

EDUCATION BUREAU CIRCULAR MEMORANDUM No. 010/2026

From: Secretary for Education
Reference: 1125-2055-8060-9065-00026-02-P001
Date: 28 January 2026

To: Heads of Primary and Secondary Schools (excluding ESF Schools and International Schools)

Student Showcase Pilot Scheme – “Speak Your Mind!”

Summary

This circular memorandum aims to invite primary and secondary schools to participate in the Student Showcase Pilot Scheme, “**Speak Your Mind!**” (the Pilot Scheme), organised by the English Language Education (ELE) Section of the Curriculum Development Institute (CDI), Education Bureau (EDB) in the 2025/26 school year.

Background

2. The EDB is committed to supporting schools in enhancing students’ speaking skills through diversified English Language learning activities. To further enhance students’ confidence, creativity and engagement in speaking English, a designated YouTube channel will be launched. It will regularly feature selected videos submitted by primary and secondary students, showcasing their creativity and English proficiency across a range of topics.

Details

3. The Pilot Scheme aims to boost students’ confidence, creativity and engagement in speaking English; empower them to think and express themselves creatively; and provide a platform for them to showcase their speaking talents and broaden their English-speaking experiences through multimodal communication. Students are invited to create short videos of one to three minutes on a topic of their choice, featuring themselves speaking in English or including their own voiceover narration in English, with the tagline “**Think Big, Shine Bright, Speak Your Mind!**” incorporated. Selected student works will be published at regular intervals on the designated YouTube channel to celebrate achievements and showcase learning outcomes.

4. Schools are encouraged to utilise the platform to extend students’ learning beyond the classroom and provide students with holistic learning experiences. Participating students should submit their entries through their schools. Schools should upload the completed **Entry Submission Form** and **Declaration and Consent Form**, together with the **entry/entries**, to a cloud drive (e.g. Google Drive or Microsoft OneDrive) and send the download link to the ELE Section of the CDI, EDB by email (ele@edb.gov.hk) **from 28 January 2026 to 29 May 2026**. There is no limit on the number of participants from each school, and students may submit multiple entries. For details of the Pilot

Scheme and the entry submission, please refer to Annex 1 or visit the “Speak Your Mind!” webpage of the English Language Education Section:



<https://www.edb.gov.hk/SpeakYourMind>

Contact Persons

5. For enquiries, please contact Ms Stephanie LO (primary level) or Ms Ada LAM (secondary level) of the English Language Education Section of the Curriculum Development Institute, Education Bureau on 2892 6574 or 2892 6572 respectively.

LEE Kin-wan
for Secretary for Education

c.c. Heads of Sections – for information

Student Showcase Pilot Scheme – “Speak Your Mind!”

Notes to Schools

1. Aims / Objectives

- To boost students’ confidence, creativity, and engagement in speaking English;
- To empower students to think and express themselves creatively; and
- To provide a platform for students to showcase their speaking talents and broaden their speaking experiences through multimodal communication.

2. Entry Requirements

- Participants should be full-time students of primary and secondary schools in Hong Kong.
- The Pilot Scheme is divided into two divisions:

Division	Eligible Students
Primary	Primary 1 to Primary 6 students
Secondary	Secondary 1 to Secondary 6 students

- Entries should be submitted on an individual or group basis. Students may submit more than one entry on different themes during the submission periods.
- All entries should be submitted through the schools of the participants.
- There is no limit to the number of entries from each school.

3. Themes

- Participants should submit **a short video** on one of the following nine themes:
 - i. *Fun and Thrills*
 - ii. *Loved Ones and Laughs*
 - iii. *Paws and Claws*
 - iv. *Flavours and Feasts*
 - v. *Wild Wonders*
 - vi. *Tech Frontiers*
 - vii. *Cultural Kaleidoscopes*
 - viii. *Journeys of Learning*
 - ix. *Pages and Screens*

4. Video Length and Format

- Each entry should be between one and three minutes in length.
- Each entry should either feature students speaking in English or include their own voiceover narration in English.

- Other than the above-mentioned component of verbal delivery which should be present in each video, the manner of expression is not restricted. Participants may choose different methods or media (e.g. background music, sound effects, photos and animation effects) to convey their messages effectively, while ensuring all materials used in the videos are copyright-free.
- Demonstration videos for the Pilot Scheme are available for viewing on the following designated YouTube channel:



<http://www.youtube.com/@speakyrmind>

Schools are encouraged to refer to these videos when guiding students in the production of their own entries.

