

**EDUCATION BUREAU CIRCULAR MEMORANDUM
No. 166/2022**

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: 13 October 2022	

**Further Support for Schools in the Implementation of
“My Pledge to Act –
Be Grateful and Treasure What We Have, Stay Positive and Optimistic” (2022/23)
Related Activities and Resources**

Summary

The purpose of this circular memorandum is to inform heads of kindergartens, primary schools and secondary schools (including special schools) of the activity details of the “My Pledge to Act” (MPA) for the 2022/23 school year, as well as the learning and teaching resources and promotional materials for schools.

Background

2. Since 2019, schools have been advised to organise school-based MPA learning activities on the theme “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” within and beyond the classroom 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.

3. The Education Bureau (EDB) issued the **EDB Circular Memorandum No. 114/2022** to announce the details of the MPA 2022/23 on 21 July 2022 (please scan the QR code on the right to view the content), including the **three new sub-themes under the main theme – “Be Grateful and Treasure What We Have, Stay Positive and Optimistic”** (i.e. “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”), MPA Ambassador School-based Award Programme, “Happy, Promising Little Sun & Friends” (“樂諾小太陽” & Friends) Mascot Design Competition and the arrangements for the “My Pledge to Act” Funding Programme.



Details

4. To further support schools in the implementation of the MPA, the EDB is going to provide schools with resources and materials related to the MPA Ambassador School-based Award Programme and “Happy, Promising Little Sun & Friends” (“樂諾小太陽” & Friends) Mascot Design Competition, and launch more learning activities, so as to encourage schools’ participation in the promotion of values education. Schools may refer to **Annex 4** for the activity schedule. Details of the activities are as follows:

(a) “My Pledge to Act” Activity Series (1): MPA Ambassador School-based Award Programme [Extension of deadline for resource application]

The EDB has been providing a wide range of materials, including learning and teaching resources, promotional materials, the MPA Handbook and **MPA Mascot** (“樂諾小太陽”) **Badges** and certificates, for schools to implement the MPA Ambassador School-based Award Programme and recognise students’ outstanding performance in putting positive values into action. (Please refer to the **EDB Circular Memorandum No.114/2022** for details). To encourage more schools to join the programme, the resource application deadline has been extended to **4 November 2022 (Friday)**. For schools interested in conducting MPA Ambassador School-based Award Programme and obtaining the MPA Mascot (“樂諾小太陽”) Badges, please complete the Reply Slip in **Annex 1** and return it to the Moral, Civic and National Education Section 1, CDI, EDB by **fax** (fax number: 3426 9265) or fill in the electronic reply slip by 4 November 2022 (Friday). Please refer to **Annex 1** for details. **Schools need not re-submit the Reply Slip if they have already submitted one before.**



**MPA Mascot
 (“樂諾小太陽”)
 Badges**

(b) “My Pledge to Act” Activity Series (2): “Happy, Promising Little Sun & Friends” (“樂諾小太陽” & Friends) Mascot Design Competition [Extension of deadline for submission]

Students are invited to design mascots to spread positive messages about **one of the MPA sub-themes** (i.e. “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”). Entrants are required to submit entries through their schools to the designated website. Please refer to the **EDB Circular Memorandum No.114/2022** for details of the competition. The deadline for submission has been extended to **30 December 2022 (Friday)** so as to encourage more

students to take part in the competition and allow them more time to understand the deeper meaning of the three sub-themes of the MPA and form creative ideas.

(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, with a view to injecting positive energy into society. Please refer to **Annex 2** for details of the competition

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





Effective nurturing of positive values in students should start from early age, and parental involvement is indispensable. The EDB will organise **“Be Grateful and Treasure What We Have, Stay Positive and Optimistic” Parent-child Storytelling Competition (Kindergarten)**, which aims to 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 through creating/selecting and act out a short daily life story related to the a chosen theme. Please refer to **Annex 3** for details of the competition.

