

EDUCATION BUREAU CIRCULAR MEMORANDUM No. 113/2025

From: Secretary for Education
Reference: 1125-2055-8060-9075-00008

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

Date: 3 July 2025

“My Pledge to Act” – Be Grateful and Treasure What We Have, Stay Positive and Optimistic (2025/26)

Summary

This circular memorandum is to inform all kindergartens, primary schools and secondary schools (including special schools) of the arrangements for the “My Pledge to Act” (MPA) for the 2025/26 school year, the learning and teaching (L&T) resources and promotional materials provided to schools, as well as to announce a series of MPA activities for early information.

Background

2. Since 2003, the Education Bureau (EDB) has been organising the **Values Education Promotional Campaign: “My Pledge to Act” (MPA)**, enabling all schools in Hong Kong to nurture in students virtues and a healthy lifestyle through collective commitment and learning activities related to values education. In the 2025/26 school year, the EDB will continue to promote the MPA. This circular provides an overview of a series of student activities organised for kindergartens, primary schools and secondary schools, enabling schools to plan ahead for encouraging student participation, thereby promoting the proper values and attitudes among students. Additionally, the EDB will continue to provide diversified L&T resources and promotional materials to support schools in organising related activities.



Details

3. In the 2025/26 school year, the MPA will continue to adopt the theme of “Gratitude and Cherish, Positivity and Optimism”, fostering students’ development of a sense of gratitude, helping them learn to cherish what they have, adopt a positive and optimistic attitude towards

life, and face transitions and challenges in life and growth. With reference to the theme and four sub-themes of the MPA, schools may set, and incorporate into the school annual plan or school development plan, their annual major concerns or development goals in alignment with the schools' goals, vision and missions, religious backgrounds, characteristics, contexts and students' learning needs, with a view to promoting values education both within and beyond the classroom by adopting the approaches of holistic planning and whole-school participation.



MPA Theme and sub-themes	Examples of School Major Concerns or Development Goals
Theme: “Be Grateful and Treasure What We Have, Stay Positive and Optimistic”	<ul style="list-style-type: none"> To establish a positive campus atmosphere To promote students' personal positive development and affirm their self-worth
Sub-theme (1): “Be Diligent and Law-abiding, Perform Acts of Kindness”	<ul style="list-style-type: none"> To cultivate students' perseverance, encourage hard work and diligence in learning To foster values like self-discipline, law-abidingness and integrity in students, shaping them into good citizens who respect the law
Sub-theme (2): “Think from Others' Perspectives, Foster Harmony and Be Respectful”	<ul style="list-style-type: none"> To develop students' empathy and respect to others for building harmonious interpersonal relationships To cultivate students' empathy and caring for others, help them recognise and embrace cultural differences
Sub-theme(3): “Inherit Traditional Culture, Be Patriotic and Love Hong Kong”	<ul style="list-style-type: none"> To cultivate students' love for, appreciation of, and preservation of Chinese culture, while strengthening their national identity To cultivate students to become conscientious citizens who would actively safeguard the security of our country and Hong Kong and are eager to contribute to our country and Hong Kong
Sub-theme(4): “Cherish Life, Be Healthy”	<ul style="list-style-type: none"> To encourage students to cherish and respect life, learn to protect themselves, and value their physical and mental health To help students establish a healthy lifestyle, encourage them to exercise regularly for maintaining physical fitness and positive emotions

4. To support schools in implementing the MPA, the EDB will launch a series of learning and promotional activities, L&T resources, and promotional materials in the 2025/26 school year. Schools may organise the following major activities at the beginning of the 2025/26 school year:

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

Schools may organise school-based **MPA Ambassador Award Programme** by tapping the L&T resources, promotional materials and the **MPA Handbook** provided by the EDB, with a view to recognising and appointing students with good character who consistently demonstrate positive behaviour as **“MPA Ambassadors”**. Schools may engage the MPA Ambassadors in planning, promoting, and implementing school-based values education activities. Schools may also honour the ambassadors with active participation and outstanding performance by awarding them the **MPA Mascot (“樂諾小太陽”) Badges and certificates**.



