

**EDUCATION BUREAU CIRCULAR MEMORANDUM**  
**No. 85/2021**

From: Secretary for Education  
Reference: EDB(CD/MCNE)/ADM/60/1/3(12)  
Date: 29 June 2021

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

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**My Pledge to Act 2021 –  
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 2021/22 school year.

**Background**

2. Since 2003, the Education Bureau (EDB) has been encouraging schools in the territory to join MPA, which aims to foster a conducive environment on campus for promoting good moral character and a healthy lifestyle among students through school-based collective commitment and related learning activities. In the past two school years, schools were advised to adopt “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” as the theme of MPA. In the 2020/21 school year, nearly 550 schools planned and implemented school-based MPA activities through various modes to instil in their students positive values and attitudes.

3. To support schools in organising MPA activities, the EDB has been providing schools with a wide range of learning and teaching resources as well as promotional materials. Besides, starting from the 2019/20 school year, the EDB has, through the “My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic” Funding Programme under the Quality Education Fund (QEF), provided schools with additional resources for organising diversified activities that help create a learning environment conducive to cultivating positive values and attitudes.

**Details**

4. To sustain the effectiveness of the learning outcomes, the EDB recommends schools to continue to adopt “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” as the theme of MPA for the 2021/22 school year. Through systematic

and holistic planning, schools may take into account school contexts and students' needs and design school-based curricula tying in with their annual school plans as well as MPA learning activities with school-based characteristics. As an ongoing effort, the EDB will provide a variety of learning activities and learning and teaching resources so as to support schools in conducting school-based MPA activities. Details are set out as follows:

**(a) “My Pledge to Act” Activity Series (1): MPA Ambassador Programme**

To further promote MPA, the EDB will launch the MPA Ambassador Programme in the 2021/22 school year to support schools in implementing school-based award schemes and related learning activities. MPA Ambassador is an honour to students who have excellent performance in fulfilling their pledges and upholding positive values. Schools may engage MPA Ambassadors in the planning, promotion and implementation of school-based MPA activities so that these students could help foster a positive school environment under the guidance of teachers. Outstanding MPA Ambassadors in primary and secondary schools may be invited to the Values Education Annual Prize Presentation Ceremony to share their experiences of participating in MPA activities.

Schools are encouraged to, based on their school contexts and students' needs, draw up and carry out school-based award schemes by tapping the learning and teaching resources (including **MPA Handbook** and **MPA Mascot (“樂諾小太陽”) Stamps**) provided by the EDB, and appoint students who have excelled in honouring their pledges and embracing the positive values and attitudes associated with the theme “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” as **MPA Ambassadors** with the use of **MPA Mascot (“樂諾小太陽”) Badges**.

- (i) **MPA Handbook:** To tie in with the implementation of the MPA Ambassador Programme, the EDB has produced the MPA Handbook and uploaded it onto the MPA resource website (please scan the QR code on the right) for school use.



- (ii) **MPA Mascot (“樂諾小太陽”) Stamps:** Each school joining MPA will be provided with six sets of stamps, with each set containing four stamps that represent four positive values and attitudes, namely “Be Grateful”, “Treasure What We Have”, “Stay Positive” and “Stay Optimistic”. Schools may, with the aid of the MPA Handbook, guide students in setting goals, acknowledge their efforts in pursuing the goals, and highlight the benefits they can reap.



MPA Mascot (“樂諾小太陽”) Stamps

- (iii) **MPA Mascot (“樂諾小太陽”) Badges:** To facilitate the implementation of the MPA Ambassador Programme, the EDB will provide each school joining MPA with 400 Mascot (“樂諾小太陽”) Badges. These badges will be given to the students appointed as **MPA Ambassadors**, who deserve commendation and recognition for their remarkable performance in fulfilling pledges and embracing the positive values and attitudes associated with the theme “Be Grateful and Treasure What We Have, Stay Positive and Optimistic”.



