

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2025/26” – “SOW Your Discovery” Multimodal Composition Contest

Aims / Objectives

The “SOW Your Discovery” Multimodal Composition Contest (the Contest) aims to develop a zeal for reading among students, enhance their language skills and multimodal literacy, unleash their creativity and foster their development of proper values and attitudes.

Students are invited to read a book of their choice and create a multimodal text to share a saying of wisdom (SOW) taken from the book and their discovery from the book (e.g. new knowledge/ skills/ lessons learnt/ insights/ understanding) in a succinct yet creative way. The multimodal composition should echo the overarching theme **“SOW the Reading Seed – Discover as You Read”** and/or the two sub-themes **“Dream Big, Read Bigger”** and **“Wisdom Unites, Stories Connect”** of the SOW Campaign 2025/26.

In addition to individual awards, an Active Participation School Award will be presented to schools to encourage student engagement in the Contest 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 in the Contest. Schools with 80% or more students participating in the school’s internal preliminary competition will be given the award of active participation. There is no limit to the number of schools to be awarded.

In support of the Contest, learning and teaching resource materials at the primary and secondary levels will be disseminated in due course to promote multimodal literacy and enhance students’ creative use of English.

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 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.

Content

- Participants should create a multimodal text that showcases their discovery journey inspired by a book they have read.
- Each entry must include **three** key elements:
 - **The Book Inspiration:** The title of the book, why it was chosen, and how it inspired the participant's discovery journey
 - **The Saying of Wisdom (SOW):** A SOW taken from the book, clearly stated and explained within the context of their composition
 - **The Discovery Journey:** The discovery from the book, such as new knowledge, skills, lessons, insights, understanding, and the journey leading to the discovery
- The multimodal composition must **combine text (e.g. written content, script, subtitles, captions) with at least one other medium** such as:
 - Images (e.g. photos, illustrations, graphics, drawings, charts, diagrams, screenshots)
 - Video elements (e.g. recorded footage, animations, time-lapse, stop-motion)
 - Audio elements (e.g. voice-over, narration, background music, sound effects, interviews)
 - Visual design elements (e.g. colours, fonts, layouts, borders, icons, symbols)
- Examples of possible formats include but are not limited to:
Digital story, infographic, photo essay, (interactive) poster, graphic narrative, video blog (vlog), explainer video, slideshow with voiceover, comic strip, storyboard, virtual tour, educational game, stop-motion video, digital scrapbook, visual diary, and article.
- The composition should clearly reflect the overarching theme “**SOW the Reading Seed – Discover as You Read**” and/or the sub-themes:
 - “**Dream Big, Read Bigger**”: showing how reading helps develop a growth mindset and opens new worlds of learning
 - “**Wisdom Unites, Stories Connect**”: demonstrating how shared wisdom from books builds connections and strengthens relationships
- The submission requirements for each division are as follows:

Division	Text-based Formats*	Video-based Formats#
Lower Primary Parent-child	80-120 words	1-2 minutes
Upper Primary	120-160 words	2-3 minutes
Junior Secondary	160-200 words	3-4 minutes
Senior Secondary	200-250 words	4-5 minutes

* If the entry is mainly text with some images (e.g. articles, blog posts, written narratives, infographics, photo essays, posters)

If the entry is mainly a video/recording (e.g. recorded videos, narrated presentations, digital stories)

Rules and Regulations

- Each student participant should submit only ONE entry (i.e. one multimodal text) for the Contest.
- For the Lower Primary Parent-child Division, each student participant can submit only ONE entry with their parent(s)/guardian(s).
- Each school can submit a maximum of 10 entries for each division. Schools are encouraged to give recognition (e.g. certificates) for the participation and efforts of students whose works are not shortlisted as one of the 10 entries.
- 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) should NOT appear in any part of the multimodal text except the Entry Submission Form. ([Appendix 1a](#)).
- Please note that entry submission which is incomplete or does not comply with the entry requirements or the rules and regulations may be disqualified.
- The EDB reserves the right to modify the rules and regulations of the Contest.
- Plagiarism is prohibited. All content must be original work by the participant. If using any external sources (quotes from books, background music, etc.), proper attribution must be provided.
- Entries shall not include any information or content that is obscene, abusive, violent and defamatory, or violates the laws of the HKSAR.

