



HONG KONG
ICT AWARDS
2021 香港資訊及
通訊科技獎

Smart Mobility Award 智慧出行獎



Leading
Organiser
籌辦機構



Hong Kong

Call for Entries
參賽須知

Introduction of Leading Organiser 籌辦機構簡介

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®. GS1 Hong Kong's mission is to empower businesses of their digital transformation, improve supply chain visibility and efficiency, ensure product authenticity and facilitate commerce connectivity, through the provision of global supply chain standards (including GTIN & barcodes), and a full spectrum of platforms, solutions and services.

GS1 Hong Kong currently supports close to 8,000 corporate members from 20 sectors including retail & consumer packaged goods, food & beverage and food services, healthcare, apparel & footwear, logistics & ICT. By working closely with communities of trading partners, industry organisations, government, and technology providers, we can foster a collaborative ecosystem with the vision of "Smarter Business, Better Life".

As a non-profit organisation, GS1 develops and drives global adoption of supply chain standards. Headquartered in Brussels, Belgium, GS1 has over 115 national chapters in 150 countries.

Website: www.gs1hk.org

Background 背景

The 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 talent 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.

There are eight categories under the Hong Kong ICT Awards 2021. 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.

香港貨品編碼協會(GS1 HK)於1989年由香港總商會成立，是GS1®環球組織的香港分會，提供全球供應鏈標準(包括產品編碼及條碼)及一系列相關平台、解決方案及服務，助企業數碼化，提升供應鏈透明度及效率、確保產品真確性、促進線上線下貿易。

GS1 HK目前有近8,000名企業會員，涵蓋約20種行業，包括零售消費品、食品及餐飲、醫療護理、成衣、物流及資訊科技。本會與各貿易夥伴、業界組織、政府及資訊科技公司積極建立協作生態，實踐「智能商貿，優質生活」的願景。

GS1®是一家提供全球供應鏈標準的非牟利組織，總部位於比利時的首都布魯塞爾，擁有超過115個分會，遍及全球150個國家。

網址：www.gs1hk.org

香港資訊及通訊科技獎旨在表揚及推廣優秀的資訊及通訊科技發明和應用，以鼓勵香港業界精英和企業不斷追求創新和卓越，謀求更佳和更具創意的方案，滿足企業的營運需要，造福社會。

通過業界、學術界和政府的共同努力，香港資訊及通訊科技獎於二零零六年成立。香港資訊及通訊科技獎由政府資訊科技總監辦公室策動，並由香港業界組織及專業團體主辦，目的是為香港建立一個廣受香港社會愛戴、並獲國際認同的資訊及通訊科技專業獎項。

2021香港資訊及通訊科技獎設有八個類別的獎項。每個類別均設有一個大獎，而最終評審委員會會再從八個大獎中甄選出「全年大獎」。

Objective 目的

1. Building Hong Kong as a Smart City with innovative ICT applications

Mobility and transport are essential if a city is to function properly. Smart city is built on a legion of interconnected devices which cannot be achieved without Smart Mobility. A smart city should be connected and citizen-centric to enhance accessibility and offer trouble-free travelling and delivery across the city for both visitors and citizens, bringing more convenience, a better quality of life, a more sustainable power usage, and a higher level of safety and city competitiveness.

The award aims to encourage the development and innovation of applications, leveraging the integration of Internet of Things (IoT), artificial intelligence, big data and analytics, robotics, as well as mobile applications, which will enhance the flow of people, goods, and tourists; improve the experiences of citizens and visitors; and enable smart mobility for a smarter Hong Kong.

2. Championing HK as a Hub for ICT Talents, Creativity and Innovations

The Award programme will serve as a platform to facilitate the community to have a dynamic and transparent exchange of expertise with renowned ICT professionals, to sparkle and co-create innovative ideas, and to nurture technology talents. GS1 HK will also nominate appropriate winners to participate at other regional and global awards competition.

These recognising and nurturing initiatives will further stimulate the creativity of ICT talents.

3. Inspiring Local Industry Adoption

Innovation and technology are drivers for economic growth and the key to enhance business competitiveness. Award winning cases attest to the successful implementation, helping users in Transport, Logistics and Tourism to understand the value of smart business applications, encouraging industry adoption, creating a mutually beneficial interaction between technology and business sectors. These lead to a sustainable eco-system of technology-driven new business paradigm.

