

Return to Nature – Love Living On

Green Burial Logo Design Competition

Aim: In recent years, the Government has encouraged the public to choose green burial, such as scattering ashes in memorial gardens or at sea, as to permanently connect with nature at the last mile of life and to leave a better world for future generations. Everyone will experience birth, old, illness and death, therefore advanced planning of after-death arrangements and sharing wish of green burial with your family is love and care to the family and nature. *“Return to Nature – Love Living On” Green Burial Logo Design Competition* is held by the Food and Environmental Hygiene Department (“FEHD”). This competition aims to bring out the creative expression of the students to gain their knowledge on the concept of the green burial and its related facilities and services available in Hong Kong. Please visit our thematic website (<https://www.greenburial.gov.hk/en/home/index.html>) to know more information about “Green Burial”.

**(1) Entrant
Categories and
Eligibility:**

Entrants should be current, full-time secondary school students or tertiary institution students in Hong Kong. The entrant could join the competition as an individual ONLY.

Entrant categories:

- (i) Tertiary institutions (Full-time)
- (ii) Secondary schools (Full-time)

**(2) Theme of
Entries:**

There are no restrictions on the design content and conceptual presentation of the logo, only the logo must contain the message and concept of promoting "Green Burial". This will enhance the image and visibility of the FEHD, hoping to promote the service and concept of green burial to the public and deepen their understanding of after death arrangement services. Entrants should browse the green burial thematic website to fully understand the information and concepts about green burial before design the logo.

**(3) Format of
Entries:**

- (i) Logo could be produced in hand-drawn form or computer.
- (ii) The work must be a graphic design.
- (iii) Ensure that the logo remains legible and intact at different sizes (e.g. business cards, website icons, posters, etc.). Provide a high resolution (300 DPI or above) version for print use. It is mandatory to use 1:1 or 4:3 ratio, which is easier to apply on various media.
- (iv) Participants only need to submit JPG/PNG format file and the file size should not exceed 10 MB. (After the announcement of results,

FEHD might ask award winners to provide uncompressed original version of the works, to facilitate needs of publishing and exhibition).

- (v) A brief description of not more than 100 words (in Chinese) or 150 words (in English) should be included to introduce the theme of logo design stated in the application form (Annex 1).
- (vi) Entrants must apply for the competition on their personal behalf. The entry, in its entirety, must be a single work of original material taken by the entrant, and not published before.

(4) Deadline of submission: **24 January 2025 (Friday)**

(5) Submission of Entries: Please e-mail the **JPEG/PNG file** of the photo work and the application form in **WORD file** to greenburial@fehd.gov.hk. The entrant's name should be stated in the file name, while the subject field of the e-mail should indicate "Return to Nature – Love Living On" *Green Burial Logo Design Competition* and the Category enrolled in.

Notes :

- (i) The elements used by entrant in their works must be licensed and used legally, and may be used for publication, reproduction, and printing.
- (ii) Entrants must submit their entries on or before the deadline, i.e. **24 January 2025**.
- (iii) Each entrant can submit only **ONE** entry, or he/she will be disqualified, and all other entries submitted by him/her will become void.
- (iv) Submitted entries cannot be exchanged or modified.
- (v) Entries must be original and not plagiarized. Otherwise, entrants are responsible for all possible copyright and other legal liabilities; FEHD reserves the right to disqualify the entrant and recover the prize in case of non-compliance.
- (vi) If a participant's entry is selected as the FEHD Green Burial Logo, the FEHD has the right to modify the entry and make other modifications in terms of color, size, shape, resolution, etc. and to develop different versions.
- (vii) Non-compliant entries will be disqualified without prior notice.
- (viii) Entrants must provide all the required information in the application form (Annex 1), or they will be disqualified.
- (ix) FEHD reserves the right to make the final decision on all competition activities, including the interpretation, change,

cancellation or suspension of the terms and conditions, prizes and other arrangements of this activity without prior notice.

- (x) FEHD has the right to request entrants to provide the original entries or part of their entries for assessment and promotion purposes. If entrants fail or refuse to submit the relevant original entries, FEHD reserves the right to disqualify the entrants concerned.