5. Rules and Regulations

- Each participant may submit multiple entries, but each entry should cover a different theme.
- Each entry should be related to one of the nine themes stated in Part 3.
- The tagline “**Think Big, Shine Bright, Speak Your Mind!**” should be explicitly mentioned and displayed, preferably at the end of the video.
- The recording should be clear and audible.
- Notes and cue cards can be used at the participant’s discretion.
- Non-copyrighted props can be used. (*Note: Book/film covers/posters are copyrighted materials and should NOT be shown in the video*).
- Entries must be original works that have neither been published on any occasions nor submitted to any other activities or competitions, except for internal school activities held within the 2025/26 school year.
- Plagiarism is prohibited. Proper attribution or citation of any external sources used (e.g. background music, quotes from books) must be provided.
- Entries shall not include any information or content that is obscene, abusive, violent and defamatory, or violates the laws of the HKSAR.
- Please note that entry submission that is incomplete or does not comply with the entry requirements, video length and format, or the rules and regulations may be disqualified.
- The EDB reserves the right to modify the rules and regulations, selection criteria for publication of entries, and awards and prizes of the Pilot Scheme.

6. Use of Artificial Intelligence (AI)

- Participants are allowed to use AI tools in the creation and/or editing of the non-language elements (e.g. images, audio, visual design) of the videos, but such use must be declared when submitting the work to promote ethical AI practices. Failure to comply with the declaration may result in disqualification. Students are strongly encouraged to develop authentic and innovative ideas through reflection and imagination when creating their videos.

7. Submission of Entries

- Four submission periods are scheduled between **28 January 2026 (Wednesday) and 29 May 2026 (Friday)**. Schools are encouraged to submit entries for each submission period so as to maximise the opportunities for students' videos to be published on the designated YouTube channel for public viewing.

Batch	Submission period	Publication date for selected entries
Batch 1	28 January – 27 February 2026	9 March – 27 March 2026
Batch 2	28 February – 31 March 2026	13 April – 30 April 2026
Batch 3	1 April – 30 April 2026	11 May – 29 May 2026
Batch 4	1 May – 29 May 2026	8 June – 26 June 2026

- Schools should follow the submission details below and complete the following items:

Details of submission	<p><u>For each round of submission</u></p> <ul style="list-style-type: none"> Each school should complete ONE Entry Submission Form (Appendix 1a) and submit it in <u>both</u> PDF and Excel formats. The school head's signature and the school chop should be clearly shown in the PDF version. Each participant and his/her parent or guardian should complete ONE Declaration and Consent Form (Appendix 1b) to be submitted in PDF format. Each school should upload ONE folder to a cloud drive (e.g. Google Drive or Microsoft OneDrive) for each round of submission. The submission date should be clearly indicated in the name of the folder. The download link for accessing the folder should be sent to the ELE Section of the CDI, EDB by email (ele@edb.gov.hk) within the designated submission periods. The same link should also be provided in the Entry Submission Form. The folder should contain the following documents and files: <ul style="list-style-type: none"> ➤ Entry Submission Form (in <u>both</u> PDF and Excel formats); ➤ Declaration and Consent Form from each participating student (in PDF format); and
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	<ul style="list-style-type: none"> ➤ all entries (in MP4 format) as corresponding to the entries specified in the Entry Submission Form. • For each round of submission, schools can nominate a maximum of five entries for the “<i>Notable Content Creator Award</i>”, and indicate their choice in the relevant column in the Entry Submission Form. • The download link to the folder should be made valid from the date of submission until 30 July 2026. • Access rights of the uploaded documents and files should be granted to “Anyone with the link”. • Entries submitted or changes made to the submission folders on the cloud drives after 29 May 2026 will NOT be accepted. • Submissions by other means, such as CD-ROMs sent by post or delivered in person, will NOT be accepted. • The EDB reserves the right to disqualify entries without prior notification to schools should the documents and files be inaccessible via the link provided.
Soft copy of the forms	<ul style="list-style-type: none"> • The soft copy of the Entry Submission Form, and the Declaration and Consent Form can be downloaded via the following link or QR code: <div style="text-align: center;">  </div> <p style="text-align: center;">https://www.edb.gov.hk/SpeakYourMind</p>
Requirements on the video files	<p><u>Technical specifications for entries:</u></p> <ul style="list-style-type: none"> • Both vertical and horizontal (i.e. portrait and landscape) videos fulfilling the following requirements can be submitted for entry: <ul style="list-style-type: none"> ➤ Horizontal / Landscape Videos <ul style="list-style-type: none"> ■ Aspect ratio: 16:9 ■ Resolution: 1920 x 1080 pixels ■ Format: MP4 ➤ Vertical / Portrait Videos <ul style="list-style-type: none"> ■ Aspect ratio: 9:16 ■ Resolution: 1080 x 1920 pixels ■ Format: MP4
Requirements on the file names	<ul style="list-style-type: none"> • The Folder uploaded to the cloud drive should be named as: “SYM_Level(Pri or Sec)_SchoolName_SubmissionDate(YYYYMMDD)” (e.g. <i>SYM_Pri_ABC Primary School_20260128</i>) • The Entry Submission Form (Appendix 1a), in both PDF and Excel formats, should be named as: “SYM_Level(Pri or Sec)_SchoolName_SubmissionDate(YYYYMMDD)” (e.g. <i>SYM_Pri_ABC Primary School_20260128.pdf/xlsx</i>) • The Declaration and Consent Form (Appendix 1b), in PDF format,

