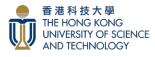# FRANCE-HKUST INNOVATION HUB

INNOVATION CONTEST 4CSRTECH

The *Innovation Contest 4CSRtech*, co-organized by the **Consulate General of France, Orange Group, and the France-HKUST Innovation Hub**, was held over the 3rd and 4th of November 2018 at the Hong Kong University of Science and Technology (HKUST). The first Hub-organized event open to the general public, the contest opened with the Dean of Engineering, **Tim Cheng**, celebrating HKUST's cooperation with French organizations in innovation and development. **Paule Ignatio**, Deputy Consul General, also spoke at the opening ceremony; she spoke of France's blooming entrepreneurial ecosystem, which benefits from government incentives and a 12-billion Euro fund dedicated to helping startups. Orange Group's Chief CSR Officer, **Brigitte Dumont**, elaborated on Orange's commitment to CSR, as well as the Joint Audit Forum strategy, an annual gathering of 16 telecommunication giants, which was followed by a presentation by **Shunxi Bian**, the CSR Director of Orange China.

This first edition of *Innovation Contest 4CSRtech* aimed to highlight one of the biggest challenges for modern corporations: how to be socially responsible, on both an environmental as well as a managerial level, which is in line with the **United Nations' 17 objectives for sustainable development**. Today's solutions are limited and are quickly becoming outdated as technologies such as blockchain, IoT and big data emerge, and the need for alternative solutions is ever pressing. This event was a great opportunity for bright young minds to showcase innovative alternatives and present fresh ideas.

Teams coming from Hong Kong, Mainland China, Taiwan and India participated in the *Innovation Contest 4CSRtech*. They started working on their projects with help from experienced mentors from **Alcatel-TSI, Orange, SGS and Ucommune**. After two hectic days of hard work, the teams presented their pitches to the jury, where all of the teams were praised on the quality of their ideas and the projects showcased.

- Students of **French International School** presented their project, **SOFI**, a system designed to improve internal exchanges between students, teachers and staff as well as communication with other schools and alumni through messaging. SOFI builds on schools' existing platforms, so the critical mass of users would already be reached thanks to the existing database.

- The **Goodwill Coins** team presented a proposal that aims to build a level of trust and objectivity in the **CSR system** by making contributions and impacts quantifiable, comparable, and open to anyone who wants to see it. The project envisages a blockchain-based system that monitors the flow of CSR funds and donations in the system and its corresponding social impact with minimal to no human subjectivity.

- **HKUST students** proposed to introduce **Dong Dong Qi** a mental health monitoring system to facilitate companies in taking preventative measures. The system

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enables executives to observe the current mental states of their employees, detect traces of anxiety and stress, and aid individuals in need, in a remote and anonymous way.

- **BeeInventor Ltd**, a startup incubated at the Hong Kong Science and Technology Park, showcased **Dasloop**, an integrated smart device that can be mounted on safety helmets. It provides real time health and safety monitoring and site management through a range of sensors that are connected to a cloud-based management portal. It solves one of the biggest CSR challenges in the construction industry, which is health and safety. Dasloop will redefine the standard for safety helmets, with features such as body temperature and heart rate sensors, an accelerometer, a GPS, an altimeter and a BLE module (for indoor positioning).

The most innovative teams will have the opportunity to present their project at Orange's Joint Audit Cooperation Forum in Shenzhen in January 2019 and VivaTech in May in Paris.

Credits image: HKUST

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Innovation Contest 4CSRtech

November 3&4 2018

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歡迎!

term sheet

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INTERVIEW

orange™

BRIGITTE DUMONT
CHIEF CSR OFFICER OF ORANGE GROUP

WHAT ARE THE STAKES FOR AN INTERNATIONAL GROUP LIKE ORANGE REGARDING CSR?

For us, CSR is not only a matter of compliance, it is not a matter of legislation, or communication, it is far more than that. It's completely embodied in our way of doing business. Natively, Orange is a responsible company. It is for Orange, in its strategic **Essentiels 2020** programme, the way to develop a sustainable growth and performance.

As you know, CSR is a global and complex challenge that one company can't face alone. We need mobilization of everyone. That's why nearly 10 years ago, Orange has launched with Deutsche Telekom and Telecom Italia, the initiative JAC – **Joint Audit Cooperation**, a cooperation beyond the competition for the development of CSR in the telecom sector. Now we are 16 telcos, including AT&T, Verizon, Vodafone, Telefonica, Telstra etc. representing 2,7 billion end users and 50% of telecom revenue of the world.

CAN YOU TELL US ABOUT THIS PARTNERSHIP WITH HKUST?

