LINKLATERS SOCIAL IMPACT COMPETITION

AY25/26

NUS Faculty of Law

Centre of Pro Bono & Clinical Legal Education

PROBLEM STATEMENT & INSTRUCTIONS

PROBLEM STATEMENT

1. **Topic:** The regeneration of heritage and culture in Singapore

2. **Problem:** Heritage and culture form the backbone of identity - at personal, community-wide and national levels. In Singapore, significant expressions of heritage and culture include hawker culture, traditional festivals (such as *Thaipusam*, Chinese New Year street celebrations, and *Hari Raya Puasa* bazaars), distinct vernacular architecture (such as conserved *shophouses* and black-and-white colonial houses), community languages and dialects, intangible practices like *wayang kulit* (shadow puppetry), the preservation of historical neighbourhoods (*Kampong Glam* and *Little India*) and the development of contemporary cultural spaces, independent art initiatives, and intergenerational crafts (such as batik-making or *Peranakan* beadwork).

   Over time, heritage and culture in Singapore have faced pressures and change—from urban redevelopment, shifting demographics, evolving government policies, and globalisation. While some transformations have breathed new life into tradition, others have led to gradual erosion, loss, or diminished relevance. This year's challenge invites you to interrogate these processes of change, consider their impact on society, and develop innovative approaches for regeneration.

TASK

3. Singapore's heritage and culture have been shaped by many forces and have undergone substantial transformation. Focussing on one example that you perceive has been lost, eroded, or is currently waning, consider how it might be revitalised or regenerated in the context of today's challenging world. How can such efforts deliver measurable and sustainable social impact?
4. You are not confined to the local or national setting—feel free to consider the wider impact of your ideas, including possible international implications. In developing your solution, your team should:
   a) Discuss how the impact of your proposed solution can be measured both quantitatively (using data, statistics, or metrics) and qualitatively (using case studies,

interviews, or social feedback) to assess its effectiveness and to improve education and foster awareness, inclusivity and engagement across communities.
b) Explain how developments in law or regulation might facilitate the implementation and success of your proposal, considering existing frameworks (such as conservation guidelines, cultural funding, or intellectual property protections related to heritage), identifying potential obstacles and making recommendations for reform, as relevant.
c) Propose a workable plan for implementation. Where useful, outline a marketing or public awareness campaign to support your initiative.

Your research and recommendations should be evidence-based, creative, and reflect an understanding of Singapore's cultural and social diversity and its long-standing ambition to lead through change and innovation. Proposals that give due consideration to environmentally responsible or sustainable outcomes will be given additional weighting.

("**Proposed Idea(s)**")

5. The competition will take place over 2 rounds.
    a. **Preliminary round**: Teams will submit a video trailer of how a full video pitch will look like.
    b. **Final round**: Finalists will submit a video pitch of their Proposed Idea(s) with an accompanying written report.

6. **Target audience**: There is no prescribed target audience for teams' Proposed Idea(s) and videos. However, teams should consider who the target audience should be based on their Proposed Idea(s) and the tone and style of their pitch. Teams are not required to explicitly identify their target audience in their video submissions.

7. As teams are selected for the final round based on the quality of their Proposed Idea(s) and video trailer, teams are **not permitted** to change the essence of their Proposed Idea(s) after the preliminary round. However, teams are **permitted and encouraged to refine** their Proposed Idea(s) – teams should read the judging criteria on what this should entail. Further, teams are **not** required to incorporate the visuals and footage of their video trailer into their final video pitch. However, the **substantive ideas, target audience and overall style and tone of the final video pitch should be consistent** with the video trailer.

PRELIMINARY ROUND: VIDEO TRAILER

8. Teams are to submit a **2-minute video trailer** of a 7-minute video pitch responding to the problem statement and task.

9. **Time limit: 2 minutes** (including opening slide). Teams with videos longer than 2 minutes may be disqualified.

10. **Opening slide**: Videos must have an opening slide that flashes for at least **2 seconds** (which counts towards the time limit) with the following information:
    a. State "Linklaters Social Impact Competition 25/26 Prelims"
    b. Team members' names
    c. A short name for the video trailer and/or Proposed Idea(s) (be creative!)

11. **References**: Teams should prepare a document stating their references when submitting their video, if necessary. Any appropriate citation style is acceptable.

