

Regular Funding Scheme of Beat Drugs Fund

Note for Potential Applicants of Funding Exercise

Introduction

1. Beat Drugs Fund (BDF) Association Secretariat has summed up the experience and distilled some useful points to note having regard to the processing of applications received in the 2025 Funding Exercise of the Regular Funding Scheme of the BDF.

Marking Scheme for the 2025 Exercise

2. Proposed projects received from eligible applicants under the 2025 Funding Exercise were assessed according to four criteria, namely -
 - (a) project strength;
 - (b) impact;
 - (c) project design and feasibility; and
 - (d) experience and track record.

The above criteria and their elaborations could be found in Appendix E to the Guide to BDF Regular Funding Scheme - 2025 Funding Exercise (the Guide). (See link: https://www.nd.gov.hk/pdf/Guide_to_2025_Funding_Exercise_BDF_RFS_full_eng.pdf)

3. After assessment, the proposed projects may generally be -
 - (a) approved in full; or
 - (b) approved with –
 - (i) a shortened/compressed implementation timetable; and/or
 - (ii) adjustment(s) made in activities, budget, manpower and/or other cost items; or
 - (c) rejected.
4. It is the responsibility of the applicants to make sure that they only use the correct application form and submit it by the deadline.

Points to Note

5. The following paragraphs set out some points to note for reference. The brackets [e.g. (1a), (1b), (2c)] denote the corresponding criteria in the Marking Scheme elaborated at Appendix C of the Guide.

A. Project Strength

- (a) Project proponents should make reference to the priority areas published in the Guide when designing the project. For example, for 2025 Funding Exercise, projects should prominently feature and promote on International Day against Drug Abuse and Illicit Trafficking, also known as World Drug Day, June 26 each year. (1a)
- (b) For treatment and rehabilitation (T&R) projects or mixed-type projects with T&R elements, project proponents should demonstrate clear therapeutic elements for the effective T&R of drug abusers, and should elaborate how the proposed new service model or non-conventional mode of service delivery will facilitate the T&R process of the proposed specific target groups. (1b)
- (c) For preventive education and publicity (PE&P) projects or mixed-type projects with PE&P elements, project proponents should demonstrate systematically and clearly how the programme(s) can convey anti-drug knowledge. For example, if a project proponent proposes to deliver anti-drug education talks to students, the project proponent should set out the topics, structure, key content(s) (including the proportion of content with anti-drug elements) of each session of the talks as well as relevant qualifications and professional requirements of organisers/speakers, instead of merely stating the number of sessions. (1c)
- (d) In drawing up PE&P programmes targeting specific groups, project proponents should have regard to their work pattern/habits/cultural background in designing pertinent programmes. (1c)
- (e) For PE&P projects or mixed-type projects with PE&P elements, project proponents should employ new service approaches (e.g. using new methods, new platforms, new educational tools, etc.) to disseminate information of drug harms or other anti-drug messages, in ways which are creative and/or appealing to target groups. The new service approaches should have been demonstrated effective in disseminating anti-drug messages. (1c and 1d)
- (f) Project proponents should avoid repeating previous funded projects with identical elements. The project proponent should clearly illustrate the service need and consider incorporating new elements in the proposed projects in response to the latest drug situation or service needs. Grants by BDF are of a one-off nature and are not recurrent subvention. There is no guarantee that applications similar to previously approved projects would fall under any of the priority area. (1d)

B. Impact

- (a) For Research projects or mixed-type projects with Research elements, project proponents should explain the impact of the research outcome to the anti-drug cause in Hong Kong and illustrate how the research could be put into practical application in Hong Kong. *(2a)*
- (b) Project proponents should ensure that there are adequate and concrete anti-drug elements in their proposals. A simple description of anti-drug elements in the programmes without elaboration on the key content of the programmes or the approach in delivery would be generally considered inadequate. *(2b)*
- (c) For Research projects or mixed-type projects with Research elements, project proponents should illustrate and elaborate how the research methodology could be applied to human setting if the test subjects or samples are not human. *(2b)*
- (d) For T&R projects or mixed-type projects with T&R elements involving training for frontline practitioners (such as courses or workshops), project proponents should provide sufficient information and concrete course contents (including course outline) to demonstrate the direct benefits of the proposed training that could bring to the delivery of drug T&R services. *(2c)*
- (e) Project proponents should demonstrate clearly how the proposed projects and activities could enhance awareness of drug harms, effectively disseminate anti-drug messages, and change anti-drug attitude of the participants. *(2c)*
- (f) For projects involving creative productions (e.g. production of live action role-play game (LARP/劇本殺), movies/short films, songs and music, dramas, games, infographics, videos production by key opinion leaders, books, etc.), project proponents should provide detailed scripts, contents or outlines to demonstrate how the proposed projects could bring the intended effect. *(2c)*
- (g) For PE&P projects or PE&P elements of mixed-type projects involving interest classes/sports activities/healthy lifestyle activities, project proponents should provide concrete elaboration on how such activities could effectively deliver anti-drug messages to, as well as increase the knowledge of drug harms and raise the anti-drug awareness of, the participants, instead of just using the last part of the activities to deliver anti-drug messages without relevant co-relation to the activities. *(2c)*
- (h) For Research projects or mixed-type projects with Research elements, project proponents should provide references of relevant academic/research reports to support the hypothesis. *(2c)*
- (i) For T&R projects or mixed-type projects with T&R elements, project proponents should illustrate how the proposed activities and support would enhance the motivation of drug abusers to quit drugs, help drug rehabilitees maintain abstinence from drugs and bring direct impacts on their drug T&R process. For some specific support such as vocational training and medical treatment service, project proponents should seek to target drug abusers and/or

