Best Lifestyle Award
最佳生活時尚獎

BEST
LIFESTYLE
AWARD

Call for Entries
參賽須知

Best Lifestyle Award
最佳生活時尚獎

Introduction of Organiser
主辦機構簡介

The Hong Kong Information Technology Federation (HKITF) was founded in 1980 as a non-profit, non-political trade association to provide a forum in which the IT-related business in Hong Kong can work together for the benefit of the industry and to maintain a high level of business practice amongst the members. HKITF acts as the bridge for international IT companies looking for local partners and works with trade commissions to host trade promotion events. It supports and sponsors various IT sectors to develop focus groups; promotes local IT business through various activities; and also helps keeping members abreast of local IT developments and business opportunities. In the public sector, HKITF works closely with government to promote the development of the local IT industry. HKITF represents the industry on many government committees for policy and regulatory issues. For more information, please visit www.hkitf.org.hk

www.hkitf.org.hk

Background
背景

he Hong Kong ICT Awards aims at recognising and promoting outstanding information and communications technology (ICT) inventions and applications, thereby encouraging innovation and excellence among Hong Kong's ICT talents and enterprises in their constant pursuit of creative and better solutions to meet business and social needs.

The Hong Kong ICT Awards was established in 2006 with the collaborative efforts of the industry, academia and the Government. Steered by the Office of the Government Chief Information Officer, and organised by Hong Kong ICT industry associations and professional bodies, the Awards aims at building a locally espoused and internationally acclaimed brand of ICT awards.

2016

There are eight categories under the Hong Kong ICT Awards 2016. There will be one Grand Award in each category, and an "Award of the Year" will be selected from the eight Grand Awards by the Grand Judging Panel.

Objective
目的

- To recognise excellence of ICT development and adoption to most outstanding applications, services, products that enable people move towards a more convenient and enjoyable lifestyle.
- To promote greater use of ICT in the community.
- To encourage local and original software development and promote improved creativity in the exploitation of technology.

- To educate the community about the importance of ICT in their daily lives.
- The promotion of the winning entries would lead to their greater and better use by our community for the betterment of our quality of life.

Prizes for Winners
優勝者的獎勵

The remarkable achievements of the Awards winners will be recognised by customers, organisations, the ICT industry practitioners and across the community. Winners will be entitled —

- to receive trophies (Gold / Silver / Bronze) or certificates for the Hong Kong ICT Awards;
- to display the official logo of the Hong Kong ICT Awards in their promotional materials;
- to participate in various promotional campaigns to publicise their achievements;
- to be supported for entering into other international awards and competitions;
- to an official offer of admission to the Hong Kong Science & Technology Parks Corporation's Incu-App programme for awarded start-ups subject to the fulfilment of all the eligibility requirements of the Incu-App programme;
- to one-year free subscription to Cyberport' s Collaboration Centre's services including the soft-landing, business support services, etc;
- to participate in investment matching activities of the Hong Kong Business Angel Network (HKBAN); and
- to free participation in some large-scale local ICT events (e.g. International ICT Expo) for marketing exposure.

Further details and conditions are available at the web site: www.hkictawards.hk

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www.hkictawards.hk

Eligibility
參賽資格

- The applicant must have the intellectual property rights of the product/service mentioned in the application.
- The application must be submitted by a locally registered company.
- If two or more parties jointly developed the entry, the entry should be in the joint names of the developers involved.
- The applicant is advised to submit its application(s) to the most appropriate category. The Organiser reserves the rights to reallocate a submission to the most appropriate category if needed.

Rules and Regulations
參賽規則

1. The submitted product / service should have been launched and in operation (except streams for students).

2. The same application is only allowed to be submitted to a maximum of ONE award stream (except Best ICT Startup Award) among all the award categories, and applicant should declare that in the application form. Any application found to enter into more than one award stream will be disqualified and any award / certificate granted will be withdrawn as well.

