

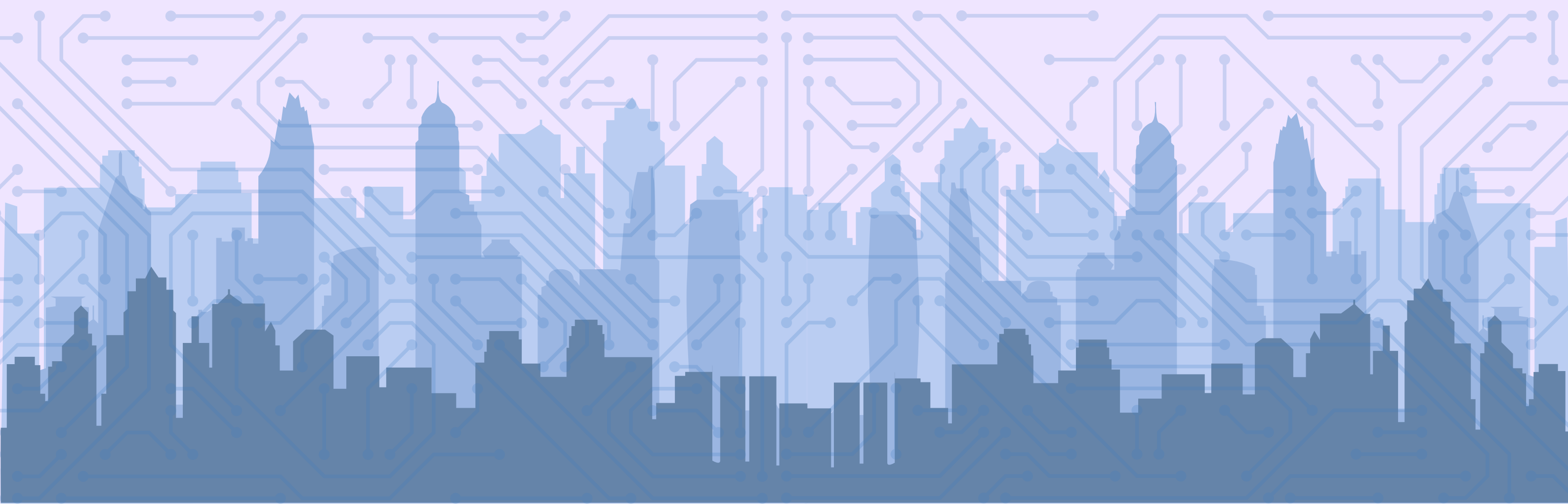
# 粵港澳公共治理數據分析大賽2025-2026 (大學組)

The Guangdong-Hong Kong-Macau Public Administration Data Analytics Contests 2025-2026  
(University Division)



## 參賽指南

## Entry Guide



**請仔細閱讀此參賽指南**

**Please read this entry guide carefully**



# 大賽介紹 CONTEST INTRODUCTION

數字信息技術為新時期社會公共治理決策提供了重要的技術支援和豐富的數據資源，引發了社會對公共治理模式轉變的思考。大學作為未來社會棟樑的培養搖籃，推動數字技術、理念等在公共治理、社會與經濟發展中的應用，是順應時代趨勢的重要部署。因此，香港城市大學公共及國際事務學系聯同大灣區其他院校、商業和非牟利機構舉辦「粵港澳公共治理數據分析大賽2025-2026」，旨在進一步提升學生數據分析的教育和技能，包括在訓練工作坊中提供實用的數據分析知識和應用，利用空間數據分析和數據可視化來分析長者、有需要人士和青少年的健康趨勢和福祉。籌委會期望透過大賽培養本地數據分析人才，同時提升香港的創新性及數據分析應用，從而推動本地創科文化和加強數字經濟競爭力。

