

EDUCATION BUREAU CIRCULAR MEMORANDUM No. 104/2020

From: Secretary for Education
Reference: EDB(CD/MCNE)/ADM/60/1/3(11)
Date: 23 July 2020

To: Heads of Kindergartens, and
Primary and Secondary Schools
(Including Special Schools)

My Pledge to Act 2020 – Be Grateful and Treasure What We Have, Stay Positive and Optimistic

Summary

The purpose of this circular memorandum is to inform kindergartens, primary schools and secondary schools (including special schools) of the arrangements for “My Pledge to Act” (MPA) in the 2020/21 school year.

Background

2. Since 2003, the Education Bureau (EDB) has been encouraging schools in the territory to join MPA, which aims to promote positive values and a healthy lifestyle among students through collective commitment and related learning activities. As promulgated in EDB Circular Memorandum No. 116/2019, the theme of MPA in the 2019/20 school year was “Be Grateful and Treasure What We Have, Stay Positive and Optimistic”. In the 2019/20 school year, over 600 schools planned and implemented MPA-related activities through various modes to instil in their students positive values and attitudes. To sustain the effectiveness of learning, the EDB will continue to adopt the above theme for the 2020/21 school year to foster an atmosphere conducive to positive education in schools.

3. The EDB has been providing schools with learning and teaching resources as well as promotional resources to support the implementation of MPA. Starting from the 2019/20 school year, the EDB has, through “My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic” Funding Programme launched by the Quality Education Fund (QEF), enabled schools to obtain additional resources to organise diversified learning activities which help create a learning environment conducive to cultivating positive values and attitudes.

Details

4. Schools are recommended to continue to adopt “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” as the theme of MPA for the 2020/21 school year. Schools are advised to translate the COVID-19 outbreak into learning contents and allow students to share their reflections about the outbreak. In addition, we encourage schools to incorporate into their annual school plans or school development plans those activities related

to the theme of MPA through systematic and holistic planning, and to design and implement appropriate school-based curricula and learning activities that take into account school characteristics and student needs.

5. To support schools in continuously implementing the work related to MPA in the 2020/21 school year, the EDB now launches a new series of learning and promotional activities. The details are set out as follows:

(i) “My Pledge to Act” activity series: (1) short videos on schools’ experience in promoting reflections on the COVID-19 outbreak

The EDB is inviting schools to produce short videos to share their practical experience in the implementation of MPA. In particular, schools may share how to draw on the COVID-19 outbreak, a significant life event, to prompt student discussion and reflections, and instil in students the positive values associated with the theme “Be Grateful and Treasure What We Have, Stay Positive and Optimistic”. Please refer to **Annex 1** for details.

(ii) “My Pledge to Act” activity series: (2) Mascot (“樂諾小太陽”) creative sticker design competition



To enable students, their family members, teachers, classmates and relatives to send positive messages to each other, various packs of mascot (“樂諾小太陽”) stickers for mobile applications (www.edb.gov.hk/mcne/mpa2019-20/stickerpack) were designed in the 2019/20 school year. To encourage students to further promote positive messages, the EDB is inviting primary and secondary students to participate in this creative sticker design competition and unleash their creativity through enriching the basic design of the mascot stickers to highlight “Be Grateful”, “Treasure What We Have”, “Stay Positive” and/or “Stay Optimistic”. Please refer to **Annex 2** for details.

(iii) “My Pledge to Act” activity series: (3) “I can do it” – sharing of students’ pledges

“Be Grateful and Treasure What We Have, Stay Positive and Optimistic” writing boards (please see the picture below) will be provided for schools participating in MPA so as to encourage students to write down their pledges related to the theme for display in conspicuous places on campus or at home, hence the creation of a favourable atmosphere for positive education. Also, students will be invited to take photos of their pledges on the writing boards for submission to the EDB via their schools by email (mcne@edb.gov.hk). Please include ““I can do it” – sharing of students’ pledges” in the subject line of the email. We will select some submissions for sharing on MPA’s Facebook page, and the students concerned will be awarded a souvenir as a compliment.





(iv) Provision of promotional resources for “My Pledge to Act”

To facilitate schools’ creation of a favourable atmosphere for positive education, the EDB has made a series of promotional resources available to schools taking part in MPA. The electronic version of such promotional resources as posters, banners and mascot (“樂諾小太陽”) sticker templates can be downloaded from the MPA (2019-2020) resource website (www.edb.gov.hk/en/mpa2019-2020).



