

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom” 2026/27 – “SOW Creative” Sticker Design Competition

Aims / Objectives

The “SOW Creative” Sticker Design Competition (the Competition) aims to develop a zeal for reading among students, enrich their language learning experiences, unleash their creativity and foster their development of proper values and attitudes.

Students are invited to read an **English book of their choice** and design an **instant messaging sticker** (either a static or an animated). The sticker should feature a **saying of wisdom (SOW)** either taken directly from the chosen book or originally created by the student and inspired by the book. In the entry, participating students must also submit a **brief description explaining the creative process and inspiration**.



1 July 2027 marks the 30th anniversary of the establishment of the HKSAR. To celebrate Hong Kong’s return to the Motherland and promote patriotic education, the **“SOW Vibrant Pearl” Award** has been introduced to nurture students’ curiosity about local stories and encourage them to integrate literary wisdom with heartfelt expressions of pride in our home, Hong Kong. Any entry that selects the sub-theme “Community Chronicles: Exploring Our City, Sharing Our Story” on the Entry Cover Page ([Appendix 1b](#)), will be automatically considered for this award. To be eligible to win this award, students should design a vibrant sticker that pairs a striking visual with a meaningful SOW which explicitly reflects their affection for and appreciation of our country and/or our city.

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.
- All entries should be submitted through the schools of the participants.

Content

- Each entry must include the following **three** key elements:
 - **The instant messaging sticker:** Participants should design either a static or an animated instant messaging sticker, inspired by an English book they have read, and reflecting proper values and attitudes.
 - **The Saying of Wisdom (SOW):** The SOW featured on the instant messaging sticker may be either a quote taken directly from the book or an original SOW created by the participant and inspired by the reading journey.
 - **A brief description explaining the creative process and inspiration:** In the description, students may elaborate on the following:
 - Which book did you read?
 - Why did you choose or create the SOW?
 - How does the sticker design connect to the book, the message you want to share and the theme(s) of the SOW Campaign 2026/27?
- Entries should echo the overarching theme and/or the four sub-themes of the SOW Campaign 2026/27 with details as follows:

	Themes	Details
Overarching theme	SOW the Reading Seed – The Spark Within, The Words Beyond	Transforming insights gained from reading into positive external impact
Sub-theme	Mindful Messages: The Power of Self-care	Promoting mindfulness and inner peace through reading by focusing on the present moment, slowing down to enjoy the journey, and pausing for reflection
	Echoes of Empathy: From Pages to Presence	Understanding internal struggles through stories of diverse lives and advocating kindness through empathetic expression
	Community Chronicles: Exploring Our City, Sharing Our Story	Fostering a sense of belonging, community spirit, and national identity by reading about the history, stories and hidden gems of our city, nurturing curiosity about local life, and speaking proudly about what makes our home unique
	Heritage and Harmony: Wisdom across Cultures	Reading widely about different cultures and engaging in cultural exchange to foster national identity, global perspective, and respect for pluralism in society

- The **sticker can be hand-drawn** (using any medium, such as poster colour, watercolour, crayon, oil pastel or ink) and/or **digital** (e.g. photos, images created with computer software or mobile applications).
- The word limits of the description for entries in each division are as follows:
 - Lower Primary Parent-child Division (Primary 1–3): no more than 100 words
 - Upper Primary Division (Primary 4–6): no more than 150 words
 - Junior Secondary Division (Secondary 1–3): no more than 200 words
 - Senior Secondary Division (Secondary 4–6): no more than 250 words

Rules and Regulations

- Each student participant must submit only ONE entry (i.e. one design of an instant messaging sticker and a brief description) for the Competition.
- For the Lower Primary Parent-child Division, each student participant may submit only ONE entry jointly with their parent(s)/guardian(s).
- Each school may submit **a maximum of 10 entries for each division**.
- Adjudication is anonymous. Any **details of schools/teachers/students** (e.g. photos of participants, school logos, school uniforms, teacher/student names, school-specific graphics or branding) **must NOT appear** in any part of the entries, except in the Entry Submission Form ([Appendix 1a](#)).
- Please note that an 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. All content must be the **original work** by the participant. If any external sources (quotes from books, etc.) are used, proper attribution must be provided.
- Participants are strictly **prohibited from using AI tools to write** the brief description. However, they may **use AI tools in the creation and/or editing of the sticker**, provided that such use is declared upon submission to promote ethical AI practices. Failure to comply with this requirement may result in score deduction.
- Entries shall not include any information or content that is obscene, abusive, violent, defamatory, or violates the laws of the HKSAR.
- The EDB reserves the right to modify the rules and regulations, selection criteria for publication of entries, and awards and prizes of the Competition.