Digital information technology provides critical technical support and abundant data resources for public governance decision-making in the contemporary era, prompting societal reflection on the transformation of public governance models. As the cradle for nurturing future pillars of society, universities play a vital role in advancing the application of digital technologies and concepts in public governance, social development, and economic growth - a strategic imperative aligned with current trends. Accordingly, the Department of Public and International Affairs at City University of Hong Kong, in collaboration with institutions across the Greater Bay Area, businesses, and non-profit organisations, is organising "The Guangdong-Hong Kong-Macau Public Administration Data Analytics Contests 2025-2026". This initiative aims to enhance students' education and skills in data analysis through: 1) Practical training workshops on data analytics applications; 2) Utilisation of spatial data analysis and data visualisation techniques; 3) Focused analysis on health trends and well-being of elderly, the needy populations, and youngsters. The Organising Committee aspires to cultivate local data analysis talent through this contest while elevating Hong Kong's innovative capacity and applied data analytics capabilities. This will foster a local innovation and technology culture and strengthen competitiveness in the digital economy.

## 資助機構: Funding Organisation

香港特別行政區政府 創新科技署  
Innovation and Technology Commission of the Government of the HKSAR

## 主辦機構: Hosting Organisation

香港城市大學 公共及國際事務學系  
Department of Public and International Affairs, City University of Hong Kong

## 支持機構: Supporting Organisation

香港特別行政區政府 數字政策辦公室  
Digital Policy Office of the Government of the HKSAR

香港特別行政區政府 發展局空間數據辦事處  
Spatial Data Office, Development Bureau of the Government of the HKSAR

迅嘉投資有限公司  
Quickfine Investment Limited

中山大學 政治與公共事務管理學院  
School of Government, Sun Yat-sen University

中山大學 中國公共管理研究中心  
Center for Chinese Public Administration Research, Sun Yat-sen University

澳門大學 數據科學研究中心  
Centre for Data Science, University of Macau

香港中文大學 政務與政策科學學院 數據科學與政策研究  
Data Science and Policy Studies, School of Governance and Policy Science, Chinese University of Hong Kong

香港嶺南大學 社會學及社會政策系  
Department of Sociology and Social Policy, Lingnan University Hong Kong

大同企業  
iEnterprise

# 大賽主題 CONTEST THEME

利用空間數據分析和數據可視化來分析長者、有需要人士及青少年的健康趨勢及福祉

Using Spatial Data Analytics and Data Visualisation in Fostering Good Health and Well-being for the Elderly, the Needy Population, and the Youngsters in Hong Kong and the Greater Bay Area

## 大賽子課題 CONTEST SUB-THEMES

### 長者 Elderly

- 遠程醫療服務 Telehealth Service Coverage
- 綠化空間 Green Space
- 慢性疾病管理 Chronic Disease Management
- 認知障礙友善社區 Dementia-Friendly Community
- 跨境養老醫療服務 Cross-Border Retirement Healthcare
- 銀髮就業 Elderly Employment
- 公共屋邨居家安老 Public Housing for Ageing-in-Place
- 長者孤獨感及社交孤立 Elderly Loneliness and Social Isolation

### 有需要人士 The Needy Population

- 劏房住戶健康風險 Sub-divided Unit Residents Health Risk
- 健康公平 Health Equity
- 低收入家庭精神健康 Mental Health of Low-Income Family
- 少數族裔使用公共服務 Public Services Access for Ethnic Minorities
- 戶外工作者風險 Risks for Outdoor Workers

### 青少年 Youngsters

- 青少年精神健康 Youth Mental Health
- 生涯規劃 Life Planning
- 網絡詐騙/欺凌 Online Fraud/Cyberbullying
- 青少年次文化與媒體使用 Youth Subcultures and Media Practices
- 青少年躺平/失業/斜槓/隱青 Youth Lying Flat/Unemployment/Slashies/Hidden Youth
- 青少年休憩與遊樂 Youth Leisure and Play
- 青少年藥物濫用/性別相關議題 Youth Drug Use/Sexual Related Issues