1. 鼓勵開發嶄新智能應用，同建香港智慧城市藍圖

完善的交通網絡和流動性是現代都市必不可少的元素。發展智慧城市需要大量互聯智能裝置配合，因此不能缺少智慧出行規劃。智慧城市應該四通八達，以市民的便利為依歸，讓訪客和居民都能輕易連接，人群和貨物的流動皆暢行無阻。智慧出行不但便利訪客和市民，還可以提升生活質素、提高能源的可持續性、交通安全和城市競爭力。

本獎項旨在鼓勵開發有利智慧出行發展的科技應用，希望集物聯網、人工智能、大數據分析、機械人技術和流動應用程式等科技之大成，為市民、遊客和貨物提供更優質的傳輸系統，改善本地人和遊客的交通體驗之餘，更使智慧出行系統更趨成熟，促進香港作為智慧城市的發展。

2. 匯聚資訊科技專才，打造創意創新之都

本計劃將成為本地業界與知名資訊及通訊科技專才的交流平台，藉雙方熱烈而坦誠的交流促進創新和合作，並培養科技人才。條件適合的得獎者更可獲香港貨品編碼協會提名競逐其他地區性及全球性獎項。

透過以上的嘉許和培育措施，可以迸發無窮的創意與創新。

3. 鼓勵本地業界採用得獎程式

創新和科技不但促進經濟增長，更是加強企業競爭力的關鍵。獎項對成功實踐智慧出行概念的個案予以肯定，使交通、物流和旅遊業用戶更了解傑出商業科技應用的價值，藉此鼓勵業界採用成功的技術，建立科技界與商界之間的互惠關係，構築以科技推動的嶄新可持續商業模式。

Prizes and Benefits for Winners 得獎者的獎勵

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

- to receive trophies (Gold/Silver/Bronze) of 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 3 months free access to Lion Rock 72 (co-working space in InnoCentre) or co-working space in Hong Kong Science Park Incubation Centre for SMEs¹;
- to participate in investment matching activities of the Hong Kong Business Angel Network (HKBAN);
- to 3 months free access to Flexi Space in Cyberport Smart-Space for SMEs²; 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 website: www.hkictawards.hk

香港資訊及通訊科技獎金/銀/銅得獎者的卓越成就備受各方賞識，包括客戶、機構、業界人士、以至整個社會。得獎者可獲得：

- 授予金/銀/銅獎之獎座；
- 授權在宣傳物品上展示香港資訊及通訊科技獎的標誌；
- 安排於不同類型的推廣活動中宣傳其得獎項目；
- 協助參加其他國際獎項和比賽；
- 免費使用創新中心內的初創協作基地「Lion Rock 72」或位於香港科學園培育中心的共享工作空間三個月(只限於中小企業)³；
- 參與香港天使投資脈絡舉辦的投資配對活動；
- 免費使用數碼港共享工作空間Smart-Space內的靈活辦公桌三個月(只限於中小企業)⁴；及
- 免費參與本地大型資訊及通訊科技活動(如「國際資訊科技博覽」)以拓展商機。

詳情及細則可瀏覽網站:www.hkictawards.hk

General Eligibility Requirements 一般參賽資格

1. The applicant must have the intellectual property right and/or legitimate right over the ICT product/service mentioned in the application. The applicant shall disclose disputes any place over the world over intellectual property right about the applicant's ICT product/service, if any, for the Leading Organiser to consider eligibility of the application.
1. 參賽者必須擁有參賽項目所述資訊及通訊科技產品/服務的知識產權及/或合法權益。有關資訊及通訊科技產品/服務如在世界任何地方發生知識產權的爭議，參賽者必須披露，供籌辦機構考慮其參賽資格。

¹ HKSTP offers 1 free seat access to Lion Rock 72 in InnoCentre or co-working space in Hong Kong Science Park Incubation Centre for 3 months (assigned by HKSTP, subject to availability) to SMEs who are HKICT Awards 2021 Gold, Silver or Bronze award winners.

