

## EDUCATION BUREAU CIRCULAR MEMORANDUM No. 76/2026

From: Secretary for Education  
Reference: 1125-2055-8060-9075-00008-P001  
Date: 17 June 2026

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

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### **“My Pledge to Act” – Be Grateful and Treasure What We Have, Stay Positive and Optimistic (2026/27)**

#### **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 2026/27 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 2026/27 school year, the EDB will continue to implement 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 2026/27 school year, **the MPA will continue to adopt the theme “Be Grateful and Treasure What We Have, Stay Positive and Optimistic”**, fostering students’ development of a **sense of gratitude**, as well as 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 courage**.

4. On 16 April 2026, the EDB released **the Values Education Curriculum Framework (2026)**, prepared by the Standing Committee on Values Education under the Curriculum Development Council. With **“Taking root in Chinese Culture, Connecting with the World, Embracing the Future”** as the overarching direction, it is recommended that schools continuously strengthen the promotion of the learning of Chinese culture, national education, life education, sex education, health education (including anti-drug education, resistance to harmful substances, and promoting physical and psychological well-being), education for sustainable development, as well as cultivate students’ media and information literacy (including artificial intelligence (AI) literacy), international perspectives, and awareness of “Building a Community with a Shared Future for Mankind”.

5. To align with the above curriculum direction, starting from the 2026/27 school year, the EDB will **introduce a new sub-theme — “Use Technology for Good, Be Prudent and Self-disciplined”** in addition to the existing MPA theme and sub-themes, **to support schools in teaching students to make good use of artificial intelligence tools and resources with critical thinking and self-discipline.** Details of the theme and sub-themes are as follows:

“Be Grateful and Treasure What We Have, Stay Positive and Optimistic”	Nurture in students a sense of gratitude, help them learn to cherish what they have, and cultivate in them a positive and optimistic attitude towards life, so that they can face challenges and difficulties in life and growth with courage.
“Be Diligent and Law-abiding, Perform Acts of Kindness”	Nurture in students the proper values of diligence and law-abidingness, and help them practise good deeds in their daily life.
“Think from Others’ Perspectives, Foster Harmony and Be Respectful”	Help students learn to empathise and put themselves in others’ shoes, respect others and build harmonious interpersonal relationships.
“Inherit Traditional Culture, Be Patriotic and Love Hong Kong”	Nurture students into citizens who cherish Chinese culture, identify with their national identity, and safeguard the interests of our nation and the Hong Kong Special Administrative Region.
“Cherish Life, Be Healthy”	Help students cherish and respect life, learn to protect themselves as well as value both physical and psychology well-being, so as to lead a healthy lifestyle.
“Use Technology for Good, Be Prudent and Self-disciplined”	Develop students’ abilities to make good use of artificial intelligence tools and resources, exercise critical thinking, act with self-discipline and a sense of law-abidingness, and use technology responsibly to facilitate learning, serve the community, and contribute to the common good.



6. With reference to the theme and five sub-themes of the MPA, schools may formulate their annual major concerns or development goals, and incorporate them into the school annual plan or school development plan in alignment with their respective goals, vision and mission, religious backgrounds, characteristics, contexts and students’ learning needs through the approaches of holistic planning and whole-school participation, thereby promoting values education within and beyond the classroom.

7. 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 2026/27 school year. Schools may organise the following major activities from the beginning of the 2026/27 school year:

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

Schools may organise **MPA Ambassador School-based Award Programme** by utilising the L&T resources, promotional materials and the **MPA Handbook** provided by the EDB to recognise students who have good characters and consistently demonstrate positive behaviour and appoint them as “**MPA Ambassadors**”. Schools may engage the MPA Ambassadors in planning, promoting, and implementing school-based values education activities. Schools may recognise the ambassadors with active participation and outstanding performance through the award of **MPA Mascot (“樂諾小太陽”) Badges and certificates**.



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 (accessible through the QR code on the right)** for schools’ flexible deployment. Schools requesting the MPA Mascot Badges (“樂諾小太陽襟章”) (100 pieces per participating school) for the 2026/27 school year should **complete the Reply Slip attached (please refer to Annex 2), and send it to Moral, Civic and National Education Section 1 by fax (fax number: 3426 9265) on or before 23 October 2026 (Friday)** to facilitate necessary arrangements.



