EDUCATION BUREAU CIRCULAR MEMORANDUM No. 169/2025

From: Secretary for Education To: Heads of Primary and

Reference: 1125-2055-8060-9065-00023-02-P0001 Secondary Schools

Date: 8 October 2025

Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom 2025/26"

Summary

The purpose of this circular memorandum is to invite primary and secondary schools to participate in a series of activities under the Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom" (SOW Campaign) organised by the Curriculum Development Institute of the Education Bureau (EDB) in the 2025/26 school year.

Background

2. The SOW Campaign, first launched in the 2020/21 school year, is a territory-wide and cross-curricular initiative that connects English Language education with values education. It aims to enrich and extend students' English learning experiences, and nurture proper values and attitudes in them through an array of student activities as well as learning and teaching resources unfolding the beauty and meaning of English sayings of wisdom (SOW).

Details

- 3. Building on the successes of the past five years, the SOW Campaign 2025/26 will continue to feature a variety of student activities and learning and teaching resources to facilitate English language learning by integrating values education into the school English Language curriculum within and beyond the classroom. With the overarching theme "SOW the Reading Seed Discover as You Read" and two sub-themes, namely "Dream Big, Read Bigger" and "Wisdom Unites, Stories Connect", the campaign this year aims to:
 - cultivate students' positive thinking;
 - enhance their English language skills by developing their reading interest and ability, and encouraging them to read extensively, deeply and curiously;
 - guide students to understand that their talents and abilities can be developed and expanded by exploring and unlocking new worlds through reading; and

help students build meaningful connections throughout their inspiring reading experiences,
 as well as strengthen bonds and mutual respect through shared wisdom.

The table below shows a list of activities under the SOW Campaign 2025/26:

Activity	Time period	1 0	arks
-	For primary	secondary schools	
Once Upon A Book	Sep 2025 –	A storytelling compet	ition which invites students
Storytelling Competition	Apr 2026	to express their passion	on for a book of their choice
		by using a range of s	storytelling techniques in a
(Please refer to EDBCM		thoughtful video pres	entation
<u>No. 175/2025</u> * for details.)			
Filmit 2026: A Student	Sep 2025 –	A digital filmmaking	competition which engages
Film Competition	May 2026	students to create a	a short film of 1-minute
		duration (for the One-	-minute Film category) or 3
(Please refer to EDBCM		to 5-minute duration (for the General category) to
No. 175/2025* for details.)		explore the theme of	f "Journeys on the Page",
		celebrating the joy,	creativity and inspiration
		brought to filmmakin	g through reading
Time to Talk Public	Sep 2025 –	A public speaking c	ompetition which engages
Speaking Competition	May 2026	students in a creat	ive team presentation in
		English, with song	stimuli encompassing the
(Please refer to EDBCM		theme of dreams, d	liscovery and connection,
No. 175/2025* for details.)		encouraging students	to explore positive values
		and attitudes expresse	ed in the songs
"We Write · We Sing"	Oct 2025 –	A music competition	co-organised by the Arts
Music Competition 2026	May 2026	Education Section	and English Language
		Education Section	of the Curriculum
(Please refer to EDBCM		Development Institut	te, EDB and Hong Kong
No. 175/2025* for details.)		Baptist University v	which cultivates students'
		creativity and enha	ances their singing and
		appreciation abilities	through engaging in lyric
		writing, song co	omposing and singing
		performance	
"SOW Your Discovery"	Nov 2025 –	A multimodal comp	osition competition which
Multimodal Composition	Mar 2026	invites students to sh	are their discovery journey
Contest		inspired by a book	of their choice (e.g. new
		knowledge/ skills/	lessons learnt/ insights/
(Please refer to Annex 1		understanding), and a	a saying of wisdom (SOW)
for details.)		taken from the book the	hrough creative multimodal
		expression	

	I	
SOW Readathon 2025/26	Nov 2025 –	A territory-wide reading scheme which promotes
	June 2026	reading habits and encourages the sharing of
(Please refer to Annex 2		good reads, with students, as SOW Reading
for details.)		Rangers, completing "Reading Challenges"
	For p	primary schools
Story to Stage Puppetry	Sep 2025 –	• A puppetry competition which invites teams of
Competition for Primary	Apr 2026	primary students to perform a puppet show of 5
Schools		to 7 minutes
(Please refer to EDBCM		
No. 175/2025* for details.)		
For secondary schools		
Animal Photopoetry	Nov 2025 –	A photo-taking and poetry writing competition
Creative Challenge	Jul 2026	co-organised by the English Language Education
2025/26		Section and the Arts Education Section of the
		Curriculum Development Institute of the EDB, in
(Please refer to Annex 3		collaboration with Ocean Park Hong Kong
for details.)		

^{*} EDBCM No. 175/2025 can be accessed via the following link or QR code:

 $\underline{https://applications.edb.gov.hk/circular/upload/EDBCM/EDBCM25175E.pdf}$



4. In support of the implementation of the above student activities and the holistic planning of the school curriculum, relevant learning and teaching resources, training for students as well as professional development programmes for teachers will be provided. Details will be announced on the SOW webpage in due course.

