

Build a Secure Cyberspace 2024
“Together, We Create a Safe Cyberworld”
Tram Body Design Contest

About the Contest

The Tram Body Design Contest - “Together, We Create a Safe Cyberworld” (“the Contest”) is jointly organised by the Office of the Government Chief Information Officer, the Hong Kong Police Force and the Hong Kong Computer Emergency Response Team Coordination Centre. The Contest aims to arouse public awareness of cybersecurity, so as to prevent them from falling into online traps, and strengthen city-wide defence against cyberattacks. The winning entry may be adopted as a promotional advertisement displaying on trams.

Eligibility

The Contest is divided into Open, Secondary School and Primary School categories. Each participant can enrol to only one of the categories and should submit only one entry. Participants shall agree and abide by all the rules and regulations of the Contest.

Category	
Open	Hong Kong residents
Secondary School	Secondary school students in Hong Kong
Primary School	Primary school students in Hong Kong

Basic Specifications of Entries

All entries must meet the following requirements:

- The tram body design must match the theme “Together, We Create a Safe Cyberworld” to deliver the message about cyber security to the public.
- There are four sides of the tram body, and participants must submit designs for all four sides.
- The entry must be in colour. If the tram body design includes any textual content, such content should be in Chinese or English language.
- Participants of Open Category must use computer software to present their entries.
- Participants of Secondary and Primary School Categories can present their entries with various kinds of drawing tools, such as crayons, watercolour, coloured pencils, computer software, etc.

- If an entry is hand-drawn, it must be designed within the Tram Body Frame in the application form (https://www.cybersecurity.hk/contest-2024/application_form_en.pdf).
 - Hand-drawn entry should not be folded when submitted. Participants may also scan their entry into electronic image files (with resolution of at least 300 dpi and in PDF, PNG or JPG format) for [online submission](#).
- If an entry is produced using computer software, the design must be added to the Tram Body Frame file downloaded from (https://www.cybersecurity.hk/contest-2024/tram_body_frame_en.ai).
 - Participants are required to submit their raw files of computer-software-produced entries in AI or PSD format [online](#). The resolution of the raw file must be at least 700 dpi with CMYK four-colour process printing. The use of clip art from any computer software is not allowed.
 - Participants are also required to submit image files with resolution of at least 700 dpi and in PDF, PNG or JPG format.
- A title and a brief description (not more than 200 words) of an entry must be included in the application form.

Submission Deadline

31 May 2024

Awards

Open Category

Prizes	
Champion (1 winner)	Apple iPhone 15 Pro (256 GB)
1st Runner-up (1 winner)	Samsung Galaxy Tab S9 FE+
2nd Runner-up (1 winner)	Insta360 X3 Action Camera
Merit Prize (5 winners)	AirPods Pro (2 nd generation)

Secondary School Category

Prizes	
Champion (1 winner)	Trophy + HK\$3,000 Book Coupon
1st Runner-up (1 winner)	Trophy + HK\$2,000 Book Coupon
2nd Runner-up (1 winner)	Trophy + HK\$1,000 Book Coupon
Merit Prize (5 winners)	HK\$600 Book Coupon

Primary School Category

Prizes	
Champion (1 winner)	Trophy + HK\$1,500 Book Coupon
1st Runner-up (1 winner)	Trophy + HK\$1,000 Book Coupon
2nd Runner-up (1 winner)	Trophy + HK\$500 Book Coupon
Merit Prize (5 winners)	HK\$300 Book Coupon

Most Supportive School Awards

To promote the awareness of information security among schools, teachers and students, the “Most Supportive School Awards” will be presented to the Champion, 1st Runner-up and 2nd Runner-up of the Secondary School and Primary School categories to commend the active participation of schools. The top three schools with the highest student participation will each receive a trophy.

Most Creative Awards

There will be one "Most Creative Award" for each category to recognise the innovative tram body design that best integrates cyber security elements. The winners will each receive a HK\$500 cash voucher.

Panel of Judges

The Panel of Judges is comprised of representatives from Organisers, Co-organiser and Supporting Organisations. They will select the winning works and give ratings according to the following judging criteria:

Judging Criteria

Content and Rendition	Matching the theme and serving to promote public awareness of cyber security	50%
Design and Creativity	Creative concept and originality	25%
Artistic Presentation	Aesthetic appeal, drawing techniques and visual effects	25%

Announcement of Results

The results decided by the Panel of Judges will be announced on the Cyber Security Information Portal (<https://www.cybersecurity.hk/en/contest-2024.php>). Winners will be notified individually to receive their awards.

Award Presentation Ceremony

An award presentation ceremony will be held during the “Cyber Security Week” in September 2024. Details will be announced in due course.

Submission Methods

Method 1: Online Submission

Participants are required to submit the online application form together with the entry files via the following website:

<https://form.jotform.me/hkcert/securecyberspace2024>

For computer-software-produced entries, please compress the four-sided design (including the AI or PSD format raw file and the image files) of tram body into one ZIP file for submission. For hand-drawn entry, participants may also scan their entry into electronic image files, and compress into one ZIP file for online submission. The size of ZIP file must be less than or equal to 50MB. Incomplete, inaccurate or late submission will not be considered (the online submission date shall be based on the recipient server’s timestamp).

