

EDUCATION BUREAU CIRCULAR MEMORANDUM No. 190/2025

From:	Secretary for Education	To:	Heads of Government, Aided
Reference:	1125-2040-8060-9075-00002-P001		(including Special Schools),
Date:	20 October 2025		Caput and Direct Subsidy Scheme
			(DSS) Primary and Secondary
			Schools

Strengthening the Promotion of Values Education, Financial Education and Entrepreneurial Spirit

Summary

This circular memorandum aims to encourage publicly-funded schools¹ (including primary, secondary, and special schools) to strengthen the promotion of values education, financial education and entrepreneurial spirit, and brief them on the application matters of the “My Pledge to Act – Be Grateful and Treasure What We Have, Stay Positive and Optimistic” Funding Programme (“My Pledge to Act” Funding Programme) through the Quality Education Fund.

Background

2. Values education is an essential component of whole-person education and an indispensable part of the school curriculum. Schools foster students’ proper values through the learning and teaching of various Key Learning Areas (KLAs)/ subjects, life-wide learning activities, service-learning experiences, and the creation of campus atmosphere, etc. in order to enable them to analyse objectively, make reasonable judgment and take appropriate action when they encounter various life situations or issues at different developmental stages, and to face the changes and challenges in future with positive and optimistic attitudes.

3. The Education Bureau (EDB) has been adopting a multi-pronged and co-ordinated approach to support schools in promoting values education. The EDB organises the Values Education Promotional Campaign -- “My Pledge to Act” (MPA) in every school year and devises the theme, encouraging schools to organise diversified learning activities in line with the theme “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” and the sub-themes 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” and “Cherish Life, Be Healthy”,



¹ Publicly-funded schools refer to government schools, aided schools, caput schools, and schools under the Direct Subsidy Scheme.

and to create a conducive learning environment for fostering proper values and positive attitudes. For details of the MPA, please refer to the MPA Theme-based Resources Webpage (see the QR code on the right).



Details

4. Education is a good cause of cultivating values and character. Fostering students' development of proper values, instilling in them positive attitudes towards life and enabling them to practise appropriate behaviour have always been the important goals of school education in Hong Kong. The *Chief Executive's 2025 Policy Address* (Policy Address) announced that the EDB will promulgate the final version of the *Values Education Curriculum Framework* to assist schools in planning their school-based values education curriculum. In addition, schools are encouraged to strengthen the promotion in areas such as values education, financial education and entrepreneurial spirit, thereby enhancing the quality of teaching and learning.

5. To tie in with the aforesaid initiatives in the Policy Address, the EDB encourages publicly-funded primary and secondary schools to organise activities themed on school mottos and songs, **and/or** activities related to financial education and entrepreneurial spirit (Please refer to Annex 1 for the examples of activities²). This allows schools to broaden the dimensions of school-based curriculum development and implementation of learning and teaching activities taking into account their school characteristics, development foci, learning and developmental needs of students, etc. Schools can strengthen the promotion of values education, financial education and entrepreneurial spirit through the approaches of “organic integration”, “natural connection”, “diversified strategies”, “mutual co-ordination”, “learning within and beyond the classroom” and “whole-school participation”, thereby fostering whole-person development of students.

Quality Education Fund “My Pledge to Act” Funding Programme

6. Since the 2019/20 school year, the EDB has implemented the “My Pledge to Act” (MPA) Funding Programme through the Quality Education Fund (QEF) to enable schools to implement diversified learning activities that align with the theme “Be Grateful and Treasure What We Have, Stay Positive and Optimistic” and the sub-themes. In line with the initiative advocated by the EDB, schools are now encouraged to apply for additional resources through the MPA Funding Programme of the QEF to implement activities themed on their school mottos and songs, **and/or** activities related to financial education and entrepreneurial spirit, so as to enrich students' learning experiences and create a learning environment conducive to cultivating

² The themes of activities can be on: (1) school mottos and songs; or (2) financial education and entrepreneurial spirit; or (3) including or integrating elements of school mottos and songs as well as financial education and entrepreneurial spirit.

proper values and positive attitudes. Applications under the MPA Funding Programme are accepted throughout the year until the 2025/26 school year (Application deadline: 31 August 2026). Each publicly-funded school should, in accordance with its school context, flexibly deploy the unused application quota(s)³ to apply for funding from the QEF in a timely manner. For details, please refer to the QEF website:

https://www.qef.org.hk/en/application_guide/mpa_program.html.

Briefing-cum-Sharing Session

7. To enable schools to understand the content of activities themed on school mottos and songs, and/or those related to financial education and entrepreneurial spirit, as well as the application matters of the MPA Funding Programme, the Curriculum Development Institute (CDI) of the EDB will conduct a Briefing-cum-Sharing Session in **early November 2025** (Course Code: CDI020251461). School personnel are welcome to enrol.