Meanwhile, participating schools will be provided with physical promotional resources, including the above-mentioned “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” writing boards for students to share their pledges and photo props of mascot (“樂諾小太陽”). (Please see the picture below for reference.) Schools can make use of these props in related learning activities to provide students with interesting and interactive learning experiences to cultivate positive values among them. Schools wishing to obtain those resources, please refer to **Annex 3** for the Reply Slip.



(v) Provision of learning and teaching resources for “My Pledge to Act”

The EDB will continue to, through the MPA resource website (www.edb.gov.hk/en/mpa2019-2020), provide a wide range of learning and teaching resources and recommendations on learning activities, including student handbook, e-presentation slides templates, worksheets, and examples of activities, so as to support schools in conducting learning activities which tie in with schools’ characteristics and students’ development.



(vi) “My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic” Funding Programme

The EDB will continue to implement “My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic” Funding Programme in the 2020/21 school year. Publicly-funded schools¹ and kindergartens joining the 2020/21 kindergarten education scheme may apply to the QEF for a funding of not exceeding \$200,000 to conduct diversified learning activities and create a learning environment conducive to cultivating positive values and attitudes. The Funding Programme is open for application and the application deadline is **31 August 2020 (Monday)**. For details, please refer to the QEF website (www.qef.org.hk > Application Guide > “My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic” (2020) Funding Programme).

6. Schools interested in implementing MPA in the 2020/21 school year and obtaining the related promotional resources, please complete the Reply Slip at **Annex 3** and return it to the Moral, Civic and National Education Section, Curriculum Development Institute, EDB **by fax** (fax number: 3426 9265) **on or before 28 August 2020 (Friday)**.

Enquiry

7. For general enquiries or other suggestions regarding MPA, please contact Ms Cristal CHOW of the Moral, Civic and National Education Section at 2153 7490. For enquiries about “My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic” Funding Programme, please contact the QEF Secretariat at 2921 8833.

(Dr Gloria CHAN)
for Secretary for Education

¹ Publicly-funded schools include government schools, aided schools (including special schools), caput schools, and schools under the Direct Subsidy Scheme.

“My Pledge to Act” Activity Series (1): Short Videos on Schools’ Experience in Promoting Reflections on the COVID-19 Outbreak

Objective:

The EDB is inviting schools to produce short videos to share their practical experience in the implementation of “My Pledge to Act” (MPA). In particular, schools may share how to draw on the COVID-19 outbreak, a significant life event, to prompt student discussion and reflections, and instil in students the positive values and attitudes associated with the theme “Be Grateful and Treasure What We Have, Stay Positive and Optimistic”.

Target:

All kindergartens, primary and secondary schools in Hong Kong

Content:

- Participating schools may produce short videos of MPA-related activities to let students share their feelings and insights of and reflect upon the COVID-19 outbreak. The activities are to help students develop positive values and attitudes associated with the theme “Be grateful and Treasure What We Have, Stay Positive and Optimistic”. Examples of learning activities include:
 - ♦ Pledge making ceremony
 - ♦ Weekly assemblies, morning assemblies, parents’ talks
 - ♦ Classroom learning activities
 - ♦ Life-wide learning activities

Format of Short Video:

- The length of each video should not exceed 3 minutes.
- A video can be produced in Cantonese, Putonghua or English.
- A title should be given to each video (please avoid adopting colloquial expressions in the title).
- There is no restriction on the form of presentation (e.g. PowerPoint slides, sharing among teachers and students, video recording of activities, and drama).

Submissions:

- Entries must be submitted by schools and each school may submit up to 3 entries.
- Participating schools are required to **upload their entries to YouTube** and send the completed entry form to the Moral, Civic and National Education Section by **18 December 2020 (Friday)** via fax or email. Please mark ‘Short Videos on Schools’ Experience in

Promoting Reflections on the COVID-19 Outbreak' as the email subject.

Selection and Sharing:

- Outstanding entries will be selected by a panel of adjudicators based on the **content, creativity** and **inspiration** of the videos. List of selected schools will be announced on the MPA resource webpage (www.edb.gov.hk/en/mpa2019-2020) and MPA's Facebook page on **19 February 2021 (Friday)**.
- The schools concerned will be awarded HK\$5,000 book coupon and a certificate as a compliment. They will also be invited to attend the "Sharing Session on the Learning Outcome of 'My Pledge to Act' 2020/21" organised by the EDB for sharing their experience and insights in implementing MPA. Selected entries will be uploaded to the MPA webpage and MPA's Facebook page for sharing outcomes.

