

Education Bureau Circular Memorandum No. 66/2022

From : Secretary for Education
Ref. : EDB(EID/ITE)/IT/PRO/189
Date : 27 April 2022

To: Heads of Primary and Secondary
Schools

**“Together for a Better Internet” Campaign
Information Literacy “Netuber” Short Video Competition**

Summary

The purpose of this circular memorandum is to inform heads of primary and secondary schools of the **“Together for a Better Internet” Campaign - Information Literacy “Netuber” Short Video Competition**. All students of the schools are invited to participate in the competition.

Details

2. The EDB has commissioned the Hong Kong Family Welfare Society (HKFWS) to provide support services on promoting e-safety to teachers, students and parents of all primary and secondary schools in Hong Kong. The HKFWS is now organising the **Information Literacy “Netuber” Short Video Competition** which aims to enhance students’ information literacy. Themes of short video include “Say No to Internet Addiction”, “Say No to Cyberbullying” and “Making Online Friends Wisely”. All students of primary and secondary schools are encouraged to participate. The deadline for submission is 30 June 2022. For details, please refer to the Appendix and the relevant website (<https://healthynet.hk/netuber-2022/?lang=en>).

Enquiry

3. For enquiries about the above competition, please contact Miss Kerry SO or Miss Wing LAI of the HKFWS at 2549 5106.

P W YAN
for Secretary for Education

c.c. Heads of Sections – for information



27th April, 2022

Dear Principal,

Healthy Use of the Internet
“Together for a Better Internet” Campaign
Information Literacy “Netuber” Short Video Competition

Considering the fact that youths use the Internet frequently, the Hong Kong Family Welfare Society (HKFWS) has teamed up with over 300 schools to promote healthy use of the Internet from 2004. Since 2011, the Education Bureau (EDB) has commissioned the HKFWS to provide one-stop telephone and online support services (5592 7474) to promote healthy use of Internet and a series of related activities to parents, students and teachers.

To align with the “Safer Internet Day”, the HKFWS is now organising an **“Information Literacy ‘Netuber’ Short Video Competition”** for primary and secondary school students. The competition aims to provide a platform for students to become Internet ambassadors to disseminate the message of healthy use of the Internet and information literacy by producing creative videos with the themes of “Say No to Internet Addiction”, “Say No to Cyberbullying” and “Making Online Friend Wisely”.

We hereby cordially invite you to encourage the students to participate in the competition. The competition is now open for application online at <https://healthynet.hk/netuber-2022/?lang=en> until **30 June 2022**. The competition has particularly set up the “Most Active Participating Schools” Awards to recognise schools that actively participate in the competition.

For details, please refer to the attached documents, including competition details, application form and poster. Promotion card and referral form are also attached for supporting needy families. Should you have further enquiries, please contact our social worker Miss Kerry SO or Miss Wing LAI at 2549 5106.

Best regards,

A handwritten signature in black ink, consisting of a stylized 'N' followed by a horizontal line and a small dot.

Mr. NG Ho-hei
Senior Manager (Youth Service)
Hong Kong Family Welfare Society

Healthy Use of the Internet
“Together for a Better Internet” Campaign
Information Literacy “Netuber” Short Video Competition
Competition Details

Organiser:

Hong Kong Family Welfare Society

Supporting organisations:

Education Bureau

Hong Kong Education City

Objective:

Enhance the information literacy of students

Eligibility:

Primary and secondary school students in Hong Kong

Entry group:

The competition is divided into Primary and Secondary school categories and participants enter the competition according to their school level in the 2021/22 school year. Primary group participants can join the competition on individual or parent-child basis. Secondary group participants can only join the competition on individual basis.

Themes:

(The participant should pick **ONE** of the themes listed below to create the short video)

1. Say No to Internet Addiction
2. Say No to Cyberbullying
3. Making Online Friends Wisely

The HKFWS will upload an Information Literacy Reference Video for students interested in participating the competition on 29 April 2022, please check the website for updates.

Application details and submission method:

Interested students should complete the application form and submit their entries online (<https://healthynet.hk/netuber-2022/?lang=en>) on or before 30 June. Each participant should submit **ONLY ONE** entry, otherwise the student will be disqualified.