² Cyberport offers 1 free Flexi Space in Cyberport Smart-Space for 3 months to SMEs who are HKICT Awards 2021 Gold, Silver or Bronze award winners. The number of flexi-desk offered to ICT Winners is capped to 32. Given the quota, flexi-desk will be offered on a first-come-first-served basis and subject to the availability. Winner shall submit application to Cyberport for the offered flexi-desk on or before 31 Mar 2022 after the announcement of results in Nov 2021. Any submission after the deadline will become ineligible.

³ 香港科技園公司為榮獲「2021香港資訊及通訊科技獎」金/銀/銅獎的中小企業提供一個免費名額，使用創新中心內的初創協作基地「Lion Rock 72」或位於香港科學園培育中心的共享工作空間三個月(由香港科技園公司分配，視乎情況而定)。

⁴ 數碼港為榮獲「2021香港資訊及通訊科技獎」金/銀/銅獎的中小企業提供一個免費名額，使用數碼港共享工作空間Smart-Space內的靈活辦公桌三個月。共設32個名額，會以先到先得的方式安排。獎項公佈後，獲獎中小企業需於2022年3月31日或之前提交申請，逾時遞交的申請將不獲處理。

2. The application must be submitted by locally (Hong Kong) registered entities (please enclose Company/Business Registration proof) or residents in Hong Kong⁵ at the time of closing for entry enrolment.
 3. A significant part of the innovation, design, research and development (R&D) of the mentioned ICT product/service must come from resources in Hong Kong. The applicant should demonstrate significant value-add by the Hong Kong resources contributing to the success of the ICT product/service in the target market.
 4. With the exception of the Student Innovation category, the submitted product/service must have been available⁶ in the market for at least 3 months or in live operation for at least 3 months at the time of closing for entry enrolment (please enclose proof – e.g. delivery note, invoice, public announcement, advertisement, internal announcement, etc.).
 5. The same application is only allowed to be submitted to a maximum of ONE award stream among all the Categories. Any application found to have entered into more than one award stream will be disqualified.
 6. 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 in the product/service, or for a new award category.
2. 參賽者必須在截止報名時為香港註冊公司(請附上公司/商業登記證明)、機構或香港居民⁷。
 3. 參賽的資訊及通訊科技產品/服務項目在創新、設計和研究發展方面的重要部分必須源自香港。參賽者須展示香港資源為其資訊及通訊科技產品/服務帶來顯著增值，促使有關項目在目標市場取得成功。
 4. 除學生獎項類別外，參賽的資訊及通訊科技產品/服務項目必須在截止報名日期前已經在市場上公開發售最少三個月/或開放予下載應用⁸或已經投入運作最少三個月(請附上證明—例如送貨單、發票、外發公告、廣告、內部通告等)。
 5. 同一參賽項目只可參加各獎項類別的其中一個獎項組別。任何項目如被發現報名參加多於一個獎項組別，將被取消資格。
 6. 過往香港資訊及通訊科技獎金、銀、銅得獎項目的產品/服務，必須已作出重大修改或優化，或參加另一個獎項類別，方可再次參賽。

Rules and Regulations

參賽規則

1. Applicants are advised to be aware of the best practice and case-based experience as promulgated by the Office of Privacy Commissioner for Personal Data.
 2. Applicants are reminded that any person who, without the permission of Steering Committee of Hong Kong ICT Awards, offers an advantage to parties involved in the Awards as a reward or inducement for doing any act or showing favour in relation to the Awards commits an offence of the Prevention of Bribery Ordinance (Cap. 201).
 3. To avoid conflicts of interest and the perception as such, applications for the Awards from sponsors will not be accepted.
 4. In case of any dispute, the decision of the Leading Organiser will be final and binding on all parties concerned.
1. 參賽者需留意由私隱專員公署所制訂的最佳行事方式指引及個案經驗。
 2. 參賽者須注意,根據《防止賄賂條例》(香港法例第201章)。任何人士如未經香港資訊及通訊科技獎督導委員會許可,向任何參與該獎項事務的工作人員提供任何利益,作為該工作人員作出任何以其工作身分而作的行為的報酬或誘因,或作為與申請該獎時給予任何優待或提供任何協助的報酬或誘因,即屬違法。
 3. 為避免利益衝突或任何有關利益衝突的嫌疑,香港資訊及通訊科技獎贊助商的參賽申請將不會被接納。
 4. 如有任何爭議,籌辦機構保留最終決定權,參賽者不得異議。

⁵ "Residents in Hong Kong", in the context of HKICT Awards, include both permanent and non-permanent residents. If an entry is submitted by more than one person, at least half of the members of the group must be Hong Kong resident. For the case of Student Innovation category, certification of Hong Kong resident status can be performed through certifying student status collectively by concerned educational institution.

