

**2009 HONG KONG AWARDS FOR INDUSTRIES: INNOVATION & CREATIVITY
MARKING SCHEME**

Name of Participating Company: _____ Ref: _____

Name of Assessor: _____ Date of Assessment: _____

1. CREATIVITY – DESIGN, DEVELOPMENT AND PERFORMANCE 30 points

This section examines the approach the company uses to design, develop and apply the innovative concept and creativity into business.

1.1. Design of products / services (Total 10 points)

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|--|------------------------------------|
| 1.1.1 Originality of the new business concept. | (0=poor ; 10 = excellent) |
| 1.1.2 Unique features of the new products or services. | |
| 1.1.3 Breakthrough over current products or services. | |
| 1.1.4 Efficiency of prior research & development. | |
| 1.1.5 Advantage over competitors. | Sub-total : _____ out of 10 points |

1.2. Development (Total 10 points)

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|--|------------------------------------|
| 1.2.1 Ability to develop new ideas into strategies and action. | (0=poor ; 10 = excellent) |
| 1.2.2 Use of technologies and/or management systems that are new to the company. | |
| 1.2.3 Development of the new business model. | |
| 1.2.4 Value creation for all key stakeholders. | |
| 1.2.5 Potential for continual innovation. | Sub-total : _____ out of 10 points |

1.3. Performance (Total 10 points)

- | | |
|---|------------------------------------|
| 1.3.1 Significant improvements over present processes/procedures. | (0=poor ; 10 = excellent) |
| 1.3.2 Timely & efficient delivery of the new products/services. | |
| 1.3.3 Ability to deliver new ideas to clients. | |
| 1.3.4 Relevance to customer requirements. | |
| 1.3.5 Capability of process management to ensure operational performance. | Sub-total : _____ out of 10 points |

2. CORPORATE POLICY AND PLANNING 20 points

This category examines how the company set strategic directions to pursue growth through innovation and to establish and maintain an innovative culture.

2.1. Corporate Leadership and Strategy (Total 10 points)

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|---|------------------------------------|
| 2.1.1 Vision & values towards innovation. | (0=poor ; 10 = excellent) |
| 2.1.2 Ability to understand the competitive environment so as to detach & reduce competitive threats. | |
| 2.1.3 Ability to identify market requirements & customer expectations. | |
| 2.1.4 Ability to position company as innovative market leader or niche provider. | |
| 2.1.5 Senior executives' involvement & leadership in creating & reinforcing value toward innovation. | Sub-total : _____ out of 10 points |

2.2. Culture of Innovation (Total 10 points)

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|--|------------------------------------|
| 2.2.1 Design of organizational structure to achieve company-wide customer focus & commitment to innovation & creativity. | (0=poor ; 10 = excellent) |
| 2.2.2 Effectiveness of communication & reinforcement of values of innovation. | |
| 2.2.3 Rank & file participation in innovation. | |
| 2.2.4 Reward for innovation. | |
| 2.2.5 Training & human resources development in innovation. | Sub-total : _____ out of 10 points |

3. COMMERCIAL RESULTS AND PROSPECTS **20 points**

The commercial results and prospects category examines the company's performance and improvement in key business area after the introduction of the innovative concepts.

3.1. Commercial Achievements **(Total 10 points)**

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|---|------------------------------------|
| 3.1.1 Ability to identify new customer segments, increase sales, income and market share. | (0=poor ; 10 = excellent) |
| 3.1.2 Cost-effectiveness of investment versus return. | |
| 3.1.3 Performance improvement & overcoming previous weaknesses in key business area. | |
| 3.1.4 Enhancing company image & goodwill | |
| 3.1.5 Other quantitative and/or qualitative achievements | Sub-total : _____ out of 10 points |

3.2. Business Prospects **(Total 10 points)**

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|--|------------------------------------|
| 3.2.1 Financial prospects of innovation. | (0=poor ; 10 = excellent) |
| 3.2.2 Enhancing motivating & organisational dynamics in long-term. | |
| 3.2.3 Capability to maintain sustainable business growth. | |
| 3.2.4 Potential to diversify into other new business areas. | |
| 3.2.5 Ability to maintain long-term competitiveness. | Sub-total : _____ out of 10 points |

4. CONTRIBUTION TO HONG KONG **20 points**

This category examines the social and economic contribution to Hong Kong generated by the introduction of the innovation.

4.1. Benefits to Consumers and Industry **(Total 10 points)**

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|---|------------------------------------|
| 4.1.1 Providing practical benefits to customers and/or fulfilling their latent needs. | (0=poor ; 10 = excellent) |
| 4.1.2 Raising the standard and excellence of the whole industry. | |
| 4.1.3 Encouraging innovative culture & related training within the industry. | |
| 4.1.4 Creating impact on other industries to improve their standards. | |
| 4.1.5 Facilitating new economic activities. | Sub-total : _____ out of 10 points |

4.2. Social Contribution & Capacity Building **(Total 10 points)**

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|--|------------------------------------|
| 4.2.1 Facilitating Hong Kong's companies to benchmark & enhance their competitiveness. | (0=poor ; 10 = excellent) |
| 4.2.2 Creating high-value employment opportunities, and/or enhancing job security and satisfactory. | |
| 4.2.3 Fulfilling the needs of the society and the environment. | |
| 4.2.4 Ability to attract international attention & help the marketing of Hong Kong's products/services overseas. | |
| 4.2.5 Reinforcement of Hong Kong's overall competitiveness. | Sub-total : _____ out of 10 points |

5. Bonus Score **10 points**

5.1 The "WOW" Factor **(Total 10 points)**

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|---|------------------------------------|
| 5.1.1 The "extraordinary" nature of the innovation and creativity which the judges find impressive. | Sub-total : _____ out of 10 points |
|---|------------------------------------|

Judging Panel Remarks: _____

TOTAL SCORE:

Assessed By: _____

Verified By: _____(Consultant)