Timeline:

Closing date of the entry submission	30 June 2022
Adjudication and announcement of result	July – August 2022
Prize Presentation Ceremony	August / September 2022

Result Announcement and Prize Presentation Ceremony:

The competition result will be announced at <https://healthynet.hk/netuber-2022/?lang=en> in August 2022. Winners will receive phone and email confirmation of Prize Presentation Ceremony arrangement. Winners should confirm their attendance of ceremony within 2 weeks upon notification.

Prizes:**1. Individual Award**

Champion : Certificate of commendation and HK\$2,500 voucher for electronic product (1 quota in each category)

1st Runner-up : Certificate of commendation and HK\$2,000 voucher for electronic product (1 quota in each category)

2nd Runner-up : Certificate of commendation and HK\$1,500 voucher for electronic product (1 quota in each category)

Merit Prize : Certificate of commendation and HK\$200 voucher for electronic product (10 quotas in each category)

2. School Award

Most Active Participating School Award : Certificate of commendation and trophy (5 quotas)

Adjudication:

Preliminary selection of the entries will be conducted by the organiser and the judging panel will further select the Champion, 1st runner-up, 2nd runner-up and merit prizes according to judging criteria. Most Active Participating School Award will be awarded to five schools with the highest number of participants. The decision of the Judging panel shall be final.

Judging panel: Representatives from the Hong Kong Family Welfare Society, video producer, and Education Bureau

Judging Criteria:

- | | |
|--|-----|
| 1. Relevance: relevance of the content to the theme | 40% |
| 2. Creativity: creative concept, innovation, originality and innovative presentation | 40% |
| 3. Production: composition, aesthetics, audio and visual effects | 20% |

Enquiry:

Please contact Ms Kerry So and Ms Wing Lai at 2549 5106.

Entry Requirement:

1. The participants are required to show their creativity by making a short video of no more than 5 minutes in length on the ONE out of three themes in either English or Chinese.
2. All participants should provide the following information in the online application form, including: the name, school name and class of the applicant as well as contact phone number, email address, title of the entry (no more than 20 words) and upload the work via YouTube private link (Please set video as unlisted).
3. Submission by mailing digital video disc or email or in person will not be accepted.
4. The participants shall provide a brief description of no more than 300 words (For secondary students)/ no more than 100 words (for primary school students) explaining the key ideas or messages of the short video.
5. The video may have corresponding subtitles if needed, Chinese subtitles for Cantonese videos, and English subtitles for English videos.
6. The resolution of the video must be 720p or above.
7. The recommended aspect ratio as 16:9, no restriction on filming equipment.
8. All entries should not infringe or violate, or involve elements that infringe or violate applicable law and regulations.

Rules and Regulations:

1. All entries must be the participant's original work, do not infringe the rights of any other persons (including but not limited to intellectual property rights). Entries must never be published or displayed in any media, in public or in other competitions. Also, the entries must never be used in other similar competitions before the end of this competition. Otherwise, the entries concerned will be disqualified.
2. The copyrights of entries would be owned by the organiser after submission. The organiser has rights to edit and use any part of the works in any media for publicity, promotion and exhibition purposes, including but not limited to online media, publication, printed matter, figure, video and multimedia production without royalty payment and notification to the participants.
3. Personal information should be filled in the application form. It is the responsibility of the participants to ensure that the information given is valid and complete. The organiser has the right

to disqualify participants whom are found not qualified to enter the competition or have violated the rules and regulations without further notice.

4. Winners who could not attend the Prize Presentation Ceremony should redeem the prize at Hong Kong Family Welfare Society, Hong Kong Western Centre within 3 months upon the announcement of the result. Late redemption would not be entertained without further notice.
5. Participants must clearly understand the competition Rules and Regulations, and submission of an entry shall be deemed to have agreed to and accepted the rules and conditions of the competition.
6. The organiser reserves the right to interpret and amend the rules, conditions, prizes and adjudication arrangements of the competition without prior notification to the participants. The decision of the organiser shall be final.
7. For the sake of fairness, employees and immediate family members of organiser, judging panel and any other staffs in relation to this competition will not be eligible to participate.