Use of Artificial Intelligence (A.I.) in Multimodal Composition

Participants are allowed to use AI tools in the creation and/or editing of the **non-language elements** (e.g. images, video, audio, visual design) of the multimodal composition, but such use must be declared when submitting the work to promote ethical A.I. practices. Failure to comply with the declaration may result in score deduction. Students are strongly encouraged to develop authentic and personally innovative ideas through reflection and imagination when creating their multimodal discovery journey.

Submission of Entries

Deadline	● <u>6:00 p.m., 13 March 2026 (Friday)</u> ● Late submission or entries with incomplete information will NOT be accepted.
Details of submission	● Each participating school should complete ONE Entry Submission Form (<u>Appendix 1a</u>) 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. The folder should contain the following documents: ➤ the School Cover Page (<u>Appendix 1b</u>) as the cover page of the PDF file; ➤ all student entries, with each paired with an Entry Cover Page (<u>Appendix 1c</u>). ● The link to the folder should be made valid from the date of submission until 30 April 2026. Schools should NOT make any changes to the entries after the submission deadline (i.e. 6:00 p.m., 13 March 2026). ● Access rights of the uploaded files should be granted to “Anyone with the link”. ● The EDB reserves the right to disqualify the entries without prior notification to schools should the PDF file be inaccessible via the provided link.
Mode (online)	● The Entry Submission Form (<u>Appendix 1a</u>) should be: ➤ named as “SYD_Level(Primary or Secondary)_School” (e.g. <i>SYD_Primary_ABC Primary School.pdf</i>) ➤ submitted as an attachment by email to ele@edb.gov.hk with the subject indicated as “SYD_Level(Primary or Secondary)_School” (e.g. <i>SYD_Primary_ABC Primary School</i>) ● Submission by other means, such as CD-ROMs by post or in person, will not be accepted.
Student entries	● All submissions must be in one of the following formats: MP4 (video), MP3 (audio), JPEG/PNG (images), or PDF (documents). ● All student entries should be named as “Division_Entry no. in the submission form_School” (e.g. <i>UP_01_ABC Primary School.mp4</i>)
Soft copy of the forms	● The soft copy of the Entry Submission Form, the School Cover Page and the Entry Cover Page can be downloaded via the following link or QR code:  http://www.edb.gov.hk/discovery

Awards and Prizes

Award	Prizes	
Active Participation School Award	Each school with 80% or more students participating in the Contest, including the internal preliminary competition, will receive the award.	
Outstanding Award [3 entries from each division]	Each awardee will receive the following: - a certificate - a HK\$1,200 book coupon	Entries of the Outstanding and Commendable Awards may 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. (Please refer to <u>Annex 6</u> for details.)
Commendable Award [about 10 entries from each division]	Each awardee will receive the following: - a certificate - a HK\$800 book coupon	
Certificate of Appreciation	Every participant whose work meets the specified requirements will be given 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 2025/26 and inspiring the audience
 - Effectiveness and impact of the multimodal features in capturing the essence of the discovery journey
 - Language use
- The decision of the judging panel will be final.

Important Dates

6:00 p.m., 13 March 2026 (Friday)	Deadline for Entry Submission
Late June 2026	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 occasions.
 - All entries have not entered and will not enter any other competitions.
 - 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>
- 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.



Personal Information Collection Statement

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

Contact Persons

For enquiries regarding the “SOW Your Discovery” Multimodal Composition Contest, please contact the following officers of the English Language Education Section:

Primary Level	Ms Stephanie LO	2892 6574
Secondary Level	Mr Kate WONG	2892 6481

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Submission Checklist for Teachers**

1. Entry Selection

- ☐ Organise internal preliminary competition
- ☐ Select a maximum of 10 entries per division
- ☐ Ensure entries include: book inspiration + SOW + discovery journey
- ☐ Confirm that all rules are met

2. Prepare Files for Submission

- ☐ Complete School Cover Page (Appendix 1b) for each division
- ☐ Complete Entry Cover Page (Appendix 1c) for each student entry
- ☐ All entries are in acceptable formats: MP4, MP3, JPEG, PNG, or PDF only
- ☐ Name student entries: “Division_Entry no._School name” (e.g., *UP_01_ABC Primary School.mp4*)