### 跨代創新 Cross-Generational and Innovation

- 跨代共融共享空間 Intergenerational Space Sharing
- 智慧城市及共融社會 Inclusive Smart City
- 醫療設施公平性 Health Infrastructure Equity
- 文化復修及傳承 Cultural Heritage Conservation
- 環境公義 Environmental Justice

## 參賽條件 ENTRY CONDITIONS

是次大賽主要向香港在學的學士生及碩士生開放，具體要求如下：

The contest is mainly open to Bachelor's and Master's Students in Hong Kong with the following specific requirements:

- 甲、 每隊參賽隊伍成員最少三人並最多不超過五人，是次大賽提倡跨院校組隊。
- (A.) Each team should have a **minimum of three** and **no more than five members**, and this contest encourages the formation of teams of different grades.
- 乙、 每名隊員僅限參與一隊隊伍，組隊完成後，各參賽隊伍自行選定一位隊長，隊長需於截止報名日期 (2025年9月7日) 以前填妥二維碼之報名表格。
- (B.) Each team member can only participate in one team. After the team formation is completed, each participating team should **select a team leader** who is responsible for **filling in the application form (scan the QR code) on or before the registration deadline (7 September, 2025)**.
- 丙、 各隊伍可自行邀請在校老師作為參賽隊伍指導老師 (非必要)，同時為保證大賽公平性，指導老師將禁止參與本屆大賽各階段評選工作。
- (C.) Each team may invite teachers from their school to be their instructors (not required). In order to ensure the fairness of the contest, the **instructors will not be allowed to participate in the judging process in stages of the contest**.
- 丁、 其他未盡說明可見報名及組隊之相關說明。
- (D.) Other instructors can be found in the relevant instructions in registration and team formation.

# 賽制說明 CONTEST FORMAT

本次大賽分為大賽迎新及簡介暨社區服務介紹、組隊及報名、訓練工作坊、比賽(香港區)、比賽(粵港澳區域)、嘉許禮六個階段，其中比賽(香港區)和比賽(粵港澳區域)要求，參賽隊伍需按要求(具體要求見相關說明)完成作品並提交相應文件。

The contest is divided into six stages: contest orientation cum community service introduction, team formation and registration, training workshops, contest (Hong Kong Region), contest (Hong Kong, Guangdong, and Macau Region), and recognition ceremony, of which the contest (Hong Kong Region), and contest (Hong Kong, Guangdong, and Macau Region) require participating teams to complete their works and submit corresponding documents as required (see relevant instructions for specific requirements).

## 大賽迎新及簡介及社區服務介紹

### Contest Orientation and Community Service Introduction

是次大賽迎新及簡介暨社區服務介紹將於**2025年9月3日**舉行，參賽隊伍可於**8月29日前**填妥海報內/以下二維碼內的網上報名表。大賽迎新及簡介暨社區服務介紹內容包括：社區服務嘉賓分享、大賽簡介及問答環節。

The contest orientation and community service introduction session will be held on **29 August 2025**. Participating teams may register via the online form (accessible by scanning the QR code below or on the poster) until **3 September 2025**. The session will include: Guest sharing on community service initiatives; Contest overview and guidelines; Q&A session

## 組隊及報名 Team Formation and Registration

參賽隊伍需在**報名截止日期 (2025年9月7日)** 或之前填妥大賽電子報名表格。報名截止後，不允許添加和更換隊伍成員，但允許參賽隊伍內部更換隊長。參賽隊伍需在提交最後作品前由隊長和涉及變更的隊員向大賽籌委會提交調動申請，經大賽籌委會確認後生效。

All participating teams **must complete the contest's electronic registration form by the deadline of 7 September 2025**. After this date: 1) Addition or replacement of team members is **strictly prohibited**; 2) Team may **internally change their team leader** through a formal process - The current team leader and newly designated team leader must jointly submit a Change Request to the Organising Committee. Changes must be finalised before final project submission. Modifications take effect only upon written approval from the Organising Committee.