Personal Information Collection Statement :

1. The personal data provided by participants and relevant persons will be used for the purpose of application, contact, survey, results announcement and any arrangements related to this activity.
2. For the above purpose, name and school name of participants and relevant persons may be disclosed through the organiser's website and/or other websites and/or media.
3. It is mandatory for participants to provide personal data in the application form. If participants do not provide such personal data, organiser may not be able to accept the application.
4. When go through links out of Hong Kong Family Welfare Society such act would mean that you have already left the website of Hong Kong Family Welfare Society. The organiser is not liable to or responsible for any security and data protection issues arisen.

主辦機構:  健康上網支援網絡
HEALTHYNET

 家福會
HKFWS

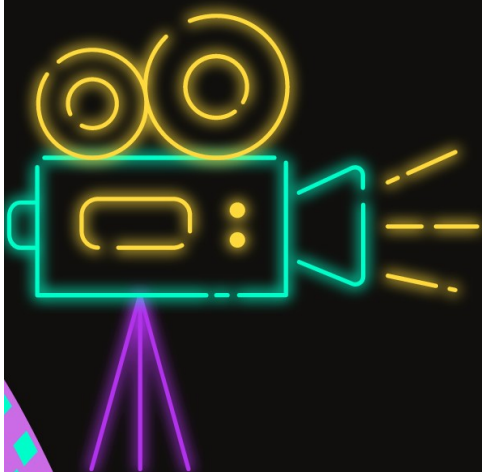
支持機構:  香港教育城
HkedCity

教育局
Education Bureau

INFORMATION LITERACY

"Netuber" Short Video COMPETITION

To provide a platform for students to become Internet ambassadors to disseminate the message of healthy use of the Internet and information literacy by producing creative videos



Theme

1. Say no to Internet addiction
2. Say no to cyberbullying
3. Making online friends wisely

Eligibility:

All primary and secondary school students in HK
(Divided into primary school and secondary school groups)

For details:



Winner \$ 2,500 voucher for electronic product

(For primary and secondary entry)

1st runner up \$ 2,000 voucher for electronic product

(For primary and secondary entry)

2nd runner up \$ 1,500 voucher for electronic product

(For primary and secondary entry)

Merits \$ 200 voucher for electronic product

(For primary and secondary entry)

Most Active School in participation Award Certificate and Trophy (5 quotas)

Application Deadline: **30 June 2022**



Date: Mondays to Saturdays
(except public holidays)
Time: 9:30am to 9:30pm

Please contact us for problems
arisen from the use of the Internet.

教育局
Education Bureau



Healthy Use of the Internet

 Hotline  WhatsApp

5592 7474

<https://healthynet.hk>

Referral form:

To: Hong Kong Family Welfare Society (Hong Kong Western Service Centre)
Address: Western Garden, 80A, First Street, Sai Ying Pun, Hong Kong
Tel: 2549 5106 Fax: 2858 4794
E-mail: hkwest@hkfws.org.hk

Hong Kong Family Welfare Society
Healthy Use of the Internet: Referral form

The EDB has commissioned the HKFWS to provide the support service since 2011. Parents, teachers and students may contact us through telephone and WhatsApp (Tel: **5592 7474**) for support and counselling services, and visit the website (<https://healthynet.hk>) for useful information.

If you would like our hotline counsellors or social workers to contact you, please leave your contact information and indicate the area(s) of enquiries. Thank you!

Please “✓”	Areas of enquiries
<input type="checkbox"/>	Understanding the Internet culture: new IT trend, surfing habits, online activities, online or mobile games, etc.
<input type="checkbox"/>	Negotiating the time spent online: communication skills, making contracts, etc.
<input type="checkbox"/>	Understanding e-Safety: handling cyber-bullying, making Net friends, obscene materials, etc.
<input type="checkbox"/>	Healthy Internet resources: online learning resources, protection software, eye care & protection of backbone information, etc.
<input type="checkbox"/>	Bring Your Own Device: agreement on usage, Dos and Don'ts
<input type="checkbox"/>	Others:

School: _____ Student's name and class: _____
Parent's name: _____ Contact No.: _____ Date: _____

Preferred contact time (Please “✓”): ☐ Anytime ☐ 09:30–13:00 ☐ 13:00–18:00 ☐ 18:00–21:30

The personal information collected in this form serves only for the purpose of providing service by the HKFWS.
The information will be handled in accordance with Personal Data (Privacy) Ordinance.

e-Referral form:

Link: <http://healthynet.hk/form-eng>

QR Code: _____

