

**2023-24 HONG KONG AWARDS FOR INDUSTRIES: INNOVATION AND CREATIVITY
MARKING SCHEME**

Name of Participating Company: _____ Ref: _____

Name of Assessor: _____ Date of Assessment: _____

1. CREATIVITY OF NEW BUSINESS CONCEPT	40 points
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This section examines the approach the company uses to design, develop and apply the innovative concept and creativity to business.

1.1. Originality **(Total 10 points)**

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|--|------------------------------------|
| 1.1.1 Unique and creative features of new business concept. | (0=poor ; 10 = excellent) |
| 1.1.2 Invention or significant deviation from traditional product/service. | |
| 1.1.3 Process of idea generation. | |
| 1.1.4 Local contribution in developing/modifying imported concept. | |
| 1.1.5 Patent right or other recognition. | Sub-total : _____ out of 10 points |

1.2. Design Formulation **(Total 10 points)**

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|---|------------------------------------|
| 1.2.1 Ability to identify market needs and to meet customer expectations. | (0=poor ; 10 = excellent) |
| 1.2.2 Effectiveness of communication among team members. | |
| 1.2.3 Breakthrough over current products or services | |
| 1.2.4 Efficiency of prior research and use of market information. | |
| 1.2.5 Potential for continual innovation. | Sub-total : _____ out of 10 points |

1.3. Development **(Total 10 points)**

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|--|------------------------------------|
| 1.3.1 Ability to develop new ideas into strategies and actions. | (0=poor ; 10 = excellent) |
| 1.3.2 Use of technologies and/or management systems that are new to the company or the industry. | |
| 1.3.3 Ability to overcome obstacles. | |
| 1.3.4 Capability of process management to ensure operational performance. | |
| 1.2.5 Value creation for all key stakeholders. | Sub-total : _____ out of 10 points |

1.4. Performance **(Total 10 points)**

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|--|------------------------------------|
| 1.4.1 Significant improvements over present processes in terms of customer experience. | (0=poor ; 10 = excellent) |
| 1.4.2 Timely and efficient delivery of the new products/services. | |
| 1.4.3 Ability to deliver new ideas to customers. | |
| 1.4.4 Practical benefits to customers. | |
| 1.4.5 Advantages over competitors. | Sub-total : _____ out of 10 points |

2. CORPORATE EMPHASIS TOWARDS INNOVATION	10 points
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This category examines how the company sets strategic directions to pursue growth through innovation and to establish and maintain an innovative culture.

2.1. Leadership and Culture **(Total 10 points)**

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|--|------------------------------------|
| 2.1.1 Vision and value towards innovation. | (0=poor ; 10 = excellent) |
| 2.1.2 Ability to position the company as an innovative market leader or a niche provider. | |
| 2.1.3 Senior executives' involvement and leadership in creating and reinforcing value towards innovation | |
| 2.1.4 Resources devoted to encourage a culture of innovation | |
| 2.1.5 Motivation of organisational dynamics in the long term. | Sub-total : _____ out of 10 points |

3. COMMERCIAL VIABILITY **20 points**

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

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

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

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

3.2.1 Financial prospects of innovation.	(0=poor ; 10 = excellent)
3.2.2 Exclusivity and longevity of innovation	
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. IMPACT **20 points**

This category examines the social and economic impact on the industry and community generated by the introduction of the innovation.

4.1. Business Sector **(Total 10 points)**

4.1.1 Identifying new opportunities to fulfill the latent needs of customers.	(0=poor ; 10 = excellent)
4.1.2 Raising the standard and excellence of the whole industry.	
4.1.3 Encouraging innovative culture within the industry.	
4.1.4 Creating positive influence on other industries to improve their standards.	
4.1.5 Potential to facilitate new economic activities.	Sub-total : _____ out of 10 points

4.2. Hong Kong **(Total 10 points)**

4.2.1 Facilitating Hong Kong companies to benchmark and enhance their competitiveness.	(0=poor ; 10 = excellent)
4.2.2 Creating employment opportunities, and/or enhancing job security and satisfaction.	
4.2.3 Fulfilling the needs of the society and environment.	
4.2.4 Ability to attract international attention and 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)**

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

TOTAL SCORE:

Assessed By: _____

Verified By: _____ (Consultant)