drug rehabilitees who have successfully quitted drugs in recent times, for example, the past 12 months prior to their participation in the project. (2c)

- (j) For projects involve online anti-drug publicity (e.g. videos, drama or LARP), project proponents should outline explicitly the anti-drugs elements involved and explain in detail how the distribution arrangements of the publicity materials can effectively and widely reach the target groups. (2c)
- (k) For PE&P projects targeting primary school students, project proponents should make use of appropriate methods or topics to make anti-drug messages easier for the target groups to absorb and understand. (2c)
- (l) Project proponents should avoid organising debating competition. (2c)

C. Project Design and Feasibility

- (a) Project proponents should ensure the proposed schedule and project duration are practicable and reasonable (3a):
 - (i) a shorter project duration could be considered for proposed projects with cyclical activities (e.g. organising two roving exhibitions under a one-year project instead of an annual roving exhibition for two years);
 - (ii) a shorter project duration (say around one year) could be considered for proposed projects if the effectiveness of the proposed operation mode has not yet been tested;
 - (iii) project proponents should be mindful of whether the amount of time required for preparatory work (e.g. training for project staff) are overly extensive and substantial compared to the services to be delivered; and
 - (iv) project proponents should avoid submitting applications on projects which are similar to their ongoing ones when the latter would not be completed in the coming calendar year (i.e. the newly-approved project has to commence one year after the approval letter is issued) or when the effectiveness of the latter has yet to be fully tested (e.g. evaluation results not available yet).
- (b) Project proponents should organise programmes or activities that are well-planned, structured and targeted, instead of organising a variety of activities which are weakly linked or structured and unfocused. (3a)
- (c) Project proponents, should devise fallback plans for project activities. Factors to be considered include (but are not limited to) whether the proposed services, programmes, activities, etc. could be readily switched to alternative modes (e.g. through online or non-physical means); whether there is room for rescheduling them during the project period. (3a)
- (d) In providing skill training courses to participants, e.g. movie production or computer animation, sufficient anti-drug PE&P elements (normally, over 25%

of the whole training) should be incorporated systematically in the relevant skill training courses. (3b)

- (e) Project proponents should clearly outline the anti-drug elements and intended benefits from the anti-drug perspective for activities. Project proponents should ensure the participants of activities in GBA be Hong Kong residents. Excessive or extravagant cost items should be avoided.
- (f) Project proponents should demonstrate that the proposed budget (*vis-a-vis* the proposed number of beneficiaries) is reasonable and realistic (3c):
 - (i) project proponents should request a size of staff that is commensurate with projects of similar scale and duration, and provide details and sound justifications on their staff proposals;
 - (ii) project proponents should be mindful of the cost-effectiveness aspect when setting the target size/number of audience/users/readers served compared to the cost of production of movies/mobile apps/games, etc.;
 - (iii) project proponents should aim to provide volunteers with clear and correct anti-drug knowledge, the necessary dissemination skills and other training directly related to subsequent volunteer works during the volunteer training period. The number of training hours should be justifiable;
 - (iv) project proponents should give due consideration to the nature and cost of the proposed activities when setting the target size/number of participants for group sessions, and should provide details to explain and demonstrate the need for the proposed target size;
 - (v) project proponents should produce and distribute project publications through electronic means wherever possible. Printed publications will only be allowed with strong justifications provided. Such printed publications should be distributed to specific and clear target groups instead of members of the public at large; and
 - (vi) project proponents should, in estimating the budget for organising training activities for frontline practitioners, make reference to the cost items supported and the respective level of sponsorship under the Social Work Training Fund administered by the Social Welfare Department.
- (g) Project proponents should explain the methodology, rationale and anti-drug service need behind selecting target beneficiaries. (3c)
- (h) Project proponents should demonstrate that the proposed numbers of beneficiaries, participants and/or users of the proposed project are realistic (3c):
 - (i) project proponents should secure partnership with suitable parties relevant to the proposed projects (e.g. non-governmental organisations, schools or tertiary institutions, ethnic minority groups) to demonstrate that the projects could be implemented smoothly with target outputs met;