When the Consulate General of France in Hong Kong and Macau suggested this collaboration with HKUST, we measured right away the great opportunity it would be. HKUST expertise in the field of innovation is well established. The University has a robust reputation regarding research and development, in Hong Kong, in the Greater Bay Area, and even further.

Moreover, it is amazing to see teams coming from Mainland China, Taiwan or India; students, young entrepreneurs or start-ups, competing during this event! It proves that together, Orange and HKUST can rally many people from various background around innovative projects.

I really want to thank HKUST, and especially **Professor KT Tim Cheng**, Dean of Engineering, for this wonderful opportunity.

WHY DID YOU CHOOSE TO BUILD THIS EVENT AROUND YOUNG MINDS, STUDENTS AND START-UPS?

I am very proud and satisfied to see young people engaging in this field and taking part in this event. CSR need more efficient and disruptive ideas. At the same time, without any exaggeration, we can say CSR means vast opportunities for innovation. CSRtech is not a fashion word. Artificial Intelligence, Big data, IoT or Blockchain will bring us solutions, enhancing our capability and efficiency. Today, we have before us the vivid demonstration of this fruitful way of working.

WHAT DID YOU THINK ABOUT THIS FIRST EDITION OF THE INNOVATION CONTEST 4CSRTECH?

I really want to salute the great work produced by all the teams, and the mentors' implication during those two hectic days.

The projects showcased during the pitching session truly seduced the jury. Original and efficient ideas that the winning teams will have the opportunity to pitch during the JAC Forum in Shenzhen in January 2019 and during VivaTech, the biggest open innovation event in the world in May in Paris.

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BeeInventor
點子Tech

PROJECT
DASLOOP
by BeeInventor

BeeInventor is an IoT technology company founded in 2016. The company is now an incubatee at Hong Kong Science Park. They are presenting Dasloop, an integrated smart device that can be mounted onto safety helmets to monitor construction workers' health.

The construction industry is plagued with accidents; the industry has 8% of the total workforce but it accounts for 1/3 of all industrial accidents. These accidents result in significant loss to both business and reputation in the construction sphere. Another big problem for construction companies is locating and tracking workers, whether it is many workers in larger sites or a small number of workers in small sites dispersed across a large area.

Until now, there is still no tailor-made health and safety monitoring device for construction workers. For example, there is no way to tell whether a worker who is working on a twenty-story high scaffolding or driving a 20-tonne bulldozer is well or not. Their safety helmets, the most important component of their safety equipment, have barely changed for decades. BeeInventor created Dasloop to solve these problems. Dasloop is an integrated smart device that can be mounted on almost any existing safety helmet. It provides real time health and safety monitoring and site management through a range of sensors, and connects to a cloud-based management portal. It solves one of the biggest CSR challenges in the construction industry: health and safety. Dasloop will redefine safety helmets with its unique features and it will have a range of models to suit different site conditions and customer needs.

BeeInventor's standard Dasloop model incorporates body temperature and heart rate sensors, an accelerometer, a GPS, an altimeter and a BLE module (for indoor positioning). It connects to the internet with almost any communication technology, including WiFi, NB IoT, Sigfox and LoRa. Dasloop's target customers are asset developers, such as government works departments and power companies, as well as contractors such as civil contractors and E&M contractors.

"Presenting BeeInventor Ltd. and Dasloop to the Innovation Contest 4CSRtech was a great experience for us. Being able to show our product to the public and explain our vision to an audience and jury was truly rewarding. We gathered positive comments, which encourage us to pursue in our vision, as well as useful feedback that will help us improve our product. Seeing other innovations and interacting with the other participants was a great experience, as I found it beneficial to share ideas and different visions on a same topic: CSR."

Ines Besbes, Marketing Executive

JURY MOTIVATION

Ruby Lu
Co-founder of Impact Hub Shanghai

"It is an innovative and practical solution that addresses the safety of workers. It has a good business model and an even better market. It could really engage the industry well and benefit workers. "

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UNIVERSITY OF SCIENCE
AND TECHNOLOGY

PROJECT

MENTAL HEALTH MONITORING SYSTEM

by an HKUST Team

Amongst the contestants for the first edition of the Innovation Contest 4CSRtech, there were several teams from the Hong Kong University of Science and Technology (HKUST). One of those teams presented a mental health monitoring system that thoroughly seduced the jury.

In today's ubiquitous society, with all its technological advances and global competition, individuals have become more prone to developing mental health related disorders. The HKUST Team's project endeavors to provide a solution to this status quo. Company culture often tends to overlook and diminish the severity of mental health issues, which can ultimately impact a business' performance. The negative impact of mental disorders lies beyond an individual scope, and can greatly impact a working environment. Therefore, the two main pillars this project aims to address at the 4CSR innovation contest are health and safety, as well as capability building in tackling mental health disorders in the workplace.

