



動物政策
PAWS POLICY
VIDEO COMPETITION
2021

The Society for the Prevention of Cruelty to Animals (HK)
Animal-Welfare Policy Video Competition
2021/22

- Competition Guidelines -

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1. Introduction

The Society for the Prevention of Cruelty to Animals – SPCA (HK) – was founded by a group of volunteers in 1921 and has been active in Hong Kong ever since. The SPCA is the prime charitable organisation in Hong Kong that deals with all aspects of animal welfare. The SPCA’s mission since its inception has been to promote kindness to animals and to protect their health and welfare.

The Animal-Welfare Policy Video Competition, organised by the SPCA Education Department (SPCA EDU) to coincide with the 100th anniversary of the SPCA, aims to advance the understanding of both secondary and tertiary students of current animal-welfare issues and animal-related government policy. Contestants are invited to contribute creative ideas to the policy formulation process by offering feasible and practical animal-welfare policy suggestions to the public in 3-minute videos.

The objectives of this competition are to:

- Raise awareness of the need to care about animals
- Help students gain a better understanding of animal-welfare issues, laws and policies in Hong Kong
- Benefit students’ personal growth by enhancing critical and creative thinking skills, communication and problem-solving abilities, and broadening their perspectives.

Duration: October 2021 – June 2022 (8 months)

Categories: Secondary School Group and Tertiary Institution Group

Application period: From now until 21 November 2021 (Sunday)

2. Procedure

2.1 Submit online application form and attend briefing session

The competition will be divided into a Secondary School Group and a Tertiary Institution Group.

Secondary School Group: Each secondary school can have up to two teams take part in the competition, with a maximum of 5 students and a minimum of 2 students per team. Each team must appoint a student member as its team leader. The team leader will be the contact point with the SPCA EDU for all matters relating to the competition. Each team must include a teacher representative from the school as an advisor.

Tertiary Institution Group: This group is for full time students of tertiary institutions (including undergraduate and postgraduate). This category may also have a maximum of 5 people and a minimum of 2 people per team. Each team must appoint a member as its team leader. The team leader will be the contact point with the SPCA EDU for all matters relating to the competition.

Interested teams need to submit the online application form (available [here](#)). There will be a briefing session arranged for the registered teams, login details will be sent through email.

2.2 Brainstorm a feasible and practical policy for the topic chosen

Each team needs to select one of two focus topics (see below) concerning pets or wildlife and brainstorm a feasible and practical policy for the topic they have chosen.

A: Is Hong Kong a Pet-Friendly City?

Since 2003, public housing tenants have been banned completely from keeping dogs (except in special circumstances). Despite this, housing estates that do not allow pets still have some resident dogs. Also, most dining, entertaining, public places and transportation facilities do not allow pets. While part of Hong Kong society would like to expand the space available for pets, the worries raised by other citizens if this happens cannot be ignored. How can we balance the needs of both pets and humans in the community and create harmony?

B: Traps and dangers that wildlife is facing in Hong Kong

News of wild animals, such as boar, feral cows and deer, falling into and dying in water catchment drains or being accidentally hit by vehicles is not uncommon. Such man-made infrastructure makes their living in the wild hazardous. How can we protect the welfare of wildlife?

2.3 Attend workshops to gain related knowledge and skills

Seminars and workshops will be provided to give participants a deeper understanding of the animal-related issues behind the chosen topic, as well as filming skills.

Date	Format	Workshop on	Suitable for	Conducted by	Language
03/12/2021 16:00-17:00	Online via Zoom	Understanding general concepts of animal welfare	All candidates	Ms. Vivian Chiu, SPCA Education Manager	Cantonese; with English PPT
10/12/2021 16:00-17:00	Online via Zoom	Procedures and difficulties of wild animal rescue, illustrated with cases	Those who want to choose Topic 2	Mr. Karl Mak, SPCA Deputy Director (Inspectorate)	Cantonese; with English PPT
17/12/2021 16:00-17:00	Online via Zoom	Pet policies in Hong Kong and animal-friendly measures adopted in selected countries	Those who want to choose Topic 1	Dr. Fiona Woodhouse, SPCA Deputy Director (Welfare)	English; with bilingual PPT
22/01/2021 11:00-12:00	Face to face	Film Creating and Directing	All candidates	Mr. Simon Lo, Actor and Acting instructor	Cantonese; with bilingual PPT
29/1/2021 11:00-12:00	Online via Zoom	Public Policy: Principles and Implementation	All candidates	Dr. Chung Kim Wah, HKPORI Deputy Chief Executive Officer, former Assistant Professor of Applied Social Sciences at HKPU	Cantonese; with English PPT

2.4 Develop and submit a 3-minute well-planned policy promotion video

After attending seminars and workshops, teams are required to submit a 3-minute policy-promotion video with a summary of the policy recommendations for the selected topic in English or Cantonese. The video content and summary must include the background of the animal-related issue, content of the suggested policy and how the policy solves or alleviates the problem.

