

參賽條款及細則

- 所有與本比賽有關的評判、工作人員及其直系親屬一概不得參賽。
- 參賽作品一經遞交，均不得退還。
- 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。
- 主辦機構有權拒絕不適宜，與比賽主題無關或格式錯誤的參賽作品。
- 參賽作品不能含有宣傳任何商業或政治元素。
- 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；主辦機構概不負責。參賽者須就以上情況所引致或招致的任何及全部訴訟、損失、損害賠償、申索、付款要求、開支（包括律師、代理人及專家證人收取的費用及開銷），以及為任何研訊程序及任何性質的法律責任達成和解而可能司意支付的償金及訟費，向主辦機構及其授權使用者作出彌償，並完全及有效地使其獲得彌償。
- 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。
- 參賽者只應在獲得有關第三方事先書面同意的情况下，才可於參賽作品中採用、修改或改編第三方之音樂、圖像、錄或影片片段，並須根據有關版權法律於參賽作品中註明。主辦機構將不會直接或間接為任何或以任何方式而由任何因抵觸任何版權法例而引起的責任負責。參賽者同意及承諾會接受及為所有該等由此而起的責任負責。有關《版權條例》（香港法例第528章）的詳情，請瀏覽 www.legislation.gov.hk。參賽者須獲得有關第三方的同意容許政府使用、複製、編輯和廣播該第三方素材之權利。如有需要，主辦機構有權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，以上載短片至「乳你童路」全港中學生短片創作比賽專題網頁、衛生署及明報網站和社交平台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（包括錄像內之第三方之物料）、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，包括上載至「乳你童路」全港中學生短片創作比賽專題網頁、衛生署及明報網站和社交平台。主辦機構亦有權將有關作品作出修改、翻譯、改編、使用、複製、廣播及派發全部或部分內容而毋須取得參賽者同意或繳付任何費用。
- 參賽作品一旦成為得獎作品，其作品包括參賽者姓名、短片標題及簡介將可能上載到「乳你童路」全港中學生短片創作比賽專題網頁、衛生署及明報網站和社交平台供公眾瀏覽。
- 所有評審結果，以評審團的最後決定為準。參賽者不得對比賽結果或排名提出異議。
- 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條款及細則、獎項及其他安排，而不需另行通知。
- 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，則相等於接納所有的條款及細則，如主辦機構相信有任何違反此活動的相關條款及細則的行為，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。
- 參賽者必須為香港居民。
- 如參賽者獲獎，必須出示香港身份證、學生證或其他有效文件以供主辦機構核實身分。
- 此中文版參賽條款及細則為英文版本譯本，如中、英文兩個版本有任何抵觸或不相符之處，應以英文版本為準。

Terms and Conditions

- All persons involved in organising and Judging Panel of the Competition, as well as their immediate family members, are not eligible for joining the Competition.
- Once an entry is submitted, it cannot be returned to the entrant.
- An entry should not contain any material that is obscene, violent, pornographic, defamatory, indecent, disparaging or content that is controversial and inappropriate.
- The Organiser has the right to reject entries that are inappropriate, irrelevant to the theme of the Competition or in the wrong format.
- Entries must not promote a commercial enterprise or a political cause.
- 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 an entry violate any laws; the Organiser will not be held legally responsible. The related entrant shall indemnify and keep the Organiser and its authorised users fully and effectively indemnified against any and all actions, damages, costs, claims, demands, expenses (including the fees and disbursements of lawyers, agents and expert witnesses) and any awards and costs which may be agreed to be paid in settlement of any proceedings and liabilities of any nature arising from or incurred by reason of.
- 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.
- All entrants shall only use, amend or adapt music, images, video or film clips from a third party in their submitted work only after written consent has been given by the relevant third party. Such usage shall be acknowledged in their work in accordance with the relevant copyright laws. The Organiser shall not be responsible, whether directly or indirectly, for any liability arising whatsoever or howsoever from any violation of any copyright law. All entrants shall agree and undertake to accept and be responsible for all such liability arising therefrom. For details about the Copyright Ordinance of Hong Kong (Chapter 528 of the Laws of Hong Kong), please visit www.legislation.gov.hk. All entrants must have also obtained relevant permissions from the third party to allow the Government to use, copy, edit and broadcast the third party material. The Organiser reserves the right to request written proof of consents or permissions from any entrants if necessary.
- Entrants must acquire written consent from all personnel participated in the performance to upload the video to the "Supporting Mothers' Breastfeeding Journey" Secondary School Short Video Competition thematic website, Department of Health and Ming Pao website and social media platform, 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 (including the third party materials in the video), title, synopsis and entrants' information in any form of media for demonstration, publication, exhibition, promotion or any non-commercial activities, including uploading the videos to the "Supporting Mothers' Breastfeeding Journey" Secondary School Short Video Competition thematic website, Department of Health and Ming Pao website and social media platform. The Organiser also has the authority to edit, translate, adapt, use, copy, broadcast 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 on the "Supporting Mothers' Breastfeeding Journey" Secondary School Short Video Competition thematic website, Department of Health and Ming Pao website and social media platform.
- The decisions of the Assessment Panel on the Competition results shall be final. Entrants shall raise no objection to the competition results or rankings.
- 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.
- 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 all the terms and conditions. The Organiser reserves the right to disqualify any entrants or retract any awards 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.
- All winners are required to provide his/her Hong Kong Identity Card, student identity card or any other valid documents for verification purpose.
- The Terms and Conditions has been translated into Chinese. If there is any inconsistency or ambiguity between the English version and the Chinese version, the English version shall prevail.