MPA Mascot (“樂諾小太陽”) Badges

- (iv) **Production of Video Clips by MPA Ambassadors:** To encourage MPA Ambassadors to engage in the planning, promotion and implementation of school-based MPA activities under teachers’ guidance for creating a learning atmosphere to promote positive values, MPA Ambassadors are suggested to produce video clips (no longer than 15 minutes) to feature highlights of MPA activities and share their feelings and experiences. Schools may post the video clips on YouTube with the visibility set as unlisted, and **send the YouTube links** to the Moral, Civic and National Education Section, Curriculum Development Institute, CDI, EDB **by email** (email address: [info\\_mcn1@edb.gov.hk](mailto:info_mcn1@edb.gov.hk)) **on or before 13 May 2022**. We will select footage from these video clips for making a micro movie or short film. An excerpt from the movie or film will be shown at the “My Pledge to Act” Annual Sharing Session for disseminating the deliverables to other schools and stakeholders.

Schools interested in conducting MPA activities in the 2021/22 school year and obtaining the related materials are required to complete the Reply Slip at **Annex 2** and return it to the Moral, Civic and National Education Section, CDI, EDB **by fax** (fax number: 2877 7954) **on or before 23 July 2021 (Friday)**.

**(b) “My Pledge to Act” Activity Series (2): “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” 4-Panel Comic Drawing Competition (Primary)**

To encourage primary school students to take heed of and show appreciation to people and their good deeds and to develop a positive outlook on life, the EDB will organise a 4-Panel Comic Drawing Competition on “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” for primary schools. Participating students may apply creativity and drawing techniques to produce four-panel comic strips to echo the theme and promote positive values. Please refer to **Annex 3** for details.

**(c) “My Pledge to Act” Activity Series (3): “Short Story with Deep Message: Be Grateful and Treasure What We Have, Stay Positive and Optimistic” Video-making Competition (Secondary)**

To encourage secondary school students to reflect on life, show appreciation and gratitude to people with good deeds, and stay positive in face of challenges and difficulties when growing up, the EDB will organise a short video making competition on “Short Story with Deep Message: Be Grateful and Treasure What We Have, Stay Positive and Optimistic” for secondary schools. Students are encouraged to produce theme-echoing short videos to share what they have learnt, and bring positivity to the community. Please refer to **Annex 4** for details.

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

In the 2021/22 school year, the EDB will continue to implement the “My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic” Funding Programme through the QEF. Publicly-funded schools<sup>1</sup> and kindergartens joining the kindergarten education scheme in the 2021/22 school year may apply to the QEF for a fund 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 now open for application and **the application deadline is 30 September 2021 (Thursday)**. Details are available on the QEF website ([www.qef.org.hk](http://www.qef.org.hk) > Application Guide > “My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic” Funding Programme).



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

## **Enquiry**

5. For general enquiries or other suggestions regarding MPA, please contact the Moral, Civic and National Education Section, EDB at 2153 7490. For enquiries about the “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 Andy TAM)  
for Secretary for Education

Encl.

c.c. Heads of Sections – for information

**“My Pledge to Act –  
Be Grateful and Treasure What We Have, Stay Positive and Optimistic” (2021)**

**Important Dates**

<b>Activity/Event</b>	<b>Date</b>
Submission of “My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic” (2021) Reply Slip	On or before 23 July 2021 (Friday)
Teacher Professional Development Programme Values Education Series: (2) How to Implement “My Pledge to Act” (Refreshed)	Early-September 2021 (via the Training Calendar System)
Application for “My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic” Funding Programme	On or before 30 September 2021 (Thursday)
“My Pledge to Act” Activity Series (2): “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” 4-Panel Comic Drawing Competition (Primary)	On or before 31 December 2021 (Friday)
“My Pledge to Act” Activity Series (3): “Short Story with Deep Message: Be Grateful and Treasure What We Have, Stay Positive and Optimistic” Video-making Competition (Secondary)	On or before 1 April 2022 (Friday)
“My Pledge to Act” Activity Series (1): MPA Ambassador Programme – Production of Video Clips by MPA Ambassadors	On or before 13 May 2022 (Friday)
Values Education Annual Prize Presentation cum “My Pledge to Act” (2021) Sharing Session	June 2022

