

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

Key Features	Support for schools
<p>(a) <u>Week of Hope</u></p> <ul style="list-style-type: none"> ● A school-based English week featuring a variety of English learning activities that centre around the overarching theme of “Hope” and/or sub-themes from “My Pledge to Act 2021/22” (i.e. “Be Grateful and Treasure What We Have, Stay Positive and Optimistic”) ● The English Week is to be organised by schools within the period of 28 March – 8 Apr 2022 25-29 July and 1-5 August 2022. Schools are free to decide on the number of days for the activity week. ● Schools are encouraged to organise a variety of activities within and outside the classroom, e.g. <ul style="list-style-type: none"> ➢ classroom learning activities for appreciation of SOW (e.g. proverbs, inspirational quotes) ➢ drama performances ➢ film appreciation ➢ song dedication ➢ seminars/talks ➢ book exhibitions ➢ classroom board design competitions ➢ internal competitions to select entries for the EDB SOW-related competitions <p>Remarks: To collect good practices and recognise schools’ efforts, school visits may be made by the EDB officers during the “Week of Hope”.</p>	<ul style="list-style-type: none"> ● An e-resource kit on promoting positive values and attitudes through English sayings of wisdom (available online from mid-November onwards) will be provided. ● School-based support may be provided by the NET Section upon request.
<p>(b) <u>The SOW Ambassadors Scheme</u></p> <ul style="list-style-type: none"> ● A school-based award scheme to engage students in supporting English teachers in organising the “Week of Hope” and other SOW activities throughout the school year. 	<ul style="list-style-type: none"> ● SOW Ambassadors Passports (10 hard copies for each school) will be provided. ● A certificate of recognition

<ul style="list-style-type: none"> ● The following duties may be delegated to the SOW Ambassadors to maximise students’ engagement: <ul style="list-style-type: none"> ➢ designing board displays on motivational stories ➢ assisting in organising SOW activities, e.g. film shows and games ➢ promoting SOW activities in the school assemblies ➢ serving as the reporters of the “Week of Hope” by filming and taking photos of the activities and/or writing news articles about the event, etc. 	<p>and souvenirs will be awarded to the SOW ambassador(s) upon completion of the tasks listed in the passport.</p>
<p>(c) <u>Creating a “Tree of Hope” on School Campus</u></p> <ul style="list-style-type: none"> ● A collaborative visual display for teachers and students to share their thoughts and reflections on “hope” ● Schools can make use of the “Tree of Hope” poster or design a unique one for teachers and students to: <ul style="list-style-type: none"> ➢ express their wishes and/or gratitude ➢ create a collage of photographs which captures special moments of hope ➢ share personal goals 	<ul style="list-style-type: none"> ● A hard copy of “Tree of Hope” Poster will be provided.
<p>(d) <u>Sharing of Good Practices</u></p> <ul style="list-style-type: none"> ● A school-based record (e.g. a reflection, a photo collage, a short video clip) capturing highlights of the activity week and showcasing the achievements and effective strategies for fostering positive values and attitudes in the school curriculum ● The school-based record should be submitted via the school’s Google account (File format: docx, jpg, pdf, mp4 or pptx) upon completion of the school-based activity [Submission Deadline: 13 May 2022 (Friday) 12 August 2022 (Friday)]. 	<ul style="list-style-type: none"> ● Good practices will be gathered and disseminated on the SOW website and in EDB publications. ● Souvenirs will be given to the contributing schools in recognition of efforts and sharing.

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

Reply Form

<https://forms.gle/eJh7FrK9fxjjgc949>



Please complete the Reply Form online and register through a **Google account by 6:00 pm, 30 November 2021 (Tuesday)**. A sample of the form is shown below.

A.) School Information	
1) School Level:	Primary <input type="checkbox"/> Secondary <input type="checkbox"/>
2) School Name:	
3) Name of School Head:	
4) Contact Person (with Post Title):	
5) Email:	
6) Contact No.:	
B.) Initial Plan	
1) Period: (Any time within the period 28 Mar – 8 Apr 2022)	
2) Activities To Be Held (Please tick the appropriate box.)	a) Classroom learning activities for appreciation of SOW <input type="checkbox"/>
	b) Drama performances <input type="checkbox"/>
	c) Film appreciation <input type="checkbox"/>
	d) Song dedication <input type="checkbox"/>
	e) Seminars/talks <input type="checkbox"/>
	f) Book exhibitions <input type="checkbox"/>
	g) Classroom board design competitions <input type="checkbox"/>
	h) Internal competitions to select entries for the EDB SOW-related competitions <input type="checkbox"/>
i) Other activities: (Please specify.) <input type="checkbox"/> _____	
3) Collaborative Partners	<input type="checkbox"/> English Language <input type="checkbox"/> Visual Arts <input type="checkbox"/> MCNE <input type="checkbox"/> Parents <input type="checkbox"/> Alumni <input type="checkbox"/> Other: _____ (Please specify.)
4) Request for school-based support from the NET Section	<input type="checkbox"/> Yes <input type="checkbox"/> No