3. Winning entries of the Gold/Silver/Bronze award in previous years of the HKICT Awards can enter the Awards again, only if there is significant change or enhancement (more than 50%) in the product/service, or for a new award category. These kinds of entries can win only if a higher award from previous award is attained. As such, past Gold Award winners cannot enter the competition again with same product/service.

4. Entrants are advised to be aware of the best practice and case-based experience (see links below) as promulgated by the Office of Privacy Commissioner for Personal Data.

· https://www.pcpd.org.hk/english/resources_centre/ publications/information_leaflet/information_leaflet.html
· https://www.pcpd.org.hk/english/resources_centre/ publications/guidance/guidance.html

Award Streams
獎項組別

1.Green, Healthy & Creative Living

- Any ICT-based products/ services/ applications/ programs which can facilitate green lifestyle; or
- Any health related ICT may include any product/ application/ information website for improving medical related knowledge, providing self-checking or for improving personal health; or
- Any innovative ICT-based applications/ products/ websites that promote creative as well as comfortable, quality lifestyle such as:

Music	Sports
Entertainment	Travel & Tourism
Game	Food & Wine
Fashion & Beauty	Any other areas on best lifestyle

Target participants (include but not limited to): ICT-based hardware or software developers or companies, which develop, commission and adopt innovative products, services, applications or programs to promote Green, Healthy and Creative Living, etc.

2.Learning & Living

- Any applications/ products/ website with the use of ICT in facilitating learning in new and innovative style, such as:

- Website offering informative content for online learning.
- Locally produced hardware that facilitates learning via the network e.g. tablet, PCs, smart phones.
- Applications such as mobile or online applications that provide good learning experience or helps users better acquire or use the learning materials/ content more effectively.
- Learning materials such as multi-media based learning or training materials.

Target participants (include but not limited to): ICT-based hardware or software developers, schools, or companies which develop, commission and adopt innovative products, services, applications or programs to promote eLearning, etc.

3.Social, Communications & Media
- Any applications/ websites/ products/ services and platforms with the use of ICT to:
- Create and facilitate online community, connectedness and/ or communication around on shared interest; and/ or
- Display a powerful form of communication and its impact on modern culture and behaviour; and/ or
- Encourage consumer or public engagement; and/ or
- Open new possibilities as marketing and PR tools, etc.

Examples include but not limited to: social gaming, micro-blogging, online video, online newspaper, digital radio, internet radio, WebTV, webzines etc.

Target participants (include but not limited to): Social media developers, digital advertising companies, digital media, mobile or digital marketing solutions providers, or companies which develop, commission and adopt innovative digital communication products, services or solution etc.

Special Mention

Each applicant to the above award streams can nominate its entry for the below special recognition(s) (if applicable):

1. Special Mention for Silver Power
To appreciate and encourage the IT development and adoption for betterment of **aged people's** quality of life
2. Special Mention for Cloud Computing
To appreciate and encourage the IT development and adoption for **Cloud Computing**

Judging Criteria
評審準則

1) Innovation and Creativity in ICT	30%	1)		30%
2) Functionality	20%	2)		20%
3) Market Potential/Performance	15%	3) /		15%
4) Benefits and Impact	20%	4)		20%
5) Quality	15%	5)		15%

Assessment Process
評審過程

During the course of evaluation, assessors may require access to relevant information in the entrant's possession and access to the entrant's premises. The entrant will be notified in advance if such access is required. Any information supplied by the entrant for the purpose of the Hong Kong ICT Awards 2016 will be treated as confidential, and will not be released by the Organiser and related parties without the entrant's permission.

