

## EDUCATION BUREAU CIRCULAR MEMORANDUM No. 96/2023

From: Secretary for Education  
Reference: EDB(CD/MCNE)/ADM/60/1/3(14)  
Date: 5 July 2023

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

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### **My Pledge to Act 2023/24 – 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 2023/24 school year, as well as the learning and teaching resources and promotional materials provided for schools.

#### **Background**

2. Since 2003, the Education Bureau (EDB) has been organising the MPA values education promotional activities, enabling schools in Hong Kong to help students develop virtues and lead a positive and healthy lifestyle through collective commitment and learning activities related to values education. In the 2023/24 school year, the EDB will continue to promote the MPA and **introduce a new sub-theme along with the existing three** under the main theme – **“Be Grateful and Treasure What We Have, Stay Positive and Optimistic”**, so that schools may broaden the dimensions to values education activities taking into account their school contexts. The EDB will also continue to develop learning and teaching resources as well as promotional materials, and organise student learning activities to support schools in promoting the MPA.

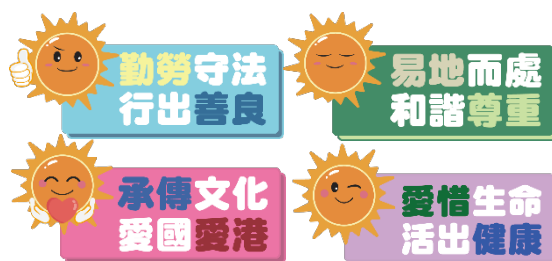
#### **Details**

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

4. **In response to social development and the developmental and learning needs of students, and to align with the EDB’s initiative to strengthen life education (including sex education) and health education (including anti-drug education, resistance to harmful substances, and promoting physical and psychological well-being)**, a new sub-theme will be introduced along with

the existing ones under the main theme of the MPA. Schools are advised to **take “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” as the core direction** and, taking into account their school contexts, **select one or more of the following four sub-themes as their school-based MPA theme(s)** for promoting values education:

- “Be Diligent and Law-abiding, Perform Acts of Kindness”
- “Think from Others’ Perspectives, Foster Harmony and Be Respectful”
- “Inherit Traditional Culture, Be Patriotic and Love Hong Kong”
- “Cherish Life, Be Healthy”



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

5. As an ongoing effort, the EDB will provide a series of learning and promotional activities, including the Values Education Annual Prize Presentation Ceremony, 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, promotional materials as well as the **MPA Handbook** provided by the EDB; and award students who have excelled in embracing the positive values with **the MPA Mascot (“樂諾小太陽”) Badges and certificates** and appoint them as **MPA Ambassadors**.



**MPA Handbook (Chinese Version Only)**

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 the MPA with 400 **Mascot (“樂諾小太陽”) Badges** to be given to the MPA Ambassadors for recognition of their efforts. Schools interested in conducting the MPA activities in the 2023/24 school year and obtaining the Mascot

Badges are required to complete the Reply Slip at **Annex 2** and return it to the Moral, Civic and National Education Section 1, CDI, EDB by fax (fax number: 3426 9265) on or before 15 September 2023 (Friday). Schools may also fill in the electronic reply slip. Please refer to **Annex 2** for details.



MPA Mascot  
 (“樂諾小太陽”) Badge






**(b) “My Pledge to Act” Activity Series (2): “Little Sun’s Creative Short Stories” Chinese Writing Competition (Primary School)**

The EDB will organise the “‘Little Sun’s Creative Short Stories’ Chinese Writing Competition”. Primary schools are welcome to encourage students to exercise their creativity through writing short stories to promote positive messages of **“Be Diligent and Law-abiding, Perform Acts of Kindness”, “Think from Others’ Perspectives, Foster Harmony and Be Respectful”, “Inherit Traditional Culture, Be Patriotic and Love Hong Kong” or “Cherish Life, Be Healthy”** and share their personal responses. The winning entries may be disseminated in the form of anthologies or picture books so as to spread positive energy. **The deadline for submission is 5 January 2024 (Friday).** Please refer to **Annex 3** for details.

**(c) “My Pledge to Act” Activity Series (3): “The MPA Activity Planners” – School-based Values Education Promotional Activities Design Competition (Secondary School)**

Schools have been actively designing and organising diversified school-based learning activities to promote the main theme and the sub-themes of the MPA, taking into account the schools’ characteristics and students’ needs. The EDB will organise the “‘The MPA Activity Planners’ – School-based Values Education Promotional Activities Design Competition” to increase students’ engagement in planning, promoting and implementing activities for promoting values education. Secondary schools may **encourage students to design learning activities related to the main theme and the four sub-themes of the MPA** to promote the respective proper values and attitudes. The winning designs will be uploaded to the MPA Theme-based Resources Webpage for schools’ reference. **The deadline for submission is 2 February 2024 (Friday).** Please refer to **Annex 4** for details.