大賽電子報名表  
Contest Registration Form

## 訓練工作坊 (一)、(二) TRAINING WORKSHOP 1 & 2

- 日期:** 2025年9月13日 (星期六)  
**Date** 13 September 2025 (Saturday)
- 時間:** 下午2時至下午4時30分 (2.5小時)  
**Time** 2pm to 4:30pm (2.5 hours)
- 地點:** 香港城市大學 楊建文學術樓 陳其鏞演講廳LT6  
**Venue** LT6, Chan Kei Biu Lecture Theatre, Yeung Kin Man Academic Building, City University of Hong Kong
- 內容:** 醫療健康與福祉領域的編程分析、醫療健康與福祉領域的時空同步數據、  
**Content** 業界嘉賓分享  
Analytics programming in healthcare and well-being; Spatial-temporal synchronous data in healthcare and well-being; Guest sharing

## 訓練工作坊 (三)、(四) TRAINING WORKSHOP 3 & 4

- 日期:** 2025年9月20日 (星期六)  
**Date** 20 September 2025 (Saturday)
- 時間:** 下午2時至下午4時30分 (2.5小時)  
**Time** 2pm to 4:30pm (2.5 hours)
- 地點:** 香港城市大學 李達三葉耀珍學術樓 6樓LI-6606室  
**Venue** Room LI-6606, 6/F, Li Dak Sum Yip Yio Chin Academic Building, City University of Hong Kong
- 內容:** 不同人口的醫療健康與福祉空間數據、大數據時代的公共管理：不同群體的機遇、挑戰  
**Content** 與應對策略、業界嘉賓分享  
Spatial data in healthcare and well-being of different populations; Public management in the era of big data: opportunities, challenges, and coping strategies in different populations; Guest sharing

## 訓練工作坊 (五)、(六) TRAINING WORKSHOP 5 & 6

- 日期:** 2025年9月27日 (星期六)  
**Date** 27 September 2025 (Saturday)
- 時間:** 下午2時至下午4時30分 (2.5小時)  
**Time** 2pm to 4:30pm (2.5 hours)
- 地點:** 香港城市大學 楊建文學術樓 陳其鏞演講廳LT6  
**Venue** LT6, Chan Kei Biu Lecture Theatre, Yeung Kin Man Academic Building, City University of Hong Kong
- 內容:** 數據分析在公共醫療服務中的應用、業界嘉賓分享  
**Content** Application of data analytics in public healthcare services delivery; Guest sharing

具體時間安排以大賽籌委會通知為準

The specific schedule is subject to the notice of the contest organising committee

# 比賽 (香港區) CONTEST (HONG KONG REGION)

報名成功後，參賽隊伍可從「大賽子課題」中自行選擇一個課題作為比賽研究方向。是次比賽詳細規則及作品要求如下：

Upon successful registration, participating teams may **select one theme from the “Contest Sub-themes”** as their research direction. The detailed contest rules and submission requirements are as follows:

## 報告部分 (初賽及決賽) Report (Preliminary Round and Final Round)

2025年9月13日開始，參賽隊伍可通過電郵提交報告到**大賽郵箱**，報告提交截止時間為**2025年9月30日 (星期二) 晚上6時正**。主辦單位將在提交截止時間後審核並取消存在抄襲或其他不合比賽要求提供報告之隊伍的參賽資格。

Starting from 13 September 2025, participating teams may submit their reports via email to the **Contest Official Mailbox**. The submission deadline is **6:00 PM on 30 September 2025 (Tuesday)**. Following the deadline, the Organising Committee will review all submissions and disqualify teams found to have: Submitted plagiarised content, OR, Violated contest requirements.

甲、 報告內容需包括：

(A.) Report contents should include:

**問題識別：**在選定的課題下，該群體面對的主要問題或現況。

**Problem Identification:** Under the selected sub-theme, the primary issues or current status faced by the target group.

