

2022 Global SDGs Creative Planning Competition

1. Purpose

In 2022, Organization expand the "2022 Global SDGs Creative Planning Competition" to enhance global international business mutual assistance and exchange of creative ideas. Thus, to continue the features and spirits of the sensation from the "2021 Global Creative Planning Competition" and to broaden the horizon of the students, the "2022 Global SDGs Creative Planning Competition " (2022 GSCPC) will be held this year.

GSCPC will combine 17 indicators of the United Nations Sustainable Development Goals (SDGs), Encourage students to care about social issues, develop creativity, develop practical and planning skills, and expand the social influence of education through the transmission of sustainable knowledge and also mainly enhancing the positive rivalry and cooperation within colleges or universities from Taiwan, China, Southeast Asia, Japan, Korea, and other countries in Europe, America, and Oceania by connecting resources from colleges or universities worldwide to cultivate students' international mobility and cross-domain learning capabilities.

2. Organizer / Co- organizer

- I. Host: Chaoyang University of Technology, College of Management
- II. Co-organizing units: Department of Leisure Service Management

3. Participation Qualifications

- I. Students (including graduate students), who remain in-school status within public or private colleges and universities globally and are interested in creative marketing proposals or entrepreneurial proposals, are welcome to sign up regardless of department and grade.
- II. Participants need to build a team of at least 1 to maximum 6 people, and it is permitted to team up by cross-department, cross-school, or cross-country participants. However, each student is limited to engaging in a single team.
- III. Each team must have an instructor, and a team is limited to 2 instructors. Note that teams without an instructor will not accept the registration.
- IV. After registration, no temporary member change is allowed during the competition.

4. Competition Timeline

- I. Application Deadline: 2022/11/25 (Friday) 17:00p.m. (GMT+8)
- II. Announcement of preliminary results: 2022/12/02 17:00p.m. (GMT+8) on the official website of the College of Management of Chaoyang University of Technology, Facebook Page and the rest of information about final.
- III. This preliminary competition is presented on a one-page. The preliminary

round will be conducted in this competition according to the one-page content. The teams selected in the preliminary round will enter the final round. The number of entries in the final category will depend on the quantity of eligible team.

Quantity of eligible team	Quantity of team Advance
below 120 teams	18 teams
120-200 teams	20 teams
200 teams and above	40 teams

IV. Final Information:

- i. Final submission deadline: 2022/12/02(Fri) to 2022/12/12(Mon) 17:00p.m. (GMT+8)
- ii. Announcement of Final Result: 2022/12/19 10:00a.m. (GMT+8)

5. Registration and Submission

I. Application Deadline: 2022/11/25 (Friday) 17:00p.m. (GMT+8)

II. Registration and Procedure of submission:

Google form : <https://s.cyut.edu.tw/85NmxjW11n>

Qr-code:



III. Enter the online registration form, please, using the fixed Gmail account.

IV. Complete and confirm the team information and competition file.

V. File (PDF, Image, documents) within 10MB.(File name: Registration category, Title, Leader's name).

VI. Click Submit to complete the registration.

6. Registration Notes

I. The registration information needs to be carefully checked for correctness. After the registration deadline, the information is not allowed to change. The follow-up competition information notice will be sent to the instructor or captain. It is necessary to leave a commonly used e-mail to send and receive letters.

II. The organizer will issue all certificates of merit, participation certificates (paper or electronic files), and promotional materials based on the online

registration information. Please make sure that the information is correct. Suppose the team needs to change the information and replace any certificate/electronic certificate, Etc, due to the personal factors of the participating team in the future. In that case, it is necessary to apply for an amendment, pay the amendment fee of NTD 100 per document, and apply for the application before 2022/12/30. Overdue will not be accepted.

- III. The organizer reserves the right to change the event's format and provide the materials' content and details related to the event. Suppose it cannot be executed due to special reasons of force majeure. In that case, the organizer has the right to cancel, terminate, modify or suspend this event. Any changes will be announced on the event website without prior notice.