	<p>should be named as: “SYM_Level(Pri or Sec)_SchoolName_StudentName_Class(Number)” (e.g. <i>SYM_Pri_ABC Primary School_ChanSiuFan_P3A(13).pdf</i>)</p> <ul style="list-style-type: none"> • All entries, in MP4 format, should be named as: “SYM_Level(Pri or Sec)_SchoolName_EntryNumber” (e.g. <i>SYM_Pri_ABC Primary School_01.mp4</i>)
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8. Awards and Prizes

Award	Prizes
Most Active School Participation Award	<p>The school submitting the highest number of eligible entries from each division (i.e. one primary school and one secondary school) will receive the following:</p> <ul style="list-style-type: none"> - a trophy - a filming device
Notable Content Creator Award	<p>Each participating student or group whose entry is published on the designated YouTube channel will receive the following:</p> <ul style="list-style-type: none"> - an e-Certificate of Appreciation for each student - a HK\$200 book coupon for each entry
Emerging Content Creator Award	<p>All participants whose entries meet the requirements specified in Parts 2-7 will receive an e-Certificate of Appreciation.</p>

9. Selection Criteria for Publication

- The selection panel comprises EDB officers from the ELE Section, members of the Curriculum Development Council Committee on English Language Education and other English Language experts.
- Videos will be published on the designated YouTube channel based on the following criteria:
 - Content – Creates enjoyment and conveys positive ideas or unique perspectives
 - Delivery – Demonstrates clear articulation, confidence and fluency
 - Style and Features – Reflects individuality and creativity
- The decision of the selection panel will be final.
- The EDB reserves the right to remove or replace any videos that have been published on the designated YouTube channel as considered appropriate without prior notice, and has the final decision of the above actions.
- The list of awards will be announced in late June 2026 through:
 - the “Speak Your Mind!” webpage (<https://www.edb.gov.hk/SpeakYourMind>)
 - emails to teachers-in-charge

10. Intellectual Property

- All participating students and schools should note and agree with the following terms:
 - All entries should be original and have not been published on any occasions, except for internal school activities held within the 2025/26 school year.
 - All entries have not entered and will not enter any other activities or competitions, except for internal school activities held within the 2025/26 school year.
 - Participants need to ensure that the content of the entries does not infringe any copyright, publication right or interests of any other parties. Please visit the following website for details related to intellectual property: 
<https://www.ipd.gov.hk/en/home/index.html>
- Entries that have infringed any intellectual property rights will NOT be accepted. The EDB takes no liability whatsoever for such infringement.
- The EDB retains the right to edit, modify, publish and use any entries in any forms for publicity and educational purposes, and has the final decision of the above actions.

11. Personal Information Collection Statement

- Schools should provide the necessary personal data in the Entry Submission Form and other relevant documents, and ensure accuracy and completeness of such information. Schools and students have to agree to authorise the EDB to release personal data (including the participants' names and school names) for contact, display on the designated YouTube channel, results announcement, prize presentation arrangements and promotional purposes.
- For the above purposes, the name and school name of the participants and relevant persons may be disclosed through the EDB website, other websites and/or other printed and online media.