**數據分析工具、方法及結果**

**Data Analytic Tools, Methods, and Results**

**研究討論與建議：**需回應主要問題或現況，數據分析結果、討論及建議如何能夠提升該群體的健康趨勢及禮祉。

**Research Discussion and Recommendations:** Must address the identified problems/current status, present data analysis results, and propose evidence-based recommendations to enhance healthcare and well-being of the target group.

乙、 參賽隊伍可根據選題內容自行搜集所需數據，可使用在政府的公開數據庫及其他機構搜集之數據。

(B.) Participating teams may collect required data according to their chosen sub-theme, provided that all data originates from government open-data platforms and other organisations.

丙、  
(C.) 參賽隊伍所使用的所有數據應遵守真實、可靠的基本原則，主辦方建議使用官方開放數據。請參賽隊伍於作品中**清晰備註使用的數據來源**，並在上傳報告文件時，同時附上已整理的**原始數據資料**。

All data utilised by participating teams must adhere to the fundamental principles of authenticity and reliability. The Organising Committee strongly recommends using official open data sources. Teams are required to: **1) Clearly annotate all data sources within their submissions; 2) Attach organised raw datasets when uploading reports.**

丁、  
(D.) 報告提交格式：可編輯pdf或word檔案  
Report submission format: Editable pdf or word file

報告命名要求：隊伍名稱 + 研究課題 (郵件標題與報告命名方式相同)  
Report naming requirements: Team name + Research theme (naming requirement of the email title should be the same with the report name)

報告字數限制：初賽—不多於5000字 (不包括封面、目錄及附錄)  
決賽—不多於10000字 (不包括封面、目錄及附錄)

Report work limit: **Preliminary round - No more than 5000 words; Final round - No more than 10000 words** (excluding the cover page, the table of contents, and appendices)

報告書寫語言要求：繁體中文/簡體中文/英文  
Report writing language requirements: Traditional Chinese/Simplified Chinese/English

報告其他要求：需於報告內**清晰標明隊伍名稱、成員及院校**  
Additional report requirements: **Report must clearly indicate the team name, full names of all members, and affiliated institution(s)**

戊、  
(E.) 主辦單位將於**2025年10月10日前**向各參賽隊伍公佈**香港區決賽名單**，晉級隊伍需於**2025年10月31日 (星期五) 晚上6時正或之前**，通過電郵提交決賽報告到大賽郵箱。主辦單位將在提交截止時間後審核並取消存在抄襲或其他不合比賽要求提供報告之隊伍的參賽資格。  
The Organising Committee will **announce the list of finalists for the Hong Kong Regional Round** to all participating teams **by 10 October 2025**. Promoted teams must **submit their final reports** via email to the contest mailbox **by 6:00 PM on Friday, 31 October 2025**. After the submission deadline, the Organising Committee will review all entries and disqualify teams found to have engaged in plagiarism or other violations of the contest requirements.

# 比賽 (粵港澳區域) CONTEST (HONG KONG, GUANGDONG, AND MACAU REGION)

## 決賽現場陳述及答辯 Final Live Presentation and Defense

主辦方將於**2025年11月14日 (星期五)**前向各參賽隊伍公佈香港區獲獎名單，**勝出隊伍將獲邀出席粵港澳區域決賽現場陳述及答辯**，具體詳情敬請留意大賽籌委會通知及公佈。

The Organising Committee will announce the Hong Kong Region Contest winners **by 14 November 2025 (Friday)**. **Shortlisted teams will be invited to participate in the on-site live presentation and defence session of the Hong Kong, Guangdong, and Macau Regional round.** Further details will be announced through official channels by the Contest Organising Committee.