Rules:

- The EDB reserves the right to amend, suspend or terminate the activity at any time. If there are any changes, announcements will be made on the MPA webpage.
- The EDB reserves the right to change the prizes without prior notice.
- All entries must be the entrants' original works and have not been released publicly.
- Participating schools must ensure that the information and content of their entries do not violate the laws of the HKSAR.
- Any image, music, sound or video clip used in the entries must be the original works of the entrants. There should be no infringement of copyright and interest of any other party. If there is any reproduction of copyrighted material, prior written consent of the copyright owner must be obtained, failing which the participating school will be liable for any disputes arising therefrom and may be disqualified from participating in the event. If necessary, the EDB may request the entrant to produce written proof of legal authorisation.
- All entries must not be modified after submission.
- The EDB reserves the right to use the entrants' works (including the school names) in whole or in part for non-profit-making purposes, and to edit, translate, adapt, use, copy, distribute and upload the works to the Internet without prior consent of the entrants.

「我的行動承諾」活動系列（一）
「疫情反思」－ 學校推動經驗短片分享參加表格

Entry Form for
“My Pledge to Act” Activity Series(1):
Short Videos on Schools’ Experience in Promoting Reflections
on the COVID-19 Outbreak

請在適當方格內加上“✓”號。Please “✓” the appropriate box.

請以中文或英文填寫本表格。This form can be completed in either Chinese or English.

註：個人資料只用於處理參加本比賽之用

Note: Personal data provided in this form will be used for the captioned activity only.

學校名稱： Name of School:	
地址： Address:	
學校類別 School Type: <input type="checkbox"/> 幼稚園 Kindergarten <input type="checkbox"/> 小學 Primary School <input type="checkbox"/> 中學 Secondary School	
電郵地址 E-mail Address:	
聯絡電話 Telephone No. :	傳真號碼 Fax No. :
學校聯絡人姓名 Name of Contact Person :	
短片題目 Title of video :	
遞交作品超連結 URL of the submission :	
內容簡介（不超過 150 個中文或英文字）Brief description of the submission (<u>A maximum of 150 Chinese characters or English words</u>):	
校長姓名 Name of School Head : _____	校印 School Chop
校長簽署 Signature of School Head : _____	
日期 Date : ____/____/____	

“My Pledge to Act” 2020 Activity Series (2): Mascot (“樂諾小太陽”) Creative Sticker Design Competition

Objective:

The EDB is inviting primary and secondary students to unleash their creativity through enriching the basic design of the mascot “樂諾小太陽” stickers to highlight “Be Grateful”, “Treasure What We Have”, “Stay Positive” and/or “Stay Optimistic” so as to deliver positive messages and encourage students to be grateful their surrounding people and matters, and stay positive and optimistic when facing challenges and difficulties during their growth.

Target and Participation:

- The competition is open to all primary and secondary students, who will enter Primary and Secondary Sections respectively.
- Students will enter the competition as individual entrants and each participant shall only submit one entry through his/her attending school.

Requirements and Format of Entries

- Entries should be enriching the basic design of “樂諾小太陽” by adding pictures and / or words to deliver the positive messages of “Be Grateful”, “Treasure What We Have”, “Stay Positive” and/or “Stay Optimistic”.
- For the basic design of “樂諾小太陽”, please refer to the “My Pledge to Act” (MPA) resource website (www.edb.gov.hk/en/mpa2019-2020).
- Entrants of the Primary Section should design on the entry form before submitting the scanned entries (not less than 300dpi in a JPEG file) by their schools.
- Entries for the Secondary Section should be in PNG format with resolution of not less than 1024 x 1024 pixels (not less than 150 dpi and no more than 2MB in file size).

Submissions:

Interested students are required to enroll the competition via their attending schools. Their works and the entry forms shall be submitted via their schools by email (email address: mcne@edb.gov.hk) by **13 November 2020 (Friday)**. Please include “Mascot (“樂諾小太陽”) Creative Sticker Design Competition” in the subject line of the email.

Prizes:

The following awards and certificates will be presented to Primary and Secondary Sections separately.

Champion (1 place):	\$3,000 Book Coupon and a Certificate;
1st Runner-up (1 place):	\$2,000 Book Coupon and a Certificate;
2nd Runner-up (1 place):	\$1,000 Book Coupon and a Certificate; and
Merit Award (8 places):	\$500 Book Coupon and a Certificate each.

Adjudication and Date of Result Announcement:

- Winning entries will be selected by a panel of adjudicators based on the **content, creativity** and **practicality** of the works. Selected designs may be adopted in various promotional materials such as mobile application stickers and photo props. The designs may also be uploaded to the MPA webpage and MPA's Facebook page for sharing with other schools and stakeholders.
- The competition result will be announced on the MPA resource website (www.edb.gov.hk/en/mpa2019-2020) and MPA's Facebook page on 31 December 2020 (Thursday).

