

## **Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2023/24” –**

### **School-based Activity “Week of Love and Growth” and “SOW in Love” Letter Writing Competition**

#### **Aims / Objectives**

The purpose of this circular memorandum is to invite primary and secondary schools to participate in the school-based activity “Week of Love and Growth” and the “SOW in Love” Letter Writing Competition under the cross-curricular campaign “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2023/24” (SOW Campaign) organised by the English Language Education (ELE) Section of the Curriculum Development Institute and the Native-speaking English Teacher (NET) Section of the Curriculum Support Division of the Education Bureau (EDB).

#### **Details**

2. The 2023/24 school year marks the fourth year of the SOW Campaign. A wide variety of student activities will continue to be organised to enrich students’ English learning experiences and develop in them positive values and attitudes through appreciating the meaning and beauty of SOW. With the overarching theme “**In Love We Share, In Love We Grow**”, schools are encouraged to provide students with holistic learning experiences under the six sub-themes “**Love Our Country**”, “**Love the Community**”, “**Love Our Family and Friends**”, “**Love Myself**”, “**Love Learning**” and “**Love Nature**” through cross-curricular collaboration and participate in the following:

#### **(i) School-based Activity “Week of Love and Growth”**

The Week of Love and Growth, which is to be held within the period of **19 February – 12 July 2024**, is a cross-curricular English week in which schools organise school-based activities that echo the overarching theme and the six sub-themes of the SOW Campaign 2023/24 to create a learning environment conducive to English learning and the promotion of values education through cross-curricular collaboration. In support of the activity week, a variety of resource materials will be disseminated in due course. Experience sharing sessions will be organised to provide schools with insights into the planning and implementation of the activity week in different school contexts. School-based support for organising the activity week may also be provided by the NET Section upon request. Upon

completion of the activity week, schools are encouraged to submit a school-based record which reflects their unique strategies and initiatives adopted to foster students' positive values and attitudes in the school English Language curriculum. Schools interested should complete the Registration Form via a Google account **by 6:00 p.m., 12 January 2024 (Friday)**. Schools with commendable performance in organising the Week of Love and Growth will be presented with an award in recognition of their efforts and achievements. For details, please refer to Appendices 18a and 18b.

**(ii) “SOW in Love” Letter Writing Competition**

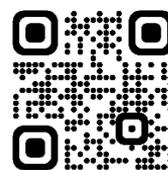
The “SOW in Love” Letter Writing Competition is organised to enhance students' language skills and multimodal literacy, nurture their creativity and foster their positive values and attitudes. Students are invited to write a letter to express their love and gratitude towards an entity with a SOW of their choice and create a piece of two-dimensional (2D) artwork to enhance conveyance of meaning and visual representation of the letter. To engage more students in the Competition, schools are encouraged to organise a preliminary competition within the school to shortlist outstanding student works across different year levels for the Competition. In support of the Competition, learning and teaching resources at primary and secondary levels will be disseminated in due course.

Schools interested should submit the entries together with the completed Entry Submission Form through a Google Form using a Google account **by 6:00 p.m., 8 March 2024 (Friday)**. Please refer to Appendix 18c for details of the Competition.  
**8 April 2024 (Monday)**

3. For more details about the SOW Campaign 2023/24, please refer to EDB Circular Memorandum No. 180/2023 (Annex 7) and/or visit the relevant EDB webpages.

SOW Campaign

<http://www.edb.gov.hk/sow>



Week of Love and Growth

<http://www.edb.gov.hk/WoLG>



## Contact Person

4. For enquiries, please contact the following officers of the ELE Section and the NET Section.

### Week of Love and Growth

Primary Level	Ms Kimmy YIP	2892 6570
Primary Level (for school-based support)	Ms Carol PANG	3549 8336
Secondary Level	Ms Iris HUNG	2892 5994
Secondary Level (for school-based support)	Ms Adys WONG	3549 8309

### “SOW in Love” Letter Writing Competition

Primary Level	Ms Stephanie LO	2892 6574
Secondary Level	Ms Helen LI	2892 6481

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“SOW in Love” Letter Writing Competition**

**Notes to Schools**

**1. *Entry Requirements***

- Participants should be full-time students of primary or secondary schools in Hong Kong and parents/guardians of Primary 1–3 students (for the Lower Primary Parent-child Division only).
- The Competition is divided into four divisions:
  - Lower Primary Parent-child Division (Primary 1–3)
  - Upper Primary Division (Primary 4–6)
  - Junior Secondary Division (Secondary 1–3)
  - Senior Secondary Division (Secondary 4–6)
- Entries should be submitted on an individual basis.