## 大賽嘉許禮 RECOGNITION CEREMONY

主辦方將於**2025年11月26日 (待定)**舉辦大賽嘉許禮，**所有香港區參賽隊伍將獲邀出席**，具體詳情敬請留意大賽籌委會通知及公佈。

The Organising Committee will host the Contest Recognition Ceremony on **26 November 2025 (TBC)**. **All Hong Kong participating teams are invited to attend.**

Further details will be announced through official channels by the Contest Organising Committee.

## 獎項 AWARDS

### 香港區 Hong Kong Region

冠軍1名：書券1500元、證書、獎盃

Champion x 1: HKD1500 Book coupon, Certificate, Trophy

亞軍4名：書券1000元、證書、獎盃

1st runner-up x 4: HKD1000 Book coupon, Certificate, Trophy

季軍7名：書券500元、證書、獎盃

2nd runner-up x 7: HKD500 Book coupon, Certificate, Trophy

### 粵港澳區域 Hong Kong, Guangdong, and Macau Region

冠軍1名：證書、獎盃

Champion x 1: Certificate, Trophy

亞軍2名：證書、獎盃

1st runner-up x 2: Certificate, Trophy

季軍3名：證書、獎盃

2nd runner-up x 3: Certificate, Trophy

殿軍4名：證書、獎盃

3rd runner-up x 4: Certificate, Trophy

# 評分準則 JUDGING CRITERIA

## 社會價值 (40分) Societal Value (40 Marks)

- 目標群體醫療健康與福祉的實用價值 (10分)  
Practical value in healthcare and well-being for the targeted group (10 marks)
- 社會效益 (10分)  
Social benefit (10 marks)
- 推廣數據分析應用與提升目標群體健康福祉認知 (20分)  
Promotion of data analytics application and awareness towards the targeted group (20 marks)

## 數據分析技術應用 (30分) Application of Data Analytics Techniques (30 Marks)

- 技術可行性 (10分)  
Technical plausibility (10 marks)
- 技術前沿性 (10分)  
Technological frontiers (10 marks)
- 技術創新性 (10分)  
Technological innovativeness (10 marks)

## 報告與匯報 (30分) Report and Presentation (30 Marks)

- 相關性/需求理解度 (10分)  
Relevancy/Understanding the needs (10 marks)
- 數據分析解決方案有效性 (10分)  
Solutions through data analytics (10 marks)
- 報告結構 (10分)  
Structural of report (10 marks)

註: 初賽 (香港區) 只計算「社會價值」及「數據分析技術應用」的分數, 總分為70分。而決賽 (香港區)及決賽 (粵港澳區域) 則計算全部部分分數, 總分為100分。

Note: For the Preliminary Round (Hong Kong Region), only the "Societal Value" (40 marks) and "Application of Data Analytics Techniques" (30 marks) sections will be assessed, making a total score of 70 marks. For both the Final Round (Hong Kong Region) and Final Round (Hong Kong, Guangdong, and Macau Region), all sections will be evaluated with a total possible score of 100 marks.

## 其他規則 OTHER RULES

### 隊長要求 Team Leader Requirement

**隊長責任制：**隊長作為隊伍負責人，需自行負責隊伍內部分工和協調，並承擔與主辦方對接溝通的責任。獲獎隊伍隊長應自行負責在其成員之間分配和分發書券及獎品，主辦方對此不承擔任何責任。

**Team Leader Accountability System:** As the designated representative, the team leader shall: 1) **Oversee internal task allocation and coordination** within the team; 2) **Serve as the primary liaison** with the Organising Committee for all official communications.

Award-winning team leaders **assume full responsibility** for distributing vouchers and prizes among members. *The Organising Committee shall bear no liability regarding prize distribution.*

## 獲獎 AWARD-WINNING

主辦方工作人員會在獲獎名單確認後，通過參賽隊伍**預留聯繫方式**通知各隊伍，若參賽隊伍在通知**三個工作天內**未答覆，可能被視為放棄，獲獎名額可能遞補給其他參賽隊伍。

Organising Committee staff will notify all award-winning teams via their **provided contact information** after finalising the award list. If a team fails to respond within **three working days** notification, they *may be deemed to have forfeited their award eligibility*. In such cases, awards *may be reallocated* to other qualifying teams at the Committee's discretion.

