

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2021/22” –

“Week of Hope” and “SOW Creativity Contest: A Moment in Time”

Aims / Objectives

The purpose of this circular memorandum is to invite primary and secondary schools to participate in the “Week of Hope”, a school-based activity, and the “SOW Creativity Contest: A Moment in Time” under the cross-curricular campaign “Promoting Positive Values and Attitudes through English Sayings of Wisdom (SOW) 2021/22” organised by the English Language Education (ELE) Section and the Native-speaking English Teacher (NET) Section of the Curriculum Development Institute, the Education Bureau (EDB).

Details

2. To sustain the continued efforts and positive impacts of the SOW Campaign in the 2020/21 school year, the SOW Campaign 2021/22, with an overarching theme of “Hope” and sub-themes from “My Pledge to Act 2021/22” (i.e. “Be Grateful and Treasure What We Have, Stay Positive and Optimistic”), will continue to serve as a platform to enrich students’ English learning experiences and nurture positive values and attitudes in them.

3. Schools are encouraged to leverage the platform to provide students with holistic learning experiences through cross-curricular collaboration and participate in the following activity and competition:

(i) “Week of Hope”

The “Week of Hope”, which is to be held within the period of ~~28 March – 8 April 2022~~ **25-29 July and 1-5 August 2022**, is a cross-curricular English Week in which schools organise their own activities that echo the theme(s) concerned to create a learning environment conducive to English learning and the promotion of values education and resonance in the community. An e-resource kit for the “Week of Hope” will be disseminated to provide schools with activity ideas. School-based support for organising the “Week of Hope” from the NET Section may also be provided for schools upon request. Interested schools should complete the Reply Form (Appendix 8b) and return it using a Google account **by 6:00 pm, 30 November 2021 (Tuesday)**. For details, please refer to Appendices 8a-8b.

(ii) **“SOW Creativity Contest: A Moment in Time”**

To enhance students’ multimodal literacy and develop their creativity through giving a creative response and expression to the SOW which inspire them, students are invited to create a 2D multimodal artwork and write a description illustrating a special moment related to a SOW of their choice. To prepare students for the contest, teachers of English Language, Visual Arts, and Moral, Civic and National Education are encouraged to integrate the learning and teaching of SOW, creative designs and values education into the respective school-based curricula.

Interested schools should submit the entries together with the completed Entry Submission Form using a Google account **by 6:00 pm. 28 February 2022 (Monday) 20 May 2022 (Friday)**. Please refer to Appendices 8c-8d for details of the contest.

4. In support of the activity and competition, learning and teaching resources, including short videos, a resource kit, and a booklet on inspirational speeches, will be disseminated in due course. For more details about the SOW Campaign 2021/22, please refer to EDB Circular Memorandum No. 154/2021 and/or visit the SOW website (www.edb.gov.hk/sow).



Contact Person

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

Week of Hope

Primary Level	Ms Stephanie LO	2892 6574
Primary Level (for school-based support)	Ms Carol PANG	3549 8336
Secondary Level	Ms Iris HUNG	2892 5994
Secondary Level (for school-based support)	Mr William CHENG	3549 8339

SOW Creativity Contest: A Moment in Time

Primary Level	Ms Christine LEUNG	2892 6294
Secondary Level	Ms Isa KONG	2892 6470

**Campaign on “Promoting Positive Values and Attitudes through
English Sayings of Wisdom 2021/22” –
“SOW Creativity Contest: A Moment in Time”**

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).
- The Contest 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 or maxim, echoing theme “Hope” and/or the sub-themes from “My Pledge to Act 2021/22” (i.e. Grateful and Treasure What We Have, Stay Positive and Optimistic”) of the Campaign 2021/22, or an original one from the participant;
 - a photo or a 2D artwork capturing a special moment related to the SOW of participants’ choice; and
 - a short description of the respective photo/artwork and the SOW.
- The word limit of the short description for each division is as follows:
 - Lower Primary Parent-child Division (Primary 1–3): no more than 100 words
 - Upper Primary Division (Primary 4–6): no more than 120 words
 - Junior Secondary Division (Secondary 1–3): no more than 150 words
 - Senior Secondary Division (Secondary 4–6): no more than 200 words

3. Rules and Regulations

- Each student participant should submit only ONE original piece of artwork for the contest.
- For the Lower Primary Parent-child Division, each student participant can submit ONE original piece of artwork with a parent/guardian.
- Entries of the same division should be incorporated in ONE PDF file and submitted through the schools of the participants.
- Each school can submit a maximum of 10 entries for each division.
- The maximum size of the entry is A4.
- The SOW may or may not be included in the image(s) but it should be used as the title or

be included in the description.