(e) The “My Pledge to Act” (2022/23) Theme-based Resources Webpage [New resources]

The EDB will continue to provide the latest news on MPA, activity information, learning and teaching resources, and online promotional materials (e.g. electronic posters, photo props, electronic banners) on the “My Pledge to Act” (2022/23) Theme-based Resources Webpage (please scan the QR code on the right to view the content). The most recently added resources are tabulated as follows:



Resources	Photos / QR Code for reference
<p>1. A video clip sharing schools' practices and experiences in implementing "My Pledge to Act"</p> <ul style="list-style-type: none"> - Educators from St. Matthias' Church Chiu Chun Kindergarten, Taoist Ching Chung Primary School (Wu King Estate) and Hong Kong Baptist University Affiliated School Wong Kam Fai Secondary and Primary School shared their experiences and insights in implementing school-based "My Pledge to Act" activities. 	
<p>2. New "Life Event" Exemplars</p> <ul style="list-style-type: none"> - To support schools in the promotion of "My Pledge to Act" within and beyond the classroom, "Life Event" exemplars related to the MPA theme and the three sub-themes have been uploaded for schools' reference. Schools may flexibly adapt the materials based on the needs of the school and their students. 	<p>• Theme-related "Life Event" Exemplar</p> <ul style="list-style-type: none"> ★ Be Grateful and Treasure What We Have QR ★ Staying Positive and Optimistic QR ★ Be Diligent and Love-Working For Better Asia of Kindness QR ★ Think from Others' Perspectives: Love at Harmony and Be Respectful QR ★ Inherit Traditional Culture, Be Patriotic and Love Hong Kong QR 
<p>3. "My Pledge to Act" and priority values and attitudes pull-up banners for loan</p> <ul style="list-style-type: none"> - Schools may apply for the loan of materials from the EDB. For details, please refer to the "My Pledge to Act" (2022/23) Theme-based Resources Webpage. 	
<p>4. "My Pledge to Act" and priority values and attitudes thematic photo props for loan</p> <ul style="list-style-type: none"> - Schools may apply for the loan of materials from the EDB. For details, please refer to the "My Pledge to Act" (2022/23) Theme-based Resources Webpage. 	

	
<p>5. “Happy, Promising Little Sun” free-standing photo props for loan</p> <ul style="list-style-type: none"> Schools may apply for the loan of materials from the EDB. For details, please refer to the “My Pledge to Act” (2022/23) Theme-based Resources Webpage. 	
<p>6. “My Pledge to Act” launching and sub-themes props for loan</p> <ul style="list-style-type: none"> Schools may apply for the loan of materials from the EDB. For details, please refer to the “My Pledge to Act” (2022/23) Theme-based Resources Webpage. 	 

5. In order to gain a better understanding of the implementation of MPA in schools for further optimisation of resources and support measures, schools are invited to complete the “‘My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic’ (2022/23) Reply Slip” at **Annex 1**, and return it to the Moral, Civic and National Education Section 1, CDI, EDB either by fax (Fax No.: 3426 9265) **on or before 4 November 2022 (Friday)** or by completion of the electronic reply slip. Please refer to **Annex 1** for details. **Schools need not re-submit the Reply Slip if they have already submitted one before.**

Enquiries

6. For enquiries on the above-mentioned MPA activities and resources support, please contact Mr Michael WONG of the Moral, Civic and National Education Section 1, Curriculum Development Institute, Education Bureau at 2153 7491.

(Isabella SO)
for Secretary for Education

Encl.

c.c. Heads of Sections – for information

Deadline:
4 November 2022
(Friday)

Annex 1

**“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 4 November 2022 (Friday)**. Schools need not re-submit the Reply Slip if they have submitted one before.]



To: Moral, Civic and National Education Section 1, 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 appropriate box(es) to indicate the school year(s)], our school conducted “My Pledge to Act” activities in the following mode(s) (Multiple items may be selected):

School Year	Mode(s)
<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**. (Reason(s): _____)

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
- ☐ **Conducting the MPA Ambassador School-based Award Programme and obtaining 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.**
(Reason(s): _____)

Signature of School Head/Principal:

Name of School Head/Principal:

Teacher-in-charge:

Name of School:

School Telephone No.:

E-mail Address:

Date:

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

Objective:

This competition aims to enhance primary and secondary students’ understanding of and reflection on the MPA theme and sub-themes – “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 help them think of ways to put them into practice in daily life. It also aims to bring positive energy to society through the composition of theme-echoing images and short texts that incorporate relevant positive messages and students’ personal experiences.

Targets and Participation:

- The Primary and Secondary Sections of the competition are open to all primary and secondary students respectively.
- Students should enter the competition as individual entrants. Each entrant should submit only one entry, otherwise he/she will be disqualified.
- Each school can submit **a maximum of ten entries** for each Section.

Themes and Entry Requirements:

- Entrants are required to compose a social platform post that promotes positive values related to **one of the MPA sub-themes** (i.e. **“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”**).
- The post should consist of two components:
 - Text: A short text within 250 words (including punctuation). The text can be written in Chinese or English. Other languages will not be accepted.
 - Image: One image in the form of photo or hand-drawn/computer-aided illustration.