To promote the implementation of the “MPA Ambassador School-based Award Programme”, the EDB will **organise a variety of collective activities** for “MPA Ambassadors” of primary and secondary schools in the 2025/26 school year. These activities may include visits to non-profit animal protection organisations, government departments, greening facilities and etc., as well as inviting them, on a priority basis, to participate in the values education movie appreciation and interactive theatre organised by the EDB. Details of the activities will be announced in due course in the 2025/26 school year for schools’ enrolment. The L&T resources, promotional materials and certificates for the “MPA Ambassador School-based Award Programme” have been uploaded to the MPA Theme-based Resources Webpage (please scan the QR code on the right) for schools to adapt and deploy flexibly.



MPA Mascot Badge



Schools requesting the MPA Mascot Badges (“樂諾小太陽襟章”) (100 pieces per school) for the 2025/26 school year should **complete the Reply Slip attached (please refer to Annex 2)**, and **fax it to Moral, Civic and National Education Section 1 (fax number: 3426 9265) on or before 17 October 2025 (Friday)** for arrangements.

(b) “My Pledge to Act” Activity Series (2): Territory-wide “Let’s Pledge Together” Ceremony

The EDB recommends all kindergartens, primary, and secondary schools in Hong Kong to **organise the “Let’s Pledge Together” Ceremony from September to November**, so as to help students set goals and put them into action, with a view to nurturing them into good citizens who keep their promises, and are committed as well as willing to take proper action through the school-based pledging activities. **During the ceremony**, schools can lead students to sing the **values education theme song “Building Our Dream”** to inspire them to embark on their dreams and turn proper values into good deeds. The EDB will issue a **Certificate of Participation** - “My Pledge to Act - Territory-wide Let’s Pledge Together” Ceremony and **provide 100 small gifts¹ for each participating school for awarding students who perform well in the MPA activities.**



VE Theme Song
“Building Our Dream”

Schools may flexibly adapt and deploy the **“Let’s Pledge Together” Ceremony Resource Kit** (uploaded on the MPA Theme-based Resources Webpage) provided by the EDB according to their specific needs in tandem with other school-based values education learning activities, so as to enhance students’ understanding, recognition, and practice of proper values. The Resource Kit includes:

- Suggested activity flow
- Emcee Script
- Principal’s speech (versions are available for kindergarten and primary & secondary schools respectively)
- Script of the “Students’ Pledge”
- MPA Handbook

¹ (1) The small gifts will only be provided for schools participating in the Territory-wide “Let’s Pledge Together” Ceremony.
(2) The small gifts will be available on a first-come-first-served basis while stock lasts.
(3) The EDB will notify eligible schools of the arrangements regarding the collection of the small gifts by post by the end of January 2026. Eligible schools should arrange to collect the small gifts at a designated location. Mailing service will not be provided.
(4) Details will be provided in the MPA EDBCM to be issued in September 2025.

- Presentation slides template
- Electronic posters
- Electronic banners
- Photo props (available for loan, please refer to the MPA Theme-based Resources Webpage for details)
- Handheld neon props (available for loan, please refer to the MPA Theme-based Resources Webpage for details)
- “Happy, Promising Little Sun (樂諾小太陽)” picture files (for production of photo props, stickers, promotional materials, posters, etc., can be downloaded from the MPA Theme-based Resources Webpage)