7. Announcement website :

- I. Official website of Chaoyang University of Technology:

Chinese: <https://mcollege.cyut.edu.tw/>

English: <https://m-college.cyut.edu.tw/index.php?Lang=en>

- II. Facebook fans page(2022 Global SDGs Creative Planning Competition)

Link: <https://www.facebook.com/CYUT2021world>

8. Competition theme and Submission format

- I. Competition Category:

- i. Creative Marketing Group:

- A. Innovation 45%
- B. Feasibility 40%
- C. Sustainable Goal Connectivity 15%

- ii. Innovative Entrepreneurship Group

- A. Innovation 35%
- B. Feasibility 50%
- C. Sustainable Goal Connectivity 15%

Note: Please tick the 17 indicators of the United Nations Sustainable Development Goals for the connectivity of the above sustainable development goals(choose one indicator) :

SDGs Goals 1 No Poverty; SDGs Goals 2 Zero Hunger; SDGs Goals 3 Good Health and Well-Being; SDGs Goals 4 Quality Education; SDGs Goals 5 Gender Equality; SDGs Goals 6 Clean Water and Sanitation; SDGs Goals 7 Affordable and Clean Energy; SDGs Goals 8 Decent Work and Economic Growth; SDGs Goals 9 Industry, Innovation and Infrastructure; SDGs Goals 10 Reduced Inequalities; SDGs Goals 11 Sustainable Cities and Communities; SDGs Goals 12 Responsible Consumption and Production; SDGs Goals 13 Climate Action; SDGs

Goals 14 Life Below Water; SDGs Goals 15 Life on Land; SDGs Goals 16 Peace, Justice and Strong Institutions; SDGs Goals 17 Partnerships for the Goals;

II. Submission format

i. Preliminary:

Participant in the preliminary competition will develop concepts and ideas based on the competition theme, explain their problems in words and pictures, plan creative marketing plans for familiar enterprises and units, or propose new business model plans, and propose ideas and concepts to solve problems (in A4 format). 1-page limit (including pictures and descriptions), fill in the registration information, and upload the concept idea plan information on the event's official website. Please go to the event's official website to fill in the relevant information and upload the plan before 2022/11/25.

Note: Proposals can be presented in either Chinese or English

ii. Final:

Every Final team has to prepare a 3-6 minutes video to explain the innovation plan or entrepreneurial model developed by the event's theme. The jury will jointly select the entrants; the final rank will be announced on the same day, and the competition reward will be awarded.

※Notice:

◎The team that advance have to fill up the Award Money Receiving Consent Form and Remittance Information Form.

◎Video should be clear, the resolution of the video must be above 480p (720*480).

9. Competition Review Standard

I. Review Standard of The Preliminary Stage:

- i. Format Review: The organizer will conduct a formal review of whether the submitted entries are complete. Anyone who does not meet one of the following will be withdrawn from the competition. Those who have complete materials are allowed to enter the entries review of the preliminary stage. The review items are as follows:
 - A. Incomplete registration materials
 - B. The cover page of the entry does not meet the specifications
 - C. The file name does not meet the requirements
 - D. Failure to submit a signed authorization consent form
- ii. Entry Review: The organizer will invite experts and scholars with rich experience in marketing planning and entrepreneurship to conduct written reviews on the preliminary entries based on the "Review Standard of The Preliminary Stage." During the written review, each team's entries will be

reviewed separately by multiple reviewers.

- iii. If the written review scores were the same, it will be compared in order by (1) Innovation, (2) Feasibility, and (3) Sustainable Goal Connectivity. If the three scores were the same as well, the amounts of teams advancing will increase.
- iv. For the two groups of competition category, those teams will be selected according to their preliminary written review results; The rest will be given Honorable Mention Awards. (If the number of teams is insufficient or the results are not up to the judging standard, this competition reserves the right to vacant places.)

II. Review Standard of The Final Stage

- i. A review committee composed of experts invited by the organizer will conduct the review, and the review score will account for 100% of the total score.
- ii. If the total scores of the final review were the same, it will be compared in order by (1) Video, (2) Innovation, (3) Feasibility, (4) Sustainable Goal Connectivity. If the scores of the four were as well, the amounts of teams selected will increase.
- iii. The final scores are ranked in order; if some teams are the same score, Those teams with higher score review by reviewer will get better ranked.
- iv. Review Standards of Final Entries Reviewing

Scoring Item	Content Description	Weight
Video	Content Clearly	25%
Innovation	Content Innovative	30%
Feasibility	Content Integrity	30%
Sustainable Goal Connectivity	Connectivity with SDGs	15%

10. Awarding Method

The award money and certificates are bestowed upon participants based on the final scores as an encouragement. The award will be left vacant if it fails to meet the judging criteria after review, and the award will be adjusted according to the status of the competition.

Creative Marketing Group	Innovative Entrepreneurship Group
1. First Place Award : 1 team with a prize of NT\$10,000 and certificates, and the instructor will be given proof of instruction.	1. First Place Award : 1 team with a prize of NT\$10,000 and certificates, and the instructor will be given proof of instruction.