**“My Pledge to Act –  
Be Grateful and Treasure What We Have, Stay Positive and Optimistic” (2021)**

**Reply Slip**

**[To be returned by fax (2877 7954) on or before 23 July 2021 (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 the 2020/21 school year, our school conducted ‘My Pledge to Act’ (2020) 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” (2020):

- In the 2021/22 school year, our school will implement “My Pledge to Act” (2021) activities with plans as follows:
- **The activity plan(s) of our school is/are ( Multiple items may be selected ) :**
- Incorporating “My Pledge to Act” (2021) activities into the 2021/22 annual school plan
  - Incorporating “My Pledge to Act” (2021) 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 conduct school-based “My Pledge to Act Ambassador” Programme and obtain the following promotional resources<sup>2</sup> (More than 1 item can be selected):**

- MPA Mascot (“樂諾小太陽”) Stamps ( 6 sets )
- MPA Mascot (“樂諾小太陽”) Badges ( 400 pieces )

Our school **has no plan to implement** “My Pledge to Act” (2021) activities.

Signature of School Head/Principal:

Name of School Head/Principal:

Teacher-in-charge:

Name of School:

School Telephone No.:

Date:

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<sup>2</sup> A limited quantity of promotional resources will be provided for schools participating in “My Pledge to Act” (2021) on a first come, first served basis. Schools will receive a letter of the arrangement for collecting the promotional resources.



## **“My Pledge to Act” Activity Series (2): “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” 4-Panel Comic Drawing Competition (Primary)**

### **Objective:**

The competition aims to encourage primary students to show appreciation and recognition to people with good deeds they come across in their daily life and to unleash their infinite creativity through creating 4-panel comic strips with the theme “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” for promoting positive values.

### **Target and Participation:**

- The competition is open to all primary students, who will enter Lower Primary (Primary 1-3) and Upper Primary (Primary 4-6) Sections respectively.
- Each participant shall only submit one entry; otherwise he/she will be disqualified.
- Each school shall **submit a maximum of ten entries for each section** to the EDB.

### **Content and Entry Requirements:**

- Participants shall create the 4-panel comic strips associated with the theme “Be Grateful and Treasure What We Have, Stay Positive and Optimistic”, such as drawings of the people and things that they should appreciate and treasure in family, school, social life as well as the stories of staying positive and optimistic when facing challenges and changes in life.
- The comics can be in Chinese (i.e. Traditional Chinese and Simplified Chinese) and English. Other languages will not be accepted.
- Both hand drawings and digital comics are acceptable.

### **Submission:**

- Participants are required to submit entries through their schools to the designated website (please scan the QR code on the right). They are required to:
  1. upload the completed entry form;
  2. input the school name, and name and email of the teacher-in-charge; and
  3. input the names and classes of participants (a maximum of ten participants) in the specified section (Lower Primary and/or Upper Primary) and upload the entries in PDF files (a maximum of ten entries for each section)
- Entries should be in PDF format with resolution of 300 dpi. The file name should be in the specific format (School Name\_Class\_Participant Name), e.g. “Hong Kong School\_6B\_Chan Tai Man”.



- For hand-drawn comics, the teacher-in-charge should scan and upload the digital files in PDF format.
- Submission by post, e-mail and in-person will not be accepted.
- The **deadline for submission of entries is 31 December 2021 (Friday)**. The entry submission time will be based on the date and time indicated in the EDB's server system. Late submissions will not be accepted.

**Prizes:**

The following awards and prizes will be presented to each section:

Champion (1 entry):	\$3,000 Book Coupon and a Certificate
1st Runner-up (1 entry):	\$2,000 Book Coupon and a Certificate
2nd Runner-up (1 entry):	\$1,000 Book Coupon and a Certificate
Merit Award (5 entries):	\$500 Book Coupon and a Certificate

**Judging Criteria:**

- The works will be assessed based on the following criteria: Content and Expression (50%), Creativity and Design (25%) and Artistic Technique (25%)

**Announcement of Results:**

- The competition results will be announced on the webpage of Moral, Civic and National Education and "My Pledge to Act" Facebook page on 18 February 2022 (Friday).
- Awardees will be invited to attend the Values Education Annual Prize Presentation Ceremony.

