

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2025/26” – Animal Photopoetry Creative Challenge 2025/26

Aims / Objectives

The “Animal Photopoetry Creative Challenge” (the Competition) is a cross-curricular activity that aims to:

- enhance students’ appreciation of and interest in English poetry;
- encourage students’ creative and artistic expression through photography and poetry writing;
- foster students’ proper values and attitudes;
- enrich students’ language learning experiences; and
- promote Language across the Curriculum.

The Competition is co-organised by the English Language Education Section and the Arts Education Section of the Curriculum Development Institute, the Education Bureau (EDB) in collaboration with Ocean Park Hong Kong (Ocean Park).

Content

Each secondary school student is required to take an animal photograph and compose a poem at Ocean Park during the Competition, expressing the proper value(s) and attitude(s) – such as perseverance and filial piety – assigned for the day.

Rules and Regulations

- Each participant should submit only ONE entry (i.e. ONE photo and ONE poem) for the Competition. Entry submission which is incomplete or does not comply with the entry requirements or the rules and regulations may be disqualified.
- Plagiarism is strictly prohibited.
- Each entry should be the original work taken and written by the participant on the day of the Competition that has not been published or submitted to other competitions.
- Entries shall NOT include any information or content that is obscene, abusive, violent and defamatory, or violates the laws of the HKSAR.
- All submitted entries will NOT be returned.
- The EDB reserves the right to modify the rules and regulations of the Competition.

Entry Requirements

- Participants should be full-time students of secondary schools in Hong Kong.
- Students should enrol in the Competition through their school.
- Entries should be submitted on an individual basis.

- Each poem should have a title and be limited to a maximum of 150 words.
- Each photo should be of a minimum of 8 megapixels in resolution and in JPG/JPEG/ PNG/HEIC formats, with the file size between 1MB and 5MB.
- The entry should NOT contain any personally identifiable information or details of schools/teachers/students (e.g. school emblems, school uniforms, faces of teachers/students).
- Only minor modifications, such as photo cropping, red-eye removal and adjustments to brightness, contrast or colour saturation are allowed. Post-editing by computers or mobile phones and/or AI-assisted modifications including but not limited to change in colours, addition of lines, watermarks or patterns is not accepted. If the judging panel is of the view that the photo in an entry has been excessively processed, the participant will be disqualified and no objection shall be raised.
- Participants should retain the original digital file to prove that they are the original authors of their submissions. The EDB may require participants to provide the original file (containing EXIF data) and reserves the right to disqualify participants who fail to provide the proof.

Adjudication

- A judging panel comprising language and art professionals/practitioners, and representatives from the EDB will select entries for the Outstanding, Commendable and Best Photography Awards.
- Entries will be assessed based on the following criteria:
 - (a) content and message of the poem and photo (e.g. relevance to the theme, clarity of message);
 - (b) connection between the poem and the photo;
 - (c) creativity and originality;
 - (d) language use in the poem; and
 - (e) artistic quality and photography skills.

Awards and Prizes

Award	Prizes
Outstanding Award [About 20]	Each awardee will receive: <ul style="list-style-type: none"> ● a certificate of recognition; ● an experiential learning programme organised by Ocean Park; ● the opportunity to have their entry published in a digital flipbook, and displayed on relevant webpage and exhibitions; and ● [Outstanding Award only] an Ocean Park Annual Pass.
Commendable Award [About 30]	
Best Photography Award [About 5]	

Application

- Each school should enrol 10 students for the Competition and assign up to two teachers-in-charge (one offering advice on English Language and the other on photography) to supervise the participating students and facilitate the submission of entries on the day of the Competition. All participating students and teachers-in-charge will be provided with admission tickets for entry to Ocean Park on the Competition Day.
- Schools should submit the application online through the Competition webpage (<https://www.edb.gov.hk/AnimalPhotopetry>) **from 17 November 2025 (Monday) to 12 December 2025 (Friday)**. Priority will be given to schools which did not join the Competition in the 2024/25 school year. Remaining places, if any, will be offered to returning schools on a first-come-first-served basis.

Briefing Session and Professional Development Programme

In support of the Competition, the following two events will be organised. Teachers interested in joining these two events should apply through the Training Calendar System (<https://tcs.edb.gov.hk>).

	Competition Launch Briefing	Animal Photography and Photopetry Writing Workshop (Refreshed)
Course ID	CDI020260768	CDI020260769
Date	14 November 2025 (Friday)	28 November 2025 (Friday)
Time	3:30 – 4:30 p.m.	2:30 – 5:30 p.m.
Mode/Venue	Online	Ocean Park Hong Kong
Objectives	To introduce the Competition and provide information on the entry requirements and arrangements	To develop teachers' knowledge and skills in animal photography and photopetry writing
Target Participants	English Language, Literature in English and Visual Arts teachers in secondary schools	
Language Medium	English and Cantonese	

Important Dates

Date	Event
14 November 2025 (Friday)	Competition Launch Briefing (Online)
17 November (Monday) to 12 December 2025 (Friday)	Application (Online)
28 November 2025 (Friday)	Professional Development Programme for Teachers: Animal Photography and Photopoetry Writing Workshop (Refreshed)
26 January 2026 (Monday)	Pre-competition Briefing for Participating Teachers (Online)
6 February 2026 (Friday)	The Competition Day (9:00 a.m. – 3:30 p.m.)
April 2026	Announcement of results through: <ul style="list-style-type: none">the Competition webpageemail to the teacher-in-charge

Intellectual Property

- All participating students, their parents or guardians, and schools should note and agree with the following terms:
 - (a) All entries should be original and have not been publicised on any occasions.
 - (b) Participants need to ensure that the content of the entries does not infringe any copyright and publication rights. Please visit the following website for details related to intellectual property: <https://ipd.gov.hk/en/ip-overview>
- Any entries that have infringed any intellectual property right would 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 display and educational purposes, and has the final decision of the above actions.

Inclement Weather Arrangements

The Competition will be postponed if:

- Tropical Cyclone Warning Signal No. 3 or above, or Red/Black Rainstorm Warning Signal is issued and still in force 3 hours before the activity is scheduled to begin; or
- the EDB has announced class suspension for secondary schools due to inclement weather.

Contact Persons

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- Ms Shandy WONG, Arts Education Section (cdoae3@edb.gov.hk / 3698 3541)



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教育局
Education Bureau
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China



Animal *PHOTO Poetry* Creative Challenge

動物攝影「詩」創意大挑戰



See you in Ocean Park!
海洋公園見!
06.02.2026

查詢 For enquiries:
2892 5454 / 3698 3541
網址 Website:
www.edb.gov.hk/AnimalPhotopoetry