2016

Application Procedures
報名方法

Please download application form:
http://bestlifestyle.ictawards.hk

- All submitted information should be in Typewriting in English and Chinese
- Entrants must submit completed Application Form in Print enclosed with:
- A CD copy of Application Form in Word format
- Entrants must submit the above mentioned materials **on or before 12:00 noon, 15 January 2016** to:

"The Hong Kong ICT Awards 2016 : Best Lifestyle Award"

Attn: Ms. Flora Chu
　　　IT Industry Development Division
　　　Hong Kong Productivity Council
　　　78 Tat Chee Avenue,
　　　Kowloon Tong, Hong Kong

http://bestlifestyle.ictawards.hk

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2016

Timetable
時間表

Official call for entries	:	2015.10.26
Closing date for entries	:	2016.01.15
Awards Presentation Ceremony	:	2016.04.11

Enquiries
查詢

Contact Person	:	Ms Flora Chu (朱小姐)
Tel	:	2788 5082
Fax	:	2788 5860
Email	:	bestlifestyle@ictawards.hk
Address	:	HKPC Building, 78 Tat Chee Avenue Kowloon Tong, Hong Kong 香港九龍塘達之路 78 號生產力大樓
Website	:	http://bestlifestyle.ictawards.hk

Past Winners
去屆獎項得主

HONG KONG
ICT AWARDS
2016 香港資訊及
通訊科技獎

Hong Kong ICT Awards 2015 : Best Lifestyle Award
2015 香港資訊及通訊科技獎：最佳生活時尚獎

Social, Communications & Media 社交・傳訊・媒體		
Gold Award 金獎	Penana Ltd.	Penana - The Social Publication Platform for Story Showcasing and Collaborative Creation Penana－故事分享和集體創作的社交平台
Silver Award 銀獎	MTel Ltd. / Century Rising Ltd. 八達網有限公司 / Century Rising Ltd.	WhatsCap
Bronze Award 銅獎 Special Mention (Cloud Computing) 特別嘉許（雲端計算）	Mydress Holdings Ltd.	MyDress.com
Certificate of Merit 優異證書	Mediaon Ltd. 美迪安廣告媒體有限公司	WeShare
Green, Healthy & Creative Living 綠色・健康・創意		
Gold Award 金獎	HOMEY Apps. Design Co. Ltd. 型宅・構師程式設計有限公司	HOMEY
Silver Award 銀獎	Cherrypicks Ltd. 創奇思有限公司	"Small action, Big difference" for Unilever 聯合利華「小行動大不同」
Bronze Award 銅獎 Special Mention (Cloud Computing) 特別嘉許（雲端計算）	Hong Kong Housing Society / Jockey Club Rehabilitation Engineering Centre, The Hong Kong Polytechnic University 香港房屋協會/ 香港理工大學賽馬會復康科技中心	Interactive Assessment Panels System長者健康互動測試系統
Certificate of Merit 優異證書	Avrio Solutions Co. Ltd. 創天行方案有限公司	Mommy.Daddy 媽媽.爸爸
Learning & Living 學習・生活		
Gold Award 金獎	Leisure and Cultural Services Department, HKSARG 香港特別行政區政府康樂及文化事務署	Library at your fingertips 指尖上的圖書館
Silver Award 銀獎	New Media Unit, Radio Television Hong Kong 香港電台新媒體拓展組	Chinese History - the Flourishing Age 中華五千年盛世版
Bronze Award 銅獎 Special Mention (Cloud Computing) 特別嘉許（雲端計算）	Educational Publishing House Ltd. / Popular e-Learning (H.K.) Ltd. 教育出版社有限公司 / 大眾電子教學（香港）有限公司	KiddieWorld KiddieWorld 互動學習平台
Certificate of Merit 優異證書	Educational Publishing House Ltd. / Popular e-Learning (H.K.) Ltd. 教育出版社有限公司 / 大眾電子教學（香港）有限公司	Educational AR 教育擴增實境AR

HONG KONG ICT AWARDS 2016 香港資訊及通訊科技獎

Steered by Office of the Government Chief Information Officer, The Government of the Hong Kong Special Administrative Region
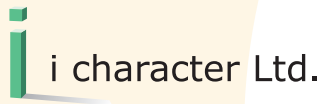
香港特別行政區 政府資訊科技總監辦公室 策動

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