Submission of Entries

Deadline	● <u>6:00 p.m., 19 March 2027 (Friday)</u> ● Late submissions or entries with incomplete information will NOT be accepted.
Details of submission	● Each participating school should complete ONE Entry Submission Form (Appendix 1a) in fillable PDF format. ● For each division, participating schools should upload ONE folder to a shared drive (e.g. Google Drive/Microsoft OneDrive) and provide its link in the Entry Submission Form.

	● One sub-folder should be created for each student participant and should contain the following documents: ➢ the student entry (both the sticker and the brief description) ➢ the corresponding Entry Cover Page (Appendix 1b) ● The link to the folder should be made valid from the date of submission until 30 April 2027. Once the entries are submitted, schools should NOT make any changes to the files. ● Access rights of the files should be granted to “Anyone with the link”. ● Submission by other means, such as submitting CD-ROMs by post or in person, will not be accepted. ● The EDB reserves the right to disqualify entries without prior notice to schools should the file(s) be inaccessible via the provided link. ● Please refer to the Submission Checklist for Teachers (Appendix 1c) for further details.
Requirements on the student entries	● Static stickers: ➢ a high-resolution JPEG/PDF/PNG file with a 1:1 aspect ratio (square) ● Animated stickers: ➢ a high-resolution MP4/GIF file with a 1:1 aspect ratio (square), with a duration of 2 to 10 seconds
Soft copy of the forms	● The soft copies of the Entry Submission Form and the Entry Cover Page can be downloaded via the following link or QR code:  http://www.edb.gov.hk/EngSticker
Requirements on the file names	● The Entry Submission Form (Appendix 1a) should be: ➢ named as “SCS_Level(Primary/Secondary)_School” (e.g. <i>SCS_Primary_ABC Primary School.pdf</i>) ➢ submitted as an attachment by email to ele@edb.gov.hk with the subject indicated as “SCS_Level(Primary/Secondary)_School” (e.g. <i>SCS_Primary_ABC Primary School</i>) ● A main folder should be created for each division and named as: ➢ “Division_School” (e.g. <i>UP_ABC Primary School</i>) ● A sub-folder should be created for each student: ➢ “Division_Entry no. in the Entry Submission Form” (e.g. <i>UP_01</i>) ● Each sub-folder should contain the following files: ➢ the Entry Cover Page (Appendix 1b), named as: “Division_Entry no. in the Entry Submission Form” (e.g. <i>UP_01</i>) ➢ the sticker, named as: “Division_Entry no. _s” (e.g. <i>UP_01_s</i>) ➢ the brief description, named as: “Division_Entry no. _d” (e.g. <i>UP_01_d</i>)

Awards and Prizes

Award	Prizes	
Active Participation School Award	- To encourage student engagement in the Competition and cultivate a positive whole-school reading culture, schools are recommended to organise an internal preliminary competition and nominate students across different year levels to participate. Schools are encouraged to give recognition (e.g. certificates) for the participation and efforts of students whose work is not shortlisted as one of the 10 entries. - Each school with 80% or more of its students participating in the Competition, including the internal preliminary competition, will receive a certificate. There is no limit to the number of schools that can receive this certificate.	
Outstanding Award [3 entries from each division]	Each awardee will receive the following: - a certificate - a HK\$1,200 book coupon	Winning entries may be displayed on the SOW webpage and/or other online platforms managed by the EDB. The EDB may also curate a selection of winning entries and compile them into an anthology. (Please refer to Annex 5 for details.)
Commendable Award [8 entries from each division]	Each awardee will receive the following: - a certificate - a HK\$800 book coupon	
“SOW Vibrant Pearl” Awards [30 entries across all divisions]	Entries featuring the sub-theme “Community Chronicles: Exploring Our City, Sharing Our Story”, as indicated on the Entry Cover Page, will be automatically considered for this award. Each awardee will receive the following: - a certificate - a HK\$500 book coupon	
Certificate of Appreciation	Every participant whose work meets the specified requirements will receive 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:
 - Originality and creativity
 - Effectiveness of the entry in echoing the theme and/or sub-themes of the SOW Campaign 2026/27 and the book
 - Effectiveness and impact of the sticker in delivering the intended message
 - Language use
- The decision of the judging panel will be final.

