

**EDUCATION BUREAU CIRCULAR MEMORANDUM**  
**No. 114/2022**

From:	Secretary for Education	To:	Heads of Kindergartens, and
Reference:	EDB(CD/MCNE)/ADM/60/1/3(14)		Primary and Secondary
			Schools (Including Special
			Schools)
Date:	21 July 2022		

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**My Pledge to Act 2022/23 –  
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 “My Pledge to Act” (MPA) arrangements for the 2022/23 and subsequent school years.

**Background**

2. Since 2003, the Education Bureau (EDB) has been organising activities to promote values education under “**My Pledge to Act**” (MPA), enabling schools in Hong Kong to nurture in students good moral character and a positive and healthy lifestyle through school-based collective commitment and learning activities related to values education. The EDB will continue to promote MPA and launch **three sub-themes** under the main theme – “**Be Grateful and Treasure What We Have, Stay Positive and Optimistic**”, so that schools may enrich the level of school activities taking into account their school contexts. We will also develop learning and teaching resources as well as promotional materials, and organise student learning activities to support schools in promoting MPA.

**Details**

3. Since 2019, the theme of MPA “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” has been widely acclaimed and supported. Schools have been actively organising MPA school-based learning activities to help students develop a sense of gratitude, learn to cherish the things they have, adopt a positive and optimistic attitude towards life, and face challenges and difficulties with courage.

4. In response to social development and students’ needs, and to align with the

EDB's newly added priority values and attitudes<sup>1</sup> in 2020 and 2021, i.e. “Law-abidingness”, “Empathy” and “Diligence”, schools are advised to **continue to take “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” as the core direction**, and taking into account their school contexts, **flexibly select the following three sub-themes (multiple sub-themes may be selected) as the school-based MPA theme(s) for promoting values education:**

- (1) **“Be Grateful and Treasure What We Have, Stay Positive and Optimistic; Be Diligent and Law-abiding, Perform Acts of Kindness”**
- (2) **“Be Grateful and Treasure What We Have, Stay Positive and Optimistic; Think from Others’ Perspectives, Foster Harmony and Be Respectful”**
- (3) **“Be Grateful and Treasure What We Have, Stay Positive and Optimistic; Inherit Traditional Culture, Be Patriotic and Love Hong Kong”**

Schools may, through systematic and holistic planning, incorporate MPA learning activities into their annual school plans or school development plans, to design and organise school-based curricula and learning activities taking into account their school contexts and students’ needs.

5. As an ongoing effort, the EDB will provide a series of learning and promotional activities, including the MPA launching ceremony, school experience sharing, student competitions and school-based award programmes. Schools may refer to **Annex 1** for the activity schedule. Details of the major activities are set out as follows:

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

To sustain the positive impacts of the “MPA Ambassador School-based Award Programme”, the EDB encourages schools to continue the aforesaid programme and draw up school-based activities by tapping the learning and teaching resources and promotional materials provided by the EDB as well as the **MPA Handbook**; and award students who have excelled in embracing the positive



<sup>1</sup> The ten priority values and attitudes include “Perseverance”, “Respect for Others”, “Responsibility”, “National Identity”, “Commitment”, “Integrity”, “Care for Others”, “Law-abidingness”, “Empathy” and “Diligence”.

values with the **MPA Mascot (“樂諾小太陽”) Badges** and **certificates** and appoint them as **MPA Ambassadors**. Schools may also engage MPA Ambassadors in the planning, promotion and implementation of school-based MPA activities. Relevant learning and teaching resources, promotional materials and certificates have been uploaded to the MPA Theme-based Resources Webpage (please scan the QR code on the right) for school use.



The EDB will also provide each participating school of MPA with 400 **Mascot (“樂諾小太陽”) Badges**. These badges will be given to the MPA Ambassadors for recognition. Schools interested in conducting MPA activities in the 2022/23 school year and obtaining the Mascot (“樂諾小太陽”) Badges are required to complete the Reply Slip in **Annex 3** and return it to the Moral, Civic and National Education Section, CDI, EDB by fax (fax number: 3426 9265) or fill in the electronic reply slip **on or before 2 September 2022 (Friday)**. Please refer to **Annex 3** for details.



