About UNICEF

Advocates for and defends children's rights worldwide by upholding the Convention on the Rights of the Child

- The **U**nited **N**at**i**ons **C**hildr**e**n's **F**und

- Established in **1946**

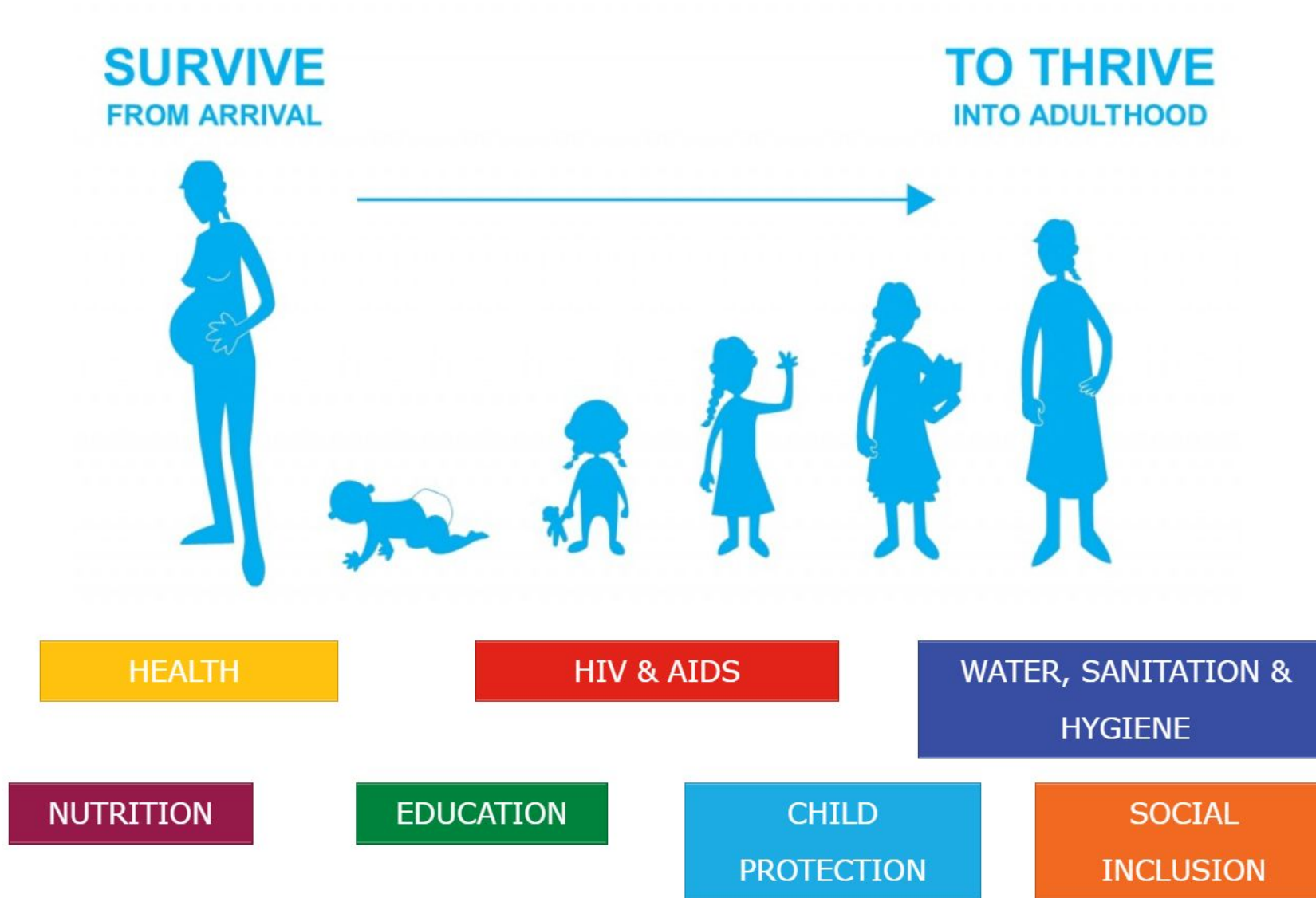- **ONLY UN** agency dedicated to the needs of **children**