4. Final Submission

- ☐ Fill in all school details in Entry Submission Form (Appendix 1a)
- ☐ Paste the folder link(s) to the entries in the form
- ☐ Name the form: “SYD_Level_School name.pdf” (e.g. *SYD_Primary_ABC Primary School.pdf*)
- ☐ Send the form via email to: ele@edb.gov.hk using the subject line: “SYD_Level_School name” by **6:00 p.m., 13 March 2026**
- ☐ Keep folder links active until **30 April 2026**

3. Upload to Shared Drive

- ☐ Create a folder for each division your school is entering
- ☐ Upload School Cover Page (Appendix 1b) to each division folder
- ☐ Upload all student entries to their respective division folders
- ☐ Upload corresponding Entry Cover Page (Appendix 1c) for each entry
- ☐ Change sharing to “Anyone with the link”

Important Reminders:

- Make sure the school name and student names are correct as they will be printed on the certificates
- Keep a backup of all files
- Do NOT modify any files after the submission deadline

Download the Entry Submission Form from:



<https://www.edb.gov.hk/Discovery-form>

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



- Email the form to ele@edb.gov.hk by **6:00 p.m., 13 March 2026 (Friday)**.
- Email subject:
e.g. SYD_Primary/Secondary_School
Name

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2025/26” – “SOW Your Discovery” Multimodal Composition Contest (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: _____						
	<table border="1" style="width: 100%;"> <tr> <td style="width: 30%;">Post Title:</td> <td></td> </tr> <tr> <td>Telephone No.:</td> <td></td> </tr> <tr> <td>Email:</td> <td></td> </tr> </table>	Post Title:		Telephone No.:		Email:	
Post Title:							
Telephone No.:							
Email:							
II) Application Details							
Total No. of Students Shortlisted for this Contest: [Please include details of student nominees in Part III.]							
Total No. of Students Participating in the Internal Preliminary Contest:							
Total No. of Students in School as at 1 March 2026:							
III) Student Nominees							
● For each division, please upload to a shared drive (e.g. Google Drive/Microsoft OneDrive) ONE folder containing: i) a School Cover Page (Appendix 1b), and ii) all student entries, each paired with an Entry Cover Page (Appendix 1c). ● Schools/participants should NOT make any changes to the entries after the submission deadline. ● The EDB reserves the right to disqualify the entries without prior notification to schools should the file be inaccessible via the provided link. ● Each school can submit a maximum of 10 entries for each division.							

* 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 2026. 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	

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 2026. 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	

SAMPLE
Please use the electronic form.

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School Cover Page

*For each division, schools should include this page as **the cover page of the PDF file**, together with all students’ Entry Cover Page (Appendix 1c), which clearly pairs with the corresponding student entry. All files should be uploaded to a shared drive folder and the link to the folder should be included in the Entry Submission Form (Appendix 1a).*

School Information

School Name: _____

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

Contact email address: _____

Contact No.: _____

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

Number of entries submitted: _____

** Circle ONE division*

Declaration

1. We declare that all entries are original and have not been published on any occasions; all entries have not entered and will not enter any other competitions; 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. Any use of AI tools has been disclosed and properly attributed in the Entry Cover Page.
3. We declare that 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. 169/2025.

Signature of School Head: _____

Name of School Head: _____

Name of School: _____

Date: _____

School Chop

Schools should include this page **for each entry.**

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Entry Cover Page

1. Entry number	
2. Book title and author	
3. ISBN of the book (if applicable)	
4. Saying of Wisdom (SOW) taken from the book	
5. Page number of the book in which the SOW is taken from	
6. Theme/Sub-theme(s) covered (Please tick all that apply.)	☐ SOW the Reading Seed - Discover as You Read ☐ Dream Big, Read Bigger ☐ Wisdom Unites, Stories Connect
7. Format of the entry (e.g. digital story, slideshow, infographic, video, article)	
8. File name of the entry (e.g. UP_01_ABC Primary School)	
9. Number of words/Length of the entry (Please tick the appropriate box.)	☐ Text-based: _____ words ☐ Video-based: _____ mins
AI tools used in the creation of this entry (Please tick all that apply.): ☐ Image generation ☐ Audio generation (e.g., voice synthesis, music creation) ☐ Video generation or editing assistance ☐ Other: _____ ☐ No AI tools were used	