12. **File format:**
    a. Video: **mp4**
    b. References: **doc/docx**
    c. Maximum file size: **1GB**

13. **File name**:
    a. Video: <team leader's full name_prelim_video_LLSIC2526>;
    e.g. Tan Lim Eng_prelim_video_LLSIC2526
    b. References: <team leader's full name_prelim_references_LLSIC2526>;
    e.g. Tan Lim Eng_prelim_references_LLSIC2526

FINAL ROUND: VIDEO AND WRITTEN REPORT

14. Finalists are to submit a **7-minute video pitch** and a **4-page accompanying written report**.

Video

15. **Time limit: 7 minutes** (including opening slide). Teams with videos longer than 7 minutes may be disqualified.

16. **Opening slide**: Videos must have an opening slide that flashes for at least **5 seconds** (which counts towards the time limit) with the following information:
    a. State "Linklaters Social Impact Competition 25/26 Finals"
    b. Team members' names
    c. A short name for the video pitch and/or Proposed Idea(s) (be creative!)

17. **References**: Teams should prepare a document stating their references when submitting their video. Any appropriate citation style is acceptable.
18. **File format:**
    a. Video: **mp4**
    b. References: **doc/docx**
    c. Maximum file size: **1GB**

19. **File name**:
    a. Video: <team leader's full name_final_video_LLSIC2526>;

e.g. Tan Lim Eng_final_video_LLSIC2526

b. References: <team leader's full name_final_references_LLSIC2526>;
e.g. Tan Lim Eng_final_references_LLSIC2526

Written Report

20. **Structure**: Except as expressly provided for in the instructions, there is **no prescribed structure** for the report. Teams are free to decide what should go into the report, and how the report should be structured.

21. **Considerations:** Teams should consider the following when drafting their report:
    a. The **video pitch** is the **main deliverable** and should be able to standalone as a persuasive pitch without the report. The written report accompanies the video pitch and should **supplement** the video pitch.
    b. Some items that may be suitable for the written report include technical information of the Proposed Idea(s), background research findings, research methodology, feasibility studies etc. Concurrently, teams should consider if these items should also be incorporated into the video pitch in a suitable manner.
    c. Teams may consider examples of business proposals or elevator pitches available online and adapting them for their written report.

22. **Page limit**: The report must not exceed **4 pages**, **excluding** the cover page, reference section, and appendices. Teams may be disqualified if their report exceeds 4 pages.

23. **Formatting instructions** (except for the cover page):
    a. Arial
    b. Font size 12
    c. 1.5 line spacing
    d. 2.54cm margins on all sides
    e. Indicate page numbers on all pages excluding the cover page

24. **Cover page**: The written report must have a cover page, with the following information:
    a. State “Linklaters Social Impact Competition 25/26 Finals”
    b. Team members’ names
    c. An appropriate report title

25. **References**: The written report should include a reference section. Any appropriate citation style is acceptable.

26. **Appendices:** Appendices may be included. No credit will be given for substantive content in the appendices, but **teams may be penalised if raw data or research findings relied upon in the written report are not included in the appendices**.

27. **File format: doc/docx;** Maximum file size: **1GB**

28. **File name**: <team leader's full name_final_report_LLSIC2526>; e.g. Tan Lim Eng_final_written report_LLSIC2526

SUBMISSION INSTRUCTIONS

29. **Submission method**: Team leaders should submit their files (video, written report, and references) by uploading their files and submitting the form at:
    a. **Preliminary Submission: https://forms.office.com/r/0763UNQ3zr**
    b. **Final Submission: https://forms.office.com/r/JZuzzJPgKH**

30. **Backup uploads to file sharing site**: Further, teams should also upload an identical copy of their video, references (if any) and written report submissions on an online file sharing service, e.g. Google Drive or Dropbox, and provide an accessible link to the files through the submission form. If a video is **published on a publicly accessible video hosting site(s),** e.g. YouTube, **references should be appended either in the video description as-is or a link to the references document should be provided.**

31. **Technical issues with submission portal:** In the event that there is a technical issue with the submission form, teams should email the competition organisers at sicnuscpbcle@gmail.com with the accessible links to their backup uploads of their files **by the submission deadline.**

32. **Re-submissions are not allowed**, except with the approval of the competition organisers, at their sole and absolute discretion.

