

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2022/23” –

Week of Positivity and SOW Motivational Talk Contest

Aims / Objectives

The purpose of this circular memorandum is to invite primary and secondary schools to participate in the Week of Positivity, a school-based activity, and the SOW Motivational Talk Contest under the cross-curricular campaign “Promoting Positive Values and Attitudes through English Sayings of Wisdom (SOW) 2022/23” 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. Building on the success of the SOW Campaign in the past two years, the SOW Campaign 2022/23, with an overarching theme of “**Leading a Positive Life**” and four sub-themes “**Cherishing Life**”, “**Diligence**”, “**Empathy**” and “**Respect for Diversity**”, will continue to serve as a platform to sustain the momentum and growing impacts of creating a positive school culture through cross-curricular collaboration and 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 Positivity

The Week of Positivity, which is to be held within the period of 6 February – 7 July 2023, 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. 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 from the NET Section may also be provided upon request. Upon completion of the activity week, schools are encouraged to submit a school-based record which reflects their unique strategies and initiatives to foster students’ positive values and attitudes in the English Language curriculum. Interested schools should complete the

Registration Form via a Google account **by 6:00 p.m., 6 January 2023 (Friday)**. Schools with commendable performance in organising the Week of Positivity will be presented with an award in recognition of their efforts and achievements. For details, please refer to Appendices 13a – 13b.

(ii) SOW Motivational Talk Contest

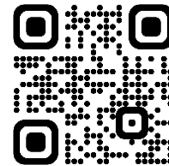
The SOW Motivational Talk Contest is organised to enhance students' language and multimodal literacy skills, develop their interest in reading and viewing, nurture their creativity and foster their positive values and attitudes. Students are invited to create a short video to share their reading or viewing experience by connecting their reflections on a text of their own choice with a SOW that echoes the theme and/or the sub-themes of the SOW Campaign 2022/23. To engage more students to take part in the Contest, schools are encouraged to organise a preliminary contest within the school to shortlist outstanding student works across different year levels for the Contest. In support of the Contest, learning and teaching resources at primary and secondary levels will be disseminated in due course.

Interested schools should submit the entries together with the completed Entry Submission Form through a Google Reply Form using a Google account **by 6:00 p.m., 21 April 2023 (Friday)**. Please refer to Appendices 13c – 13e for details of the Contest.

4. For more details about the SOW Campaign 2022/23, please refer to EDB Circular Memorandum No. 172/2022 and/or visit the relevant EDB websites.

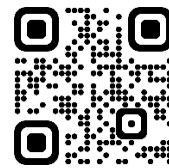
SOW Campaign

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



Week of Positivity

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



Contact Person

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

Week of Positivity

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 Motivational Talk Contest

Primary Level	Ms Grace LAM	2892 6294
Secondary Level	Ms Isa KONG	2892 6470

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2022/23” –

SOW Motivational Talk Contest

Notes to Schools

1. Entry Requirements

- Participants should be full-time students of primary or secondary schools in Hong Kong.
- The Contest is divided into four divisions:
 - Lower Primary 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 will include:
 - a saying of wisdom (SOW), which can be an existing proverb/quote/maxim, a line from the chosen text, or an original one that echoes the theme “Leading a Positive Life” and/or the sub-themes (i.e. “Cherishing Life”, “Diligence”, “Empathy” and “Respect for Diversity”) of the SOW Campaign 2022/23;
 - a short video to share a student’s reading or viewing experience by connecting his/her reflections on a text (e.g. a poem, a book, a short story, a film) with the SOW of his/her choice; and
 - a transcript of the talk.

3. Rules and Regulations

- Schools are encouraged to organise a school-based preliminary contest to shortlist outstanding student works across different year levels for the Contest.
- Each student participant should submit only ONE entry (i.e. a video and a transcript) for the Contest.
- Entries of the same division should be incorporated in ONE PDF file (including a completed Entry Submission Form, a web link / a QR code to access the video entries, and the transcripts) and submitted through the schools of the participants.
- Each school can submit a maximum of 10 entries for each division.
- 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.

Requirements on the talk

- Requirements on the length of video are as follows:

- Primary Divisions (Primary 1 – 6): no more than 2 minutes
- Secondary Divisions (Secondary 1 – 6): no more than 3 minutes
- A SOW must be mentioned explicitly in the speech.
- Participants are encouraged to record their video in a safe environment without wearing a mask so that their facial expressions could be shown clearly. Nevertheless, they should follow all anti-epidemic regulations by the Government and the precautionary measures by the venue at the time of recording. They should also take the responsibility of protecting themselves from health risks in any circumstances.
- The recording should be clear and audible.
- Notes and cue cards can be used at the participant’s discretion.
- Non-copyrighted props can be used. (Note: book/film covers/posters are copyrighted materials and should not be shown in the video).
- The video must be taken in one single shot. Post-production (e.g. video editing, adding visual effects, inserting subtitles, adding voice-overs) is not required.
- Adjudication is anonymous. Participants should not disclose information about themselves by any means (e.g. wearing the school uniform) in the video.

Requirements on the transcript

- Each video entry must be submitted with a transcript using the template provided (see Appendix 13e).
- The transcript should be typewritten.