⁶ Examples are applications and products already in the market, application systems deployed internally in a company, and mobile solutions available at App Stores. For startup companies competing for ICT Startup Award, prototypes appear only on kickstarter or similar platforms are NOT considered as available in the market.

⁷ 在香港資訊及通訊科技獎的準則下,「香港居民」包括永久居民和非永久居民。如參賽項目由多於一人的組織申請,該參賽組織至少有一半成員必須是香港居民。學生創新獎方面,香港居民身份可由相關學校以統一證明學生身份的方法代替。

⁸ 例如該資訊及通訊科技產品/服務項目已經投入於市場,該應用程式已被應用於公司內部的系統,以及該流動解決方案已於App Stores可供下載。至於競逐資訊科技初創企業獎的初創公司,如其原型樣辦只在kickstarter或類似平台上出現,將不會被視為已投入於市場。

Award Streams 獎項組別

Smart Logistics

Smart Logistics is about improving the supply chain, automating various logistic processes, shifting from traditional supply chains to open supply networks, together with integration of new technologies in managing the goods movement, inventory, warehousing, handling, packaging and security of goods between the point of origin and the final recipient, no matter whether the means of transportation is by land, by sea, or multi-modal, so as to achieve end-to-end supply chain efficiency and visibility.

The objective of this stream aims at using technologies innovatively to improve supply chain visibility, enhance distribution management, automate information flow, streamline and optimise cargo and baggage handling, which ultimately enhances the efficiency and capacity of logistics industry.

Smart Tourism

Smart technologies are changing consumer experiences and are generating creative tourism business models. Big data, mobile apps, location-based services, geo-tag services, facial recognition, beacon technology, virtual reality, augmented reality, and social networking services are all cutting-edge examples of smart technologies enhancing tourism experiences and services. Smart tourism allows tourists to better communicate and interact with cities to establish closer relationships with not only residents but also local businesses, local government and city attractions.

The objective of this stream aims at using technologies innovatively to achieve resource optimisation, increase competitiveness and enhance sustainability of the tourism industry. Also, to enhance travellers' information accessibility and convenience, transportation, dining, shopping and accommodation experience.

Smart Transport

Transportation is an important pillar for every citizen in a city. Smart technology can be leveraged to improve transportation experience and convenience for user. Connected vehicles, alternate fuel vehicles, autonomous vehicles, car pooling, smart parking, smart traffic devices, upgrading airport into a smart airport through automation, mobility, personalisation and self-service are some of the examples of how smart transport can create a seamless, passenger-centric travel experience while minimising the impact on environment.

The objective of this stream aims at making mobility 'intelligent', enhancing traffic monitoring, transport accessibility and efficiency, cutting down door-to-door journey times and reducing traffic congestion. Apart from improving the flow of people, a successful solution can also ensure safety, enhance liveability and improve quality of life of citizens.

智慧物流

智慧物流的重中之重是提升供應鏈效能，將不同物流工序自動化，革新傳統供應鏈以打造開放式的供應網絡，並結合新科技以管理各項工序，包括貨品從來源地送到最終收件人過程中的運送、存貨、倉務、裝卸、包裝和保安工作，確保貨物不輪經陸路、海路還是多式聯運運送，點對點供應鏈的效能和透明度仍然有所保障。

「智慧物流獎」要求參賽者以嶄新思維使用科技，加強配送管理及將信息流通自動化，從而提升供應鏈透明度，改善及精簡貨物與行李裝卸程序，讓香港物流業的效率和容量更進一步。

智慧旅遊

智能科技不但正在改變消費體驗，更正在促成嶄新的旅遊業運作模式。智能科技琳琅滿目，大數據、手機應用程式、定點服務、地理標籤服務、容貌識別、信標科技、虛擬實境、擴增實境、社交網絡服務等等都是走在時代尖端的實例，而這些科技皆可一一應用於旅遊業，優化旅客體驗和服務質素。智慧旅遊強化旅客與目的城市的溝通和交流，並藉此令旅客與本地居民以至本地企業、政府和旅遊景點之間的關係更為緊密。