MPA Mascot Badge



MPA Theme-based Resources Webpage

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

The EDB recommends that all kindergartens, primary and secondary schools in Hong Kong **organise the “Let’s Pledge Together” Ceremony between September and November** to guide students to set goals and put them into action, with a view to nurturing them into good citizens who honour their commitment, shoulder responsibilities and have the courage to take action through the school-based pledging activity. **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 gifts<sup>1</sup> for each participating school for awarding students with outstanding performance 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 in accordance with their needs and in conjunction 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 (Kindergarten, primary and secondary school versions available)
- Script of the Students’ Pledge
- MPA Handbook
- Presentation slides template
- Electronic posters
- Electronic banners
- Photo props (for loan only; please refer to the MPA Theme-based Resources Webpage for details)

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<sup>1</sup> (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 by post by the end of January 2027 of the arrangements regarding the collection of the small gifts. Eligible schools should arrange to collect the small gifts at a designated location. Mailing service will not be provided.

- Handheld neon props (for loan only; 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.; available for download on the MPA Theme-based Resources Webpage)



我的行動承諾  
My Pledge to Act

1·9·2026 - 27·11·2026

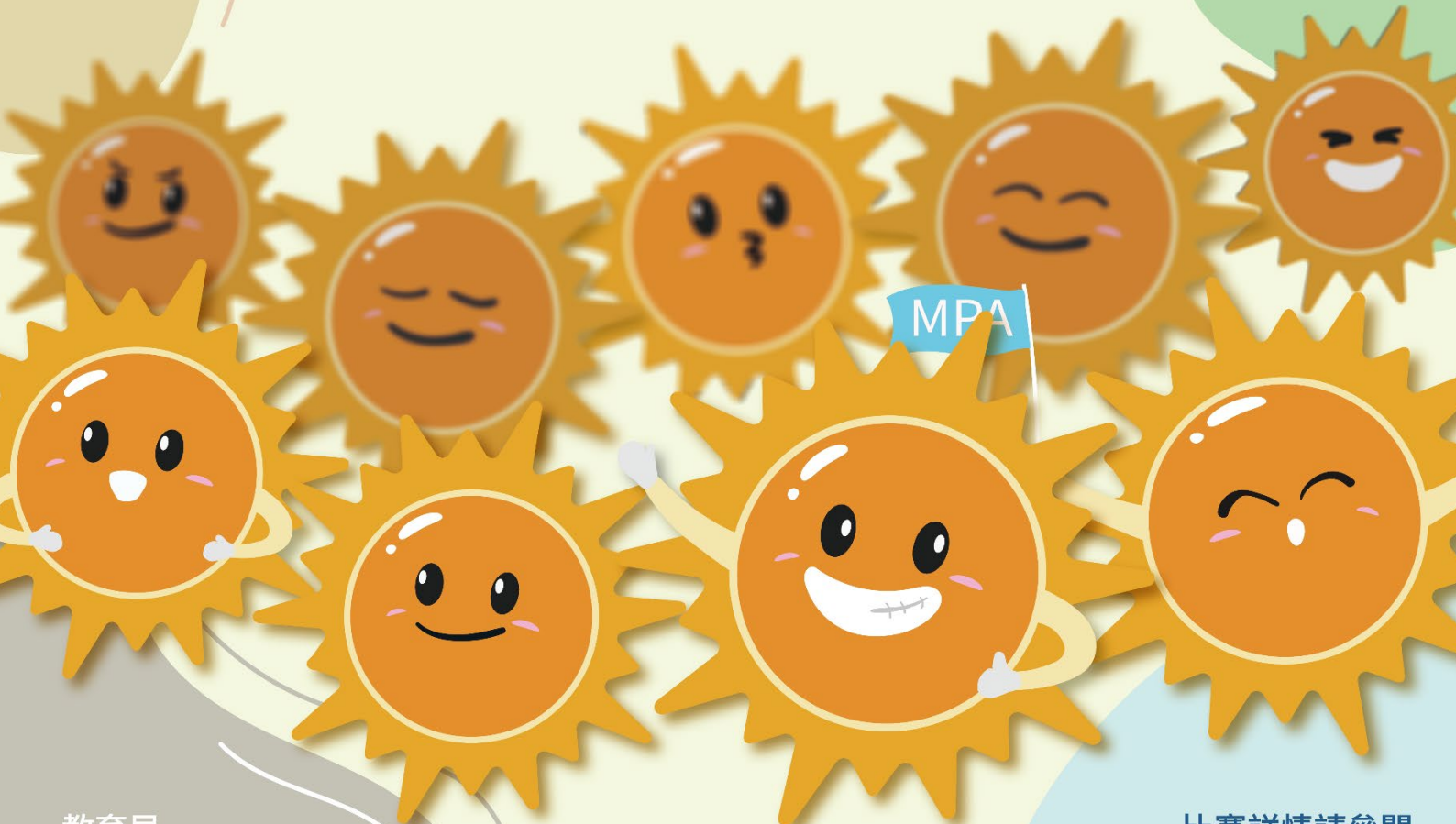
「我的行動承諾」

2026/27

# 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76/2026號

8. Additionally, the EDB will organise the following student competitions in the 2026/27 school year. Details will be announced separately in the circular memorandum on values education student activities to be issued in September 2026. Schools may refer to **Annex 1** of this circular memorandum for the schedule, and make the competitions relevant to classroom learning or school-based activities to encourage student participation.