**MPA Mascot (“樂諾小太陽”) Badge**

**(b) “My Pledge to Act” Activity Series (2): “Happy, Promising Little Sun & Friends” (“樂諾小太陽” & Friends) Mascots Design Competition**

The mascot of MPA, “Happy, Promising Little Sun”, which symbolises the positive values of “Be Grateful”, “Treasure What We Have”, “Stay Positive” and “Stay Optimistic”, is well-received by students. To further promote positive values and attitudes through the mascots, the EDB will organise the “Happy, Promising Little Sun & Friends’ Mascots Design Competition”. Students are invited to design mascots to echo the sub-themes “Be



**Diligent and Law-abiding, Perform Acts of Kindness”, “Think from Others’ Perspectives, Foster Harmony and Be Respectful” or “Inherit Traditional Culture, Be Patriotic and Love Hong Kong”**. Winning entries may be selected as the official mascots of MPA, and adopted in various promotional materials to spread positive messages to all sectors in society. Please refer to **Annex 2** for details.


**(c) “My Pledge to Act” Activity Series (3): “Let’s Project Positive Energy” Social Platform Creative Post Design Competition**



The EDB will organise the “‘Let’s Project Positive Energy’ Social Platform Creative Post Design Competition” to unleash students’ creativity through composing images and short texts to promote the positive messages of **“Be Grateful and Treasure What We Have, Stay Positive and Optimistic”, “Be Diligent and Law-abiding, Perform Acts of Kindness”, “Think from Others’ Perspectives, Foster Harmony and Be Respectful” or “Inherit Traditional Culture, Be Patriotic and Love Hong Kong”** and share their personal experiences, to inject positive energy to society. Details of the competition will be announced in due course.

**(d) “My Pledge to Act” Activity Series (4): “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” Parent-child Storytelling Competition (Kindergarten)**

To nurture positive values, attitudes and behaviours in students from an early age, the EDB will organise the “‘Be Grateful and Treasure What We Have, Stay Positive and Optimistic’ Parent-child Storytelling Competition (Kindergarten)”. Through engaging students and parents in writing/selecting and performing short stories echoing the selected themes, the Competition will help promote home-school cooperation, deepen children’s understanding of positive values such as “Be Grateful”, “Treasure What We Have”, “Stay Positive” and “Stay Optimistic”, and enhance parent-child relationship. Details of the competition will be announced in due course.

6. The “‘My Pledge to Act’ Theme-based Resources Webpage Series” will continue to provide the latest news, activity information, learning and teaching resources, and online promotional materials (e.g. electronic posters, photo props, electronic banners) for downloading or loan by schools. Details will be announced on the aforesaid webpage.

<b>“My Pledge to Act” Theme-based Resources Webpage Series</b>	<b>QR Codes</b>
“My Pledge to Act” (2022/23) Theme-based Resources Webpage	

<p>“My Pledge to Act” (2019-2021) Theme-based Resources Webpage</p>	
<p>“My Pledge to Act” – Let’s do it! School-based Award Scheme Theme-based Resources Webpage [Completed, for reference only]</p>	

7. Since the 2019/20 school year, the EDB has been implementing the “My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic” Funding Programme through the Quality Education Fund (QEF). Publicly-funded schools<sup>2</sup> and kindergartens joining the kindergarten education scheme may, during each round of application, submit one application for funding not exceeding \$200,000 for conducting learning activities aligning with the theme in each respective school year to promote values education. To encourage schools to optimise the use of the additional resources, the QEF has introduced optimising measures to accept applications under the MPA Funding Programme throughout the year. Schools could, in accordance with their school contexts, flexibly deploy the unused application quotas to apply for funding in a timely manner to implement diversified learning activities that align with the main theme “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” and support the aforesaid sub-themes to create a learning environment conducive to cultivating positive values and attitudes. For details of the MPA Funding Programme and the optimising measures, please refer to the QEF website ([www.qef.org.hk](http://www.qef.org.hk)).



8. In order to gain a better understanding of the implementation of MPA in schools which informs the optimisation of the support measures, schools are encouraged to complete the “‘My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic’ (2022/23) Reply Slip” at **Annex 3**, and return it to the Moral, Civic and National Education Section, CDI, EDB by fax (Fax No.: 3426 9265) **on or before 2 September 2022 (Friday)**. Schools may also fill in the electronic reply slip. Please refer to **Annex 3** for details.

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<sup>2</sup> Publicly-funded schools include government schools, aided schools, caput schools and schools under the Direct Subsidy Scheme.