**2. *Content***

- Each entry should include:
  - a saying of wisdom (SOW), which can be a proverb, quote, maxim or an original one from the participant, echoing the overarching theme “In Love We Share, In Love We Grow” and/or the sub-themes (i.e. “Love Our Country”, “Love the Community”, “Love Our Family and Friends”, “Love Myself”, “Love Learning” and “Love Nature”) of the SOW Campaign 2023/24;
  - a letter to express the love for an entity (e.g. our country, a family member, the environment, an animal, the author of or a character in a book, the student’s own self, a place/object with symbolic meaning) with the SOW as part of the content of the letter; and
  - a photo or a piece of 2D artwork, which is a visual representation and an artistic and creative expression of the key message(s) of the letter.
- To foster students’ interest in reading and promote the creative use of English, students are encouraged to connect their reading or viewing experiences with their reflection on love and gratitude (e.g. writing to a poet, a character in a short story, the director of a film), and unleash their creativity when deciding on the recipient of the letter (e.g. writing to polar bears to show concerns for nature and climate change) and contemplating the perspective on time (e.g. writing to his/her future self, an ancestor, a historical figure).

- The word limit of the letter for each division is as follows:
  - Lower Primary Parent-child Division (Primary 1–3): no more than 130 words
  - Upper Primary Division (Primary 4–6): no more than 160 words
  - Junior Secondary Division (Secondary 1–3): no more than 200 words
  - Senior Secondary Division (Secondary 4–6): no more than 300 words
  
- The maximum size of the 2D artwork is A4 and only still images are allowed. Three-dimensional (3D) graphics or animations are not accepted. The visual representations can be:
  - hand-drawn (in any form, such as poster colour, water colour, crayon, oil pastel and ink);
  - digitalised (still images of computer graphics or photographs); or
  - a collage or mosaic with an assemblage of various art forms.

### 3. *Rules and Regulations*

- Each student participant should submit only ONE entry (i.e. a letter and a piece of artwork) for the Competition.
- For the Lower Primary Parent-child Division, each student participant can submit only ONE entry with one parent/guardian.
- Entries from the same school for each division should be incorporated in ONE PDF file for submission.
- Each school can submit a maximum of 10 entries for each division.
- Adjudication is anonymous. Any details of schools/teachers/students/parents should not appear on any page of the PDF file except page 1, which is the completed Entry Submission Form.
- Please note that entry submission which is incomplete or does not comply with the entry requirements and the rules and regulations may be disqualified.
- The EDB reserves the right to modify the rules and regulations of the Competition.
- Plagiarism or any use of generative AI tools in the submissions, including both the letter and the artwork, is prohibited.

#### 4. Submission of Entries

Deadline	<ul style="list-style-type: none"> <li>- 6:00 p.m., 8 March 2024 (Friday)</li> <li>- Late submission or entries with incomplete information will NOT be accepted.</li> </ul>
Items to be submitted	<ul style="list-style-type: none"> <li>- ONE PDF file for each division containing: <ul style="list-style-type: none"> <li>➤ the completed Entry Submission Form (<a href="#">Appendix 18d</a>) as the cover page of the PDF file</li> <li>➤ the entries, each of which should include an Entry Cover Page (<a href="#">Appendix 18e</a>) and a word count</li> </ul> </li> </ul>
Mode (online)	<ul style="list-style-type: none"> <li>- Entries must be submitted using a <u>Google account</u> via the following Google Forms: <ul style="list-style-type: none"> <li>➤ Lower Primary Parent-child Division <a href="https://forms.gle/xMJ8hfcpA9JQJMLG6">https://forms.gle/xMJ8hfcpA9JQJMLG6</a></li> <li>➤ Upper Primary Division <a href="https://forms.gle/nhtn2robEKqNmwf7">https://forms.gle/nhtn2robEKqNmwf7</a></li> <li>➤ Junior Secondary Division <a href="https://forms.gle/TGyDXpHLtJNq2YjQ7">https://forms.gle/TGyDXpHLtJNq2YjQ7</a></li> <li>➤ Senior Secondary Division <a href="https://forms.gle/MWgNnAnTmRFtTjs9A">https://forms.gle/MWgNnAnTmRFtTjs9A</a></li> </ul> </li> </ul>
Soft copy of Entry Submission Form	<ul style="list-style-type: none"> <li>- The soft copy of the Entry Submission Form and the Entry Cover Page can be accessed on the SOW webpage (<a href="https://www.edb.gov.hk/sow">https://www.edb.gov.hk/sow</a>).</li> </ul>