我的行動承諾
My Pledge to Act

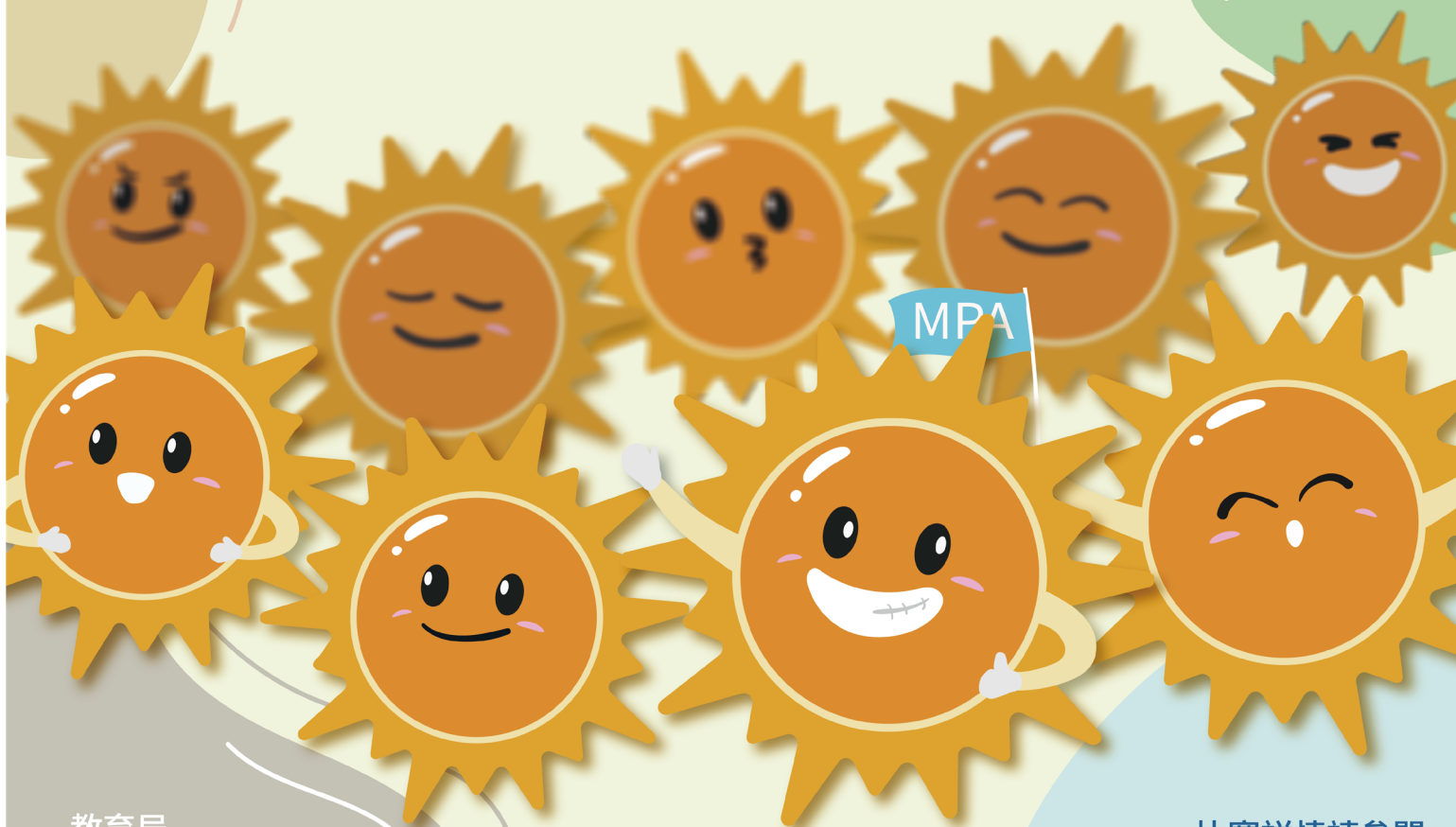
1·9·2025 - 28·11·2025

「我的行動承諾」

2025/26

全港同「諾」禮

凝聚全港學生力量
承諾·起行



教育局
課程發展處

請學校於活動後交回相片

比賽詳情請參閱
教育局通函第113/2025號

5. Additionally, the EDB will organise the following student competitions in the 2025/26 school year, with further details to be announced in the MPA EDBCM in September 2025. Schools may refer to **Appendix 1** for the schedule, and integrate the competitions with classroom learning or school-based activities to encourage student participation.

(a) “My Pledge to Act” Activity Series (3): Adventures of the Little Sun - Parent-child Story Creation and Performance Competition (Kindergarten)

Submission deadline: 13 February 2026 (Friday)

This activity is designed for kindergartens, inviting parents to collaborate with their children in creating and performing the stories related to the theme of the MPA, with an aim to engage parents in values education for nurturing their children’s proper values and attitudes from an early age, as well as enhancing the parent-child relationship.