JUDGING CRITERIA

33. **Proposed Idea(s)** (assessed through both video and written submissions)
    a. **Impact**: The Proposed Idea(s) should address the problem in a meaningful, lasting and sustainable manner. The Proposed Idea(s) should be effective and impactful, having regard to how the team has scoped the problem and the target audience.
    b. **Feasibility**: The Proposed Idea(s) should be capable of being carried out, having regard to the cost of implementation, the state of technology, the availability of resources for execution, and the likelihood of buy-in by the target audience and the relevant stakeholders necessary to make the idea(s) work.
    c. **Innovation**: The Proposed Idea(s) should be creative and original.
    d. **Contextual Understanding**: The Proposed Idea(s) and pitch should demonstrate an understanding of the context surrounding the problem statement, such as the underlying factors that are driving the problem, why the problem is pertinent, and how the Proposed Idea(s) can fit into the social impact or ESG landscape**.**

e. **Refinement**: The Proposed Idea(s) should be well thought-out and thoroughly worked through. This means that any potential issues with the implementation of the Proposed Idea(s) should be addressed, and that the important details of the Proposed Idea(s) are fleshed out where appropriate. (*Due to the short time limit of the video trailer and the lack of a written report, **this criterion may be weighted less in the preliminary round.** This criterion will be weighted proportionately with the other criteria in the final round.)*

34. **Production Quality** (video submission)
    a. **Effectiveness**: The video should present the Proposed Idea(s) in a compelling, persuasive and exciting manner. The video should also provide an effective and clear explanation of the important features of the Proposed Idea(s).
    b. **Tailored to Target Audience**: The video should present the Proposed Idea(s) and information in a manner that is accessible, engaging and compelling to the target audience.
    c. **Creativity:** Credit will be given to videos that present the Proposed Idea(s) in a creative manner, such as by exhibiting novel presentation and videography techniques.
    d. **Aesthetic and Technical Qualities**: The video's visuals should be clear, stable and smooth, while the video's audio should be crisp and audible. The choice of visuals and sounds, and the look and feel of the video, should be compatible with how teams wish to pitch their Proposed Idea(s).
    e. **Professionalism**: The video should be professional, in a form where it is ready to be published publicly. The video should be free of typographical, grammatical errors and video editing mistakes.

35. **Written report** (*final round only)*
    a. **Quality of research**: The report should demonstrate that the team has rigorously and diligently conducted the necessary and relevant research into the problem statement and the Proposed Idea(s). Teams should also explain how their research findings are relevant to their understanding of the problem and the formulation of their Proposed Idea(s).
    b. **Utility**: The written report should complement their video submission in evaluating the problem statement and developing a strong argument, with supporting evidence, for the adoption of their Proposed Idea(s).
    c. **Organisation**: The written report is organised in a manner that is coherent and easy to follow.
    d. **Professionalism**: The written report should be professional and in the appropriate register. The video should be free of typographical, grammatical errors and video editing mistakes.

CLARIFICATION QUESTIONS

36. Teams should refer to the section on "Clarification Questions" in the competition rules. Teams are reminded that questions must be sent in to sicnuscpbcle@gmail.com.

37. **Discretion to not answer questions:** The organisers retain the sole and absolute discretion on whether to answer questions submitted. Questions where answers can be found in the competition rules, website or this document will not be answered.

38. **Deadline**: The deadline for clarification questions for the preliminary round is **29th December 2025, 11.59pm**. The deadline to ask clarification questions for the final round will be provided after the finalists are announced.

GENERAL REMINDERS

39. **Rules:** Teams are to read the competition rules carefully.

40. **No External Assistance:** The video(s) and the report must be the work of the team members alone. There should be no external assistance in the making of video(s) and/or the drafting of the report.

41. **Intellectual Property:** Teams must only submit original works that do not violate the intellectual property rights of third parties. Participants should ensure that they comply with all prevailing intellectual property and copyright laws when using music, visuals, and all other resources available on the internet and elsewhere.

42. **Plagiarism:** Teams are reminded that they must adhere to the highest standards of academic integrity, and that NUS takes a strict view of plagiarism and academic dishonesty.

43. **Confidentiality**: As submissions may be published online or presented publicly, participants should not include any sensitive or confidential information in their submissions.

44. **Communication**: Teams should check their emails and the website regularly. Teams are encouraged to join the telegram broadcast channel to get the latest updates.

45. **Enquiries:** All enquiries should be directed to sicnuscpbcle@gmail.com.