**Uses of Winning Entries:**

- The winning entries may be adopted in various promotional materials such as booklets, posters and folders, etc. The winning entries may also be uploaded to the webpage of Moral, Civic and National Education and the e-Gallery, for sharing with other schools and stakeholders.

**Conditions and Regulations:**

- 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 webpage of Moral, Civic and National Education.
- 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 their entries do not include any information or content that is obscene, abusive, violent and defamatory, and do not violate the laws of the HKSAR. Otherwise, the entrants will be disqualified.
- All entries must be the entrants' original works and they have not been released publicly. They must not infringe copyright and interests of any other party; otherwise the entrants will be held responsible for any disputes arising therefrom and may be disqualified from the competition. If necessary, the EDB may request the entrants to produce written proof of legal authorisation.
- The EDB reserves the right to change or cancel the content and regulations of the competition without prior notice, and reserves the right of final decision.
- Participants have to agree to the provision of personal data (including school name, class and participant name) and the authorisation of the EDB to release such data for promotional purposes. All collected data will be destroyed if they are no longer required after the competition.
- The EDB reserves the right to reject any entries or disqualify any entrants without giving particular reasons.
- Participants and their parents and schools shall agree that the copyright of entries belongs to the EDB. 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.

**“My Pledge to Act” Activity Series (2):  
 “Be Grateful and Treasure What We Have, Stay Positive and Optimistic”  
 4-Panel Comic Drawing Competition (Primary)  
 Entry Form**

To: Moral, Civic and National Education Section, Curriculum Development Institute, EDB

Our school nominates \_\_\_\_\_ student(s) to participate in the captioned competition. The particulars of the entrants are as follows:

	Name	Class	Division*		Name	Class	Division*
1			Lower / Upper Primary	6			Lower / Upper Primary
2			Lower / Upper Primary	7			Lower / Upper Primary
3			Lower / Upper Primary	8			Lower / Upper Primary
4			Lower / Upper Primary	9			Lower / Upper Primary
5			Lower / Upper Primary	10			Lower / Upper Primary

(Please make copies if necessary)

\* Please delete as appropriate

Signature of School Head: \_\_\_\_\_

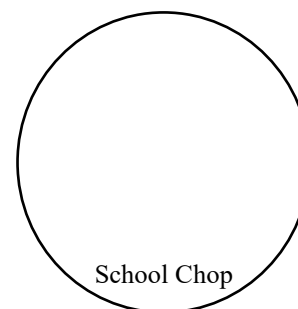
Name of School Head: \_\_\_\_\_

Name of School: \_\_\_\_\_

Teacher-in-charge: \_\_\_\_\_

Telephone No.: \_\_\_\_\_

Date: \_\_\_\_\_



**“My Pledge to Act” Activity Series (3):  
“Short Story with Deep Message:  
Be Grateful and Treasure What We Have, Stay Positive and Optimistic”  
Video-making Competition (Secondary)**

**Objective:**

The competition aims to encourage secondary students to produce short videos associated with the theme “Be Grateful and Treasure What We Have, Stay Positive and Optimistic”, to share what they have learnt from good people with good deeds that deserve their gratitude and appreciation, thus bringing positive energy to the community.

**Target and Participation:**

- All secondary students in Hong Kong
- Participants will enter the competition as individual entrants or in groups with a maximum of five students in a group.
- Each participant/group shall only submit one entry; otherwise the entries will be disqualified.
- Each school shall **submit a maximum of three entries** to the EDB.

