



www.samsung.com/hk/solvefortomorrow

Contest Update

Enlighten Hong Kong with your green ideas

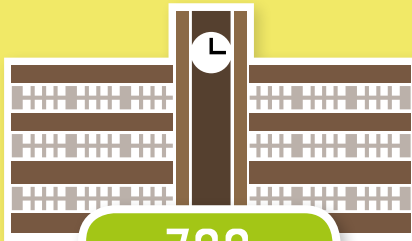
Students across Hong Kong aspire to a greener tomorrow!

Over the past two months, students and schools across Hong Kong have been working hard to develop ideas for how technology can improve the city's environment. They've submitted these ideas to Samsung's inaugural **Solve for Tomorrow** competition.

So far, the Samsung **Solve for Tomorrow** has...

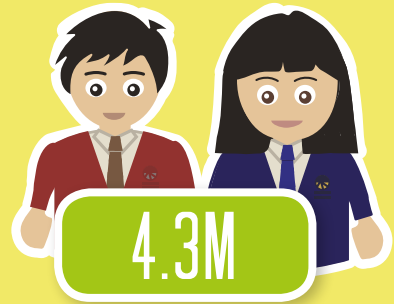


Received thousand of INSPIRING IDEAS



736

Involved 736 SCHOOLS from across the city



4.3M

Been seen by 4.3 million people over the last six weeks*

On The Horizon

More opportunities to get involved



Timetable

2013
11.26 Competition launch



Don't worry if you weren't able to enter. In the next few weeks, there will be more chances to get involved, as the top 60 ideas are transformed into short videos. The general public will have the chance to vote and shortlist the best videos! Watch out for your opportunity to get involved.

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2014
1.16 Picture & Audio entry deadline



1.30 Announce 60 shortlisted entries



2.26 Video entry deadline



3.25 Award ceremony



3.19 Announce 15 shortlisted entries

* Figure based on estimated reach of promotion materials.



Samsung Community Outreach

Samsung employees spread the word for a greener Hong Kong

It's not just students who are getting involved in Samsung **Solve for Tomorrow!** In an effort to involve as many young people as possible across the city, Samsung employees have been making trips to local schools to speak with students about environmental responsibility.

The Samsung team has been hard at work hosting assemblies and workshops at schools in Hong Kong. This program gets students thinking about issues facing the city's environment – and more importantly, inspires them to think about how they can use technology to make Hong Kong a greener, smarter place to live.



A Samsung employee speaks with students at TWGH Lee Ching Dea Memorial College about how technology can be used to solve environmental issues.



Students from Carmel School of Hong Kong examine how technology has been used to solve environmental issues during a visit from a Samsung employee.

"Samsung Solve for Tomorrow is a great program for students because it encourages them to take action in protecting the world that they live in. I believe that the environment is something that they should be aware of."

– Ms. Leung, TWGH Lee Ching Dea Memorial College

The Year Of The Horse



Tips for a greener celebration

Hong Kong's most eagerly awaited festival of the lunar calendar is fast approaching. Beginning on the first day of the New Year there are 15-days packed with age-old traditions, cultural festivities and family celebrations to welcome the Year of the Horse.

As well as celebrating with auspicious food, strings of red lanterns and generous gifts, this year you can also help reduce the impact on the environment by following our green CNY advice:



Use good-as-new notes, instead of brand-new ones, for lai-see



Reuse lai-see packets



Store decorations for reuse in the following year



Send e-cards instead of paper greeting cards