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Submission Checklist for Teachers

(Applicable for each round of submission between 28 January and 29 May 2026)

1. Entry Selection

- Select entries for submission
- Ensure entries include the tagline
- Confirm that all rules are met

2. Prepare Files for Submission

- Complete Entry Submission Form (Appendix 1a)
- Complete Declaration and Consent Form (Appendix 1b)
- Ensure all entries are in acceptable formats:
 - Appendix 1a in both PDF (with school chop and school head’s signature) and Excel formats
 - Appendix 1b in PDF format
 - Entries in MP4 format

4. Final Submission

- Ensure that all submitted documents and files comply with the rules and are named as required
- Paste the folder link into the Entry Submission Form (Appendix 1a)
- Send the download link via email to: ele@edb.gov.hk, using the subject line: “SYM_Level_School name”, within the designated submission periods

3. Upload to Cloud Drive

- Create a folder for the current round of submission by your school
- Ensure the folder is named according to the required format
- Upload all completed documents and files to the folder
- Adjust the sharing permission to “Anyone with the link”

Important Reminders

- Make sure the school name and student names are correct, as they will be printed on the e-certificates
- Keep backups of all documents and files
- Do NOT modify any documents and files after submission

Student Showcase Pilot Scheme - "Speak Your Mind!"
Entry Submission Form (Appendix 1a)

School Information

School Name: _____

School Address: _____

Teacher-in-charge (name & post) _____

Contact Email Address: _____

Contact No.: _____

Division: _____

Submission Date: _____

*Entry No.	**Name(s) of Students(s) (English) (Block Letters)	Class	Class No.	Theme(s) (Refer to Part 3)	Title(s) of the Video(s)	Put a "Y" on a maximum of 5 entries to be nominated for the "Notable Content Creator Award"	Use of AI tools
01							
02							
03							
04							
05							
06							
07							

Provide a download link below to your folder containing (a) **the Entry Submission Form** (in both PDF and Excel formats), (b) **the Declaration and Consent Form** (in PDF format), and (c) **all entries** (in MP4 format), stored on a cloud drive (e.g. Google Drive or Microsoft OneDrive). The link must remain valid until 30 July 2026.
 Link: _____

*Please add extra rows as needed and modify the entry number accordingly.

**Please ensure the accuracy of the names on the list as they will be printed on e-certificates.

Declaration

We declare that all entries are original and have neither been published on any occasions nor submitted to any other activities or competitions (except for internal school activities held within the 2025/26 school year), and that the content of the entries does not infringe any copyrights and publication rights. Where applicable, students' use of AI tool(s) in the creation and/or editing of the videos has been indicated in **References**.

Signature of School Head: _____

Name of School Head: _____

Date: _____



SAMPLE
Please use the Excel form.

Student Showcase Pilot Scheme - “Speak Your Mind!”

Declaration and Consent Form

[Please scan the form and save it in the folder as a PDF file.]

Part A (To be completed by the student)

I, _____ (Name of Student) of _____

_____ (Name of School), hereby give my consent to the Education Bureau for publishing the video(s) submitted for the captioned Pilot Scheme on the designated YouTube channel for public viewing. I declare that I used / did not use* Artificial Intelligence (AI) tools in the creation and/or editing of my entry/entries.

I understand and agree that the Education Bureau reserves the right to use/edit the video(s) for publicity and/or educational purposes.

Signature of Student: _____ Date: _____

Please delete as appropriate. If AI was used, complete **ONE “References” form overleaf **for each video.***

Part B (To be completed by the parent/guardian of the student)

I, _____, the parent/guardian* of _____

_____ (Name of Student) of _____

_____ (Name of School), hereby give my consent to the Education Bureau for publishing the video(s) submitted for the captioned Pilot Scheme on the designated YouTube channel for public viewing. I declare that my child used / did not use** AI tools in the creation and/or editing of the entry/entries.

I understand and agree that the Education Bureau reserves the right to use/edit the video(s) for publicity and/or educational purposes.

Signature of Parent/Guardian*: _____ Date: _____

**Please delete as appropriate.*

Please delete as appropriate. If AI was used, complete **ONE “References” form** overleaf **for each video.