Submission of Entries:

- Entrants are required to **upload their entries to a designated website through their attending schools** (please scan the QR code on the right). The submission should include:
 1. the completed Entry Form (one for each participating school – the “Entry Form” must be in PDF format with the school name as the file name, e.g. “Entry Form_XX School”.);



2. school name, principal's name, and the name, email address and contact number of the teacher-in-charge;
 3. the names and classes of entrants (a maximum of ten entrants); and
 4. the text and image of each entry (a maximum of ten entries).
- There are no limitations on the drawing tools of the hand-drawn entries. The entries must be drawn on drawing paper and scanned by the schools. The scanned hand-drawn entries, photos or computer-aided design entries should be in JPEG format with a size of 1200 x 1200 pixels, with resolution not less than 150dpi.
 - The file name should be in a specific format (School Name_Class_Entrant_ Name, e.g. "Hong Kong School_6B_Chan Tai Man").
 - Submission by other means, such as CD-ROMs by post, by e-mail and physical items in-person, will not be accepted.
 - The **deadline for submission of entries is 24 February 2023 (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.
 - Upon the receipt of the Entry Form and entries, a confirmation email will be sent to the teacher-in-charge. Please call 2153 7491 for enquiry if a confirmation email is not received after 3 March 2023.

Prizes:

The following awards and prizes will be presented for each Section:

Champion	1 entry	\$3000 Book Coupon and a Certificate
First Runner-up	1 entry	\$2000 Book Coupon and a Certificate
Second Runner-up	1 entry	\$1000 Book Coupon and a Certificate
Merit Award	6 entries	\$ 500 Book Coupon and a Certificate
Excellent Language Expression Award (Chinese)	3 entries	\$ 500 Book Coupon and a Certificate
Excellent Language Expression Award (English)	3 entries	\$ 500 Book Coupon and a Certificate

Adjudication:

- Shortlisting of the entries will be conducted by the Moral, Civic and National Education Section 1, CDI, EDB and the adjudication panel will further select the champion, first runner-up, second runner-up, merit awards and excellent language expression awards (Chinese/English) based on the judging criteria.
- Judging Criteria
 - Expression of the Theme (40%): The text and image can express the theme and promote related positive values and attitudes
 - Language Expression (30%): Accuracy and fluency in Chinese/English
 - Design and Creativity (20%): Connection between the text and image, design and originality

- Artistic Technique (10%): Drawing and design skills (e.g. the use of colours, lines, shapes, etc.)

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.



Values Education Webpage



“My Pledge to Act” Facebook

Uses of Winning Entries:

- The winning entries may be used to produce various promotional materials such as gifts, posters, folders and instant messaging stickers. They may also be uploaded to various platforms, including the Values Education Webpage, “My Pledge to Act” Facebook page, e-Gallery of the CDI for sharing with other schools and stakeholders.

Rules 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, stock photos and photos from the Internet are not accepted. All entries must be the entrants’ original works which 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. Any copyright/legal dispute is the sole responsibility of the entrant.
- The EDB reserves the right to reject any entries or disqualify any entrants without giving particular reasons.
- Entrants, their parents and schools shall agree that the copyright of entries belongs to the EDB. Regardless of the result of the competition, 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 accurate personal data in the application form. Entrants have to agree to the provision of personal data (including the entrant'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.
- The EDB is not liable to or responsible for any security and data protection issues arising from any redirection through any link to another website other than that of the EDB.

Deadline:
24 February 2023
(Friday)

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

Entry Form

To: Moral, Civic and National Education Section 1, 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 whichever is inappropriate.*

Rules 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, stock photos and photos from the Internet are 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. Any copyright/legal dispute is the sole responsibility of the entrant.
- The EDB reserves the right to reject any entries or disqualify any entrants without giving particular reasons.

- Entrants, their parents and schools shall agree that the copyright of entries belongs to the EDB. Regardless of the result of the competition, 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 accurate 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.
- The EDB is not liable to or responsible for any security and data protection issues arising from any redirection through any link to another website other than that of the EDB.

I declare that I have read the above and agreed to abide by the rules and regulations and the personal information collection statement stated therein.

