and compelling video ad (not longer than 1 minute), participants can demonstrate how to guard against the cyber security threats we are facing and promote the best practices and smart tips to keep cyber scam away.

Eligibility

The contest is divided into Open, Family, Secondary School and Primary School categories. Each participant can enrol to only one of the categories and should submit only one entry. Additional entries will be rendered void.

Category	
Open	For all Hong Kong residents
Family	For all under 16 years old children with at least one adult
Secondary School	For all secondary school students in Hong Kong
Primary School	For all primary school students in Hong Kong

(All persons involved in the planning and implementation of the contest are not eligible for joining the contest. They include but not limited to members of the organising committee, panel of judges and their immediate family members.)

Awards

Open Category	Prize
Champion	iPhone 8 Plus 64GB 5.5 inch (around HK\$6,900)
1st Runner-up	Apple Watch Nike+ Series 3 GPS + Cellular (around HK\$3,200)
2nd Runner-up	Polaroid R360 Camera (around HK\$1,500)
Merit Prize	HK\$500 Cash Coupon

Family Category	Prize
Champion	DJI Spark Fly More Combo (around HK\$4,300)
1st Runner-up	Nintendo Switch Super Mario Odyssey (around HK\$3,000)
2nd Runner-up	Sphero bb-8 app-enabled droid (around HK\$1,000)
Merit Prize	HK\$500 Cash Coupon

Secondary School Category/ Primary School Category	Prize
Champion	Trophy + HK\$1,500 Book Coupon
1st Runner-up	Trophy + HK\$1,000 Book Coupon
2nd Runner-up	Trophy + HK\$ 500 Book Coupon
Merit Prize	HK\$ 300 Book Coupon

To promote the awareness of information security to schools and their teachers and students, a “Most Supportive School Award” is available in the **Secondary School** and **Primary School categories** respectively to recognise the active participation of schools. Each winning school will receive a trophy.

Most Supportive School Award	Prize
Champion	Trophy
1st Runner-up	Trophy
2nd Runner-up	Trophy

Winning entries of all categories including champion, 1st runner-up, 2nd runner-up and merit prize will be uploaded to the “共建安全網絡” fan page of Facebook for online voting for the “Most Favourite Online Award”.

Prize	
Most Favourite Online Award	HK\$500 Book Coupon

For shortlisted entries of each group, each team member will receive a certificate.

Submission Period

From 30 April 2018 (Monday) to 27 July 2018 (Friday)

Basic Specifications of Entries

- The video ad should not be longer than 1 minute.
- The language should be in either Cantonese or English.
- The format of the video could be in AVI, MPEG, WMV, MP4.
- Text, images and animation may be included.
- Resolution should be at least 1920×1080 (16:9).
- For accessibility, captions are suggested to be provided not only presenting the content of conversations but also the important cues and surrounding noises. You may refer to the (Ref: https://www.ogcio.gov.hk/en/community/web_mobileapp_accessibility/promulgating_resources/maahandbook/best_practices/maa_best_practices_1-10.htm) for the best practises on providing captions for videos.
- For the font type of the captions, use PMingLiU (新細明體) for Cantonese video and Arial for English video. The font size is 35.
- The name of the video ad should be stated in the application form.
- A brief description of not more than 150 words should be included in the application form to introduce the video ad.

Cyber security related topics for consideration

Participant could refer to the following cyber security related topics for the design of video ad.

- Social Networking Security
- Stay Vigilant against Phishing Email / Website
- Mobile Security
- Safe Online Shopping
- Protect against Ransomware
- Protecting Web Site
- Play Mobile Games Safely
- Domain Name System Security

Submission Methods

Method 1: Online Submission

Specifications of Entries

Complying with the above **Basic Specifications of Entries**.

Online Submission

Participants are required to fill in the online application form together with the URL of the video ad at

<https://form.jotform.me/hkcert/buildsecurecyberspace2018>

If anything is missing in the applications, the participants will be disqualified. Late submissions will not be accepted.

Method 2: Email Submission

Specifications of Entries

Complying with the above **Basic Specifications of Entries**.

The completed and signed application form should be scanned into a PDF file.

Email Submission

Each submission must include the following items (if anything is missing in the applications, the participants will be disqualified):

- A completed and signed application form in PDF file
- The URL of the video ad

The completed application form, together with the URL of the video ad, should be submitted via email to the following email address:

event@hkcert.org

Please mark “Stay Smart, Keep Cyber Scam Away - Video Ad Contest” and the **participating category** on the subject field of the email. Late submissions will not be accepted (the email submission date shall be based on the recipient’s time stamp).