乳你童路

Supporting Mothers' Breastfeeding Journey

中學生短片創作比賽

Secondary School Short Video Competition



餵到？餵唔到？唔應該靠彩數！全城撐母乳，成就親子路！

A smooth breastfeeding journey is not a matter of luck! Let's support breastfeeding and give our children the best!

目的

提高中學生對持續母乳餵哺重要性的了解，以及推動他們支持母乳餵哺。

Objectives

To promote secondary students' awareness of the importance of sustained breastfeeding and engagement in supporting breastfeeding.



<http://s.fhs.gov.hk/g38fq>

報名查詢
Enquiries on the application : 2595 3029 (曾小姐 Miss Tsang)
星期一至五上午10時至中午12時；下午2時30分至5時30分
Monday to Friday 10 am to 12 noon; 2:30 pm to 5:30 pm

截止日期：2019年5月31日

Application deadline: 31 May 2019



立即參加！Apply Now!

主辦
Organiser :



衛生署
Department of Health

承辦
Service provider :

明報



短片主題

- 參賽者須按以下其中一個主題創作短片：
- 推廣持續餵哺母乳的益處
 - 尊重授乳媽媽
 - 推廣母乳餵哺友善社區

組別及參賽形式

- 比賽共分為兩個組別，包括：
- 初中組（中一至中二學生或同等級別）；
 - 高中組（中三至中六學生或同等級別）

參賽者資格

- 香港全日制中學生
- 參賽者可選擇以個人或隊伍形式參賽，每隊不可超過10人。
- 參賽者必須經所屬學校報名參加。

參賽作品規格

- 參賽短片的片長必須在1分鐘至3分鐘內（不包括片頭及片尾之工作人員名單）。
- 參賽者可選用廣東話或英語演繹作品，但必須配有相應字幕（繁體中文字幕或英文字幕）。
- 參賽者可運用真人演繹、動畫或電腦影像形式製作短片。
- 短片格式必須為WMV或MP4檔，畫面須以16:9熒幕格式顯示，像素須不低於1280x720p。檔案大小亦不得多於400MB。
- 提交短片時必須附有不多於50字的簡介。

截止日期：2019年5月31日

參賽方法

作品須燒錄於一隻DVD光碟，並連同參賽表格郵寄至 香港柴灣嘉業街18號明報工業中心A座15樓明報報業有限公司市場部收，信封面請註明「乳你童路」全港中學生短片創作比賽。所有參賽作品以郵載日期為遞交日期。所有逾期遞交之作品將不被接納。

評審準則

評審準則	比重
內容	
• 與主題的切合度，信息的準確性	30%
創意	
• 創作概念，創新，原創性，新穎的表達方式	30%
感染力	
• 對公眾的影響力，能吸引目標對象及激勵行動	20%
美觀性	
• 拍攝技巧，鏡頭運用及聲效，視覺效果	20%
最積極參與學校獎（1間）：提交最多參賽作品的學校為優勝，如參賽作品的數量相同則以最多參賽學生為優勝。	

結果公布日期：2019年6月底

Video Themes

- Entrants should create a video to promote one of the following themes:
- Benefits of sustained breastfeeding
 - Respect breastfeeding mothers
 - Breastfeeding-friendly community

Categories

- Entry categories include:
- Junior Secondary Category (Form 1 to Form 2 or equivalent) ;
 - Senior Secondary Category (Form 3 to Form 6 or equivalent)

Entrants Eligibility

- Full-time secondary school students in Hong Kong
- Each entrant can enter the Competition either as an individual or as a team with up to 10 team members.
- Entrants must submit their entries through their schools.