**Content and Entry Requirements:**

- Participants shall produce short videos that show the people with good deeds they come across in their daily life such as getting along with family, friends, teachers, etc., and capture the precious moments related to the theme of “Be Grateful and Treasure What We Have, Stay Positive and Optimistic”. The aims of such are to share their experiences and reflection on the theme and to release “positive energy” through the “short story” conveyed by the videos.
- A title and introduction with no more than 300 words should be included for each short video (either in Chinese or English).
- Format of the entry :

Items	Format
Length	Not exceeding 3 minutes
Language	Cantonese, Putonghua or English
Subtitles	Subtitles are <b>not</b> required (The awarded schools will be required to provide the subtitles later)
Resolution	1080p
Format	MP4
Shooting equipment	No limitation
Suggested aspect ratio	16:9

- Participants can scan the QR code below and browse the short videos produced by the EDB for reference.



### Submission:

- Participants are required to upload the entries on YouTube with the **visibility set as unlisted**.
- Participants shall submit entries and application forms through their schools to the designated website (please scan the QR code on the right).



They have to :

1. upload the completed entry form;
  2. input the school name, name and email of the teacher-in-charge; and
  3. input the name(s) (a maximum of five in a group) and class(es) of participant(s), YouTube link(s), title(s) and introduction(s) (no more than 300 words) for the entries.
- Submission by post, e-mail or in-person will not be accepted.
  - The **deadline for submission of entries is 1 April 2022 (Friday)**. The entry submission time will be based on the date and time indicated in the EDB's server system. Late submissions will not be accepted.

### Prizes:

The following awards and prizes will be presented:

Champion (1 entry):	\$5,000 Book Coupon and a Certificate
1st Runner-up (1 entry):	\$3,000 Book Coupon and a Certificate
2nd Runner-up (1 entry):	\$2,000 Book Coupon and a Certificate
Merit Award (5 entries):	\$1,000 Book Coupon and a Certificate

### Judging Criteria:

- The videos will be assessed based on the following criteria: Content and Enlightenment (50%), Creativity (25%) and Video Shooting Technique (25%)

**Announcement of Results:**

- The competition results will be announced on the webpage of Moral, Civic and National Education and “My Pledge to Act” Facebook page on 6 May 2022 (Friday).
- Awardees will be invited to attend the Values Education Annual Prize Presentation Ceremony.

**Uses of Winning Entries:**

- The winning entries may be produced as learning and teaching materials, and may also be uploaded to the webpage of Moral, Civic and National Education and Educational Multimedia, Curriculum Development Institute, the EDB, for sharing with other schools and stakeholders.

**Conditions and Regulations:**

- 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 webpage of Moral, Civic and National Education.
- 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 their entries do not include any information or content that is obscene, abusive, violent and defamatory, and do not violate the laws of the HKSAR. Otherwise, the entrants will be disqualified.
- All entries must be the entrants’ original works and they have not been released publicly. They must not infringe copyright and interests of any other party; otherwise the entrants will be held responsible for any disputes arising therefrom and may be disqualified from the competition. If necessary, the EDB may request the entrants to produce written proof of legal authorisation.
- The EDB reserves the right to change or cancel the content and regulations of the competition without prior notice, and reserves the right of final decision.
- Participants have to agree to the provision of personal data (including school name, class and participant name) and the authorisation of the EDB to release such data for promotional purposes. All collected data will be destroyed if they are no longer required after the competition.
- The EDB reserves the right to reject any entries or disqualify any entrants without giving particular reasons.
- Participants and their parents and schools shall agree that the copyright of entries belongs to the EDB. 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.



**“My Pledge to Act” Activity Series (3):  
 “Short Story with Deep Message:  
 Be Grateful and Treasure What We Have, Stay Positive and Optimistic”  
 Video-making Competition (Secondary)  
 Entry Form**

To: Moral, Civic and National Education Section, Curriculum Development Institute, EDB

Our school nominates \_\_\_\_\_ group(s) of student(s) to participate in the captioned competition. This is to confirm that all entries are the original works of our students. The particulars of the entrants are as follows:

	Name	Class	Title of Short Video	YouTube Link
1				
2				
3				

Signature of School Head: \_\_\_\_\_

Name of School Head: \_\_\_\_\_

Name of School: \_\_\_\_\_

Teacher-in-charge: \_\_\_\_\_

Telephone No.: \_\_\_\_\_

Date: \_\_\_\_\_