Method 3: Submission by Post or in Person**Specifications of Entries**

Apart from complying with the above **Basic Specifications of Entries**, all entries must also meet the following requirements and/or include the following items (incomplete applications will be disqualified):

- The video ad should be stored in a CD/DVD for submission.

Submission by Post or in Person

Each submission must include the following items (if anything is missing in the applications, the participants will be disqualified):

- A completed and signed application form
- A CD/DVD containing the softcopy of the video ad

The completed application form, together with the work and required documents, should be submitted either by post or in person during office hours (Monday to Friday: 9 am - 6 pm) to the following address:

Hong Kong Computer Emergency Response Team Coordination Centre
Hong Kong Productivity Council Building
78 Tat Chee Avenue, Kowloon, Hong Kong

Please mark “Stay Smart, Keep Cyber Scam Away – Video Ad Contest” and the **participating category** on the envelope. Late submissions will not be accepted (the submission date shall be based on the postmark).

Panel of Judges

The Panel of Judges is comprised of famous film director Mr Lee Lik-Chi and representatives of the Organisers, Co-organisers and Supporting Organisations.

Judging Criteria

Content	Messages on promoting awareness of cyber security and security best practices	50%
Creativity	Creative concept and ways of portrayal	30%
Technical Skills	Use of camera lens and other visual effects	20%

Announcement of Results

The results decided by the Panel of Judges will be announced in late August 2018. Winners will be notified individually to receive their awards.

Public Voting for the “Most Favourite Online Award”

The champion, 1st runner-up, 2nd runner-up and merit prize for each group will be posted on 共 建 安 全 網 絡 Facebook fan page (<https://www.facebook.com/buildsecurecyberspace>) for public voting in late August 2018. Winner of the “Most Favourite Online Award” will be notified to receive the award.

Award Presentation Ceremony

An award presentation ceremony will be held at the public seminar of “Build a Secure Cyberspace 2018” campaign at the Hong Kong Productivity Council Building on 20 September 2018 (Thursday).

Enquiries

Please contact the Hong Kong Computer Emergency Response Team Coordination Centre by calling 2788 5884 or by email to event@hkcert.org.

Terms and Conditions

- All persons involved in the planning and implementation of the contest are not eligible for joining the contest. They include but not limited to members of the organising committee, judging panel and their immediate family members.
- The maximum number of participants in a team is SIX. For team application of primary school and secondary school category, all team members must be from the same school.
- Each participant can enrol to only one of the categories and should submit only one entry. Additional entries will be rendered void.

- All submitted entries must be the participants' original works that have not won any award in other competitions. If the entries had entered other competitions, the participants should ensure that the copyright of the entries does not belong to any organisation. The participants shall assume responsibility for any disputes over copyright. The Organisers/Co-organisers accept no responsibility for such disputes.
- All submitted entries must be the participants' original works that have not been published before, and should not infringe any copyright and intellectual property rights. The copyright of all submitted entries is vested solely in the Organisers. Participants shall agree that the Organisers can at any time display, reprint, reproduce, use or modify their entries for any purposes, and that the Organisers are not required to notify the participants and pay them copyright fees.
- Participants shall agree and accept the publishing in any forms and the public display of their entries, and the production of these entries into any items by the Organisers/Co-organisers, e.g. the public display or publishing of the entries in public exhibitions, the websites, social networking sites, mobile applications or publications of the Organisers/Co-organisers; the production of these entries into any items, such as souvenirs or calendars, etc.
- All submitted entries and their brief descriptions of the design concepts shall not be returned.
- All submitted entries must not contain obscene or indecent content.
- The Organisers reserve the right not to use in whole or in part the submitted entries. No dispute shall be raised by the participants concerned.
- Names, products or services of any companies or entities or any third-party trademarks, logos shall not be contained or referred to in all entries. No entries shall be used for the promotion of any brands, products or services.
- The Organisers have the right not to accept any improper entries or entries not aligning with the theme and specifications of the contest. If there are doubts that the entries have infringed the intellectual property rights of other persons, the Organisers have the right to disqualify them from entering or winning the contest.
- The participants shall participate in publicity events related to the contest upon invitation of the Organisers.
- The contest results decided by the Panel of Judges shall be final. Participants shall abide by the decisions and shall not raise objection.
- Participants shall abide by the regulations of the contest and all other terms and conditions set out in the application form.

- The Organisers reserve the right to interpret and revise the regulations of the contest and all other terms and conditions set out in the application form. Participants shall not raise objection.
- Participants have the right of access and correction with respect to their personal data as stipulated in Sections 18 and 22 and Principle 6 of Schedule 1 of the Personal Data (Privacy) Ordinance, and have the right to obtain a copy of their personal data provided in the application form.

Organisers



Co-organisers



Supporting Organisations

教育局
Education Bureau