## 違規處理 VIOLATION HANDLING

參加者應本著**誠實、公平**的態度參加比賽，如有以下情況出現違規，主辦方**有權取消**參賽者所在隊伍的參賽資格，情況嚴重者主辦方將追究其違法違規責任。

Participants must compete with **integrity and fairness**. The Organising Committee reserves the right to **disqualify any team** found in violation of the following regulations. In cases of serious misconduct, the Committee may pursue further legal actions against responsible individuals.

## 其他規則 OTHER RULES

- 甲、  
(A.) 參賽作品**必須保證原創性**，且該作品示在任何平台公開發佈過，不違反任何中華人民共和國香港特別行政區有關法律，不侵犯任何第三方知識產權或其他權利，一經發現**將取消其比賽資格和成績並進行嚴肅處理**。

All contest entries **must be original works**, never previously published on any platform. Entries shall not violate any laws of the Hong Kong Special Administrative Region of the People's Republic of China, nor infringe upon third-party intellectual property rights or other legal rights. **Violations will result in immediate disqualification**, nullification of all awards, and severe disciplinary actions.

- 乙、  
(B.) 主辦方有權將參賽隊伍及其作品的相關訊息用於**宣傳品、相關出版物、製定及授權媒體發佈**等活動項目。

The Organising Committee retains a **perpetual, royalty-free license** to use participating teams' names and contest submissions for: Publicity materials, Academic publications, Media productions, and authorised third-party media releases.

- 丙、  
(C.) 參賽作品涉及以下情況的，將取消參賽隊伍資格和成績：  
Contest entries will be **disqualified with nullification of all awards** if found to involve any of the following:

- 1) 提交的內容**不完整或提交虛假信息**  
Submissions will be disqualified for: **Incomplete content** (missing required sections/data) OR **provision of false information** (misrepresented data, fabricated sources).
- 2) 作弊行為  
Cheating
- 3) 提交的作品包含**不健康、淫褻、色情或誹謗**的內容  
Submissions containing **objectionable, obscene, pornographic, or defamatory content** will be disqualified.

## 其他說明 OTHER INSTRUCTIONS

大賽主辦方擁有對比賽違規、作弊行為的判定權利和處置權利，對影響比賽組織及比賽公平性的參賽隊伍，大賽主辦方保留收回或拒絕頒發其獎項、書券的權利。

The Contest Organising Committee **retains exclusive authority** to: 1) **Determine violations** of contest rules and cheating incidents; 2) **Impose disciplinary measures** against teams compromising contest integrity; 3) **Revoke or withhold awards, book vouchers, and prizes** from disqualified teams

在大賽舉辦過程，賽事日程可能會有少量的變更與調整，大賽主辦方將本著公平、公正、公開的原則在官方渠道發佈任何訊息，所有的內容均以大會通知為準。

During the contest period, the Organising Committee may implement **minor adjustments to the event schedule**. All changes will be communicated through official channels, adhering to the principles of **fairness, impartiality, and transparency**. The latest official notices shall be deemed authoritative for all matters.

為確保大賽順利、公正進行，以及確保參加者的合法權益，參加者應認真閱讀和確認各項參賽訊息，並自覺遵守章程規則。

To ensure the **orderly and impartial execution** of the contest and safeguard participants' lawful rights, all entrants **must thoroughly review, acknowledge, and conscientiously adhere** to all contest rules and provisions.

## 聲明 DISCLAIMER

在本刊物/活動內 (或由項目小組成員) 表達的任何意見、研究成果、結論或建議，並不代表香港特別行政區政府、創新科技署或創新及科技基金一般支援計劃評審委員會的觀點。

Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Innovation and Technology Commission or the Vetting Committee of the General Support Programme of the Innovation and Technology Fund.