Signature of School Head/Principal: _____

Name of School Head/Principal: _____

Name of School: _____

School Address: _____

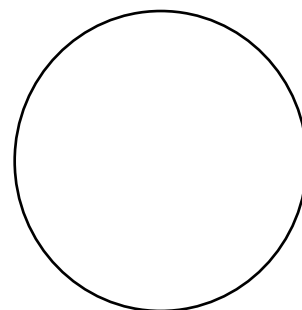
School Contact No.: _____

Name of Teacher i/c: _____

Contact No. of Teacher i/c: _____

E-mail Address of Teacher i/c: _____

Date: _____



School Chop

Note: The "Entry Form" must be in PDF format and named with school's name, e.g. "Entry Form_XX School".



My Pledge to Act

15 min

比賽將於2023年2月24日截止



比賽詳情請掃描二維碼

我的行動承諾
My Pledge to Act

歡迎全港
中小學生參加



教育局
課程發展處

社交平台創意貼文設計比賽



Like



Comment



Share



樂諾小太陽和另外33人



My Pledge to Act

#比賽分中學組及小學組

#各組分別設有以下獎品

冠軍(一名)

3,000元書券及獎狀

亞軍(一名)

2,000元書券及獎狀

季軍(一名)

1,000元書券及獎狀

優異獎(六名)

500元書券及獎狀

優秀語言表達獎(中文)(三名)

500元書券及獎狀

優秀語言表達獎(英文)(三名)

500元書券及獎狀

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

Objective:

This competition aims to deepen children’s understanding of positive values such as “Be Grateful”, “Treasure What We Have”, “Stay Positive” and “Stay Optimistic”. Through engaging parents and their children in creating/selecting and acting out a short daily life story that echoes the theme “Be Grateful and Treasure What We Have, Stay Positive and Optimistic”, children’s positive values and attitudes can be nurtured. Home-school cooperation and parent-child relationship can also be enhanced.

Targets and Participation:

- The competition is open to students and parents of all kindergartens and kindergarten-cum-child care centres in Hong Kong.
- Students should enter the competition as individual entrants. Each participant should submit only one entry through his/her attending school; otherwise he/she will be disqualified.
- Each school can submit **a maximum of ten entries** for each Section.

Themes and Entry Requirements:

- Drawing inspirations from the people and happenings around them, the entrants (together with their parents) should create/select and perform a short story **echoing the theme “Be Grateful and Treasure What We Have, Stay Positive and Optimistic”**, so as to convey related values and promote a positive attitude towards life.
- Entry requirements:

Items	Requirements
Length	within/not more than 3 minutes
Languages	Cantonese, Putonghua or English
Subtitles	Subtitles are not required (The awarded schools will be required to provide the transcripts for subtitles later.)
Resolution	1080p
Format	MP4
Shooting equipment	No limitation
Suggested aspect ratio	16:9
Requirements	<ul style="list-style-type: none"> • The entrant should read the title of the story before telling the story. (In case of using others’ work, please specify the author, e.g. “<i>The Little Match Girl</i>” by Hans Andersen. For original stories, entrants are required to provide a title, such as “<i>The Diary of Happy, Promising Little Sun</i>”) • The face(s) and movements of the entrant(s) should be clearly shown in the video.

	<ul style="list-style-type: none"> • The video must be shot in one take. Special effects, such as adding pictures, words, filters, page turn effects, toning, lighting, subtitles or any other special effects, are not accepted. No editing and post-production is allowed. • The video must be recorded live without any dubbing, sound editing and background music. The image and audio of the video must be clear. The video quality will affect the marks awarded. • The video could be in landscape or portrait layout. When shooting, keep the lens steady and avoid moving and shaking. • To enhance interest and appeal, the entrant may use appropriate props and body movements as aids, and may wear proper school uniform or clothes that match with the story during the filming.
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Submission of Entries:

- Entrants are **required to upload their entries to a designated website through their attending schools** (please scan the QR code on the right). The submission should include:
 1. the completed Entry Form (one for each participating school – the “Entry Form” must be in PDF format with the school name as the file name, e.g. “Entry Form_XX School”.);
 2. school name, principal’s name, and the name, email address and contact number of the teacher-in-charge;
 3. the names and classes of entrants (a maximum of ten entrants);
 4. the title of each entry (i.e. the title of the story); and
 5. the YouTube link for each entry (upload the entries on YouTube with the visibility set as unlisted, then copy the link and paste it on the electronic entry form).
- Submission by other means, such as CD-ROMs by post, by e-mail and physical items in-person, will not be accepted.
- The **deadline for submission of entries is 28 April 2023 (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.
- Upon receipt of the entry form and entries, a confirmation email will be sent to the teacher-in-charge. Please call 2153 7491 for enquiry if a confirmation email has not been received after 5 May 2023.



