

The Chinese University of Hong Kong

The ‘Column of Sustainability’ Design Competition *Call for Entries*

Come Design our New Green Landmark! (Deadline: 8 August 2013)

ABOUT THE COMPETITION

As a socially responsible institution of higher education, CUHK is committed to building and maintaining a sustainable campus to support the University's future developments, and to providing leadership in sustainability efforts in Hong Kong and beyond, for the present and future generations.

For more than a decade, we have been a pioneer in various green initiatives and are also the first local institution to set the long-term and medium-term sustainability targets and continuously chart our progress.

To celebrate our 50th Anniversary, the University now plans to mount up a ‘Column of Sustainability’ on the exterior of the column in the middle of the Yasumoto International Academic Park (YIA), halfway up the main entrance staircase (*please refer to the photo below*).

At this prominent location, the ‘Column of Sustainability’ will catch the eyes of our students, staff and visitors, and openly convey the vision and commitment of CUHK as a green university.

We would like to call for submissions from our students and staff to a design competition (the ‘Competition’). It is our plan to adopt one of the winning designs for the construction of the ‘Column of Sustainability’ which will be mounted on the YIA column indicated.



Location of the proposed ‘Column of Sustainability’: the column in the middle of the Yasumoto International Academic Park (YIA)

ELIGIBILITY

The Competition is open to students (undergraduate and postgraduate) and staff of CUHK. There will be a Student Section and a Staff Section.

Entries can be submitted by an individual or a team. If the entry is submitted by a team of student(s) and staff, the submission will be considered as an entry under the Staff Section.

To avoid conflict of interest, all individuals involved in the planning, implementation and judging panel of the Competition are not eligible to enter the Competition.

THE DESIGN BRIEF

1) Design Theme

(a) The design must include clear display of:

(i) **our long-term sustainability targets** (by 2025, with 2005 as base year)

- Reduce energy consumption (per capita) by at least 25%
- Reduce greenhouse gas emissions (per capita) by at least 20%

(ii) **our medium-term sustainability targets** (by 2017, with 2012 as base year)

- Reduce energy consumption (per capita) by at least 8%
- Reduce greenhouse gas emissions (per capita) by at least 10%
- Reduce wastes to landfill (per capita) by 12%
- Reduce water usage by 15%
- Reduce paper use (with particular reference to committee papers) by 50%

(b) The design must also enable clear display of how far we are in terms of reaching the sustainability targets above (i.e. **the University's progress towards these targets**). The design must allow regular updates (say, annual updates) of the University's progress status.

(c) Further reference on:

Sustainability targets (long-term and medium-term):

http://www.cuhk.edu.hk/cpso/documents/sustainability_targets_2012.pdf

http://www.cuhk.edu.hk/cpso/documents/sustainability_policy_2012.pdf

Annual figures for CUHK's carbon emissions, waste generation and usage of energy, water and paper - Sustainability Report 2011:

<http://www.cuhk.edu.hk/cce/extra/reports/sustainability2011.pdf>

2) The Design

(a) must be in three dimensional (3D) form that has the ability to stimulate the mind of the viewer on a contemplative level and clearly convey the University's progress towards the various sustainability targets;

(b) should use lightweight and durable materials;

(c) should integrate well with the surroundings;

(d) does not negatively impact and pollute the natural surroundings;

- (e) should embrace sustainability elements as far as possible, e.g. the use of environmental-friendly and recycled materials, renewable energy and application of carbon neutral concept during operation and maintenance;
- (f) should indicate whether there are design elements that require electricity to operate (e.g. lighting and electronic displays for indicating the University's progress towards the aforesaid sustainability targets); and if renewable energy is to be used, how these elements are powered by renewable energy;
- (g) should be durable and easy for maintenance, e.g. have parts that are easily replaceable, and it should be easy for the University to update its progress towards the sustainability targets;
- (h) should embody a sense of beauty and concept in its built form that is derived from the artistic sensitivities of the participants and from an acute attention to details;
- (i) is safe in both installation and operation;
- (j) is pragmatic and constructible within reason; and
- (k) should not disturb the structural integrity of the column.

(Participants should note that the subject column is a major structural element supporting the Tower above and no damage, due to installation/mounting of the design, will be allowed to be made to the column. Any alternation or modification to the structural integrity of the column will be required to comply with the prevailing government regulations, i.e. submission to the Building Department for approval and consent to commence work before actual installation/mounting can be done.)