#### 5. Awards and Prizes

Award	Prizes	
Outstanding Award [3 entries from each division]	Each awardee will receive the following: <ul style="list-style-type: none"> <li>- a certificate</li> <li>- a HK\$1,000 book coupon</li> </ul>	Entries of the Outstanding and Commendable Awards will be displayed on the SOW webpage and the e-Gallery of the EDB. The EDB may also curate a selection of winning entries and compile them into an anthology.
Commendable Award [about 10 entries from each division]	Each awardee will receive the following: <ul style="list-style-type: none"> <li>- a certificate</li> <li>- a HK\$800 book coupon</li> </ul>	
Certificate of Appreciation	Every participant whose work meets the basic requirements specified in Parts 1-4 will be awarded a “Certificate of Appreciation”.	

## Adjudication

- The judging panel comprises EDB officers and members from relevant committees on English Language Education.
- Entries will be assessed based on the following criteria:
  - Effectiveness of the SOW in echoing the theme and/or sub-themes of the SOW Campaign 2023/24
  - Connection between the SOW and the letter
  - Effectiveness and visual impact of the artwork in capturing the essence and message of the letter
  - Originality and creativity
  - Language use
- The decision of the judging panel will be final.

## 7. Important Dates

8 April 2024 (Monday)

6:00 p.m., <del>8 March 2024 (Friday)</del>	Deadline for entry submission
July 2024	Announcement of results through: <ul style="list-style-type: none"><li>➢ the SOW webpage (<a href="https://www.edb.gov.hk/sow">https://www.edb.gov.hk/sow</a>)</li><li>➢ letters to schools and emails to teachers-in-charge</li></ul>

## 8. Intellectual Property

- All participating students, parents and schools should note and agree with the following terms:
  - All entries should be original and have not been published on any occasions.
  - Participants need to ensure that the content of the entries does not infringe any copyright and publication right. Please visit the following website for details related to intellectual property:  
<https://www.ipd.gov.hk/en/home/index.html>
- Any entries that have infringed any intellectual property rights 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.



Schools should include this page as **the cover page of the PDF file.**

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**Entry Submission Form**

**(To be submitted online together with the entries by 6:00 p.m., 8 March 2024 (Friday))**

School Information

School Name: \_\_\_\_\_

School Address: \_\_\_\_\_

Teacher-in-charge (name & post): \_\_\_\_\_

Contact email address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Division: Lower Primary Parent-child / Upper Primary / Junior Secondary / Senior Secondary\*

\* Delete as appropriate

Entry number	Name of Student** (English) (in BLOCK LETTERS)	Name of Parent/Guardian** (English) (in BLOCK LETTERS) (for <u>Lower Primary Parent-child</u> <u>Division</u> only)	Relevant page number(s) of each student's entry in the PDF file
01			
02			
03			
04			
05			
06			
07			
08			
09			
10			

\*\* Please ensure the accuracy of the names on the list as they will be used to issue certificates.

Declaration

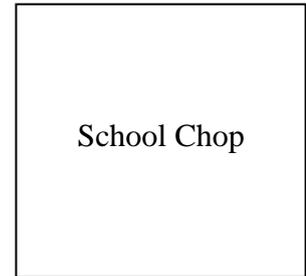
1. We declare that all entries are original and have not been published on any occasions; and that the content of the entries does not infringe any copyright and publication right.
2. We declare that all components of the submission(s), including the overarching concepts, main ideas and personal interpretations, are the result of the independent work and ideas of the student(s). There is no plagiarism or content created by generative AI tools.

Signature of School Head: \_\_\_\_\_

Name of School Head: \_\_\_\_\_

Name of School: \_\_\_\_\_

Date: \_\_\_\_\_



Schools should include this page as the cover page of each entry.

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**Entry Cover Page**

<b>1. Entry Number:</b>	
<b>2. Saying of Wisdom (SOW):</b>	
<b>3. Theme/sub-theme(s) covered (please tick):</b>	<input type="checkbox"/> In Love We Share, In Love We Grow <input type="checkbox"/> Love Our Country <input type="checkbox"/> Love the Community <input type="checkbox"/> Love Our Family and Friends <input type="checkbox"/> Love Myself <input type="checkbox"/> Love Learning <input type="checkbox"/> Love Nature
<b>4. Title and text type of the reading/ multimodal* text (if applicable):</b>	Title: _____ Text type (please tick): <input type="checkbox"/> a poem <input type="checkbox"/> a book <input type="checkbox"/> a film <input type="checkbox"/> a short story <input type="checkbox"/> other (please specify: _____)

\* Please delete as appropriate.