3. Types of Awards

	Secondary School Group	Tertiary Institution Group
Champion	<ul style="list-style-type: none"> • Champion trophy • Certificates for each member • HKD2,300 movie gift vouchers sponsored by MCL Cinemas • HKD3,000 book vouchers 	<ul style="list-style-type: none"> • Champion trophy • Certificates for each member • HKD4,000 movie gift vouchers sponsored by MCL Cinemas • HKD5,000 electronic appliance vouchers
1 st Runner-up	<ul style="list-style-type: none"> • 1st Runner-up trophy • Certificates for each member • HKD2,500 book vouchers 	<ul style="list-style-type: none"> • 1st Runner-up trophy • Certificates for each member • HKD3,500 electronic appliance vouchers
2 nd Runner-up	<ul style="list-style-type: none"> • 2nd Runner-up trophy • Certificates for each member • HKD2,000 book vouchers 	<ul style="list-style-type: none"> • 2nd Runner-up trophy • Certificates for each member • HKD3,000 electronic appliance vouchers
Most-popular Award	<ul style="list-style-type: none"> • Most-popular Award trophy • Certificates for each member • HKD1,000 book vouchers sponsored by Art & Culture Outreach • Five books of prose (value of HKD400) sponsored by Art & Culture Outreach 	<ul style="list-style-type: none"> • Most-popular Award trophy • Certificates for each member • Two packages of “The Centric Dogcation” (value of HKD2,198) sponsored by Hyatt Centric Victoria Harbour Hong Kong

*All video entries will be posted on our official webpage for voting by the general public. The cut-off date for votes will be 30 days after posting. The group with the highest total number of votes will receive the Most-popular Award.

- All award-winning videos will be shown in the SPCA Centennial Centre
- All winning teams will receive a free one-year subscription to the SPCA magazine *Pawprint*
- All participants will receive a e-certificate of participation
- The best winning videos will be hitting the big screen for public screening!

4. Judging Panel

Dr. Esther To
Sr. Veterinary Offr (Animal Mgt) Development
Agriculture, Fisheries and Conservation Department, HKSAR

Ms. Susanna Cheung
Curriculum Development Officer (Life-side Learning)
Education Bureau, HKSAR

Mr. Anthony Lee
Hong Kong Film Directors' Guild Vice President

Ms. Gigi Fu
SPCA President

Ms. Vivian Chiu
SPCA Education Manager

5. Standard requirement of video entry

- The video entries can be taken with any photographic equipment and in any format.
- All submissions must be original and must not infringe the rights of others (including copyright). Otherwise entries will be disqualified. The SPCA will not be held responsible for the consequences of any such infringement.
- Animals must not be harmed in the course of shooting the videos and this should be stated in the beginning or at the end of the video. Any infringement of this will result in disqualification.
- Length of each video entry: 3 minutes (maximum: 3 minute and 30 seconds).
- Participants should upload their video entries on our official webpage.
- All videos submitted and uploaded must be of at least 720p, and preferably 1080p, in MOV or MP4 format
- Video entries will be uploaded to our official website for voting, with the purpose of attracting public attention.

6. Assessment criteria

- Policy effectiveness: 40%
 - Degree to which the policy suggested addresses or deals with the problem
 - Consistency with government priorities and public perception
 - There should be no major conceptual mistakes
- Creativity: 30%
 - Innovative policy shown
 - Interesting delivery of the message
- Technique and Presentation: 30%
 - The information delivered by the video should be accurate and precise
 - Audio and visual quality
 - Ability to explain the concept
 - Video-editing skills; additional suitable sound effects and subtitles will be awarded high marks

7. Competition Schedule

Oct 4, 2021	Official launch on World Animal Day
Oct 4 – Nov 21, 2021	Application period
Nov 27, 2021	Competition briefing session (online) 11:00 - 12:00 (Cantonese session); 15:00 - 16:00 (English session)
Dec 2021 – Jan 2022	Talks and workshops (online and face to face)
March 1 – March 31, 2022	Video submission period
April 7 – May 6, 2022	Public voting period
April – May 2022	Judging period and result announcement
Late-June, 2022	Closing ceremony and award presentation (Venue: MCL MOVIE TOWN)

8. Publicity

Participating teams may be required to make public presentations of their projects and may be asked to give interviews and take part in press conferences or other related activities.

The information presented, including photographs and videos captured in the publicity events, may be used by the SPCA for its own publicity purposes, and no royalty shall be payable to the participation teams.

9. Enquiries

Enquiries may be made to the SPCA EDU either by email (edu.awpvc2021@spca.hk) or by telephone (2232 5526 / 2232 5541).

10. Acknowledgements

Supporting Organisations:

教育局
Education Bureau



漁農自然護理署
Agriculture, Fisheries and
Conservation Department

Diamond Sponsor:



Venue and Prize Sponsor:



Prize sponsors:

香港維港凱悅尚萃酒店