- (ii) project proponents, especially those who are new to anti-drug services, should consider collaborating with stakeholders from the anti-drug sector to demonstrate that the projects could be delivered as proposed;
 - (iii) for Research projects or mixed-type projects with Research elements, project proponents should provide clear definitions on the target groups/participants to be studied as well as the methodology in selecting participants and illustrate how to recruit participants;
 - (iv) for Research projects or mixed-type projects with Research elements, project proponents should give consideration to include a control group as baseline reference as far as practicable when evaluating the impact of the subject matter of the research;
 - (v) for Research projects or mixed-type projects with Research elements, project proponents should demonstrate that the proposed range and number of subjects/participants involved are adequate, and be mindful of the sampling fraction (e.g. when conducting quantitative surveys, the sample size should be sufficiently sizeable for statistically meaningful results); and
 - (vi) for Research projects or mixed-type projects with Research elements, project proponents should provide information or elaborations on how the drug problems were related or specific to the proposed study targets/participants.
- (i) Project proponents should ensure that they provide details of outcome and output indicators as required in the Guide and application form. *(3e)*
 - (j) for Research projects or mixed-type projects with Research elements, project proponents should adopt suitable evaluation methodolog(ies) and provide detailed justifications. Questionnaires that are too simple (i.e. questionnaires with only 1-3 items) should be avoided. *(3e)*
 - (k) For Research projects or mixed-type projects with Research elements, project proponents should be mindful of whether the proposed data collection method is practicable (e.g. collecting sensitive information through questionnaires). *(3e)*
 - (l) For Research projects or mixed-type projects with Research elements, project proponents should elaborate how the research would be put into implementation in Hong Kong. *(3e)*

D. Experience and Track Record

- (a) Project proponents' previous records in implementing the BDF projects, as well as of the timeliness in submitting reports/financial documents will be taken into account in the assessment and vetting of their proposed projects. *(4a and 4b)*

E. Other Budget-related Issues

- (a) Project proponents should list out budget items in a clear and detailed manner.
- (b) Project proponents should show a detailed and itemised breakdown of funding requirements corresponding to each programme activity by project year.
- (c) Project proponents should be mindful of whether there is a genuine need for food and beverage items, as well as the amount of costs on the items. They should also avoid excessive or extravagant gifts/allowance/activities/prizes prepared for only a small number of recipients in competitions.
- (d) Project proponents should avoid the provision of direct financial assistance and monetary rewards to individual participants for their participation in T&R programmes, save for vocational-related subsidies.
- (e) Project proponents should be mindful that requests to cover the following cost items will not be allowed –
 - (i) administration fees and miscellaneous fees without specific details and supporting justifications;
 - (ii) personal emolument of staff at supervisory level of non-governmental organisations receiving Government subvention;
 - (iii) utility charges such as electricity, gas, water, telephone and broadband;
 - (iv) costs of fixtures, office furniture, computer or electronic devices, other equipment;
 - (v) costs of trips outside the Greater Bay Area; and
 - (vi) costs of events organised or services provided outside Hong Kong (except for approved project activities in other Greater Bay Area localities).

(Note: Expenses for cost items specified under (e)(i) to (iv) above shall be covered under the approved lump sum expenditure of “Administrative Overhead”.)

- (f) Project proponents should provide detailed justifications to demonstrate that any proposed procurement of computers, mobile phones or other electronic devices and related items (e.g. SIM cards and routers) is strictly essential to the implementation of the project and the models proposed commensurate with

actual needs.

- (g) Project proponents should ensure consistency and accuracy in the number of beneficiaries and activities when filling in different parts of the application form.
- (h) Project proponents should set out the specific duties of the proposed staff members.
- (i) Project proponents should ensure that the proposed qualification and experience requirements on staff members are commensurate with their duties and expertise needed, and provide detailed justifications for paying salaries higher than the relevant benchmarks.
- (j) Project proponents should specify the exact period when the project staff member(s) are to be employed (e.g. from 1st to 12th month/from 13th to 24th month), so as to facilitate assessment of relevant staff requirements.

Beat Drugs Fund Secretariat
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