6. To support schools in organising the MPA school-based collective commitment and related learning activities, the EDB will continue to provide the latest news on the MPA, activity information, learning and teaching resources, and online promotional materials (e.g. electronic posters, photo props, electronic banners) for downloading or loan by schools on the “My Pledge to Act” (2023/24) Theme-based Resources Webpage. Details will be announced on the Webpage in due course.

<p align="center"><b>“My Pledge to Act” Theme-based Resources Webpage Series</b></p>	<p align="center"><b>QR Codes</b></p>
<p align="center">“My Pledge to Act” (2023/24) Theme-based Resources Webpage</p>	
<p align="center">“My Pledge to Act: ‘Let's Clean Together’” School-based Award Scheme Theme-based Resources Webpage</p>	
<p align="center">“My Pledge to Act” (2022/23) Theme-based Resources Webpage</p>	
<p align="center">“My Pledge to Act” (2019-2021) Theme-based Resources Webpage</p>	
<p align="center">“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” (MPA) Funding Programme through the Quality Education Fund (QEF). Publicly-funded schools<sup>1</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 and extended the optimise measures until the 2025/26 school 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

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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.

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 extension of the optimising measures, please refer to the QEF website ([https://www.qef.org.hk/en/e\\_index.html](https://www.qef.org.hk/en/e_index.html)).



8. For the EDB to gain a better understanding of the implementation of the MPA and school-based values education in schools with a view to optimising the support measures, we encourage schools to complete the “‘My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic’ (2023/24) Reply Slip” at **Annex 2**, and return it to the Moral, Civic and National Education Section 1, CDI, EDB by fax (Fax No.: 3426 9265) **on or before 15 September 2023 (Friday)**. Schools **may also fill in the electronic reply slip**. Please refer to **Annex 2** for details.

### **Enquiries**

9. For general enquiries about the MPA, please contact Mr Michael WONG of the Moral, Civic and National Education Section 1, CDI, EDB at 2153 7491. For enquiries about the MPA Funding Programme, please contact the QEF Secretariat at 2921 8833.

(Grace LAW)  
for Secretary for Education

Encl.

c.c. Heads of Sections – for information

**My Pledge to Act 2023/24 –  
Be Grateful and Treasure What We Have, Stay Positive and Optimistic**

**Important Dates**

Activity / Event	Date
Submission of “My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic” (2023/24) Reply Slip	On or before 15 September 2023 (Friday)
School-based “My Pledge to Act” (2023/24) launching ceremony	To be completed on or before 3 November 2023 (Friday) (recommended)
Values Education Series: Values Education Annual Prize Presentation Ceremony 2022/23 cum Award Presentation Ceremony of the “The 6 <sup>th</sup> Outstanding Teaching Award for Moral Education”  (Prizes of the MPA (2022/23) competitions will be presented and winning works will be showcased during the Ceremony. Teachers are welcome to enrol on the Ceremony through the Training Calendar System.)	To be organised on 5 January 2024 (Friday)
“My Pledge to Act” Activity Series (2): “Little Sun’s Creative Short Stories” Chinese Writing Competition (Primary School)	Submission of entries: on or before 5 January 2024 (Friday)
“My Pledge to Act” Activity Series (3): “The MPA Activity Planners” – School-based Values Education Promotional Activities Design Competition (Secondary School)	Submission of entries: on or before 2 February 2024 (Friday)

**My Pledge to Act 2023/24 –  
Be Grateful and Treasure What We Have, Stay Positive and Optimistic**

**Reply Slip**

[Please return by fax (3426 9265) or fill in the electronic reply slip by scanning the QR code below on or before 15 September 2023 (Friday).]

