

The 10th OAPS Certificate Awarding Ceremony

Student Sharing Session (2)

Facilitator: Dr. Avnita Lakhani

Introduction

Dr. Avnita Lakhani introduced that the sharing session would be in question and answer format, for the audiences to appreciate the essence of the awarded papers.

She expressed that it was a pleasure to support the OAPS project. Over the past two to three years, under the Discovery-enriched Curriculum, many of her students, with her help, have had their writing projects or papers formally published in peer review international journals, books and conference proceedings. It was an honor for her to be the facilitator with a group of students who would discuss their outstanding papers.

Sharing by students:

Tobi Eniolu MORAKINYO (School of Energy and Environment)

Paper title: Integrated modelling of green-roof potential for UHI mitigation, rainwater harvesting and utilization

Q1. What is the problem you are trying to solve in your writing project and why?

This is a group project and we tried to solve several problems. The first one is increasing temperature due to global warming. We tried to use model to investigate how rooftop can help solve the problem. Another one is we discovered that rainwater harvesting technology is green but in Hong Kong, it is still not mature due to some basic problems. One is the vertical structure of Hong Kong which means we have very little catchment area in harvesting rain water and we only have one choice to model the rain forest. These problems are not encouraging in the investigation of rainwater harvesting system in Hong Kong. So what we tried to propose is to take a deep look at these problems and to see if we could be able to save water from our rooftop taking CityU as a case study. First of all, we calculated the catchment area of 26 buildings in CityU and then we applied the 50% greening on these rooftops. We did that with GSI technology and also look at the store water management model and did a comparison. Copying these models, we were able to generate some results. First of all, we calculated the amount of water that can be saved on each rooftop in CityU, and also we were able to calculate mitigation demand and the amount of water that could be stored. We also observed a reduction in temperature around CityU pedestrian area. Through this experiment, we tried to look at how to utilize rainwater and also to reduce ground temperature.

Q2. Would you say that solution is creative or innovative as compared to what have been tried before?

Yes, it is innovative in the sense that we used a single platform to solve the problems. All the studies in Hong Kong government tried to use harvested water from rooftop for cooling system. But the topic is study as far as we know that they are trying to solve global temperature problem and water shortage problem using just a single platform, i.e. rooftop.

Q3. What one or two insights you would like to share with other students who might be undertaking a major writing project?

First of all, I'd like to say that writing is a little bit tedious because you have to make your writing original. But with the help of our professors in putting our writings together as we have different sections of our project and it is challenging to integrate them. Lastly, I'd like to say that having a sustainable environment is not the work of a single profession. We have to come together from different sections of academic to solve the global problems. Thank you.

CHENG Tung Wan, Icey (Department of Marketing)

Paper title: Shenzhen Acto Digital Video Technology Co. Marketing Plan on ASI Earphone

Q1. What is the problem you are trying to solve in your writing project and why?

It's my honor to share our group efforts with all of you. Let me first introduce the product of our project. It is a portable intelligent device which is a new equipment similar to Google Glass. It can take photos, video-recording and with GPS navigation. But the company did not want the consumers to put the Google Glass in the headphone together, so they designed a different outfit that they designed the intelligent device into headphone outfit and then to let the customers think that it is different from Google Glass.

Our mission is to formulate a feasible marketing plan for their product because they have not introduced their ASI to the market up till now. The first problem we met was to help them to do better positioning to let people not to associate it with Google Glass and before introducing it to the market, they will find it fail because Google Glass is a very controversial product at that time. They would wonder the product design, its function is not as good as they've imagined.

Q2. Would you say that the marketing plan is a creative or innovative way to market this product and in what way?

I think we divided the plan into four stages, not just focus on how they can do well at this stage, how to introduce to the market at the initial stage like the 4Ps, i.e. Product, Promotion, Pricing, and Distribution. We also gave them a comprehensive marketing plan and they can first launch their online store to save cost, lower the risk and in the final stage to open their experiment store like Apple Store.

Q3. What one or two insights you would like to share with other students who might be undertaking a major writing project?

Working in a team is not easy because we have 8 members in a team, 7 girls and 1 boy. Girls always have a lot of topics to discuss which are not related to the project. We always argued for some points but reached consensus with open and respected manner. When you are formulating a marketing plan, it should be practical and feasible to the company as they may not have the capability to do so, such as to go internationalized, they may not have the connection, the distribution on human resources, etc.

CHUNG Kai-Tai, Wallace (School of Law)

Paper title: The issue of subdivided units in Hong Kong: licensing as a solution?

Q1. What is the problem you are trying to solve in your writing project and why?

The topic of my paper is *The Issue of Subdivided Units in Hong Kong: Licensing as a Solution?* As many of you may know, there are a lot of subdivided units in Hong Kong, 劏房 in Cantonese. These units pose a lot of health and safety risks as we have seen in the news before. There were people being injured or killed in fire in these units. In 2014, the government said in the policy report whether they should consider licensing as a possible solution. So my paper focuses on that so as to find out the source of problems and I found that the home owners of these units wish to make money, of course. If they have one unit renting for \$9,000 but if they subdivided it, and they can earn more by subdividing the flat. Many home owners engaged in subdividing their units is whether there is any criminal liability and whether the government would enforce the breach of the law. Subdivided units, in itself, is not illegal but if you do not follow the protocol and engage a contractor and then it is illegal and it may led to health and safety risk like I mentioned before. So I looked into that and I found that there is a lack of enforcement by the government, and because of that, it is really hard to make home owners stop renting their units. And another cause behind it is that why the government did that was because there was a lack of affordable housing and a lot of people chose to live in subdivided housing is not because they wanted to but partially because of how much it cost. If there is a lack of alternative housing that the tenants can turn to, then if the government is harsh on enforcement, then there won't be anywhere that existing subdivided unit tenants can go to.

So I proposed a solution. First of all, to advise whether licensing was feasible. Currently, there is existing legislation that the government whether subdivided units are legal or illegal. So instead a problem with the legislation itself, it is more for the enforcement. So the solution that the government suggested was to adopt a 10 years long term plan but of course a 10 years periods and in the meantime, the risks still exist. So perhaps what they can do is, as a short term solution, the government can give incentives for the existing subdivided units owners, the flat owners to do proper works in the subdivisions, to rectify any dangers that there are. Hopefully, if they do get the incentives and the home owners would comply and also to enforce some sort of housing tenure and also rent control as well. So that the existing tenants are not misplaced and force to find more expensive housings elsewhere.

Q2. What one or two insights you would like to share with other students who might undertake a major writing project?

Perhaps it is slightly different from other areas like Icy or Tobi's plan. But most essentially, when starting a project, I wanted something which is topical and novel. Depending on your topic, there could be a lot of existing literature out there and during research, you have to face your topic, and just write depending on how much limit or how much time you have to write it. When you come up with any ideas, and write it down because if it possible for you to forget it and you'd spend more time on that again. Also to seek the help of your professors or tutors. In my case, I was fortunate to have Dr. Surya Deva to guide me throughout the process. He helped me to brainstorm what possible ideas I could write on and how I can approach it. That was definitely a great help.