



Samsung Corporate Social Responsibility Program

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# **Samsung Hope for Children App Creation Competition**

**Empower Children with Speech Difficulty to Learn Better**

## **Program Brief**

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# Background & Program Purpose

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## Special Education

Samsung Hope for Children Program developed its first Samsung Digital Hub for underprivileged children in 2011. It benefited a group of children in Tin Shui Wai by offering training to the centre's teachers as well as renewing the facilities' technology with Samsung's electronics. Samsung's Hope for Children Program 2012 will go beyond helping underprivileged children. This year, Samsung will work alongside with local non-profit organizations **that provide special education for children with speech difficulty.**

In this initiative, Samsung has decided to launch a Samsung Hope for Children App Creation Competition to gather local student's creativity to create apps that could help children with speech difficulty. The Competition aims to bring the society's attention to helping children with speech delay. Technology is being vastly used in classrooms, and we hope to deliver the same technology to students in speech counseling.

## Association for Computing Machinery Hong Kong Chapter

The Association for Computing Machinery Hong Kong Chapter (ACM-HK) is a proud partner of Samsung Hope for Children Program 2012. The ACM-HK is a keen supporter of young talents who are interested in computer technology, and have hosted an array of workshops, competitions, and events to foster and stimulate the minds of technology savvy youngsters. ACM-HK will support the App Creation Competition by promoting the competition through their association's network to reach out to local University students and Higher-Education students. ACM-HK will also provide their expertise in becoming one of our judges of the competition.

For more information on the Association for Computing Machinery Hong Kong Chapter, please visit their website at [www.acmhc.cse.ust.hk](http://www.acmhc.cse.ust.hk) .

# Why Participate

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Being part of the Samsung Hope for Children Program is a great means to give back to the community. As technology is being embedded into our day to day lifestyle, and has been well used across classrooms in Hong Kong, this is your chance to offer your skill sets to help build a better learning environment for children.

The apps will be designed to provide expertise, technology and resource to foster better educational development for children in Hong Kong. The winning application will be adapted in these local organizations to enhance children's learning experience.

## Eligibility

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1. Open to University students and Higher Education Institution students aged between 18 to 25
2. Basic knowledge of app development amongst contestants, or students from Computer Science and Engineering Department is preferred.
3. Each team must attend a compulsory NGO visit on a Saturday in mid-July. A maximum of up to 2 team members may attend. We reserve the right to disqualify your application shall any team be absent.
4. Each Competition Team may comprise of 1 to 4 member(s).

## Requirements

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1. Email Application Form by **July 11, 2012** to the Samsung Hope for Children App Creation Competition Organizer:  
Name Bonnie Ko  
Email [bko@webershandwick.com](mailto:bko@webershandwick.com)  
Phone +852 2533 9944
2. Attend a half-day NGO visit on **a Saturday in mid-July.**
3. Attend an optional App Learning Workshop on **a Saturday in late July.**
4. Email app and written submission by **October 31, 2012 at 6:00PM** to the Samsung Hope for Children App Creation Competition Organizer:  
Name Bonnie Ko  
Email [bko@webershandwick.com](mailto:bko@webershandwick.com)  
Phone +852 2533 9944
5. Each submission must include a two (2) A4-sized page write-up in English to explain why you created this application, concept of the application, techniques and sources being used, and how your application would benefit children with speech difficulties. Please also include 2-3 screen shots of your creation
6. Name the App you submit in your application
7. Submit the App in an .isc project file

# Judging Criteria

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Submissions will be judged by Samsung, speech therapists from Benji's Centre and Heep Hong Society, and the Association for Computing Machinery Hong Kong Chapter.

Submissions will be judged based on the following criteria:

1. Written explanation (10%)
2. Originality (30%)
3. Creativity (30%)
4. User experience (20%)
5. Performance of the application (10%)

# Awards

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## Awards and Prizes

The best applications will be selected and awarded:

1. **First Place** – One Samsung Galaxy Tab 8.9 LTE for EACH team member and total of HKD 10,000 cash prize for the team
2. **Second Place** – One Samsung Galaxy Tab 8.9 LTE for EACH team member and total of HKD 8,000 cash prize for the team
3. **Third Place** – One Samsung Galaxy Tab 8.9 LTE for EACH team member and total of HKD 6,000 cash prize for the team

## Important Dates

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Date	Content
<b>Wednesday, July 11</b>	Application Deadline
<b>Saturday, mid-July (TBC)</b>	Compulsory visit to designated non-profit organization
<b>Saturday, late July (TBC)</b>	(Optional) App Learning Workshop at The Hong Kong University of Science & Technology
<b>Wednesday, October 31 6:00PM</b>	Entry Submission Deadline
<b>November</b>	Judging Process by Samsung, Benji's Centre, Heep Hong Society, and Association for Computing Machinery Hong Kong Chapter Winner to be Announced at Award Ceremony

## Terms and Conditions

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1. Competition is open to University students and Higher Education Institutions students between 18 to 25 years old, except for employees of Samsung Electronics Hong Kong Ltd., their families or anyone associated with this competition.
2. All information detailing how to be qualified for this competition forms part of these terms and conditions. It is a condition of entry that all rules are being accepted as final and the contestant agrees to abide by all these rules. The decision of the judges in final and submission of an entry will be taken to mean acceptance of these terms and conditions.
3. All contestants must use legal software, tools, and application for the design and development of this application.
4. Contestants must own the intellectual property right and copyright of their submission. No other copies may be submitted.
5. All submissions must be original copies and have never been released online or offline or to other competitions or projects.

6. If music, videos, or graphics from third party are being used, copyright must be cleared before being submitted with entry.
7. Only one (1) entry per team. Late, illegible, incomplete, defaced or corrupted entries will not be accepted.
8. Entries must not be sent through third parties; entries must be sent through email address(es) submitted on application form.
9. Once your app has been selected, the three winning teams agree to grant Samsung royalty-free rights in perpetuity and in all media (whether now known or hereafter devised) to the application, including and not limited to post, edit, release, and distribution of their work both online and offline on Samsung App Store and Google Play, and in front press.
10. By submitting the application, contestants agree to have Samsung disclose and publicize the contestant's name and app.
11. The winners may be required to take part in publicity.
12. Contestants cannot release the submission to other third party or at any ready to download websites.
13. Samsung reserves the right to disqualify any team or entry shall it not meet the following requirements:
  - a. Email submission by deadline on 31 October (Wednesday) by 6:00PM
  - b. Submission Formatting
    - i. Name the App of your submission
    - ii. Entries should be submitted in .isc format via email  
(No postal entries will be accepted)
    - iii. English write up of two (2) pages on A4-sized paper
    - iv. 2-3 screen shots of your creation
    - v. TIMES NEWS ROMAN in font size 12 with 1.5 space
    - vi. Indicate final word count
14. Samsung is committed to the protection of personal data, including the content or material you provide to Samsung. For information about Samsung's privacy policy for this event, please read the Samsung Account Privacy Policy [<https://account.samsung.com/membership/pp>]. You agree that you will comply with Samsung Account Privacy Policy.

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For enquiries about the Samsung Hope for Children App Creation Competition, please contact:

Samsung Hope for Children App Creation Competition Organizer

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