- Only still images are allowed. Three-dimensional (3D) graphics or animations are not accepted. The visual representations can be:
 - hand-drawn (any media, 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.
- The entries will NOT be returned.
- Adjudication is anonymous. Any details of schools/teachers/students 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 contest.

4. Submission of Entries

Deadline	<ul style="list-style-type: none"> ● 6:00 pm, 28 February 2022 (Monday) 20 May 2022 (Friday) ● Late submission or entries with incomplete information will NOT be accepted.
Items to be submitted	<ul style="list-style-type: none"> ● ONE PDF file for EACH division containing: <ul style="list-style-type: none"> ➤ the completed Entry Submission Form (Appendix 8d) as the cover page of the PDF file ➤ the entries, each of which should include a word count
Mode (online)	<ul style="list-style-type: none"> ● Entries should be submitted using a Google account via the following links: <ul style="list-style-type: none"> ➤ Lower Primary Parent-child Division https://forms.gle/YS2CTACa3EeMjsTu7 ➤ Upper Primary Division https://forms.gle/YpQnoYqnBwpg5H3ZA ➤ Junior Secondary Division https://forms.gle/umvokLfRLfosiCQt7 ➤ Senior Secondary Division https://forms.gle/KgCGBCWpoyAs3C5P9
File size	<ul style="list-style-type: none"> ● The maximum size of each PDF file should not exceed 50MB.

5. Awards and Prizes

Award	Prizes	
Outstanding Award [3 entries in total in each division]	Each awardee will receive the following: <ul style="list-style-type: none"> - a certificate and a souvenir - a tablet computer 	Entries of Outstanding and Commendable Awards will be displayed on the SOW website and the e-Gallery of the EDB.

Commendable Award [10 entries in total in each division]	Each awardee will receive the following: - a certificate and a souvenir - book coupons worth HK\$800	
Certificate of Appreciation	All entrants whose work meets the basic requirements specified in Parts 1-4 will be awarded a “Certificate of Appreciation”.	

6. Adjudication

- The judging panel comprises the EDB officers and members from the relevant committees on English Language Education.
- Entries will be assessed based on the following criteria:
 - Connection between the SOW, the description and the visuals
 - Effectiveness of the description in illustrating the meaning of the SOW and how SOW echoes the theme and/or sub-themes of the SOW Campaign 2021/22
 - Originality and creative ideas
 - Language use and accuracy
- The decision of the judging panel will be final.

7. Important Dates

6:00 pm, 28 February 2022 (Monday) 20 May 2022 (Friday)	Deadline for entry submission
May 2022 August 2022	Announcement of results through: <ul style="list-style-type: none"> ➤ the SOW website (http://www.edb.gov.hk/sow) ➤ letters to schools and emails to the teacher(s) in charge

8. Intellectual Property

- All participating students, parents or guardians, and schools should note and agree with the following terms:
 - All entries should be original and have not been publicised 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/eng/pub_press/publications/IP_e.pdf
- Any entries that have infringed any intellectual property rights would NOT be accepted. The EDB takes no liability whatsoever for 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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“SOW Creativity Contest: A Moment in Time”**

Entry Submission Form

(To be submitted together with the entries online by 6:00 pm, ~~28 February 2022 (Mon)~~
20 May 2022 (Friday))

School Information

School Name: _____

School Address: _____

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

*Delete as appropriate

Entry	Name(s) of Student(s) (English) (Block Letters)	Name(s) of Parent/Guardian (English) (Block Letters) (for <u>Lower Primary Parent-child Division</u> only)	Page numbers of each student's entry in the PDF file
1			pp. -
2			pp. -
3			pp. -
4			pp. -
5			pp. -
6			pp. -
7			pp. -
8			pp. -
9			pp. -
10			pp. -

Teacher-in-charge

Name (English): _____

Post: _____

Email Address: _____

Contact No.: _____

Signature of School Head: _____

Name of School Head: _____

Date: _____

School Chop