The team's idea is to facilitate companies in taking preventative measures by introducing a mental health monitoring system that enables executives to observe their employees' current mental states and detect traces of anxiety and stress. Furthermore, it empowers these executives to help individuals who may need it through a remote and anonymous channel. The prototype is a small interaction device that is linked to other members within the same division, ultimately creating a network of these board devices. These boards are not only a mental representation of their user but they also contain an interactive surface to enhance user interaction.

The system does not cure an individual's mental or personal issues, but rather acknowledges their presence and destigmatizes them, providing a safe environment for these individuals through subtle interactions that give them a sense of support. Overall, the interactive segment of the device acts as a temporary sedative and encourages face-to-face discussion and problem solving within companies.

The project originally began as a critical design scheme in Summer 2018. It aimed to provide a platform for individuals to reach out to those in need of temporary mental support. The challenge is to do this with minimal communication, lack of discrimination and without disclosing personal information. The project tries to suppress the distractive components that plague social media and discourage reliance on other individuals as much as possible, whilst still providing effective mental support.

JURY MOTIVATION

Xubiao ZHANG
Project Manager at Sustainable Enterprises programme

'*Dong Dong Qi is an innovative way to address a widespread organizational problem through bio measurement – it can detect latent stress that affects a wide population and their productivity that may otherwise not be found or addressed.*''

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JURY MOTIVATION

Johnny Kwan
Founder and Chairman of Bee Associates

''*Goodwill Coins could very well solve the CSR challenge that industry faces and track CSR impact. The Goodwill Coins team had a clear presentation and innovative ideas, as they engaged with the technical concept of using blockchain, which has yet to be verified. This idea would be good for tracing the social effect and impact of any philanthropy.*''

PROJECT

GOODWILL COINS

Team represented by Eshwaar Agarwal

Eshwar Agarwal came to Hong Kong from New Dehli, India, to take part in the Innovation Contest 4CSRtech at HKUST. He speaks about this experience and Goodwill Coins, one of the awarded projects.

"Around two months ago, a friend, who I met at the UN SDG conference Unleash Singapore 2018, sent me the link for the competition CSR4Tech. We had previously discussed a half-baked idea in the CSR space, and he felt that this competition could be the perfect opportunity for me to fine tune those ideas and use the conference as a springboard into the field. The theme of the conference was in line with my project, Goodwill Coins, which aims to build trust and objectivity in the Corporate Social Responsibility domain by making contributions and impacts quantifiable and comparable; open to anyone who wants to verify it. The proposal envisages a blockchain-based platform that monitors the flow of CSR activities or funds and the corresponding impact across the supply chain with minimal to no human interface or subjectivity

I started working on the idea in September, forming a team with a friend who was interested in the field. After some correspondence to better understand the conference, we embarked on a month-long effort to formalise our thoughts. The idea underwent refinement and formalisation over a one-month period leading to the submission of the paper presentation.

Time flies, and I found myself flying to Hong Kong after a hectic set of MBA exams to present the paper. I did have hesitations about my paper – regarding the region of focus, theme congruence etc.– but all of it evaporated when I met the organisers, who were warm and welcoming, at the beautiful campus of HKUST. It was a learning experience to interact with the members of the French Consulate, the team from Orange and HKUST representatives. The introductory sessions with the organisers helped me better understand the contemporary problems faced in the field of CSR. We were invited to collaborate with other participants during the day and our interactions helped set a new pace and encouraged cross team learning.

Although I have worked with blockchains and sustainable development goals in the past, this was my first foray into the field of CSR. Much to the delight of the participants, there were mentors present throughout the two days to help us understand this space better. There were experts in the fields of CSR, industry and supply chain, which helped us better grasp and understand the nuances of the field. The experts listened to our ideas patiently and suggested possible changes to our proposal. My proposal underwent a partial transformation as I was able to better tune the product in line with the demand in the industry.

The following day commenced with pitching preparations followed by the pitching seminar. It was a daunting task to present the proposal to a panel of five judges, which consisted of an expert from each field and representatives from the French Consulate, Orange and HKUST. The best part of the seminar was the other teams' pitches, as they presented ideas relevant to their communities, many of which I think would be very useful in India as well.

After extensive deliberations, the judges announced the winners of the hackathon. It was exhilarating for me, as my team was declared one of the winners. This opened many possible avenues for us to explore our idea more concretely and take it beyond the ideation phase it was at a couple of months ago. We look forth to our coming engagements with the organisers as we endeavour to develop the idea further."