## **Enquiry**

9. For general enquiries about MPA, please contact Mr Michael WONG of the Moral, Civic and National Education Section, CDI, EDB at 2153 7491. For enquiries about the MPA Funding Programme, please contact the QEF Secretariat at 2921 8833.

(Dr Gloria CHAN)  
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” (2022/23)**

**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” (2022/23) Reply Slip	Return on or before 2 September 2022 (Friday)
The Values Education Prize Presentation Ceremony 2021/22 cum “My Pledge to Act” 2022/23 Launching Ceremony  (Activities include the prize presentation ceremony, MPA 2022/23 launching ceremony and schools’ experience sharing. Teachers are welcome to enrol through the Training Calendar System.)	Will be organised on 2 September 2022 (Friday)
“My Pledge to Act” Activity Series (2): “Happy, Promising Little Sun & Friends” Mascots Design Competition	Return on or before 28 October 2022 (Friday)
“My Pledge to Act” Activity Series (3): “Let’s Project Positive Energy” Social Platform Creative Post Design Competition	Return on or before 24 February 2023 (Friday) (Details will be announced in due course)
“My Pledge to Act” Activity Series (4): “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” Parent-child Storytelling Competition (Kindergarten)	Return on or before 28 April 2023 (Friday) (Details will be announced in due course)

**“My Pledge to Act” Activity Series (2):  
“Happy, Promising Little Sun & Friends” Mascots Design Competition**

**Objective:**

The competition aims to deepen students’ understanding of the MPA themes and deliver positive messages to the community through designing mascots representing the new MPA sub-themes “Be Diligent and Law-abiding, Perform Acts of Kindness”, “Think from Others’ Perspectives, Foster Harmony and Be Respectful” and “Inherit Traditional Culture, Be Patriotic and Love Hong Kong”.




**Target and Participation:**

- The competition is divided into the Primary and Secondary Sections. All primary and secondary students are welcome to participate.
- Students will participate as individuals and each participant shall only submit one entry; otherwise he/she will be disqualified.
- Each school shall **submit a maximum of ten entries** to the EDB.

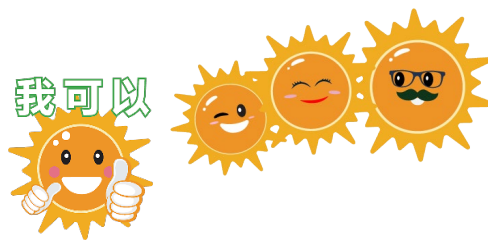
**Content and Entry Requirements:**

- Participants shall **select one of the MPA sub-themes**, that is “Be Diligent and Law-abiding, Perform Acts of Kindness”, “Think from Others’ Perspectives, Foster Harmony and Be Respectful” or “Inherit Traditional Culture, Be Patriotic and Love Hong Kong”, and design a mascot conveying the related positive message(s).
- Both hand-drawn and computer-aided designs are acceptable.
- To encourage creativity and innovation, the mascot can be presented as but not limited to a human character, an animal, a robot, or a humanised object.
- Only the front of the mascot is required to be displayed in the entry.
- Participants are required to create a name for the mascot (both Chinese and English names must be provided, such as 樂諾小太陽 Happy, Promising Little Sun), and briefly describe its character, speaking style/pet phrase and behaviour to highlight the connection with the selected theme. For details, please refer to the example.

	Chinese name:	樂諾小太陽
	English name:	Happy, Promising Little Sun
	Character:	Positive, optimistic, kind and content with what he has
	Speaking style/pet phrase:	Humble and polite, always says, “I’m blessed to have you.” and “I/we can!”
	Behaviour:	Energetic and always offers help to others



- The design can be a single character (e.g. Happy, Promising Little Sun) or a combination of multiple characters (e.g. “Happy, Promising Little Sun Family”). **The combination of multiple characters may only represent ONE of the MPA sub-themes.**