Important Dates

November 2026	In support of the Competition, learning and teaching resource materials will be disseminated.
6:00 p.m., 19 March 2027 (Friday)	Deadline for Entry Submission
Late June 2027	Announcement of results through: ➤ the SOW webpage (https://www.edb.gov.hk/sow) ➤ letters to schools and emails to teachers-in-charge

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 occasion, except for internal school activities held within the 2026/27 school year.
 - All entries have not been submitted and will not be submitted to any other competitions, except for internal school activities held within the 2026/27 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, reproduce, distribute and use any entries in any format or medium (including but not limited to digital sticker packs, print, and online platforms) for publicity and educational purposes, and has the final decision regarding these actions, without needing to obtain further consent from the students, their parents or the schools, or to make any payment to them.



Personal Information Collection Statement

- Schools should provide the necessary personal data in the Entry Submission Forms and other relevant documents, and ensure the accuracy and completeness of such information. Schools and students must agree to authorise the EDB to release personal data (including the participants' names and school names) for contact, the announcement of results, prize presentation ceremony arrangements, and promotional purposes. All data collected will be destroyed when it is no longer required after the Competition.
- For the above purposes, the names and school names of the participants and relevant persons may be disclosed through the EDB website, other websites, and/or the media.

Contact Persons

For enquiries regarding the “SOW Creative” Sticker Design Competition, please contact the following officers of the English Language Education Section:

Primary Level	Ms Angel YIP	2892 6570
Secondary Level	Mr Tommy KWAN	2892 6571

Download the Entry Submission Form from:



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

- ➡
- Complete the form and save it in [fillable PDF format](#).
 - File name:
e.g. SCS_Primary/Secondary_School
Name.pdf

- ➡
- Email the form to ele@edb.gov.hk by **6:00 p.m., 19 March 2027 (Friday)**.
 - Email subject:
e.g. SCS_Primary/Secondary_School
Name

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom” 2026/27 – “SOW Creative” Sticker Design Competition (Entry Submission Form)	
I) School Information	
School Level:	* ☐ Primary ☐ Secondary
School Name:	
School Address:	
	* ☐ Kowloon ☐ New Territories ☐ Hong Kong Island
Name of School Head:	* ☐ Dr ☐ Mr ☐ Ms ☐ Mrs ☐ Other: _____ (Please specify.) Surname: _____ Given Name: _____
Contact Person:	* ☐ Dr ☐ Mr ☐ Ms ☐ Mrs ☐ Other: _____ (Please specify.) Surname: _____ Given Name: _____
	Post Title: _____ Telephone No.: _____ Email: _____
II) Application Details	
Total No. of Students Shortlisted for this Competition: [Please include details of student nominees in Part IV.]	
Total No. of Students Participating in the Internal Preliminary Competition:	
Total No. of Students in School as at 1 March 2027:	
III) Declaration	
The Principal of our school has been informed of and agrees to the following information and arrangements:	☐ Yes
● All entries should be original and have not been published on any occasion; all entries have not been submitted and will not be submitted to any other competitions, except for internal school activities held within the 2026/27 school year; and the content of the entries does not infringe any copyrights or publication rights. ● 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. Any use of AI tools has been disclosed and properly attributed on the Entry Cover Page. ● We have read, understood and agreed to abide by all the rules and regulations, as well as the personal information collection statement as stipulated in Annex 1 of EDBCM No. 179/2026.	

* Please tick the appropriate box.

Please use the electronic form.

IV) Student Nominees	
- Please upload to a shared drive (e.g. Google Drive/Microsoft OneDrive) ONE folder for each division. Create a sub-folder for each student participant, containing (i) the corresponding Entry Cover Page (Appendix 1b); (ii) the sticker; and (iii) the brief description. - Schools/participants should NOT make any changes to the entries once submitted. - The EDB reserves the right to disqualify the entries without prior notification to schools should the provided link be inaccessible. - Each school can submit a maximum of 10 entries for each division.	
Division	* ☐ Lower Primary Parent-child ☐ Upper Primary ☐ Junior Secondary ☐ Senior Secondary
Please find below the link to download the entries: <i>[The link to the folder should be made valid from the date of submission until 30 April 2027. Access rights of the uploaded files should be granted to "Anyone with the link".]</i>	
Entry Number	Student Name (in CAPITAL letters) <i>[Please ensure the accuracy of the names as they will be used to issue certificates.]</i>
e.g.	CHAN TAI MAN, PETER
01	
02	
03	
04	
05	
06	
07	
08	
09	
10	

* Please tick the appropriate box.