SUBMISSION REQUIREMENTS, TERMS AND CONDITIONS

- 1) The submission shall include **a drawing on a display board in A3 size and a brief description (no more than 250 words in English)** about the design concept. An **electronic copy** of the submission in jpeg or pdf format (not exceeding 20 MB) is also required for record.
- 2) The drawing should come with measurements and basic technical details (e.g. dimensions and materials used).
- 3) Please suggest a **name for your design** in both English and Chinese. For non-Chinese participants, they are only required to provide suggestions on the name of the design in English.
- 4) Please state your name, department/units and whether you are a staff or student (together with your staff/student ID number) in your submission. Please **DO NOT put your name on the drawing** as the identity of the participants should stay anonymous during the judging process.
- 5) Only one entry would be accepted from each participant.
- 6) Entries must be original and have not been submitted for other competitions or any other organization(s) for any purpose. Upon request, participants will be required to declare that the entries are original and to indemnify CUHK against any claim of infringement of property right or copyright arising from their entries. CUHK reserves the right to disqualify any entry if the submitted design is deemed to be likely to infringe the intellectual property rights of others. Any prize awarded to the design may, at CUHK's discretion, be forfeited without any liability to the designer thereof or any other person, and be awarded to another design as deemed fit by CUHK.
- 7) CUHK reserves the right not to select any design from the submissions for the construction of the 'Column of Sustainability', as well as the right to make modifications to the submitted design adopted for construction as deemed necessary or appropriate. CUHK's decision regarding any and all aspects of the Competition is final.

All submitted entries should be produced at participants' own cost and will not be returned.

SUBMISSION PROCEDURE & DEADLINE

1. Entries should be submitted to the Campus Planning and Sustainability Office **no later than 5 p.m. on 8 August 2013 (Thursday)** at the following address:

**Campus Planning and Sustainability Office
Room 328 Pi Ch'iu Building
CUHK, Shatin, N.T.**

2. An electronic copy of the entry shall be submitted to: cpso@cuhk.edu.hk

JUDGING CRITERIA

The Judging Panel will assess the entries based on the extent to which the entries adhere to the design brief and on the following basis:

	Weighting
Relevance and Sustainability	40%
Creativity and Originality	30%
Practicality	30%

JUDGING PANEL AND PROCEDURE

- 1) A Judging Panel will be formed and composed of the University's senior management, representatives from the relevant departments and relevant professionals.
- 2) The selection process will take place in the second half of August 2013. Participants of the best three entries in each section may be invited to give a brief verbal presentation on their concept and artistic /technical details to the judging panel in the second half of August or early September.
- 3) The outcome of the Competition will be announced in September 2013. The University will not notify the participants individually, except the winners.

PRIZES

The champion from the Student Section and Staff Section will each receive \$8000 in book coupons. The first runner up and the second runner up in each Section will each receive book coupons of \$2000 and \$1000 respectively. The judges will select from the winning entries the design to be adopted for the construction of the 'Column of Sustainability'.

CONSULTATION DURING IMPLEMENTATION STAGE

- 1) The winner(s) of the design selected for the construction of the 'Column of Sustainability' will be required to work with the University's staff or appointed consultant on the details of the design since modifications may have to be made to the design for the sake of safety and technical compliance during the design development, production and mounting process.
- 2) The winner(s) of the adopted design may also be invited to one or more site visits to provide input during the design development, production and mounting process.

PUBLICITY AND ACKNOWLEDGEMENT

- 1) The University has the right to display, exhibit and publish all or any entries of the Competition in such media and manner deemed appropriate by the University.
- 2) The winner(s) of the design adopted by the University for the construction of the ‘Column of Sustainability’ will be acknowledged in such manner as deemed appropriate by the University.
- 3) By entering into the Competition, participants are deemed to have granted the University a royalty-free license granting the University the abovementioned right throughout the world in perpetuity for the purpose of promotion of campus sustainability in general.
- 4) The selected design (including the copyright and other intellectual property rights subsisting in such design) submitted for the Competition shall become the exclusive properties of the University upon submission.

ENQUIRIES

For enquiries, please contact Mr Jack Yung, Sustainability Officer of CPSO, at 3943 3922 or write to us at cpsoc@cuhk.edu.hk.