「智慧旅遊獎」旨在嘉許以創新科技充分利用現有資源，並能提升旅遊業界競爭力及增加其可持續性的參賽者。獎項亦希望鼓勵業界為旅客提供更完善的資訊、交通、餐飲、購物和住宿體驗，進一步方便旅客。

智慧交通

交通是所有城市居民的大事。只要善用智能科技，我們便可為市民帶來更優質、方便的交通體驗。智慧交通十分多元，互聯汽車、另類燃料汽車、自動汽車、共用汽車、智能泊車、智慧交通設施等都是例子，就連機場也能自動化、流動化和個人化，增加自助服務元素，搖身一變成為智能機場。智慧交通不但可以打造暢通無阻、以乘客為本的交通體驗，更能減輕交通運輸對環境的傷害。

要在「智慧交通獎」組別脫穎而出，參賽者必須利用資訊及通訊科技令交通運輸智能化，提升監測效能，令交通更暢達、高效，縮短到達目的地所需的時間，並舒緩交通擠塞。成功的智慧交通方案不但方便市民流動，更能保障人身安全並提升城市宜居指數，讓市民享受更優質的生活。

Judging Criteria 評審準則



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通訊科技獎

Award Category 獎項類別	Streams 獎項組別	Innovation and Creativity in ICT 資訊及通訊科技 創新及創意	Functionality 功能	Market Potential/ Performance, Internal User Buy-in or Public Acceptance 市場潛力/表現, 內部 或公眾接受程度	Benefits and Impact 裨益及影響	Quality 質量
Smart Mobility Award 智慧出行獎	Smart Logistics 智慧物流	25%	20%	25%	20%	10%
	Smart Tourism 智慧旅遊	30%	15%	20%	25%	10%
	Smart Transport 智慧交通	25%	20%	20%	25%	10%

Assessment Process 評審過程

In the course of evaluation, assessors may require access to relevant information in the applicant's possession and access to the applicant's premises. The applicant will be notified in advance if such access is required. Any information supplied by the applicant for the purpose of the Hong Kong ICT Awards 2021 will be treated as confidential, and will not be released by the Leading Organisation and related parties without the applicant's permission.

評審期間，評審人員或會索取參賽者持有的資料及作現場參觀，若有這方面的需要，參賽者將預先獲得通知。參賽者就2021香港資訊及通訊科技獎所提供的資料將獲保密處理，未獲參賽者的同意，籌辦機構及有關機構不會發表有關的資料。

Application Procedures 報名方法

- Download the application form at Smart Mobility Award website: www.gs1hk.org/SmartMobilityAward
- Complete the application form in typewriting in English or Chinese
- Submit both hard copy and soft copy of the application form to GS1 Hong Kong on or before 12:00 noon, 16 July 2021. Applicants can refer to the Notes for Applicants on the application form.
- 在「智慧出行獎」網站下載申請表格：
www.gs1hk.org/SmartMobilityAward
- 以英文或中文電腦打稿填寫申請表格。
- 按申請表格上「申請人須知」中所列明的方式，在2021年7月16日中午12時正或之前，將申請表格的正本及電子版本遞交至香港貨品編碼協會。

Timetable 時間表

Official call for entries 接受報名	2021.04.23
Deadline for Enrolment 截止報名	2021.07.16
Adjudication 評審	2021.08.04 – 2021.10.07
Categories' Awards Presentation Ceremonies 各獎項類別頒獎典禮	2021.11.15 – 2021.11.23
Awards Presentation Ceremony (Tentative) 頒獎典禮 (暫定)	2021.11.23

There will be a Participants Briefing short after the closing of the application submission. Areas of attention for applicants will be highlighted in the Briefing. Past Judges/Assessors and winner will be invited to share their views and experiences.

截止報名後，大會隨即會舉辦參賽單位簡報會，為參賽者摘要介紹需要注意的地方，亦會邀請過往的評委及獲獎單位分享心得和經驗。

Enquiries 查詢

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