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JURY MOTIVATION

Claudia Xu
Chief Commercial Officer at HKSTP

''SOFI is an innovative solution for middle school students; the SOFI team delved into the challenge's students faced and worked hard to address them. They ultimately achieved an excellent solution to address students' needs through great teamwork and a cooperative spirit.''

Lycée Français International de Hong Kong

WHAT MOTIVATED YOU TO PARTICIPATE IN THIS CHALLENGE, WHICH WAS AIMED MORE TOWARDS EXPERIENCED TEAMS AND STUDENTS?

Alexandre: Our teacher, Martial Jaume, informed Amandine and I about this challenge, and I immediately wanted to join because of my interest in entrepreneurship. We did not know this event was intended for more experienced teams; we just went for it.

Alix: When I joined this project, I had no idea how long it would take us and I was not sure that I really understood the issues. It was the end of the summer vacation and I saw this as an opportunity to improve my team work before beginning my last year of high school. We quickly understood the dimension of the project and that's when I started to feel overwhelmed. But at the same time, I was very excited, as I wanted to give my best for this contest.

Amandine: The experience. Although the project originally appeared out of our reach, the more different and new things we experience, the more we grow. I admit I doubted about its accomplishment - but the simple fact that we were allowed to participate allowed us to improve.

Julien: What motivated me was to realize this project was initially curiosity. I had already started a project last year with the same team and my goal was the same: to venture somewhere for new experiences. This contest gave me a taste of an event that had less boundaries. I had a lot of fun: thinking for hours with total freedom and being able to reason without any strings is an incomparable feeling and one that I have not found elsewhere. Meeting new people and talking to them about new ideas at this contest has also broadened my horizons in many areas.

Ravi: The adoption of sustainable, eco-friendly environment safeguarding practices by the youth is noteworthy. Awareness on Corporate Social Responsibility (CSR) issues is best assimilated whilst young and youths should be introduced to underlying Sustainable Development Goals (SDG) issues during their formative years. Promoting the adoption of sustainable behavioral norms at a societal level is easiest when children are initiated and persuaded at an early stage in their lives. Children are good at driving changes in family lifestyles.

WHAT DID YOU THINK OF THE EVENT?

Alexandre: It was difficult to see the other competitors as student teams or startups. We were by far the youngest team, which was very intimidating. However, the teams,

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mentors and juries were all amazed and delighted by our participation, which we were very surprised by. They all gave us advice and told us anecdotes. Everyone seemed delighted to see us at the event challenging the adults. The hackathon was a very rewarding and inspiring experience, and I must thank Ravindran Thanikaimoni in particular, as he helped us tremendously from the beginning to the end and helped shape this experience for me. Finally, the presentation was both a great stress and a great relief: it marked the end of a month's worth of preparation and a weekend of competition. The prize at the end was both surprising and pleasant, but what made me happiest was how we reached the end of this competition.

Alix: I was intimidated to see the other teams, as some of them had been preparing for much longer than us, but we were well supported (especially by Ravi) and the presentation went very well. The prize was totally unexpected and it was a great reward for all our work.

Ravi: From a personal perspective, I took away from this hackathon a reinforced conviction that inter-generational mentoring is essential for both channeling creative ideas as well as preparing the next generation of purposeful citizens. HKUST were good hosts and the scientific officers of the French Consulate were helpful and ensured that we could participate in the hackathon.

DID PARTICIPATING IN THIS HACKATHON INSPIRE YOU TO CONTINUE IN THIS AREA?

Amandine: Yes, this kind of experience is very motivating and empowering and it builds self-confidence. It allowed us to do what we want to do and we now feel a lot less intimidated by this type of professional project. It's definitely an experience that has marked my personal growth.

Alix: It was a very rewarding experience and it taught me a lot about business and the skills needed to succeed in it. I do not know yet if I want to continue in this area.

CAN YOU TELL ME MORE ABOUT THE PROJECT PRESENTED BY FRENCH INTERNATIONAL SCHOOL?

Team LFI/FIS worked on a skills, experience and knowledge sharing network which leverages IoT technology and processes for the benefit of the students, faculty and alumni of French International Schools. During the hackathon at HKUST, the LFI/FIS team developed a collection of ideas into a conceptual model by identifying technological innovations in profile management, data discovery, content monitoring safeguards, channel and conversation moderation, etc.

We would like to express our gratitude to Martial Jaume our professor and Ravindran Thanikaimoni who have inspired and push all of us beyond our limits.

Alexandre Guerville, Ravindran Thanikaimoni, Julien Guerville, Amandine Fischer et Alix Bellemin