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 (2020/21 - 2022/23 school years)**

- In the 2020/21 - 2022/23 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"/> 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: _____
<input type="checkbox"/> 2022/23	<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 2020/21 - 2022/23 school years**, but **implemented similar school-based collective commitment and practice activities / award schemes**.
- Our school **did not organise** any “My Pledge to Act” activities or similar school-based collective commitment and practice activities / award schemes in **the 2020/21 - 2022/23 school years**. (Reason(s): \_\_\_\_\_ )

2. 2023/24 school year

- In **the 2023/24 school year, our school will organise “My Pledge to Act” activities** and adopt the following sub-theme(s) (Multiple items may be selected):
- “Be Diligent and Law-abiding, Perform Acts of Kindness”
  - “Think from Others’ Perspectives, Foster Harmony and Be Respectful”
  - “Inherit Traditional Culture, Be Patriotic and Love Hong Kong”
  - “Cherish Life, Be Healthy”

Implementation plan(s) of MPA activities in the 2023/24 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 2023/24 school year, but will implement similar school-based collective commitment and practice activities / award schemes.**
- Our school **has no plan to implement** any “My Pledge to Act” activities or similar school-based collective commitment and practice activities / award schemes in the 2023/24 school year. (Reason(s): \_\_\_\_\_)

Signature of School Head / Principal:

Name of School Head / Principal:

Name of School:

Teacher-in-charge of the MPA / Values Education:

Contact Telephone No.:

E-mail Address:

Date:



**“My Pledge to Act” Activity Series (2):  
“Little Sun’s Creative Short Stories” Chinese Writing Competition (Primary School)**

**Objective:**

This competition aims to enhance primary students’ understanding of and reflection on the MPA sub-themes – “Be Diligent and Law-abiding, Perform Acts of Kindness”, “Think from Others’ Perspectives, Foster Harmony and Be Respectful”, “Inherit Traditional Culture, Be Patriotic and Love Hong Kong” or “Cherish Life, Be Healthy”, and encourage them to think of ways to put these themes into practice in daily life. Writing short stories along the themes will provide an opportunity for primary students to spread proper values and a positive attitude towards life.

**Targets and Participation:**

- The competition is open to all primary students in Hong Kong. The competition is divided into the Lower Primary and Upper Primary Sections.
- Students will 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 three entries for each Section.**

**Themes and Entry Requirements:**

- Entrants shall **select 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”, “Inherit Traditional Culture, Be Patriotic and Love Hong Kong” or “Cherish Life, Be Healthy ”**, and write a short story that conveys related positive message(s). Details are set out as below:

Theme	The story must be based on the theme of nurturing in students one of the following: “Be Diligent and Law-abiding, Perform Acts of Kindness”, “Think from Others’ Perspectives, Foster Harmony and Be Respectful”, “Inherit Traditional Culture, Be Patriotic and Love Hong Kong” or “Cherish Life, Be Healthy”. Entrants shall provide a title for their piece of writing.
Selection of materials	No restrictions
Genre	No restrictions
Word Limit	Lower Primary Section: No more than 300 characters (in Chinese) Upper Primary Section: No more than 400 characters (in Chinese) (Word count must be stated clearly at the end of the writing. Punctuation marks are included in the word count.)

## Submission of Entries:



- Entrants are required to upload their entries to the designated website through their 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, as well as the name, email address and contact number of the teacher-in-charge;
  3. the total number of students participating in the competition in each Section;
  4. the names and classes of entrants in each Section (a maximum of three entrants in each Section), selected sub-theme(s) as well as the titles of the short stories; and
  5. the text of the short stories (only in WORD format and a maximum of three entrants in each Section are accepted).
- The file name should be in a specific format (School Name\_Class\_Entrant\_Names, e.g. “Hong Kong School\_Chan Tai Man”).
- Submission by other means, such as CD-ROMs by post, by e-mail or in person will not be accepted.
- **The submission deadline is 5 January 2024 (Friday).** The 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 if no confirmation email is received after 19 January 2024 (Friday).
- Preliminary screening should be conducted by the school to select the best three entries in each Section if there are too many entrants.

## 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	10 entries	\$ 500 Book Coupon and a Certificate
Excellent Language Expression Award	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 based on the judging criteria.
- Judging Criteria
  - Theme and content (50%): The short story has a clear and profound idea, with accurate and deep understanding of the theme; appropriate selection of materials with rich contents, highlights the theme and promotes proper values and attitudes

- Language expression (30%): Precise and rich vocabulary choice, succinct sentences with fluency; skilful and flexible use of expressions
- Structure (20%): Information with well-chosen details is clearly and coherently presented across the paragraphs

### **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

### **Use of Winning Entries:**

- The winning entries may be disseminated in the form of anthologies or picture books. They may also be uploaded to various platforms, including the Values Education Webpage, the “My Pledge to Act” Facebook page and 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 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.

