

## HKBN Talent CSI Fund Year 2021 – 2023 Zero to Hero Fund Application Guideline

### Application Timeline

Stage	Date and time	Details
Open for application	From 15 June 2021 to 30 July 2021 at 5:00 p.m.	<ul style="list-style-type: none"> <li>Click here to download the application form and email the completed form to: <a href="mailto:info@csifund.org">info@csifund.org</a></li> </ul>
Online briefing session	29 June 2021	<ul style="list-style-type: none"> <li>Stay tuned to the latest announcement on the website</li> </ul>
Interview with shortlisted applicant organisations and arrange site visits	From June to July 2021	<ul style="list-style-type: none"> <li>We will conduct the selection process upon receiving the applications, and may contact applicant organisations for project details</li> </ul>
Announcement of application results	On or before 27 August 2021	<ul style="list-style-type: none"> <li>All applicant organisations which applied will be notified of the results by email. Don't forget to check your junk mailbox as well!</li> </ul>

### Eligibility

Application is open for Social Profit Organisations that create social benefits and value, including but not limited to non-profit organisations, charities and social enterprises. Do note we accept only organisation applications – not individual ones!

### **Note for application**

1. Please read the Fund's background and application guideline (<https://www.csifund.org/en/zerotoherofund>) in detail before completing the application form.
2. The proposal can be written in either English or Chinese and in bullet points.
3. Send the completed application form to the designated email address of the Fund ([info@csifund.org](mailto:info@csifund.org)) within the application period. Submissions via other channels or late submissions will not be considered.
4. Applicant organisations may attach supplementary information where necessary. Such information should be no more than 10 pages in length, using a minimum of 10pt font size, and submit together with the application form.
5. There is no limit to the number of applications that can be submitted by each organisation. However, the design and execution of each proposed project must differ significantly from one another.

### **Application results**

The Fund will inform the applicant organisations of the results by email on or before 27 August 2021.

### **Project implementation and duration**

The selected organisation must confirm whether to accept the offer within one week upon receiving the notice. Upon confirmation, the selected organisation will become the Co-organiser of the project and must kick-start the project on 20 September 2021 and complete it by 31 August 2023.

### **Inquiry**

If you have any questions, please feel free to email us at [info@csifund.org](mailto:info@csifund.org).

**HKBN Talent CSI Fund**  
**Year 2021 – 2023 Zero to Hero Fund**  
**Application Form**

<b>I. Applicant Organisation Information</b>	
Name of Organisation: (CHI) (ENG)	
Address of Organisation: (CHI) (ENG)	
Website or other social media platform link of the organisation (If applicable):	
Organisation Background (Multiple options allowed): <input type="checkbox"/> Registered as an approved charitable institution or trust of a public character under Section 88 of the Inland Revenue Ordinance <input type="checkbox"/> Subvented by Social Welfare Department <input type="checkbox"/> Member of the Hong Kong Council of Social Service <input type="checkbox"/> Social Enterprise <input type="checkbox"/> Registered under other ordinance (Please specify: ) <input type="checkbox"/> Others (Please specify: )	
Name of contact person:	Title of contact person:
Correspondence address: (CHI) (ENG)	
Office Number:	E-mail :

II. Basic Information of the Project
Name of the project:
Project's start and end date: (DD/MM/YYYY) to (DD/MM/YYYY)
Total amount of funding applied (must align with the total amount filled in Part VIII): HK\$
Is it a new project: <input type="checkbox"/> Yes <input type="checkbox"/> No (please mention the kick off date and the project's current progress: )
Is it currently / has been supported by other funding: <input type="checkbox"/> Yes (please indicate the source of funding: ) <input type="checkbox"/> No
Which of the following youth skills will be enhanced via the project (multiple options allowed): <input type="checkbox"/> Work skills <input type="checkbox"/> Resilience <input type="checkbox"/> technological capabilities
Age range of beneficiaries (Must be youths aged 6 to 29 who are holding a valid HKID):
Expected number of beneficiaries:

### III. Project Content

a. Project Vision :

☞ i.e. – Why would you like to initiate this project? What youth issues it is going to solve? What's the best scenario you can imagine for this project?

b. Project Goals (Must elaborate how it can develop the selected youth skill(s))

☞ i.e. – What changes would the project wish to bring to the youths? How can it help improve youths' work skills/ resilience/ technological capabilities ?

c. The project design, content and execution details:

☞ i.e. – Please explain in detail, what kind of new ideas and new methods will be leveraged to achieve the said goals mentioned above.

d. The project timeline and milestones (including the promotion plan):

🌀 i.e. – Please list out the whole execution timeline. Break down into different execution stages, and don't forget to design the best timing for promotions to achieve the biggest IMPACT!

#### IV. Project Innovativeness (30%)

a. Project's innovativeness and originality:

☞ i.e. How creative and breakthrough the project is? What are the brand new elements? It's the best if it is new to the market! How this new idea is better than the traditional ones? We are more than welcome to embrace something NEW!

b. Project's uniqueness compared to others in the market:

☞ i.e. – Any similar projects in the market? If yes, how can the project outstand?

## V. Project Social Impact (30%)

a. Expected social impact (must list out the potential impact on participated youths, other youths and the community at large)

☞ i.e. – How can the project bring benefits to youths? Can it leverage on the impact to influence more youths and the community at large, say raising public awareness on youth issues?

b. Project's Key Performance Indicators (KPI) (Please list out the KPIs of the 1<sup>st</sup> and 2<sup>nd</sup> year respectively)

☞ i.e. – What are the KPIs for the 1<sup>st</sup> and 2<sup>nd</sup> year? KPIs on different aspects are encouraged!

c. Project assessment methods and tools:

☞ i.e. Throughout the whole project, how would you systemically evaluate the said KPIs?



d. Project's sustainability plan and further plans upon end of funding

☞ i.e. – How can the project be sustained after the 2-year subsidy? Any plan in seeking other funding support?

## VI. Project Promotion Strategy (20%)

a. Project's promotion plan and channels (from recruitment of youths to project implementation highlights and promotion of project impact):

☞ i.e. – Please state the whole promotion strategy. What promotion channels/ platforms will you use to attract public attention and why you pick these channels? The more people know about the project the better! (Positively of course!)

b. Project's KPI on promotion (Please list out the KPIs of the 1<sup>st</sup> and 2<sup>nd</sup> year respectively)

☞ i.e. – Please also state the KPIs on promotion, such as the number of reach / number of impression of different promotion channels.

VII. Execution by the Organisation (20%)	
a. Date of establishment :	b. Total number of employees :
c. Organisation background, services in operation and main source of funding:	
d. Project's expected challenges and contingency plan: ☞ i.e. Ever think of the potential difficulties and issues when executing the project? How would your organisation overcome them? Any Plan B in case the issues cannot be resolved?	
e. Experience in youth project management and promotion: ☞ i.e. – Share with us if you have the experience, persuade us if you don't have one!	
f. Experience in innovative project implementation: ☞ i.e. – Share with us any creative projects your organisation has worked on (tell us anything! There is no need to be youth-related)	

g. The organisation's network, resources and synergies expected to be generated:

☞ i.e. What can your existing partners, networks and resources on hand be leveraged on this project? How would it foster youth's learning to further boost the project impact?

h. Project team structure and governance plan:

☞ i.e. Who will be involved in this project? How the structure would be like? Who will be in charge and be held accountable?

### VIII. Expected Expenses

Please state all the necessary expenses clearly, including the event materials, venues, promotions, impact assessment, admin cost etc. Expenses are disbursed on reimbursement basis. Please be reminded that annual expenditure is capped at HK\$1 million, for a period of two years.

Remarks:

☞ i.e. – Please state all project expenses in the respective year clearly and provide quotations or price references when submitting the application form. Expenses not listed below will not be entertained afterwards.

Project Period	Item	Description	Unit Price (HK\$)	Quantity	Amount (HK\$)	Expected Payment Date
Year 2021 – 2022						

Year 2021-2022 estimated expenses (HK\$):						
Project Period	Item	Description	Unit Price (HK\$)	Quantity	Amount (HK\$)	Expected Payment Date
Year 2022 – 2023						
Year 2022-2023 estimated expenses (HK\$):						
Total estimated expenses (HK\$):						

## IX. Declaration of Applying Organization

I / the Organization declare that all information provided herein is true and accurate. I / the Organization (“we” or “us” as the context may require) undertake that if I / anyone of us have/has direct family relationship or interest with the Target Beneficiary and/or the related organizations or vendors, I/we will disclose in advance (please attach the details and state). I/We understand and agree that if any fraudulent, inaccurate information provided or any significant information withheld by me/us on purpose, the application herein will become void immediately and any grant approved will be withheld and I/we must refund any granted payment to the Fund. I/We also understand and accept that the Fund reserves the right to take legal action arising from the above misconduct by me/us.

