

# WTISD 2025

## Proposal Competition and ICT Open Day engage students in innovating AI communication solutions for societal equality

For this year's World Telecommunication and Information Society Day (WTISD) in Hong Kong, the Communications Association of Hong Kong (CAHK) will organise two significant events – the ICT Open Day and Proposal Competition – spanning from

February to May. These events are fully supported by the Communications Authority. Both events will reflect the theme of WTISD 2025, which is "Enhance Equality in Our Society with AI in Communications." No registration fee is required.

### Sign up for proposal writing contest to win the prize

Innovative solutions call for creative minds and fresh perspectives. Today's youth are full of ideas unbridled by conventions. The WTISD Proposal Competition encourages students to develop original solutions centred around the application of telecommunications technology. This year's competition engages them to push the envelope and innovate AI communication solutions that can be utilised to promote equality, including, but not limited to, learning, social, economic, gender, language barriers, uneven educational resources, aging and race, and to improve communication and an equitable digital future within our communities in Hong Kong.

#### About the theme

The Hong Kong Government is firmly committed to promoting equal opportunities for all and eliminating all forms of discrimination. Various legislative, administrative, and educational measures promote equal opportunities for people of different gender, family status, sexual orientation, and race, among others.

Nevertheless, discrimination is still prevalent in Hong Kong's workplace, according to an advocacy group. For instance, figures from the Hong Kong Census and Statistics Department show that the gender pay gap in Hong Kong widened to 21 percent in 2021, compared with 18 percent in 2011. Only 38 percent of Hong Kong's women were in management positions, while 62 percent were men.

Hong Kong is a culturally diverse society and nearly 92 percent of its population is Chinese. Ethnic minorities, particularly those from South Asia, are often associated with poverty, crime, and hygiene issues, and suffer from racial discrimination. Insufficient proficiency in the Chinese language limits employment opportunities and tertiary education options among people from ethnic minority groups.

Ageism is a highly prevalent form of discrimination in Hong Kong. According to a survey by the Association of the Retired Elderly, 34% of respondents noting they did not meet job requirements due to their age. Those who are

already employed encounter multiple forms of age-related bias at work, the most common types of discrimination including lower pay, being passed up for promotion, and being let go after a restructuring.

AI holds the potential to reduce inequality—if harnessed for social good. AI-driven innovations in healthcare, education, and agriculture can uplift living standards in developing countries, closing the gap between rich and poor. AI in communications can play a significant role in enhancing equality in our society in several ways, including breaking language barriers, promoting accessibility for people with disabilities, and reducing bias by identifying and mitigating biases in communication platforms. AI can provide personalised learning experiences for individual students, empower marginalised communities, and advance new healthcare solutions. By leveraging AI in these ways and more, we can work towards a more equitable society where everyone has the opportunity to thrive.

#### Proposal requirements

The Proposal Competition invites students from Secondary Four to Six and tertiary levels to submit a proposal in: a) written format (500-1,000 words) or b) PowerPoint format (maximum 20 slides and above 400 words) in either English or Chinese.

Entrants are encouraged to provide visuals, charts, or diagrams to support their proposals and effectively communicate their ideas. The competition only accepts individual submissions.

#### The proposals need to include the following elements:

- Identifying target group
- Highlighting current equality needs
- Innovative solutions
- Practical implementation
- Impact assessment

#### Prizes

Entries will be evaluated by a six-member panel from the Hong Kong ICT industry based on originality, content, writing quality, and visual presentation.

All entrants will receive an eCert. Outstanding and most participating schools will receive trophies. The Champion, First Runner-Up, Second Runner-Up, and 10 outstanding submissions will be selected by the judging panel. All winners will receive HUAWEI products from Matepad, smartphone, smartwatches to headphones as prizes at the 2025 WTISD-HK Prize Presentation Ceremony to be held on May 17, 2025.

#### ICT Open Day

This flagship event will allow participating students to explore how leading ICT organisations in Hong Kong apply advanced digital technologies to address various issues and why their solutions will ultimately contribute to creating a more equal society.

During this Open Day visit to ICT companies led by ICT professionals, students are expected to gain valuable insights from industry experts. Students from S4 to S6 are welcome to attend. The event is free of charge, with free shuttle bus support.

Previous participants of the ICT Open Day have shared overwhelmingly positive feedback, crediting the event and their interactions with tech company executives for deepening their understanding of the ICT sector. The experience has been instrumental in shaping some of their future careers in the technology sector.

#### Important dates

This year's ICT Open Day is scheduled for March 29 (Saturday morning), with the recruitment period from February 7 to March 21.

Please register here

<https://bit.ly/wtisd-openday>



The registration period and entry submission for the Proposal Competition is from February 7 to April 11, 2025. Please submit your entry at

<https://bit.ly/wtisd25proposal>



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