Submission  
Deadline:  
5 January 2024 (Friday)

**“My Pledge to Act” Activity Series (2):  
“Little Sun’s Creative Short Stories”  
Chinese Writing Competition (Primary School)**

**Entry Form**

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

Our school has received \_\_\_\_\_ entry(ies) in total. Upon preliminary screening, our school nominates \_\_\_\_\_ **Lower Primary** students and \_\_\_\_\_ **Upper Primary** students to participate in the captioned competition. The particulars of the entrants are as follows:

<b>Lower Primary Section</b>			<b>Upper Primary Section</b>		
	Name in Chinese	Class		Name in Chinese	Class
1			1		
2			2		
3			3		

**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. 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:

Teacher-in-charge:

Contact Telephone No.:

E-mail Address:

Date:

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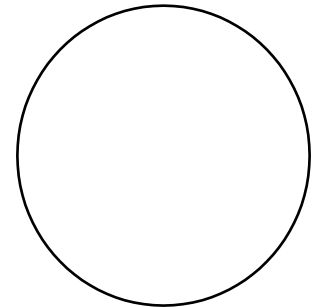
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School Chop

**Note:**

**The "Entry Form" must be in PDF format and named with the school's name, e.g. "Entry Form\_XX School".**



太陽仔

# 「相創故事」

## 中文徵文比賽



本比賽旨在促進小學生對「我的行動承諾」副主題的理解和反思，透過創作相關的簡短故事，宣揚正確的價值觀和正面積極的生活態度。



比賽共設兩個組別，即初小組及高小組  
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
優秀語言表達獎 (三名)	港幣 500元書券及獎狀



詳情請掃描二維碼

**“My Pledge to Act” Activity Series (3):  
“The MPA Activity Planners” – School-based Values Education  
Promotional Activities Design Competition (Secondary School)**

**Objective:**

The competition aims to increase students’ engagement in planning, promoting and implementing activities for promoting values education so as 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”, “Inherit Traditional Culture, Be Patriotic and Love Hong Kong” and “Cherish Life, Be Healthy” in schools.

**Targets and Participation:**

- The competition is open to all secondary school students in Hong Kong.
- Students may enter the competition individually or as a team (a maximum of five students). Each entrant/team should submit one entry only or they will be disqualified. (Each student should enter the competition EITHER as an individual OR as a member of a team.)
- Each school can **submit a maximum of ten entries.**

**Themes and Entry Requirements:**

- Entrants shall **select the main theme (i.e. “Be Grateful and Treasure What We Have, Stay Positive and Optimistic”) OR one of the sub-themes of the MPA (i.e. “Be Diligent and Law-abiding, Perform Acts of Kindness”, “Think from Others’ Perspectives, Foster Harmony and Be Respectful”, “Inherit Traditional Culture, Be Patriotic and Love Hong Kong” or “Cherish Life, Be Healthy”, and draft a proposal on values education promotional activity that spreads the respective positive message(s) in their schools. Details are set out as below:**

Theme	The theme must be related to the theme of nurturing in secondary students one of the following: “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”, “Inherit Traditional Culture, Be Patriotic and Love Hong Kong” or “Cherish Life, Be Healthy”
Details of the proposed activity	<ul style="list-style-type: none"> <li>● Duration: up to one hour</li> <li>● Can be conducted during recess(es), lunch time or after school</li> <li>● Must be held within the school premises</li> <li>● Can be targeted at all students / all junior secondary students / all senior secondary students / students at a particular year level</li> <li>● Free choice of mode of activity</li> </ul>



Content and specifications of the proposal	<p>The proposal <b>must</b> contain the following:</p> <ul style="list-style-type: none"> <li>● Name of the activity</li> <li>● Rationale behind the activity (not more than 150 words in Chinese <b>or</b> 250 characters in English )</li> <li>● Learning objective(s)</li> <li>● Target students and number of beneficiaries</li> <li>● Proposed date of activity</li> <li>● Proposed time of activity</li> <li>● Resources and materials required</li> <li>● Specific content and flow of the activity</li> <li>● Financial budget</li> <li>● Promotional strategy(ies)</li> </ul> <p>Specifications:</p> <ul style="list-style-type: none"> <li>● The proposal shall be submitted in WORD format. PDF files, short videos, animations and audio recordings will not be accepted.</li> <li>● The proposal must be written in either Chinese or English.</li> <li>● The proposal must be the entrant(s)' original work and has not been released or displayed publicly. It must not infringe the copyright and interests of any other party. Otherwise, the entrant(s) will be held responsible for any disputes arising therefrom and may be disqualified from the competition. If necessary, the EDB may request the entrant(s) to produce written proof of legal authorisation.</li> <li>● The proposal must not contain or quote the names, labels and trademarks of people, schools, companies and brands, etc.</li> </ul>
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- Entrants are **not required to implement the proposed activities at this stage**. The list of **finalists and details of the Final Adjudication will be announced by post and on the Values Education Webpage before 8 March 2024 (Friday)**. The finalists / finalist teams must implement the proposed activities under the coaching and guidance of teachers by 28 June 2024 (Friday), and present the implementation details, effectiveness of the activities and their reflections to the Adjudication Panel during the Final Adjudication session.