**(a) “My Pledge to Act” Activity Series (3): Little Sun Warmth Express – Greeting Card Design Competition (Kindergarten)**

**Submission deadline: 19 February 2027 (Friday)**

This activity is organised for kindergartens. Through parent-child collaboration in designing and producing greeting cards, the activity promotes the positive values of being grateful and treasuring what we have, as well as staying positive and optimistic. The activity also encourages parents to engage in values education, so as to nurture proper values and attitudes in children from an early age and strengthen parent-child relationship.

**(b) “My Pledge to Act” Activity Series (4): Creative “Sun”ventors – Product Design Competition (Primary Division/ Secondary Division)**

**Submission deadline: 29 January 2027 (Friday)**

This activity aims to encourage students to show greater concern for people and matters around them, take the initiative to understand others’ needs, and apply life skills, STEAM knowledge and creativity in designing products that meet people’s needs, thereby nurturing proper values such as benevolence, commitment, filial piety and empathy, while demonstrating an innovative spirit.

**(c) “My Pledge to Act” Activity Series (5): “Gen” 4 Positivity – AI Four-panel Comic Creative Design Competition (Primary Division/ Secondary Division)**

**Submission deadline: 11 December 2026 (Friday)**

This activity provides students with opportunities to learn how to make use of AI tools in an ethical, prudent and self-disciplined manner. It aims to encourage students to make good use of such tools to design and produce four-panel comics related to the theme or sub-themes of the MPA, thereby promoting relevant positive messages.

9. 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 schools to download or borrow.

10. Should schools require additional resources to implement innovative projects related to values education, applications can be made to the Quality Education Fund. For details, please refer to the website ([www.qef.org.hk](http://www.qef.org.hk)).

11. 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 2026. Schools are appealed to participate actively in our programmes and the ongoing promotion of values education.

### Enquiries

12. For enquiries, please contact Ms Sheila WONG of the Moral, Civic and National Education Section 1 of CDI, EDB at 2153 7491.



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

Encl.

c.c. Heads of Sections – for information

(Stephanie LAW)  
for Secretary for Education

**“My Pledge to Act –  
Be Grateful and Treasure What We Have, Stay Positive and Optimistic”  
(2026/27)**

**Important Dates**

<b>Activity / Event</b>	<b>Date</b>	<b>Remarks</b>
Values Education Annual Prize Presentation Ceremony 2025/26	26 June 2026 (Friday)	To present awards and prizes of MPA Competitions for the 2025/26 school year and showcase award-winning entries
Learning and Teaching Expo 2026	25 – 27 June 2026 (Thursday to Saturday)	To display award-winning entries from the MPA Competitions in recent years
Submission of “MPA Mascot Badge” Reply Slip (Annex 2)	Deadline for submission: 23 October 2026 (Friday)	Please fax to 3426 9265
“My Pledge to Act” Activity Series (2): Territory-wide “Let’s Pledge Together” Ceremony	1 September 2026 – 27 November 2026	— —
“My Pledge to Act” Activity Series (3): Little Sun Warmth Express – Greeting Card Design Competition (Kindergarten)	Deadline for submission of entries: 19 February 2027 (Friday)	Please stay tuned for details to be announced in the EDBCM on values education student activities in September 2026
“My Pledge to Act” Activity Series (4): Creative “Sun”ventors – Product Design Competition (Primary Division/Secondary Division)	Deadline for submission of entries: 29 January 2027 (Friday)	
“My Pledge to Act” Activity Series (5): “Gen” 4 Positivity – AI Four-panel Comic Creative Design Competition (Primary Division/Secondary Division)	Deadline for submission of entries: 11 December 2026 (Friday)	
Values Education Annual Prize Presentation Ceremony 2026/27	25 June 2027 (Friday)	To present awards and prizes of MPA Competitions for the 2026/27 school year and showcase award-winning entries

**Submission  
Deadline:  
23 October 2026  
(Friday)**

Annex 2

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

**[Please fax to 3426 9265 on or before 23 October 2026 (Friday).]**

To: Moral, Civic and National Education Section 1, CDI, EDB (Attention: Ms Sheila WONG)

Our school plans **to will organise “My Pledge to Act” activities and the MPA Ambassador School-based Award Programme in the 2026/27 school year, and would like to obtain the MPA Mascot Badges (“樂諾小太陽襟章”)** (100 pieces).

Signature of School Head / Principal:

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Name of School Head / Principal:

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Name of School:

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

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Telephone No.:

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E-mail Address:

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Date:

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