(b) “My Pledge to Act” Activity Series (4): Discovering Proper Values in Games - School-based Values Education Booth Game Design Competition (Primary School)

Submission deadline: 12 December 2025 (Friday)

This activity is designed for primary schools, encouraging primary school students to actively participate in planning and promoting values education through designing booth games for disseminating positive messages related to the theme and sub-themes of the MPA on the school campus.

(c) “My Pledge to Act” Activity Series (5): City Stroll, City Vlog - Community Tour Video Production Competition (Secondary School)

Submission deadline: 9 January 2026 (Friday)

This activity is designed for secondary schools, encouraging secondary students to unleash their creativity for planning community tour routes and creating videos (vlogs), with a view to motivating them to actively discover the “who”, “what”, “where”, and “how” in their community of the school that are worth appreciating and cherishing. In this competition, students introduce the unique characteristics of the community while promoting the proper values and attitude of “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” to society.

6. The EDB will continue to provide the latest updates on the MPA, activity information, L&T resources and promotional materials (e.g. electronic posters, photo props, electronic banners) on the **“My Pledge to Act” Theme-based Resources Webpage** for downloading or loan by schools.

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 schools² 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. Applications under the MPA Funding Programme are now accepted throughout the year until the 2025/26 school year (Application deadline: 31 August 2026). 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 proper values and attitudes. For details of the MPA Funding Programme, please refer to the QEF website (www.qef.org.hk).

8. To gain a better understanding of the implementation of the MPA, school-based “Let’s Pledge Together” Ceremony and values education in schools, the EDB will issue a questionnaire to schools in September 2025. Schools are appealed to participate actively in our programmes and promote values education continuously.



Photo props and Pull-up banners
(For reference only)



² Publicly-funded schools include government schools, aided schools (including special schools), caput schools, and schools under the Direct Subsidy Scheme.

Enquiries

9. For general enquiries about MPA, please contact Mr Jeff HSU of the Moral, Civic and National Education Section 1 of CDI, EDB at 2153 7487. For enquiries about the MPA Funding Programme, please contact the QEF Secretariat at 2921 8833.

(Ben HUNG)
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”
(2025/26)**

Important Dates

Activity / Event	Date	Remarks
Values Education Annual Prize Presentation Ceremony 2024/25 cum “My Pledge to Act” 2025/26 Launching Ceremony	11 July 2025 (Friday)	To present awards and prizes of MPA competitions for the 2024/25 school year and showcase award-winning entries
Submission of “MPA Mascot Badge” Reply Slip (Annex 2)	Deadline for submission: 17 October 2025 (Friday)	Please fax to 3426 9265
“My Pledge to Act” Activity Series (2): Territory-wide “Let’s Pledge Together” Ceremony	1 September 2025 – 28 November 2025	—
“My Pledge to Act” Activity Series (3): Adventures of the Little Sun - Parent-child Story Creation and Performance Competition (Kindergarten)	Deadline for submission of entries: 13 February 2026 (Friday)	Please stay tuned for details to be announced in MPA EDBCM in September 2025.
“My Pledge to Act” Activity Series (4): Discovering Proper Values in Games - School-based Values Education Booth Game Design Competition (Primary School)	Deadline for submission of entries: 12 December 2025 (Friday)	
“My Pledge to Act” Activity Series (5): City Stroll, City Vlog - Community Tour Video Production Competition (Secondary School)	Deadline for submission of entries: 9 January 2026 (Friday)	
Values Education Annual Prize Presentation Ceremony 2025/26 cum “My Pledge to Act” 2026/27 Launching Ceremony	26 June 2026 (Friday)	To present awards and prizes of MPA competitions for the 2025/26 school year and showcase award-winning entries

**Submission
Deadline:
17 October 2025
(Friday)**

Annex 2

**Reply Slip
for Obtaining “MPA Mascot Badge”**

[Please fax to 3426 9265 on or before 17 October 2025 (Friday).]

To: Moral, Civic and National Education Section 1, CDI, EDB (Attention: Mr Jeff HSU)

In the 2025/26 school year, our school will organise “My Pledge to Act” activities and would like to obtain the MPA Mascot Badges (“樂諾小太陽襟章”) (100 pieces)

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:
