

Economic Infographic Challenge (2024/25)

Details of the Activity

The Activity is organised by the Education Bureau (EDB), co-organised by Business School of the Chinese University of Hong Kong, Department of Industrial and System Engineering of the Hong Kong Polytechnic University and Hong Kong Association for Economics Education. It aims to develop students' data literacy, to enhance their ability to read and apply economic infographics, and to deepen their understanding of the application of economic concepts to business and technology.

Rules for the Activity

1. **Target participants:** Secondary 4 to Secondary 6 students studying Economics.
2. **Format of the Activity:** The activity is divided into Challenge 1 and Challenge 2. (Students can participate in Challenge 1 and Challenge 2 at the same time.)
 - (a) **Challenge 1:**
 - Students join the challenge **individually**.
 - Students should watch the short videos provided by the EDB and answer related questions online on or before **28 March 2025 (Friday)**.
 - Students who attain a correct score of 50% or higher will be awarded an **e-certificate** of “**Attainment**”, and students who attain 90% or higher will be awarded an **e-certificate** of “**Excellence**”.
 - There is **no upper limit** on the number of participants per school.
 - (b) **Challenge 2:**
 - Students can join the competition **individually** or **form a team of 2 to 3 students**. Each team should submit **ONE** infographic only. (Note: Students are encouraged to form teams with members studying BAFS and/or STEM related subjects.)
 - Each school can only nominate a **maximum of 3 teams**.
 - All infographics should be **submitted through schools**.
- (i) **Competition Rundown of Challenge 2**
The competition comprises two stages
Stage 1:
 - Each group of participants should submit ONE infographic on **economic-related topics** or **applying economic concepts to business and technology themes**.
 - Theme: Participants can **freely choose the theme**.

Examples of theme:	1. The economy of our country and Hong Kong (e.g. The economic development of our country and Hong Kong in recent years, the public finance of Hong Kong, market structure of different industries, the economic and industrial structure of cities in the Guangdong-Hong Kong-Macao Greater Bay Area)
	2. Applying economic concepts to business and technology* Business aspect: Analysing how a company's business model creates value/ revenue for the company. Technology aspect: Exploring how data utilisation of the company's application (App)/ digital platform helps the company's operation.
	3. Other self-selected themes (e.g. themes of past Nobel Economics Prize winners, [e.g. the banking system and financial crisis (2022), gender income disparity (2023)], and innovative technology economy)

(*Students can **compete for the “Economics X Business X Technology” Theme Award** if the theme of their infographic is related to the application of economic concepts to business and technology.)

- Language: Chinese or English
- Format: The work should be limited to **1 page of A3-size paper** and submitted in **PDF** format.
- After the assessment, outstanding teams can enter the presentation competition in Stage 2.

Stage 2:

- Each team will have 8 minutes to present their design and respond to the questions about the content and presentation of their infographics from the judges.
- The prize-giving ceremony will begin immediately after the presentation competition.

(ii) Rules and Regulations of Challenge 2:

- All entries should be original and have not been publicised.
- Late submission will not be considered.
- Participants need to ensure that contents of the entries do not infringe any copyright or intellectual property rights. (Please refer to the relevant ordinances). The EDB will not be accountable for any legal liability arising from infringement of copyright or intellectual property rights.
- All entries must not contain materials that violate the laws of the Hong Kong Special Administrative Region or contents of obscenity, violence or indecency. The EDB reserves the right not to accept any entries which are inappropriate or inconsistent with the themes and requirements of the competition.
- All entries must not be modified after submission.
- Once an entry is submitted, consent is automatically given by the school and student(s) concerned to publish the entry and related information on the webpage of the EDB, or for other promotional purposes. The school and student(s) shall understand and agree to grant and assign exclusively to the EDB all the copyrights of the submitted entries. The EDB reserves the right to translate, copy, publish, edit and use all or part of the contents of the entries without the prior consent of the participating schools and students.
- All decisions made by the EDB for the competition are final and binding.
- The EDB reserves the right to interpret and modify the rules and all other arrangements of the competition.

(iii) Judging criteria of Challenge 2 (Economic-related topics):

Criteria	Percentage
Stage 1	
A. Economic concepts and data application <ul style="list-style-type: none"> ● Accurate application of economic concepts / theoretical analysis ● Accurate data analysis 	20%
B. Organisation and presentation <ul style="list-style-type: none"> ● Able to organise the content clearly and systematically ● Clear and accurate presentation of data and diagrams 	20%
C. Creativity <ul style="list-style-type: none"> ● Creativity and originality of content and theme ● Visual aesthetics, creativity and playfulness of expression 	20%

Stage 2	
D. Presentation <ul style="list-style-type: none"> • Can clearly and accurately express the content of the work and respond to questions • Vivid reporting methods 	40%

Judging criteria of Challenge 2 (Themes on applying economic concepts to business and technology):

Criteria	Percentage
Stage 1	
A. Concepts and data application <ul style="list-style-type: none"> • Economic Analysis (40%) • Business Analysis (30%) • Technological Analysis (30%) 	20%
B. Organisation and presentation <ul style="list-style-type: none"> • Able to organise the content clearly and systematically • Clear and accurate presentation of data and diagrams 	20%
C. Creativity <ul style="list-style-type: none"> • Creativity and originality of content and theme • Visual aesthetics, creativity and playfulness of expression 	20%
Stage 2	
D. Presentation <ul style="list-style-type: none"> • Can clearly and accurately express the content of the work and respond to questions • Vivid reporting methods 	40%

(i) Awards and Prizes:

There are champion, first runner-up, second runner-up, merit awards, appreciation awards and “Economics X Business X Technology” Theme Award in the “Economic Infographic Design and Presentation Competition”. The winning entries will be uploaded to the website of the Education Bureau as appreciation. Prizes to be awarded to each winning team are as follows:

Awards	Quantity	Prizes
Champion	1	The team will be awarded a HK\$1,200 book coupon, each student will be awarded a certificate, the school will be awarded a trophy
1 st runner-up	1	The team will be awarded a HK\$900 book coupon, each student will be awarded a certificate, the school will be awarded a trophy
2 nd runner-up	1	The team will be awarded a HK\$600 book coupon, each student will be awarded a certificate, the school will be awarded a trophy
Merit	Not more than 7	Each team will be awarded a HK\$150 book coupon, each student will be awarded a certificate
Appreciation Award	Not more than 10	Each student will be awarded a certificate and a gift.
“Economics X Business X Technology” Theme Award	2	Each team will be awarded a HK\$500 book coupon, each student will be awarded a certificate, each school will be awarded a trophy.

(Note: Participation certificates will also be issued to teams that cannot enter Stage 2.)

(c) Timeline of the Activity:

Dates	Important events
Challenge 1	
20 January to 28 February 2025	Application period of Challenge 1
28 March 2025	Completion of Challenge 1
Challenge 2 – Stage 1	
20 January to 28 March 2025	Application period of Challenge 2
25 April 2025	Deadline for submission
25 April to end of May 2025	Assessment for infographics that can be shortlisted for the presentation competition in Stage 2
Challenge 2 – Stage 2	
5 July 2025 (tentative)	Presentation and Prize-giving ceremony

Remarks:

1. Previous year's award-winning works have been uploaded to the EDB [e-gallery website](#).
2. Details of the activity are subject to change without further notice. Please pay attention to the latest news released on the [activity website](#).