### Submission of Entries:

- Entrants are required to upload their proposals to the designated website through their 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, as well as the name, email address and contact number of the teacher-in-charge;



3. the total number of entrants and proposals for the competition;
  4. the names and classes of entrants (a maximum of ten teams of entrants, with a maximum of five students in a team); and
  5. the text of the proposals (only in WORD format; each school may submit a maximum of ten entries; content and requirements of the proposal are detailed in the table above).
- The file name should be in a specific format (School Name\_Class\_Entrant\_Names, e.g. “Hong Kong School\_Chan Tai Man\_Cheung Ka Keung\_Wong Siu Ming\_Lee Chi Kin\_Ho Man Chun”).
  - Submission by other means, such as CD-ROMs by post, by e-mail or in person will not be accepted.
  - **The submission deadline is 2 February 2024 (Friday).** The 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 if no confirmation email is received after 16 February 2024 (Friday).
  - Preliminary screening should be conducted by the school to select the best ten proposals to enter the competition if there are too many entrants.

**Prizes:**

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	5 entries	\$ 500 Book Coupon and a Certificate

**Adjudication:**

- Preliminary screening will be conducted by the Moral, Civic and National Education Section 1, CDI, EDB. The list of **finalists and details of the Final Adjudication will be announced by post and on the Values Education Webpage before 8 March 2024 (Friday).** The finalists / finalist teams must implement the related activities by 28 June 2024 (Friday), and present the implementation details, effectiveness of the activities and their reflections to the Adjudication Panel during the Final Adjudication session.
- The Final Adjudication is scheduled to be held in July 2024. Each finalist / finalist team shall present the promotional strategy(ies) and implementation details of the activity, reactions of the participants, effectiveness of the activity, as well as the overall experience and reflections to the Adjudication Panel (10 minutes maximum), followed by questions posed by the Adjudication Panel to the finalist / finalist team (5 minutes maximum). The Adjudication Panel will then select the champion, first runner-up, second runner-up and merit awards based on the judging criteria.
- Judging Criteria
  - Theme promotion (50%): The design of the activity can highlight the theme and promotes proper values and attitudes
  - Effectiveness (30%): The activity can enhance students’ understanding and reflections on the theme
  - Characteristics of the activity and creativity (20%): The design of the activity is appealing

and original

### **Announcement of Results:**

- The list of finalists and details of Final Adjudication will be announced by post and on the Values Education Webpage before 8 March 2024 (Friday).
- 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

### **Use of Winning Entries:**

- The winning entries may be disseminated in the form of pamphlets and uploaded to various platforms, including the “My Pledge to Act” Theme-based Resources Webpage, the “My Pledge to Act” Facebook page, the Values Education Webpage and 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 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.

Submission  
Deadline:  
2 February 2024 (Friday)

**“My Pledge to Act” Activity Series (3):  
“The MPA Activity Planners” – School-based Values Education  
Promotional Activities Design Competition  
(Secondary School)**

**Entry Form**

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

Our school has received \_\_\_\_ entry(ies) from \_\_\_\_ students. Upon preliminary screening, our school nominates \_\_\_\_ team(s) of students to participate in the captioned competition. The particulars of the entrants are as follows:

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

**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. 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:

Teacher-in-charge:

Contact Telephone No.:

E-mail Address:

Date:

\_\_\_\_\_

\_\_\_\_\_

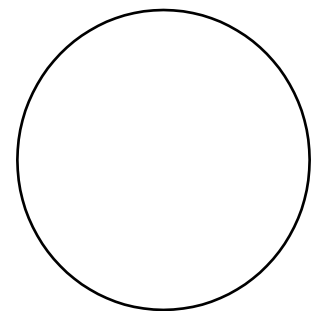
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School Chop

**Note:**

**The "Entry Form" must be in PDF format and named with the school's name, e.g. "Entry Form\_XX School".**

2024年2月2日截止  
(星期五)

# 諾活策劃師

校本價值觀教育推廣活動設計比賽 (中學)

歡迎  
全港中學生參加



本比賽旨在推動學生積極參與籌劃、宣傳及推行價值觀教育推廣活動的工作。參賽者須就「我的行動承諾」主題或選取其中一個副主題擬寫推廣活動計劃書，在校內宣揚正面信息。

## 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	(五名)	港幣 500	元書券及獎狀



詳情請掃描二維碼