Prizes:

The following awards and prizes will be presented in the Competition:

Champion	1 entry	\$3000 Book Coupon and a Certificate
First Runner-up	1 entry	\$2000 Book Coupon and a Certificate
Second Runner-up	1 entry	\$1000 Book Coupon and a Certificate
Merit Award	10 entries	\$ 500 Book Coupon and a Certificate

Adjudication:

- Shortlisting of the entries will be conducted by the Moral, Civic and National Education Section 1, CDI, EDB and the adjudication panel will further select the champion, first runner-up, second runner-up and merit awards based on the judging criteria.
- Judging Criteria
 - Content of the story and expression of the theme (50%): demonstrating comprehensive understanding of the story, conveyance of theme and promoting related positive values and attitudes
 - Expression technique (40%): Flexible use of voice, tone, articulation, body language, facial expression, eye contact, etc. to express emotions and themes
 - Parent-Child cooperation (10%): Tacit understanding and communication between parent and child

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.



Values Education
Webpage



“My Pledge to
Act” Facebook

Uses of Winning Entries:

- The winning entries may be produced as learning and teaching materials and/or uploaded to various platforms, including the Values Education Webpage, “My Pledge to Act” Facebook page, e-Gallery of the CDI for sharing with other schools and stakeholders.

Rules 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.
- All entries must be the entrants’ original works which 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, their parents and schools shall agree that the copyright of entries belongs to the EDB. Regardless of the result of the competition, 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 accurate personal data in the application form. Entrants have to agree to the provision of personal data (including the entrant'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.
- The EDB is not liable to or responsible for any security and data protection issues arising from any redirection through any link to another website other than that of the EDB.

Deadline:
28 April 2023
(Friday)

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

Entry Form

To: Moral, Civic and National Education Section 1, CDI, EDB

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

	Name	Class		Name	Class
1			6		
2			7		
3			8		
4			9		
5			10		

** Please delete as appropriate.*

Rules 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.
- 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, their parents and schools shall agree that the copyright of entries belongs to the EDB. Regardless of the result of the competition, 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 accurate 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.
- The EDB is not liable to or responsible for any security and data protection issues arising from any redirection through any link to another website other than that of the EDB.

I declare that I have read the above and agreed to abide by the rules and regulations and the personal information collection statement stated therein.

Signature of School Head/Principal: _____

Name of School Head/Principal: _____

Name of School: _____

School Address: _____

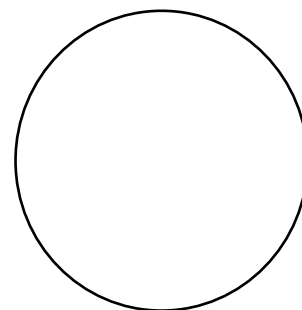
School Contact No.: _____

Name of Teacher i/c: _____

Contact No. of Teacher i/c: _____

E-mail Address of Teacher i/c: _____

Date: _____



School Chop

Note: The "Entry Form" must be in PDF format and named with school's name, e.g. "Entry Form_XX School".

截止日期：
2023年4月28日（星期五）

我的行動承諾
My Pledge to Act



小朋友！
你都同屋企人
一齊參加啦！



「感恩珍惜・積極樂觀」

親子講故事比賽

獎品

冠軍（一名）
亞軍（一名）
季軍（一名）
優異獎（十名）

3,000 元 書券及獎狀
2,000 元 書券及獎狀
1,000 元 書券及獎狀
500 元 書券及獎狀

對象

全港幼稚園學生與家長

教育局
課程發展處

比賽詳情請掃描二維碼



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

List of Important Dates

Activity/Event	Date
“My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic” (2022/23) Reply Slip	[Updated] Submission on or before <u>4 November 2022</u> <u>(Friday)</u>
“My Pledge to Act” Activity Series (2): “Happy, Promising Little Sun & Friends” Mascots Design Competition	[Updated] Submission on or before <u>30 December 2022</u> <u>(Friday)</u>
“My Pledge to Act” Activity Series (3): “Let’s Project Positive Energy” Social Platform Creative Post Design Competition	Submission on or before 24 February 2023 (Friday)
“My Pledge to Act” Activity Series (4): “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” Parent-child Storytelling Competition (Kindergarten)	Submission on or before 28 April 2023 (Friday)