

The Cherish Water Ambassador Scheme 2018/19

The Cherish Water Ambassador Scheme was first launched in 2018/19, it was considered as a pilot scheme engaging students from secondary schools and tertiary institutes.

The objectives of the Scheme are:

- To promote young generation's awareness of the importance of water conservation and strengthen their understanding about the relationship between climate change and water resources
- To engage the young generation in promoting water saving to campuses and the community

Target participants:

Students from secondary schools and tertiary institutions.

Activity summary:

The Scheme was launched in Oct 2018. Event posters together with invitation letter had been sent to secondary schools via post, fax and eDM. Besides, a promotional trailer was produced and delivered through social media platform, school TV network.

For secondary school group, participant was allowed to join as individual, or to form team with maximum four team members. For tertiary group, participant was joined as individual.

In order to offer a comprehensive exposure to the ambassadors, the Scheme delivered training in various ways such as talks, workshop, site visits and overnight camp. A series of training given covered not only the knowledge about water conservation, but also the film production with an aim that the ambassadors could make good use of online video to promote the importance of water conservation further to their peers, to the community as well as general public.

The "Video Contest" required ambassadors to form a team with no more than eight members to produce a two to five-minute video with an aim to promote water conservation. There were Champion, First runner-ups and Second runner-ups for secondary school group and tertiary group respectively. Apart from these, there were five professional awards namely "Best Director", "Best Editing", "Best Photography",

“Best Sound Effect” and “Best Visual Effect”, certificates were given to outstanding individuals among all entries as encouragement. On top of that, a “Best Creativity” award was also presented to the winning team with a trophy and certificates. To encourage ambassadors to promote their video via social network, a separate award generated by the result of online public voting, “The Most popular video online Award”, was also presented to the winning team with trophy and certificate.