### 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 (one for each participating school);
  2. input the school name, principal’s name, as well as the name, email address and contact number of the teacher-in-charge;
  3. input the names and classes of participants (a maximum of ten participants); and
  4. upload the entries in JPEG format (a maximum of ten entries for each school), and input the English and Chinese names of the mascot(s) and a brief description on its/their character, speaking style/pet phrase and behaviour.
- Hand-drawn entries must be drawn on a piece of A4-size white paper and the teacher-in-charge should scan the art works in JPEG format of resolution not less than 150dpi. For computer-aided design entries, the file should be in A4 size and in JPEG format of less than 100MB in size and resolution not less than 150 dpi.
- The file name should be in the specific format (School Name\_Class\_Participant\_Name, e.g. “Hong Kong School\_6B\_Chan Tai Man”).
- Submission by post, e-mail and in-person will not be accepted.
- The **deadline for submission of entries is 28 October 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 for 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 (10 entries):	\$500 Book Coupon and a Certificate
Most Popular Award (by Public Voting) (1 entry):	\$1,000 Book Coupon and a Certificate

**Adjudication:**

- Shortlisting of the entries will be conducted by the Moral, Civic and National Education Section, CDI, EDB and the judging panel will further select the champion, 1st runner-up, 2nd runner-up and merit awards based on the judging criteria. The Most Popular Award will go to the entry with the most votes from the public voting on the Facebook page.
- Judging Criteria
  - Theme Expression (50%): Design of mascot(s) highlights the theme and promotes relevant positive values and attitudes
  - Creativity and Design (25%): Originality and styling of mascot(s)
  - Artistic Technique (25%): Drawing and design techniques (e.g. choice of colours, lines, shapes of the mascot(s))

**Announcement of Results:**

- The competition results will be announced on the Values Education Webpage and the “My Pledge to Act” Facebook page.
- Awardees will be invited to attend the Values Education Annual Prize Presentation Ceremony and receive the prizes.

**Uses of Winning Entries:**

- The winning entries may be adopted in various promotional materials such as gifts, posters, folders, instant messaging stickers. They may also be uploaded to the Values Education Webpage, “My Pledge to Act” Facebook page, e-Gallery of the CDI, etc. 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 Values Education Webpage.
- The EDB reserves the right to change the prizes without prior notice.
- Once submitted, the works and entrant's information cannot be modified, and the works will not be returned.
- 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.
- Clip art is not accepted. All entries must be the entrants' original works and they have not been released or displayed publicly. They must not infringe copyright

and interests of any other party and have never been used in other competitions of the same type; 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 reject any entries or disqualify any entrants without giving particular reasons.
- Entrants 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, and without royalty payment to the entrants.

### **Personal Information Collection Statement**

- It is mandatory for entrants to provide complete and valid personal data in the application form. Entrants have to agree to the provision of personal data (including the participant's name, the class and the school name) and the authorisation of the EDB to release such data for contact, results announcement, prize presentation ceremony arrangements and promotional purposes. All collected data will be destroyed if they are no longer required after the competition. If entrants do not provide such personal data, the EDB may not accept the application.
- For the above purposes, the name and school name of entrants and relevant persons may be disclosed through the EDB website and/or other websites and/or media.
- Going through links out of the EDB would mean that you have already left the website of the EDB. The EDB is not liable to or responsible for any security and data protection issues arisen.

Submission  
Deadline :  
28 October 2022  
(Friday)

**“My Pledge to Act” Activity Series (2):  
“Happy, Promising Little Sun & Friends” Mascots Design Competition  
Entry Form**

To: Moral, Civic and National Education Section, CDI, EDB

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

	Name	Class	Section *		Name	Class	Section *
1			Primary / Secondary	6			Primary / Secondary
2			Primary / Secondary	7			Primary / Secondary
3			Primary / Secondary	8			Primary / Secondary
4			Primary / Secondary	9			Primary / Secondary
5			Primary / Secondary	10			Primary / Secondary

\* Please delete as appropriate

Signature of School Head/Principal:

Name of School Head/Principal:

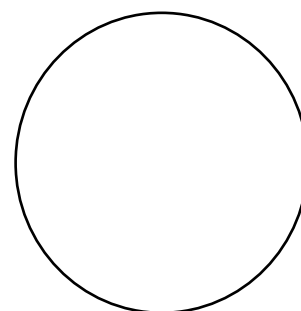
Teacher-in-charge:

Name of School:

School Telephone No.:

E-mail Address:

Date:



School Chop

截止日期

2022年10月28日  
(星期五)