2. Second Place Award : 1 team with a prize of NT\$8,000 and certificates, and the instructor will be given proof of instruction. 3. Third Place Award : 1 team with a prize of NT\$6,000 and certificates, and the instructor will be given proof of instruction. 4. Honorable Mention Awards : 3 teams , with a prize of NT\$4,000 each and certificates, and the instructor will be given proof of instruction. 5. Merit Award : Pick out some better teams with certificates, and the instructor will be given proof of instruction (Award money will depends on proposal). 6. Preliminary Excellence Award : Those who did not advance to the finals with excellent works in the preliminary rounds will be selected from a number of teams to be presented with Judges' Award, and the instructor will be given proof of instruction.	2. Second Place Award : 1 team with a prize of NT\$8,000 and certificates, and the instructor will be given proof of instruction. 3. Third Place Award : 1 team with a prize of NT\$6,000 and certificates, and the instructor will be given proof of instruction. 4. Honorable Mention Awards : 3 teams , with a prize of NT\$4,000 each and certificates, and the instructor will be given proof of instruction. 5. Merit Award : Pick out some better teams with certificates, and the instructor will be given proof of instruction (Award money will depends on proposal). 6. Preliminary Excellence Award : Those who did not advance to the finals with excellent works in the preliminary rounds will be selected from a number of teams to be presented with Judges' Award, and the instructor will be given proof of instruction.
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Note : 1. The certificate of this competition will be provided in the form of an electronic file, and no written certificate will be provided separately.

2. Those winning teams from overseas need to aware that a handling charge and 20% of the foreign tax burden must be deducted in the award money when exchanging currency of the award money into USD/RMB.

11. Notice

- I. The organizer, College of Management, Chaoyang University of Technology (CYUTCM), reserves the right to change the rules of this competition. If there are any imperfections in this competition method, new competition rules may be added as necessary. Participation shall be deemed to have agreed to these rules and competition methods. Any suggestions or concerns about the competition are welcome to be reported to the organizer directly.
- II. For entries or nominated works, if they were reported ghost writing, violating relevant rules of this competition, or being awarded in other competition before, the organizer reserves the right to deprive the awarding qualification

and the whole prizes. (Legal responsibilities such as infringement of the intellectual property rights of others shall be borne by the participants themselves.)

- III. If the entries or nominated works involved violation of copyright, patent rights, etc., and were verdict guilty by the court, the legal responsibilities shall be borne by the participants themselves instead of the organizer. Also, the organizer will deprive the nomination qualification and awards of theirs. Entries are also not allowed to be plagiarized or ghostwriting. Once been found, it will be disqualified participating whatever.
- IV. If the submission of relevant materials and entries is delayed, the qualification will be cancelled.
- V. The organizer will not assist in editing or any processing operations for the submitted entries, and directly submit them to the reviewing committees for review and scoring. All files and documents submitted will not be returned regardless of awarded, and participants are requested to back them up by themselves.
- VI. Based on the fairness principle of the competition, participants are not allowed to change the submitted registration-related materials and entries. Please confirm the correctness of the materials carefully before submitting
- VII. The appropriation of the awarding money is by remittance. The remittance amount is the balance of the awarding money after deducting the relevant handling charge. The certificate of this competition will be sent in the form of an electronic file, and no written certificate will be mailed separately.
- VIII. The collection of registration form for the competition (C001 to identify individuals), including names, phone numbers, E-mail, and name of the instructor, etc., is for the related administrative tasks of organizer to manage name of participants, confirm identity during the competition, contact, and score announcement (such as, prize, name), etc. They are used as a contact for information related to this competition in the future. The organizer will use the personal information of the participants until the purpose of collection accomplished.
- IX. Rights and equity of personal data: Participants may exercise their personal data in accordance with Article 3 of the Personal Data Protection Act to request access to supplement, correct, make copies of their personal data, request to stop collection, processing, use, and request deletion, etc. Please contact the organizer of this competition if participants want to exercise their right.

12. Contact

For further questions and concerns, please contact Chaoyang University of
Technology College of Management :

©Competition Assistants:

Taiwan : 0982-804-904(Miss Wang, Jia-Zhen), star860904@gmail.com

Oversea : 886-916-684-566 (Mr Lian Shao Leon), shaoleonlian95@gmail.com

Assistants of College of Management: Mrs Liu, Li-Ching :886-4-2332-3000 #7543 ◦