**(6) Judging
Criteria:**

- (1) Content and Idea: Capable of promoting “Green Burial” and addressing the theme of the logo (50%)
- (2) Design and Creativity: Creative concept and originality (30%)
- (3) Artistic Sense and Skills: Composition, colour expression and visual effects (20%)

**(7) Prizes and
Awards:**

Each category offers a Champion, a 1st Runner-up, a 2nd Runner-up and 5 Merit awards.

Champion: Gift coupons with a value of HK\$ 5,000 and an award;

1st Runner-up: Gift coupons with a value of HK\$ 3,000 and an award;

2nd Runner-up: Gift coupons with a value of HK\$ 2,000 and an award;

Merit awards: A gift with a value of HK\$500 and a certificate

Submitted entries may be used for production of publicity materials or may be uploaded to the “*Green Burial*” thematic website.

**(8) Terms and
Conditions:**

- (i) All persons involved in organizing and Judging Panel of the Competition, as well as their immediate family members, are not eligible for joining the Competition.
- (ii) The competition is only open to Hong Kong full-time students in secondary schools and tertiary institutions. FEHD will require entrants to provide valid identification documents for verification. Those failing to provide sufficient personal information may be disqualified.
- (iii) Entrants are required to comply with the relevant copyright laws. All entries should be original work of entrant without infringement of the intellectual property rights of others. Entrants will be disqualified and withdraw the awards in case of plagiarism and liable for any infringement of intellectual property rights.
- (iv) Ensure that the entries remain clear and complete at all size.
- (v) FEHD reserves the right to replace any award at any time without prior notice. All the gift voucher cannot be exchanged to cash, and must be used at the designated stores and are subject to the terms and conditions listed the designated stores. FEHD will not

assume any liability for these terms and conditions, as well as the quality of the products. If winners lose, damage, or have their voucher stolen after receiving the prizes, FEHD will not provide compensation.

- (vi) FEHD will not hold liable for any delays, losses, errors, unidentified difficulties, or damages to the uploaded/ registered information due to technical reasons such as computers or the internet, nor will applicant/ team be able to raise objections.
- (vii) Entries shall not contain any commercial promotion.
- (viii) Entries shall not have been published publicly or adopted by other organization
- (ix) Submitted entries must not contain obscenity, abusive language, violence, politics, defamatory content, etc. otherwise they will be disqualified.
- (x) The elements used in the entries must be authorized and used legally. Once the entry is submitted, changed or modified of the entry is not allowed.
- (xi) The copyright in all submitted entries shall vest in the FEHD absolutely, including using, modifying, copying, and publishing the submitted entries in the “Green Burial Thematic Website”, or distributing them to any media for publicity or education purposes, without remuneration or other notice.
- (xii) Entrants must agree that FEHD has the intellectual property rights of the submitted entries, which can be put it into production and distributed, displayed or published on any occasion as (but not limited to) the promotion of FEHD’s activities.
- (xiii) The results decided by the Panel of Judges shall be final. Entrants shall abide by the decisions of the Panel of Judges and shall not raise objection to the results.
- (xiv) No submitted entries and materials shall be returned.
- (xv) FEHD reserves the rights to interpret and revise the regulations of the competition and all other terms and conditions without prior notice. In case of disputes, FEHD reserves the right of final decision.
- (xvi) The personal information is provided by entrants voluntarily and will only be used for relevant activities organized by FEHD. The information will be provided to relevant staff for application processing, contact and other relevant purposes only.
- (xvii) The submission of entries to FEHD by entrants implies their consent to compliance with all the rules. FEHD reserves the right to cancel its participation and award-winning qualifications at any time without prior notice.

(9) Announcement of Results: The results will be announced on FEHD's "*Green Burial*" thematic website (<https://www.greenburial.gov.hk/en/home/index.html>) in March 2025. All winners will be notified of the prize arrangement in writing separately.

(10) Enquiries : For enquiries, please contact the Administration and Development Special Duties Team of the FEHD (Tel no.: 2562 7130).