4. Submission of Entries

Deadline	<ul style="list-style-type: none"> - 6:00 p.m. on 21 April 2023 (Friday) - Late submission or entries with incomplete information will NOT be accepted.
Items to be submitted	<p>ONE PDF file for each division containing:</p> <ul style="list-style-type: none"> - the completed Entry Submission Form (see Appendix 13d) as the cover page of the PDF file, which includes a web link / a QR code to access the video entries - the transcripts of the video entries
Mode (online)	<ul style="list-style-type: none"> - Entries must be submitted using <u>a Google account</u> via the following Google Reply Forms: <ul style="list-style-type: none"> ➤ Lower Primary Division https://forms.gle/LmdjC7E49GtdfrDM6 ➤ Upper Primary Division https://forms.gle/kDMNv5pPVPrDrT8E7 ➤ Junior Secondary Division https://forms.gle/qdatxugz1oWc94Q4A ➤ Senior Secondary Division https://forms.gle/3adeZZvwMkhHubLB8
Soft copy of Entry Submission Form and transcript template	<ul style="list-style-type: none"> - The soft copy of the Entry Submission Form and the transcript template can be accessed on the SOW web page.

Requirements on the video files	<ul style="list-style-type: none"> - Videos must be in <u>mp4/mov</u> format. - The maximum size of each video file should not exceed 500MB. - File names must be set in the following format with the use of abbreviations: <ul style="list-style-type: none"> ➤ Division#_School Name_Entry Number* e.g. LP_ABC Pri Sch_01.mp4 - Please upload the video files into a folder created in Google Drive and provide the web link / QR code generated in the “Entry Submission Form”. The links provided must remain valid until 2 May 2023.
<p># Please use the following abbreviations: LP = Lower Primary; UP = Upper Primary; JS = Junior Secondary; SS = Senior Secondary</p> <p>*The ‘Entry Number’ refers to the number assigned to the participant on the list of entries in the ‘Entry Submission Form’ (Appendix 13d).</p>	

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"> - a certificate - book coupons worth HK\$1,000 	Winners will be invited to record their winning pieces for a digital anthology, which will be uploaded to the EDB website for public viewing.
Commendable Award [10 entries from each division]	Each awardee will receive the following: <ul style="list-style-type: none"> - a certificate - book coupons worth HK\$800 	
Certificate of Appreciation	All student participants whose entries meet the basic requirements specified in Parts 1-4 will be awarded a Certificate of Appreciation.	

6. Adjudication

- The judging panel comprises EDB officers and members from the relevant committees on English Language Education.
- Entries will be assessed based on the following criteria:
 - Content – ideas; connection between the chosen SOW, the text and the reflections; organisation; relevance of examples; originality and creativity
 - Presentation – pronunciation and delivery, communication strategies (e.g. gestures), impact on the audience
 - Language – accuracy and variety of vocabulary and language patterns
- The decision of the judging panel will be final.

7. Important Dates

6:00 p.m., 21 April 2023 (Friday)	Deadline for entry submission
July 2023	Announcement of results through: <ul style="list-style-type: none">➤ the SOW web page (http://www.edb.gov.hk/sow)➤ letters to schools and emails to the teacher(s)-in-charge

8. Intellectual Property

- All participating students 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.

**Campaign on “Promoting Positive Values and Attitudes through
English Sayings of Wisdom 2022/23” -
SOW Motivational Talk Contest
Entry Submission Form**

[To be submitted together with the entries online by 6:00 p.m., 21 April 2023 (Friday)]

School Information

School Name: _____

School Address: _____

Teacher-in-charge (name & post): _____

Contact email address: _____

Contact No.: _____

Division: Lower Primary / Upper Primary / Junior Secondary / Senior Secondary*

Total number of participating students in the school-based preliminary contest (if any): _____

* Delete as appropriate

Entry number	Name(s) of Student(s)** (English) (Block Letters)	Page number(s) of the student’s transcript in the PDF file	A web link / a QR code to access the videos on Google Drive (<i>remain valid until 2 May 2023</i>)
01		pp. -	
02		pp. -	
03		pp. -	
04		pp. -	
05		pp. -	
06		pp. -	
07		pp. -	
08		pp. -	
09		pp. -	
10		pp. -	

** Please ensure the accuracy of the names on the list as they will be printed on certificates.

Declaration

We declare that all entries are original and have not been publicised on any occasions, and that the content of the entries does not infringe any copyright and publication right.

Signature of School Head: _____

Name of School Head: _____

Date: _____

School Chop

**Campaign on “Promoting Positive Values and Attitudes through
English Sayings of Wisdom 2022/23” -
SOW Motivational Talk Contest
Transcript Template**

1. Entry Number:	
2. Saying of Wisdom (SOW):	
3. Theme/sub-themes covered (please tick):	<input type="checkbox"/> Leading a Positive Life <input type="checkbox"/> Cherishing Life <input type="checkbox"/> Diligence <input type="checkbox"/> Empathy <input type="checkbox"/> Respect for Diversity
4. Title of the reading / multimodal* text: *Delete as appropriate	
5. 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: _____)

Transcript:

[type your transcript here]