Entry Requirement

- The total duration of the video should be 1 to 3 minutes (excluding opening title and closing credits).
- The video can be produced in Cantonese or English (with corresponding subtitles in traditional Chinese or English).
- The video style can be in acting, animation or computer-generated imagery.
- Entries should be submitted in WMV or MP4 format. Screen ratio should be 16:9 and resolution of 1280 x 720 pixel or above. The file size should be under 400 MB.
- All entries are required to include a description not more than 50 words.

Application deadline: 31 May 2019

Application

The video should be submitted on a DVD and sent together with the application form to "Marketing Department, 15/F, Block A, Ming Pao Industrial Building, 18 Ka Yip Street, Chai Wan, Hong Kong". (Please write "Supporting Mothers' Breastfeeding Journey" Secondary School Short Video Competition on the envelope). The date of postal stamp chop will be used as submission date. Late submission will not be accepted.

Assessment Criteria

Criteria	Weighting
Content	
• Adherence to themes, accuracy of information	30%
Creativity	
• Creative concept, innovation, originality, innovative presentation	30%
Affective Impact	
• Ability to engage viewers, to appeal to target audience and to encourage action	20%
Aesthetics	
• Shooting technique, quality of camera and audio work, visual appeal	20%

The Most Active Participating School Award (1 School): The school with the highest total number of entries will win. If equal numbers of entries are found, the school with the higher number of participating students will win.

Result announcement: End of June 2019

獎項

- | | |
|--------------|--------------------------------------|
| 每組冠軍 | 價值港幣 \$5,000 圖書 / 文儀器材禮券、獎狀及獎盃 |
| 每組亞軍 | 價值港幣 \$3,000 圖書 / 文儀器材禮券、獎狀及獎盃 |
| 每組季軍 | 價值港幣 \$2,000 圖書 / 文儀器材禮券、獎狀及獎盃 |
| 優異獎 | 價值港幣 \$1,000 圖書 / 文儀器材禮券、獎狀及獎盃（每組5名） |
| 最積極參與學校獎（1名） | 價值港幣 \$5,000 圖書 / 文儀器材禮券、獎狀及獎盃 |

- 所有成功報名並提交作品的參賽者將獲得參賽證書。
- 所有得獎學校將獲得圖書 / 文儀器材禮券及獎盃；個別得獎者將獲得獎狀。
- 得獎學校 / 得獎者將獲個別通知，並獲邀出席「國際母乳哺育周2019」慶祝活動及頒獎典禮。
- 所有得獎學校/得獎者有機會獲邀進行有關是次比賽之訪問或出席相關宣傳活動。

Awards (each category)

- | | |
|---|--|
| Champion | HK\$5,000 book/equipment vouchers, certificate(s) and trophy |
| First Runner-up | HK\$3,000 book/equipment vouchers, certificate(s) and trophy |
| Second Runner-up | HK\$2,000 book/equipment vouchers, certificate(s) and trophy |
| Merit Awards (5 winners for each category) | HK\$1,000 book/equipment vouchers, certificate(s) and trophy |
| The Most Active Participating School Award (1 winner for both categories) | HK\$5,000 book/equipment vouchers, certificate(s) and trophy |

- Participants who meet all eligibility requirements will receive certificates of attendance.
- All winning schools will be awarded book/equipment vouchers and trophy; all winners will be awarded certificates.
- Winning schools/winners will be notified individually and invited to attend World Breastfeeding Week 2019 Celebration event and prize presentation ceremony.
- All winning schools/winners may also be invited to attend interviews and promotion events relating to the Competition.

參賽表格 Application Form

學校名稱 Name of School* : _____

組別 Category* : ☐ 初中 Junior Secondary: F.1–F.2 ☐ 高中 Senior Secondary: F.3–F.6
或同等級別 or equivalent 或同等級別 or equivalent

參賽者人數 Number of Participants* : _____

隊任名稱(如適用) Name of Team (if applicable) : _____

姓名（中文） Chinese Name*	姓名（英文） English Name*	年級 Class*
1.		
2.		
3.		
4.		
5.		

如有8–10位參賽者或參賽者來自不同學校，請另加紙張填寫
Please use supplementary sheets if there are 6–10 participants or participants from different schools
請根據香港身份證上所示填上姓名
Please enter your name exactly as shown on Hong Kong Identity Card

負責教師姓名 Name of responsible teacher* : _____

負責教師電話 Contact No. of responsible teacher* : _____

短片標題 Video Title* : _____

短片內容簡介 (不多於50字) Synopsis of the video (not more than 50 words)* : _____

☐ 所有參賽者已閱讀及同意遵守參賽條款及細則。

All participants have read and agree to abide by the full terms and conditions of this competition. *

*必須填寫 Mandatory fields

參賽者 / 參賽隊伍組長簽名
Signature of participant / team leader : _____

日期
Date : _____