Method 2: Submission by Post or in Person

Participants are required to submit (i) the four-sided design of tram body and (ii) a completed and signed application form (https://www.cybersecurity.hk/contest-2024/application_form_en.pdf) either by post or in person to the following address during office hours (Mondays to Fridays: 9 am - 6 pm, except public holidays):

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

Please mark **“Together, We Create a Safe Cyberworld” Tram Body Design Contest** and the **participating category** on the envelope. Incomplete, inaccurate or late submission will not be considered (the submission date shall be based on the postmark).

Enquiries

Please contact the Hong Kong Computer Emergency Response Team Coordination Centre by calling 2788 5421 or by email to event@hkcert.org.

Terms and Conditions

1. Each participant can enrol to only one of the categories and should submit only one entry. For multiple-entry submission, only the last submission would be accepted, and the rest would be disqualified without further notice.
2. All entries must meet the **Basic Specifications of Entries** specified above of this document.
3. Once the entries are submitted, they cannot be modified and will not be returned to the participants.
4. All entries must not contain any foul language, violent, discrimination, obscene, insulting, illegal or indecent content.
5. All entries must be original and must not be copied from or drawn by others, using any artificial intelligence (AI) or AI-generated tools.
6. 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.
7. Participants must guarantee that their entries have never been openly shown in any form, and shall not infringe any copyrights and intellectual property rights. If the entries had entered other competitions, the participants shall ensure that the copyrights of the entries do not belong to any individuals/parties/organisations. The participants shall be fully liable for any disputes over the copyrights of the entries. The Organisers and Co-organisers accept no responsibility for such disputes.
8. 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 others or the entries were drawn by others, the Organisers have the right to disqualify them from entering or winning the Contest.
9. The copyrights of all entries, once submitted, are vested solely in the Organisers. Participants shall agree that the Organisers and Co-organisers may at any time display, reprint, reproduce, use or modify their entries for any purposes. The Organisers and Co-organisers are not required to notify the participants or pay them any fees.
10. Participants shall agree and accept the publishing of their entries in any forms and the public display of their entries, and the production of these entries into any items by the Organisers and Co-organisers, e.g. the public display or publishing

of the entries in public exhibitions, the websites, social networking sites, mobile applications and publications of the Organisers and Co-organisers, the production of these entries into any items, such as souvenirs and promotional materials, etc.

11. The Organisers and Co-organisers reserve the right to publish the names of participants, the participating categories and the names of schools of the participants when publishing their entries.
12. The Organisers and Co-organisers reserve the right to use in whole or in part the design of the entries. The participants shall not raise objection.
13. The Organisers reserve the right to substitute any prize with another prize at any time without prior notice.
14. The Organisers reserve the right to request the winners to provide identification proof for verification. Prizes will only be awarded upon verification of identity.
15. Participants should participate in publicity events related to the Contest upon invitation by the Organisers.
16. The results decided by the Panel of Judges shall be final. Participants shall abide by the decisions of the Panel of Judges and shall not raise objection to the results.
17. Participants shall agree and abide by the **Terms and Conditions** of the Contest including those specified in this document, the application form and the relevant websites related to the Contest.
18. All persons involved in the organisation and implementation of the Contest (including but not limited to members of the organising committee, Panel of Judges) and their immediate family members are not eligible for joining the Contest.
19. 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 forms.
20. Participants who wish to access or correct personal data specified in the application form, or get information of the related policies, practices and the kinds of data held should send their written requests to the following address:
Hong Kong Computer Emergency Response Team Coordination Centre
HKPC Building
78 Tat Chee Avenue, Kowloon, Hong Kong
21. The organisers' primary goal in collecting and storing the personal data is for purposes relating to the activities of the Contest.
22. Under general circumstances, the organisers will not sell, trade or disclose any information or personal data participants provided to us to any third party without participants' prior consent or notice to participants. Only authorised staff of the organisers have access to participants' personal information for administrative purposes without participants' authorisation or notice to participants.

23. Under special circumstances, the organisers shall have the right to disclose or release participants' personal data to any third party without participants' prior consent or notice to participants. The said special circumstances include the protection of the rights, interests, copyright and intellectual property rights of the organisers, and the investigation or inquiry of illegal activities and any procedures required by law and the protection of personal safety of the users and general public, etc.
24. Personal data provided by the participants will be destroyed within 12 months after the Contest, except the names of participants and schools which will be published according to the **Terms and Conditions** of the Contest.
25. The Organisers reserve the right to interpret and revise the **Terms and Conditions** of the Contest and all other Terms and Conditions set out in the application form. Participants shall not raise objection thereto.
26. If there is any inconsistency or ambiguity between the English version and the Chinese version of the Terms and Conditions, the Chinese version shall prevail.

Organisers



Co-organiser



Fully Supported By



Supporting Organisations

