

## Public Notice for the 2023 ASEAN-ROK Youth Metaverse Idea Contest (Focusing on Cultural Heritage)

The Busan IT Industry Promotion Agency (BIPA) and ASEAN-ROK Working Committee on Cultural Heritage Cooperation (the Committee) are recruiting participants for the "2023 ASEAN-ROK Youth Metaverse Idea Contest (Focusing on Cultural Heritage)", in which BIPA asks ASEAN college students to propose ideas in the field of "cultural heritage and tourism" using Metaverse technology.

The aim of this contest is to promote mutual growth of the Metaverse industries through joint cooperation between ASEAN and the ROK. College students (in ASEAN Member States or ASEAN students in ROK) can develop and propose creative ideas in the field of cultural heritage and tourism by utilizing Metaverse technology.

For details, please refer to the terms and conditions below.

### 1. Outline

- Period: From 1<sup>st</sup> Aug to 18<sup>th</sup> Aug (Deadline: 18:00 KST)
- Conditions: University or Graduate students with ASEAN Nationality in ASEAN Member States and ROK (Brunei, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam)
- Number of applicants: Up to 100 people (First come, first served)
- Applying condition: An individual or a team of members (up to 4 people)
  - An individual or one of team members should be able to communicate in English and one of team members(or an individual) should be a planner.
  - All applicants should possess ASEAN national passports.  
(If not, should obtain ASEAN passport by September 20th.)
  - Those who apply alone from an identical country with similar ideas will be asked to build up a team by the secretariat (not regulatory)
- Application:
  - By Google Forms or email to [bipaxr@gmail.com](mailto:bipaxr@gmail.com)/ [ak.heritagenetwork@gmail.com](mailto:ak.heritagenetwork@gmail.com)

### 2. Competition Topic

- Topic: Participants are free to propose ideas related to "cultural heritage and tourism" using immersive content technologies such as XR (VR/AR/MR) and Metaverse

▸ **An example of topic**

- Preservation of cultural heritage through XR metaverse technology: How to preserve cultural heritage using XR metaverse technology

### 3. Privilege & Prize

#### □ Privilege

- More than 5 teams (up to 20 persons) will be invited to Busan, ROK for the final round of the contest and off-line camp.
- Round trip tickets, accommodation, meals, seminars and tour will be provided to the final round contestants by courtesy of BIPA.

#### □ Prize

- The winner and 2 runner-ups of the final round will be awarded. The winner will have a chance to present their output to the 3rd Working Committee Meeting for ASEAN-ROK Cultural Heritage Cooperation, to be held in Thailand in December, 2023 (to be confirmed).
- Members of runner-ups will be awarded with a small IT gadget.

### 4. Qualifying Round

#### □ On-line Qualifying Round

- Period: From August 28<sup>th</sup> to September 22<sup>nd</sup>
- Venue: On-line Metaverse Platform (Hancorn a:rz Meta)
- Number of applicants: Up to 100 people (First come, first served)
- Competition: On-line evaluation (PPT or Additional Presentation).
- Service: On-line lectures and the support of on-line activities to facilitate contender's ideas will be provided.

#### □ Timetable

Day	Session	Remarks
Aug. 1 <sup>st</sup> ~ 18 <sup>th</sup>	Reception	<ul style="list-style-type: none"> <li>▪ Reception of Application by Google Form</li> <li>▪ Up to 100 people</li> </ul>
Aug. 21 <sup>st</sup> ~ 26 <sup>th</sup>	Team Building	<ul style="list-style-type: none"> <li>▪ On-line matching (helping team building)</li> <li>▪ Confirmation of contenders</li> </ul>
Aug. 28 <sup>th</sup> ~ Sep. 22 <sup>nd</sup>	Team Activity	<ul style="list-style-type: none"> <li>▪ Provision of Metaverse platform and lectures</li> <li>▪ Presentation of Korean immersive contents</li> </ul>
	Qualifying round	<ul style="list-style-type: none"> <li>▪ Presentation of Idea PPT with additional materials, if any.</li> <li>▪ Evaluation of Presentation</li> </ul>
Sep 25 <sup>th</sup> ~ 30 <sup>th</sup>	Mentoring	<ul style="list-style-type: none"> <li>▪ Filtering Ideas through Mentoring</li> <li>▪ Feedback of Ideas considering feasibilities</li> </ul>
Oct. 1 <sup>st</sup> ~ 31 <sup>st</sup>	Preparation	<ul style="list-style-type: none"> <li>▪ More than 5 teams up to 20 persons will be selected and invited to Busan</li> <li>▪ Confirmation of Visa/Immigration regulation</li> </ul>

※ The program is subject to change without notice under the certain circumstances.

## 5. Final Round

□ Off-line Final Round (Busan, ROK)

- Period: From November 5<sup>th</sup> to 11<sup>th</sup>
- Venue: ASEAN-ROK ICT Convergence Village, BIPA, Busan, ROK
- Competition: Off-line evaluation (PPT or Additional Presentation).
- Service: On/off-line lecture for the development of Ideas, Tour of Busan & Gyeongju and XR Companies in Busan.

□ Timetable

Day	Location	Details
Day 1	Busan	▪ ASEAN Nations ⇔ Busan, Korea
Day 2	Busan	▪ Opening ceremony ▪ Orientation, Team Building
		▪ Brainstorming ▪ Lecture/ Mentoring on XR·Metaverse
Day 3	Busan	▪ Feedback, Pre-presentation ▪ Tour of Busan on XR·Metaverse
Day 4	Gyeongju	▪ Tour of Gyeongju (Korean Heritage)
Day 5	Busan	▪ Final Presentation
		▪ Free time
Day 6	Busan	▪ Tour of Busan for XR·Metaverse companies ▪ Award & closing ceremony
Day 7	Busan	▪ Busan ⇔ ASEAN Nations

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## 6. Evaluation

□ Evaluation

- 5 ~ 7 judges will examine and evaluate teams and individuals. Teams/individuals with the highest scores are selected by summing and averaging the scores of the judges. As for the evaluation, points are set by categories below.

Category	Evaluation	Points
Feasibility	▪ Whether the proposal is specific/feasible?	30
Compatibility	▪ Whether the proposal is compatible with current techniques (XR-Metaverse)?	30

Creativity	▪Whether the proposal is differential from others?	20
Extensibility	▪How far the proposal may be developed?	20
Total		100

## 7. Mentoring services

### □ Mentors

- A mentor group with expertise in cultural heritage, tourism, and ICT will be formed for the benefits of participants of the contest.

### □ Mentoring services

- Qualifying round: Mentoring service will be provided in the qualifying round for the development of ideas and team build-up process

- Final round: Mentoring service will be provided in the final round for the final presentation and future plan.

## 8. Inquiries

If any inquiries arise, participants will be encouraged to contact the secretariat of 2023 ASEAN-ROK Youth Metaverse Idea Contest.

Please send an email to [bipaxr@gmail.com](mailto:bipaxr@gmail.com) or [ak.heritagenetwork@gmail.com](mailto:ak.heritagenetwork@gmail.com)

## 9. Submission of application

Applicants who wish to submit, please click the button below and fill out the Google form.