「樂諾小太陽  
& Friends」  
我的行動承諾  
吉祥物設計比賽

參加者須根據「我的行動承諾」  
三個新副主題設計相關的  
吉祥物，以推廣相關的正面  
價值觀和態度。

歡迎全港  
中小學生參與！

徵友啟事

特徵：勤勞守法  
行出善良



徵友啟事

特徵：易地而處  
和諧尊重



徵友啟事

特徵：承傳文化  
愛國愛港



各組分別設有以下獎項及獎品

冠軍	(一名)	港幣3,000元書券及獎狀
亞軍	(一名)	港幣2,000元書券及獎狀
季軍	(一名)	港幣1,000元書券及獎狀
優異獎	(十名)	港幣500元書券及獎狀
最受歡迎獎 (公眾投票)	(一名)	港幣1,000元書券及獎狀





**“My Pledge to Act –  
Be Grateful and Treasure What We Have, Stay Positive and Optimistic” (2022/23)**

**Reply Slip**

[Please return by fax (3426 9265) or fill in the electronic reply slip by scanning the QR code below on or before 2 September 2022 (Friday)]

To: Moral, Civic and National Education Section, CDI, EDB  
(Attention: Mr Michael WONG)



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

**1. Arrangements for the past three years (2019/20 - 2021/22 school years)**

- ☐ In the **2019/20 - 2021/22 school years** (Please put a “✓” in the box to indicate the school year), our school conducted “My Pledge to Act” activities in the following mode(s) (Multiple items may be selected):

<b>School Year</b>	<b>Mode(s)</b>
<input type="checkbox"/> 2019/20	<input type="checkbox"/> School-based “My Pledge to Act” launching ceremony <input type="checkbox"/> Assemblies, class-teacher periods, Personal Growth or Life Education lessons <input type="checkbox"/> Subject-related activities, co-curricular activities, cross-curricular learning activities <input type="checkbox"/> Life-wide learning activities <input type="checkbox"/> Others: _____
<input type="checkbox"/> 2020/21	<input type="checkbox"/> School-based “My Pledge to Act” launching ceremony <input type="checkbox"/> Assemblies, class-teacher periods, Personal Growth or Life Education lessons <input type="checkbox"/> Subject-related activities, co-curricular activities, cross-curricular learning activities <input type="checkbox"/> Life-wide learning activities <input type="checkbox"/> Others: _____
<input type="checkbox"/> 2021/22	<input type="checkbox"/> School-based “My Pledge to Act” launching ceremony <input type="checkbox"/> Assemblies, class-teacher periods, Personal Growth or Life Education lessons <input type="checkbox"/> Subject-related activities, co-curricular activities, cross-curricular learning activities <input type="checkbox"/> Life-wide learning activities <input type="checkbox"/> Others: _____

- ☐ Our school **did not organise** any “My Pledge to Act” activities in the **2019/20 - 2021/22 school years**.

## 2. 2022/23 school year

☐ In the **2022/23 school year, our school will organise “My Pledge to Act”** activities and adopt the following sub-theme(s) (Multiple items may be selected):

- ☐ “Be Grateful and Treasure What We Have, Stay Positive and Optimistic; Be Diligent and Law-abiding, Perform Acts of Kindness ”
- ☐ “Be Grateful and Treasure What We Have, Stay Positive and Optimistic; Think from Others’ Perspectives, Foster Harmony and Be Respectful”
- ☐ “Be Grateful and Treasure What We Have, Stay Positive and Optimistic; Inherit Traditional Culture, Be Patriotic and Love Hong Kong”

Implementation plan(s) of MPA activities in the 2022/23 school year:

■ Activity Planning (Multiple items may be selected):

- ☐ Incorporating MPA activities into the annual school plan
- ☐ Incorporating MPA activities into the school development plan for the coming school years
- ☐ Applying for the MPA Funding Programme
- ☐ Others: \_\_\_\_\_

■ Activity mode(s) (Multiple items may be selected):

- ☐ School-based “My Pledge to Act” launching ceremony
- ☐ Assemblies, class teacher periods, Personal Growth or Life Education lessons
- ☐ Subject-related activities, co-curricular activities, cross-curricular learning activities
- ☐ Life-wide learning activities
- ☐ **To conduct the MPA Ambassador School-based Award Programme and obtain the Mascot (“樂諾小太陽”) Badges (400 pieces)**
- ☐ Others : \_\_\_\_\_

☐ Our school **has no plan to implement any “My Pledge to Act” activities in the 2022/23 school year.**

Signature of School Head/Principal: \_\_\_\_\_

Name of School Head/Principal: \_\_\_\_\_

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

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

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

E-mail Address: \_\_\_\_\_

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