Rules

- The EDB reserves the right to amend, suspend or terminate the activity at any time. If there are any changes, announcements will be made on the MPA webpage.
- The EDB reserves the right to change the prizes without prior notice.
- Once an entry is submitted, it cannot be modified nor returned to the entrant.
- The entry submission time will be based on the date and time indicated in the EDB's server system.
- Participating schools must ensure that the information and content of their entries do not violate the laws of the HKSAR.
- All entries must be the entrants' original works and have not been released publicly. There should be no infringement of copyright and interest of any other party. Failing which the participant will be liable for any disputes arising therefrom and may be disqualified from participating in the event. If necessary, the EDB may request the entrant to produce written proof of legal authorisation.
- The EDB reserves the right to use the entrants' works (including the school names) in whole or in part for non-profit-making purposes, and to edit, translate, adapt, use, copy, distribute and upload the works to the Internet without prior consent of the entrants.

「我的行動承諾」活動系列（二）
 「樂諾小太陽」創意貼圖設計比賽參加表格
Entry Form for
“My Pledge to Act” 2020 Activity Series (2):
Mascot (“樂諾小太陽”) Creative Sticker Design Competition

請在適當方格內加上“✓”號。 Please “✓” the appropriate box.

請以中文或英文填寫本表格。 This form can be completed in either Chinese or English.

註：個人資料只用於處理參加本比賽之用。

Note: Personal data provided in this form will be used for the captioned activity only.

學校名稱： Name of School:	
地址： Address:	
組別 Section： <input type="checkbox"/> 小學 Primary <input type="checkbox"/> 中學 Secondary	
電郵地址 E-mail Address：	
聯絡電話號碼 Contact No.：	傳真號碼 Fax No.：
學校聯絡人姓名 Name of School Contact Person：	
校長姓名 Name of School Head： _____	校印 School Chop
校長簽署 Signature of School Head： _____	
日期 Date： _____/_____/_____	

(小學適用) (For Primary Schools)

學校名稱：

Name of School:

學生姓名 **Name of Student :**

年級 **Level :**

創意貼圖設計 **Creative Sticker Design :**

**“My Pledge to Act –
Be Grateful and Treasure What We Have, Stay Positive and Optimistic” (2020)**

Reply Slip

[To be returned by fax (3426 9265) on or before 28 August 2020 (Friday)]

To: Moral, Civic and National Education Section,
Curriculum Development Institute, Education Bureau
(Attention: Ms Cristal CHOW)

Please put a “✓” in the appropriate box(es) and provide details in the space provided.

- In 2019/20 school year, our school conducted ‘My Pledge to Act’ (2019) activities in the following mode(s): (Multiple items may be selected)
- School-based “My Pledge to Act” launching ceremony
 - Moral and Civic Education lessons, assemblies, class-teacher periods, Personal Growth or Life Education lessons
 - Subject-related activities, co-curricular activities, or cross-curricular learning activities
 - Life-wide learning activities
 - Others: _____

The changes in our students’ values and attitudes brought by the implementation of “My Pledge to Act” (2019):

- In 2020/21 school year, our school will implement “My Pledge to Act” (2020) activities with plans as follows:
- **The activity plan(s) of our school is/are (Multiple items may be selected) :**
 - Incorporating “My Pledge to Act” (2020) activities into the 2020/21 annual school plan
 - Incorporating “My Pledge to Act” (2020) activities into the school development plan for the coming 2 school years
 - Applying for “My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic” Funding Programme
 - Others: _____

➤ **Our school will conduct activities in the following mode(s):(Multiple items may be selected) :**

- School-based “My Pledge to Act” launching ceremony
- Moral and Civic Education lessons, assemblies, class teacher periods, Personal Growth or Life Education lessons
- Subject-related activities, co-curricular activities, or cross-curricular learning activities
- Life-wide learning activities
- Others : _____

➤ **Our school would like to obtain the following activity and promotional resources² (More than 1 item can be selected):**

- (1) “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” writing boards (50 sets)
- (2) A set of photo props (5 pieces)

Our school has no plan to implement “My Pledge to Act” (2020) activities.

Signature of School Head/Principal:

Name of School Head/Principal:

Teacher-in-charge:

Name of School:

School Telephone No.:

Date:

² A limited quantity of the activity and promotional resources will be provided for schools participating in “My Pledge to Act” (2020) on a first come, first served basis.