About UNICEF

UNICEF has the **global authority** to influence **decision makers** & a range of **partners** at all levels to turn the **most innovative ideas into reality**

- Work across **>190 countries & territories**

- Reach the **most disadvantaged** children & adolescents

- Relies **100%** on **public donation**
  93% goes directly to **serve children**

About UNICEF

About UNICEF HK

UNICEF has the global authority to influence decision makers & a range of partners at all levels to turn the most innovative ideas into reality

- Hong Kong Committee for UNICEF (UNICEF HK)

- Founded in 1986 and was established as a NGO

- Fundraising & Advocacy work

unicef | for every child
HONG KONG

About Innovation Lab

The youth, for the youth

Youth-led, Innovative, Bring Impacts to Children

About UNICEF HK

From Local

About UNICEF HK

To Global

About UNICEF HK

#SayYesToBreastfeeding
歡迎母乳餵哺

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Since Newborn

About UNICEF HK

To Early Childhood

About UNICEF HK

To Adolescence

About UNICEF HK

To YOUTH

What is Y-Innovator! Challenge ?

- **Y-Innovator! Challenge** is a programme of young people creating solutions that will benefit the well-being of children locally and globally.
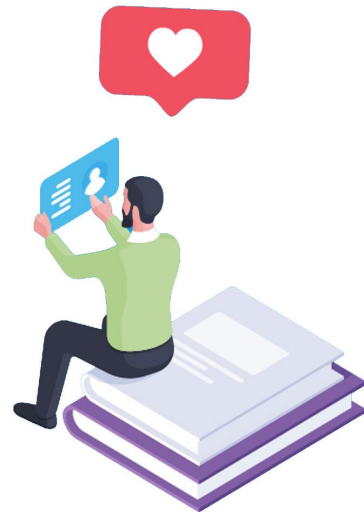
Objectives of Y-Innovator! Challenge

1 **Call for innovative ideas**

Ideas can be further developed & brought into practices

→ *benefit the target communities & make an impact on children*

2 **Raise social awareness**

Deepen understanding on the selected social issues

among the youth

Y-INNOVATOR!
CHALLENGE

Format and Event Schedule

Format and Event Schedule

FIRST STAGE

- **Form into teams** of 3 to 4 members
- Attend **Pre-Bootcamp Orientation (online) and 2-day Bootcamp**
- Crack the case from local or oversea track
- Present your solutions at Pitching Day
- **5-8 BEST teams** from each track will be selected as shortlisted teams

FOR ALL TEAMS

FINAL STAGE

- Receive **Advance training and prototype session**
- Showcase and Final Judging will be rated by **judging panel** and **public votes**
- **The challenge team will be supported by UNICEF HK** on engaging partners on adopting the solutions after the programme

FOR SHORTLISTED TEAMS

Applicants Criteria

☑ **Full time tertiary** students aged **18 – 24**

☑ Team-based (**3-4 members** as a team); Individual registration is also welcomed *individuals will be formed into teams before the Boot Camp*

Y-INNOVATOR! CHALLENGE

Case Topics

Topic 1

Overseas

Child Online Protection in Pacific Islands

Topic 2

Local

Digital Inequality under COVID-19 in Hong Kong

Note: Overseas teams will have a chance to *partner with youth from Pacific Islands*

Y-INNOVATOR! CHALLENGE

Topic 1 — Overseas

Child Online Protection in Pacific Islands

WHERE?
14 countries in Pacific Islands
(e.g. Fiji, Vanuatu)

Child Online Protection in Pacific Islands

WHO?

home to 2.3 million people, including 1.2 million children and youth

Child Online Protection in Pacific Islands

Situation

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- Installation and activation of **two major fibre optics cables** in <u>2017</u> (together with the expansion of 4G satellite networks)

- **Majorities** has had high-speed Internet Access & can afford broadband

- Access to the Internet has created **new opportunities** for children

- A significant increase in **exposure to online risks**

- Children's **offline lives** are increasingly shifting **online**

Child Online Protection in Pacific Islands

Problem

- Children routinely cited exposure to **cyber-bullying**, **phishing**, **hacking** and encountering **sexual content** online

- The **most common direct victimization** across countries :

  "HACKING"

  – Hacking of primarily **Facebook accounts**

  – **Non-consensual sharing** of **personal content** (e.g. sexual images & videos) taken within a school group / amongst friends

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Child Online Protection in Pacific Islands

Contact

Participating in risky communication or under persuasion

Content

Exposing to unwelcome and inappropriate content

Conduct

Online bullying, or creating racism or bias contents
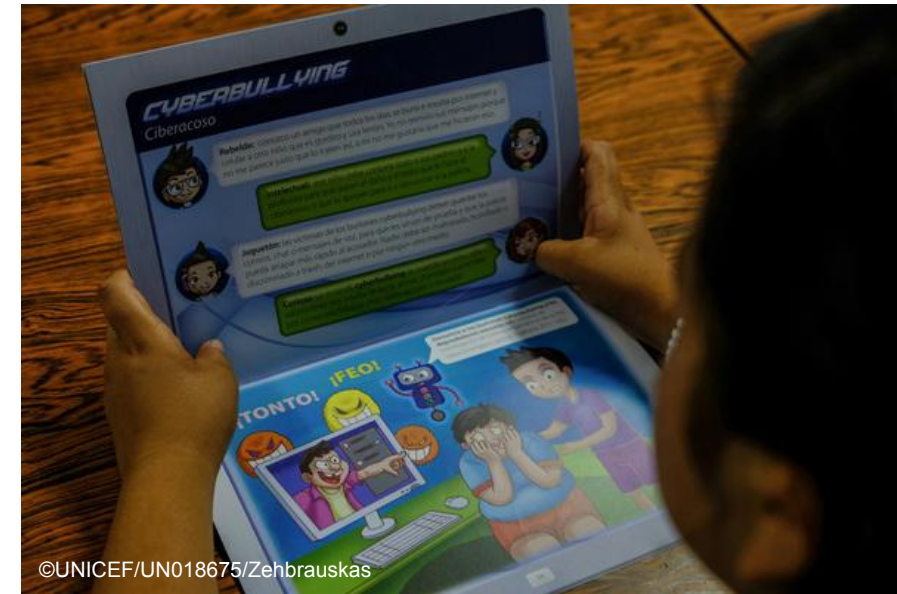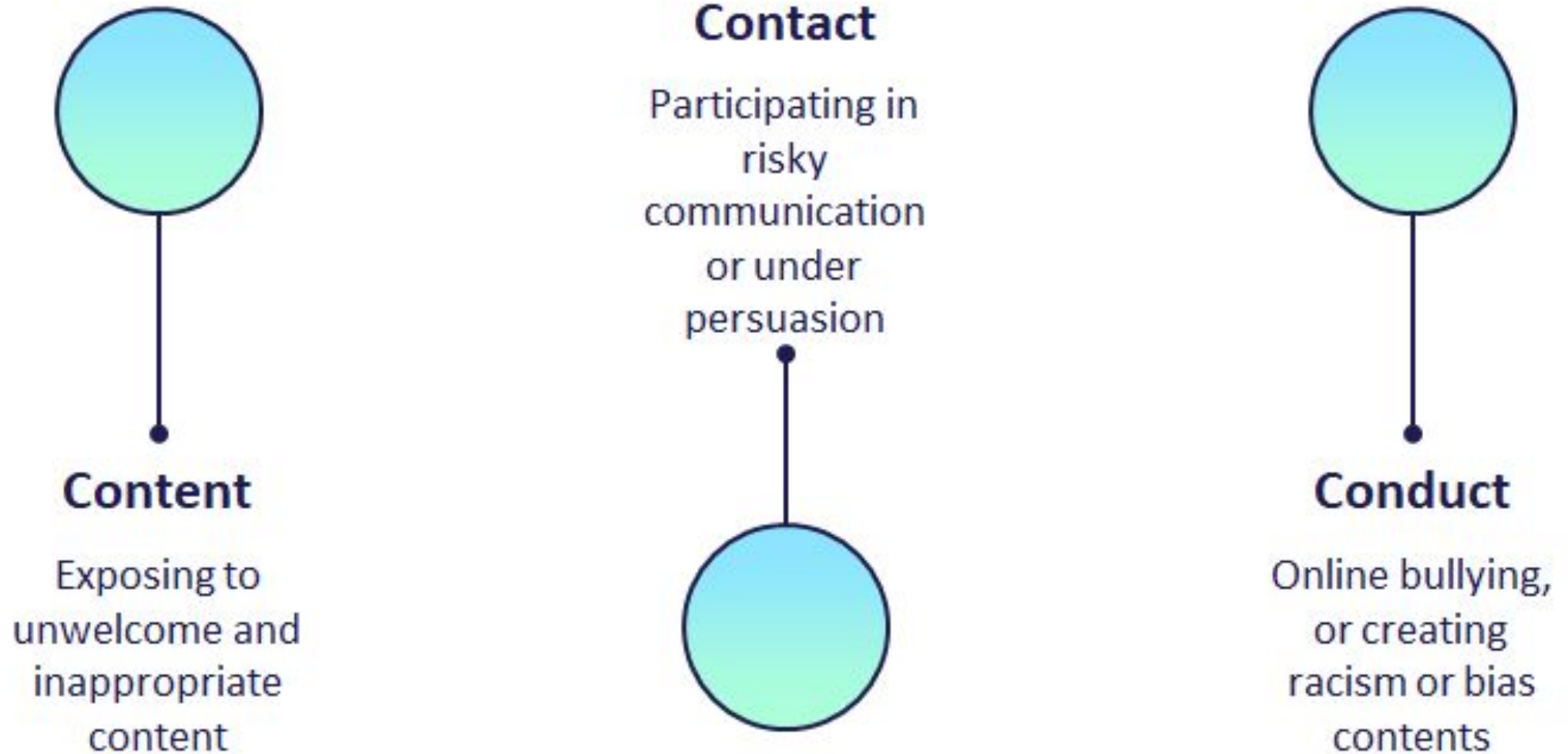
Child Online Protection in Pacific Islands

Some other major concerns

- **Under-reporting**

- **Low awareness** (e.g. set password as "password")

- **Blame the victim**

- **Low degree of peer support**

- **Incapability of parents**

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Topic 2 — Local

Digital Inequality under COVID-19 in Hong Kong

World:

- **Youth** (ages 15-24) is the **most connected age group**

- **71%** are **online** compared with **48%** of the **total population**

- The **underaged** accounted for **~ 1/3 internet users** around the globe

HK:

- **94.1% household** are connected to internet at home

- **88.3% individual** aged 10 and over had knowledge of using PC

Digital Inequality under COVID-19 in HK

- **Connectivity** can be a **game changer** to help children:

  – **Fulfil** their **potential**

  – **Break** intergenerational cycles of **poverty**

  → Becoming the **new dividing line**

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- Digital divides go beyond the question of **access** (e.g. mobile phones rather than computer may get only a second-best online experience)

Digital Inequality under COVID-19 in HK

- **Computing support** and **subsidies** for **less-privileged children**:

  – The Community Care Funds offers **subsidies** to students from low-income countries to **buy computers**

  – The Hong Kong Jockey Club gave out **100,000** high-speed **mobile data SIM cards** to students in need

Digital Inequality under COVID-19 in HK

E-Learning as a **Double-Edged Sword**

Pros:

- Increase student **motivation** (Learning now is more fun and relatable)

- The **volume of open education resources** increased significantly

Cons:

- What's **wrong with education** cannot be fixed with technology

- **Content quality** can vary significantly

** A study in UK - **banning mobiles phones** had a **+ive effect** on students' **test score**

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Digital Inequality under COVID-19 in HK

Educational level

- **Higher** educational level users perform **productively** e.g. e-banking
- **Lower** educational level users **limit** to **entertainment**

Devices used

- Low-income families tend to use **mobiles** for **E-access**
- Phone **can't substitute computers** — **Function**
- **Bad** Online **experience** with **mobiles** (e.g. Different user interface)

Cultural background

- Children from **non-ENG / CHI background** can have **difficulty in access**
- Though Google is widely available, it still makes the **experience unpleasant**

Bootcamp rundown

Rundown	Day 1 (31/10)	Day 2 (1/11)
Morning & Afternoon	**Opening: Programme Overview, Introduction to UNICEF and Innovation Lab**	**Workshop 3: Listening and Interview Skills**
	Workshop 1: Social Innovation & Sustainable Design	**Case Interview Corners** & Group Work
	Workshop 2: Case Analysis & Problem-Solving	**Mentoring Session**
	Case Presentation: Local & Global Track	**Workshop 4: Presentation Skills & Elevator Pitches**
	Group Work	Group Work & **Resource Corners**
Evening	**Networking Mixer (for participants come in person)**	**Closing: Next Steps**
The full rundown of bootcamp will be released on pre-bootcamp workshop.		

Bootcamp Programme

- **Duration: 31 Oct - 1 Nov (Sat – Sun)**

- **Venue: Y Studio, Youth Square**

- **Format: day camp with**
  - Workshops
  - Case study
  - Group Work
  - Mentorship
  - Networking/Idea-jamming sessions

- **Speaker/Guest engagement**
  - Professional speakers
  - Representative from UNICEF field office
  - Experts in the subject matters
  - Consultancies

Y-INNOVATOR! CHALLENGE

Judging Panel & Criteria

Pitching Day
1. Representative(s) from UNICEF HK
2. Representative(s) from UNICEF Pacific Multi Country Office
3. Industry experts

Final Judging
1. Representative(s) from UNICEF HK
2. Representative(s) from UNICEF Pacific Multi Country Office
3. Local expert(s) for the subject matter
4. Corporate Partners
5. Industry expert(s)

Criteria
- ❏ Understanding of problem (25%)
- ❏ Innovation (25%)
- ❏ Social Impact (25%)
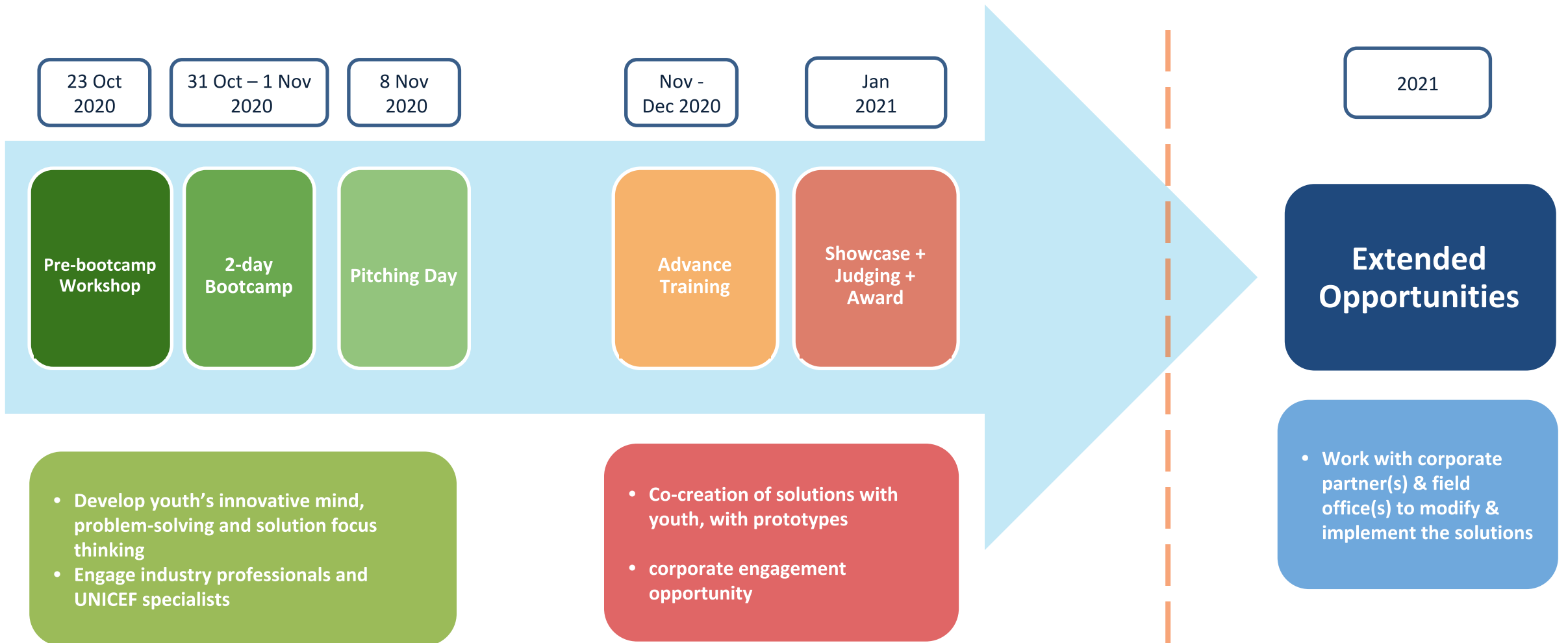- ❏ Feasibility & Sustainability (15%)
- ❏ Presentation (10%)

Y-INNOVATOR! CHALLENGE

Awards

Awards	Prizes	Quota
Champion	HKD **$5,000** cash prize, Trophy & Certificate	1 team in **each track**
Merit Award	HKD **$2,500** cash prize, Trophy & Certificate	2 team in **each track**
Most Popular Award	Trophy & Certificate	1 team in **each track**

- **Certificates of Participation** will be provided to all participants who completed the first stage of the challenge, including Pre-bootcamp Workshop, Bootcamp and Pitching Day.

Language

- Conducted in English with Cantonese supplement

Y-INNOVATOR! CHALLENGE

Quick Summary of Y-Innovator! Challenge Timeline

23 Oct 2020	31 Oct – 1 Nov 2020	8 Nov 2020	Nov - Dec 2020	Jan 2021	2021
Pre-bootcamp Workshop	2-day Bootcamp	Pitching Day	Advance Training	Showcase + Judging + Award	Extended Opportunities

- Develop youth's innovative mind, problem-solving and solution focus thinking
- Engage industry professionals and UNICEF specialists

- Co-creation of solutions with youth, with prototypes
- corporate engagement opportunity

- Work with corporate partner(s) & field office(s) to modify & implement the solutions

Quick Summary

Recruitment
- Youth aged 18 – 24, full time tertiary students
- Team-based (3-4 members a team) / Individual registration will be formed into teams before Boot Camp
- 20 teams in total, on a first-come-first-served basis

Bootcamp
- 2-day bootcamp on design thinking, skills for presentation and pitching

Shortlisting
- ~5-8 teams from each track will be shortlisted to the final judging and showcase

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