☐ I/We have read and agreed to the content as stated in the “Personal Information Collection Statement” (Appendix 1).

☐ I/We DO NOT WISH to receive HKBN Talents CSI Fund and the related organisations or companies’ activities, products and services information, including but not limited to, our latest offers, gifts, discounts, benefits and related information

Applicant organisation representative’s signature and chop

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Name of the Signatory:

Title of the Signatory:

Date:

(Appendix 1)

## **HKBN Talent CSI Fund Personal Data & Privacy Policy Statement**

### **1. HKBN Talent CSI Fund HKBN Group ("Fund")**

Personal data collect and hold subscriber's personal data in accordance with our privacy policy statement. Personal data collected and held by us may be used by us for:-

- (a) Following up and processing your application for our services;
- (b) Enabling the provision of our services to you;
- (c) Conducting identity verification at the time of your application for our services;
- (d) Processing of fund granting, payment instructions or collection of outstanding amounts from you in relation to the provision of our services;
- (e) Marketing of the activities, products and services;
- (f) Any purposes ancillary or incidental to the operation or administration of our Fund's promotions or the like;
- (g) Marketing of the activities, products and services of our business partners;
- (h) Designing our services for you;
- (i) Conducting research or surveys;
- (j) Following up and handling your complaints and enquiries;
- (k) Sending you newsletters, promotions and offers;
- (l) Making such disclosures as required by applicable laws, rules and regulations;
- (m) Any other purposes as may be separately notified to or agreed with you, including the purposes stated in any special terms and conditions, other terms and conditions and application for the supply of specific goods and services; and
- (n) Any other purposes directly related to the purpose for which the personal data were originally collected.

2. We will not transfer your personal data to third parties except for the specific classes of data transferees listed in this paragraph. Personal data collected and held by us will be kept confidential, but where disclosure is necessary for us to (1) comply with any statutory or legal obligations or

requirements, or (2) provide our services to you, or (3) carry out the original purpose, or a directly related purpose specified above, for which the personal data were collected, those data may be provided to the following parties (whether within or outside Hong Kong):

- (a) Competent court of law, law enforcement agencies, governmental, statutory or regulatory authorities, institutions or organizations;
- (b) Our subsidiaries, associated and/or related company(ies) engaging in the provision of our services (or any part thereof); (c) Banks, financial institutions, credit card issuing companies, debt collection agencies, telecommunications service operators, data hosting service providers, cloud service providers and other service providers involved in the sale, administration, promotion or provision of the Services (or any part thereof)
- (d) Any person who is acting for or on behalf of or jointly with us;
- (e) Any other person or company who is under a duty of confidentiality to us provided he/she is able to prove the right to the data;
- (f) Our dealers, agents, contractors, suppliers, other telecommunication information service providers and content providers and professional advisers;
- (g) Our partners in joint promotional activities; and
- (h) Persons who may be entitled to disclosure under circumstances described in Part VIII of the Personal Data (Privacy) Ordinance (Cap. 486) ("PDPO") (meaning personal data exempt from Data Protection Principal 3 of the PDPO).

### 3. Direct Marketing on our Fund's Products and Services and our business partners

Apart from the above purposes, we also intend to use your name and contact details including the e-mail address(es), service phone number(s) for the services subscribed and phone number(s) and address(es) made known to us for direct marketing of our activities, products and services including but not limited to our latest offers, gifts, discounts, benefits, information relating to our Fund and the following products and services of our business partners: consumer products and services; shopping and dining; living, leisure and entertainment, recreation; financial, investment, banking and credit cards; transportation and travel; education; telecommunications; and non-profitable services including solicitation of donations sought by charitable organizations. We may not so use your personal data for direct marketing unless we have received your consent. Your consent may be communicated to us at the time

when you provide such information to us. You acknowledge that telephone calls with our staff may be recorded and used as evidence by us. You may also write to us at the address or email in paragraph 4 below if you wish to withdraw any consent given to us.

4. You have the right to request access to and the correction of your personal data held by us. If you wish to exercise such rights or if you have any query in relation to this statement, please contact us via e-mail: [info@csifund.org](mailto:info@csifund.org)