SAMPLE
Please use the electronic form.

Division	* ☐ Lower Primary Parent-child ☐ Upper Primary ☐ Junior Secondary ☐ Senior Secondary
Please find below the link for downloading the entries: <i>[The link to the folder should be made valid from the date of submission until 30 April 2027. Access rights of the uploaded files should be granted to "Anyone with the link".]</i>	
Entry Number	Student Name (in CAPITAL letters) <i>[Please ensure the accuracy of the names as they will be used to issue certificates.]</i>
e.g.	CHAN TAI MAN, PETER
01	
02	
03	
04	
05	
06	
07	
08	
09	
10	

* Please tick the appropriate box.

SAMPLE
Please use the electronic form.

Schools should include this page for each entry.

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Entry Cover Page

1. Entry number			
2. Book title			
3. Author			
4. ISBN of the book (if applicable)			
5. Saying of Wisdom (SOW) <i>(Please tick the appropriate box.)</i>	a)	☐ The SOW is taken from page _____ of the book.	☐ The SOW is created by me and inspired by the book.
	b)	The SOW included in the sticker:	
6. Theme/Sub-theme(s) covered <i>(Please tick all that apply.)</i> * Entries echoing this sub-theme will be automatically considered for the “SOW Vibrant Pearl” Award.	☐ SOW the Reading Seed - The Spark Within, The Words Beyond ☐ Mindful Messages: The Power of Self-Care ☐ Echoes of Empathy: From Pages to Presence ☐ Community Chronicles: Exploring Our City, Sharing Our Story * ☐ Heritage and Harmony: Wisdom Across Cultures		
7. Format of the sticker <i>(Please tick the appropriate box.)</i>	☐ Animated sticker		☐ Static sticker
8. No. of words of the description			
AI tools used in the creation of this entry <i>(Please tick all that apply.):</i> ☐ Image generation ☐ Image editing ☐ Other: _____ ☐ No AI tools were used			

**Campaign on “Promoting Positive Values and Attitudes through
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Submission Checklist for Teachers**

1. Entry Selection

- ☐ Organise an internal preliminary competition
- ☐ Select a maximum of 10 entries for each division
- ☐ Ensure the entries include:
a sticker + SOW + a brief description
- ☐ Confirm that all rules are met

2. Preparation of Student Files

- ☐ Complete the Entry Cover Page (Appendix 1b) for each student entry and save it as:
“Division_Entry no.” (e.g. *UP_01*)
- ☐ Name the sticker of the student entry:
“Division_Entry no. _s” (e.g. *UP_01_s*)
- ☐ Name the brief description of the student entry:
“Division_Entry no. _d” (e.g. *UP_01_d*)
- ☐ Ensure all entries are in acceptable formats:
JPEG, PDF, PNG, MP4, or GIF only

4. Final Submission

- ☐ Fill in the Entry Submission Form (Appendix 1a), including the main folder link(s) to the entries
- ☐ Save the form as:
“SCS_Level_School name.pdf” (e.g. *SCS_Primary_ABC Primary School.pdf*)
- ☐ Send the form via email to ele@edb.gov.hk using the subject line: “SCS_Level_School name” by **6:00 p.m., 19 March 2027**
- ☐ Keep the folder links active until **30 April 2027**

3. Upload to Shared Drive

- ☐ Create and name a main folder for each division your school is entering: “Division_School” (e.g. *UP_ABC Primary School*)
- ☐ Create and name a sub-folder for each student: “Division_Entry no.” (e.g. *UP_01*)
- ☐ Upload the student entry and the corresponding Entry Cover Page (Appendix 1b) to the respective sub-folder
- ☐ Grant access rights of all uploaded files to “Anyone with the link”

Important Reminders:

- Make sure the school name and student names in the Entry Submission Form are correct as they will be printed on the certificates
- Keep a backup of all files
- Do NOT modify any files once submitted

**UP_ABC
Primary school**
(one folder for
each division)

UP_01
(one sub-folder
for each student)

UP_02

An example

UP_01
(Entry Cover Page)

UP_01_s
(sticker)

UP_01_d
(brief description)