Enquiries

8. For enquiries, please contact the EDB personnel:
- For general enquiries on values education, please contact the Moral, Civic, and National Education Section 1 of the CDI at 2153 7410;
 - For general enquiries on financial education and entrepreneurial spirit, please contact the Personal, Social, and Humanities Education Section 1 of the CDI at 2892 6513;
 - For enquiries on various funding programmes of the QEF, please contact the QEF Secretariat at 2921 8833.

LAM Si Hang, Yvonne
for Secretary for Education

c.c. Heads of Sections --- for information

³ Each eligible school can submit at most three applications in total starting from the 2019/20 school year.

Activities themed on School Mottos and Songs, and/or related to Financial Education and Entrepreneurial Spirit

Values Education Activities themed on School Mottos and Songs

Hong Kong has over 200 school sponsoring bodies (SSBs) and each of them has its school vision, contributing to the rich and diverse characteristics of the local education system. Upholding the principle of “central curriculum, school-based adaptation”, schools develop the school-based values education curriculum that aligns with the aims and rationale of central curriculum while meeting societal expectations, taking into account their school missions, religious background and school contexts, etc. The school motto and song of individual school not only manifest its mission and educational philosophy, but also reflect the history and culture of the school, and embody the educational goals and missions of the SSBs and schools, as well as their expectations for students. Some of the contents are derived from excellent traditional culture of Chinese, which are treasured assets for implementing school-based values education. We encourage primary and secondary schools to promote the proper values and positive attitudes towards life embedded in the school mottos and songs to relevant stakeholders through diversified activities both within and beyond the classroom, developing learning and teaching resources, or organising parent activities, further advancing school-based values education.

Learning Activities related to Financial Education and Entrepreneurial Spirit

When schools promote financial education and entrepreneurial spirit, they emphasise nurturing students’ proper values and attitudes, including perseverance, responsibility, integrity, diligence, benevolence, law-abidingness, and empathy, etc., so as to better prepare students to navigate an increasingly fast-changing world and seize the best of the opportunities ahead. The EDB encourages schools to organically integrate “financial education” and “entrepreneurial spirit” to achieve a synergistic effect. It is hoped that this will further foster whole-person development of students.

Examples of activities:

(Note: The themes of activities can be on: (1) school mottos and songs; or (2) financial education and entrepreneurial spirit; or (3) including or integrating elements of school mottos and songs as well as financial education and entrepreneurial spirit)

Category	Example
Student Activities	- To enable students to gain a deeper understanding of the values conveyed by the school motto and song through the creation and performance of stories, dramas or musicals, and practise those philosophies in their daily life. - Arrange students to participate in cultural exploration or school history tours for them to understand the origins and stories

Category	Example
	behind the school motto and song, enhancing their sense of belonging and identity to the school. • Organise interest groups/clubs or cross-curricular activities, such as experiential learning activities on financial education to develop students' proper values towards financial management. • Visit financial institutions, start-ups, or social enterprises, and invite industry experts to share innovative thinking as well as skills and attitudes on financial management, allowing students to gain first-hand experience of the operation of business world and the characteristics of related industries, and to cultivate their good financial habits and develop positive and innovative spirit.
Teacher Training Activities	• Arrange teachers to visit educational exhibitions or study tours/ activities relating to school history, enabling them to understand the spirit of the school motto and song in depth, and consider how to incorporate relevant values in the classroom and learning activities. • Collaborate with tertiary institutions or professionals to organise seminars, guiding teachers to analyse the educational meaning, significance and historical background of the school motto and song, and assist them in integrating the core values and spirit into the curriculum and teaching. • Provide thematic workshops for teachers to enhance their professional knowledge and teaching skills in promoting financial education and entrepreneurial spirit, and encourage teachers to strategically integrate these contents into school-based curricula or learning activities.
Learning and Teaching Resources	• Produce picture books, school chronicles, roving exhibitions, board games and short videos, etc. relating to the school song and motto, to enable students to learn school-based values in an interesting way. • Develop other learning and teaching resources, or participate in design competitions, for integrating the spirit of the school motto and song into the works in order to promote school-based values and educational missions. • Produce school-based resources, such as board games, roving exhibitions, e-books and short videos, etc. to promote qualities relating to financial education and entrepreneurial spirit.

Category	Example
Parent Activities	• Organise parent-child visits, volunteer activities, artwork creation, etc., allowing parents and students to grasp the core values of the school song and motto and deepen their understanding of the school's educational philosophy and expectations. • Organise cultural day activities featuring the School Song and Motto, including thematic exhibitions, sharing on school history and interactive games, to enhance home-school cooperation and promote proper values. • Design theme-based talks to help parents cultivate in children's financial literacy and entrepreneurial spirit. • Launch parent-child financial challenge activities, for instance, allowing families to devise saving plans or budgets together to nurture students' proper values towards financial management and strengthen financial education.