5. Schools are encouraged to integrate the SOW activities and resources, based on students' needs and interests, into the school English Language curriculum and promote cross-curricular collaboration through engaging relevant KLAs/subject departments in promoting language learning across the curriculum and values education in schools. For more details about the SOW Campaign 2025/26, please visit the SOW webpage of the English Language Education Section (www.edb.gov.hk/sow).



Enquiries

6. For enquiries, please contact Ms Christine LEUNG (primary level) or Ms Isa KONG (secondary level) of the English Language Education Section, Curriculum Development Institute, Education Bureau on 2892 5456 or 2892 6470 respectively.

Iris CHAN

for Secretary for Education

c.c. Heads of Sections – for information

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	• 6:00 p.m., 13 March 2026 (Friday)
	• Late submission or entries with incomplete information will NOT be
	accepted.
Details of	Each participating school should complete ONE Entry Submission Form (A man die 1s) in fillable PDE format
submission	(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. 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
	(Appendix 1c).
	• 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	• The Entry Submission Form (Appendix 1a) should be:
(online)	> named as "SYD_Level(Primary or Secondary)_School" (e.g.
	SYD_Primary_ABC Primary School.pdf)
	submitted as an attachment by email to <u>ele@edb.gov.hk</u> with the
	subject indicated as "SYD_Level(Primary or Secondary)_School"
	(e.g. SYD_Primary_ABC Primary School)
	• Submission by other means, such as CD-ROMs by post or in person, will
	not be accepted.
Student	• All submissions must be in one of the following formats: MP4 (video),
entries	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. UP_01_ABC Primary School.mp4)
Soft copy of	• The soft copy of the Entry Submission Form, the School Cover Page and
the forms	the Entry Cover Page can be downloaded via the following link or QR
	code:
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	10.55 (40.55) 10.55 (40.55)
	同多理論
	http://www.edb.gov.hk/discovery

Awards and Prizes

Award	Prizes	
Active Participation School Award	Each school with 80% or mor Contest, including the internal receive the award.	1 1 0
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
Commendable Award [about 10 entries from each division]	Each awardee will receive the following: - a certificate - a HK\$800 book coupon	the EDB. The EDB may also curate a selection of winning entries and compile them into an anthology. (Please refer to Annex 6 for details.)
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 Ms Kate WONG 2892 6481

Campaign on "Promoting Positive Values and Attitudes through

English Sayings of Wisdom 2025/26" – "SOW Your Discovery" Multimodal Composition Contest

Submission Checklist for Teachers

1. Entry Selection	2. Prepare Files for Submission
☐ Organise internal preliminary competition	☐ Complete School Cover Page (Appendix 1b) for each division
☐ Select a maximum of 10 entries per division	☐ Complete Entry Cover Page (Appendix 1c) for each student entry
☐ Ensure entries include: book inspiration + SOW + discovery journey	☐ All entries are in acceptable formats: MP4, MP3, JPEG, PNG, or PDF only
☐ Confirm that all rules are met	□ Name student entries: "Division_Entry noSchool name" (e.g., UP_01_ABC Primary
4. Final Submission	School.mp4)
 □ Fill in all school details in Entry Submission Form (Appendix 1a) □ Paste the folder link(s) to the entries in 	3. Upload to Shared Drive
the form ☐ Name the form: "SYD_Level_School	☐ Create a folder for each division your school is entering
name.pdf" (e.g. SYD_Primary_ABC Primary School.pdf)	☐ Upload School Cover Page (Appendix 1b) to each division folder
☐ Send the form via email to: ele@edb.gov.hk using the subject line:	☐ Upload all student entries to their respective division folders
"SYD_Level_School name" by 6:00 p.m., 13 March 2026	☐ Upload corresponding Entry Cover Page (Appendix 1c) for each entry
☐ Keep folder links active until 30 April 2026	☐ 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 <u>ele@edb.gov.hk</u> 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)

"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	Others (Plane and 'fa')	
		Other: (Please specify.)	
	Surname:	Given Name:	
Contact Person:	*		
	Surname:	Given Name:	
	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 (<u>Appendix 1b</u>), and ii) all student entries, each paired with an Entry Cover Page (<u>Appendix 1c</u>).
- 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.

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^{*} Please tick the appropriate box.

Division	* Lower Primary Parent-child Upper Primary Unior Secondary Senior Secondary
Please find be	elow the link for downloading the entries:
[Ine link to ti	he 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".]
Entry	Student Name (in CAPITAL letters)
Number	[Please ensure the accuracy of the names as they will be used to issue certificates.]
Number	[Flease ensure the accuracy of the names as they will be used to issue certificates.]
2 2	CHAN TALMAN DETER
e.g.	CHAN TAI MAN, PETER
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Please use the electronic form.

Division	* Lower Primary Parent-child Upper Primary Junior Secondary Senior Secondary	
Dlagge find b	alow the link for downloading the entries:	
Please find below the link for downloading the entries: [The link to the folder should be made valid from the date of submission until 30 April 2026. Access rights of		
ine upioaaea	files should be granted to "Anyone with the link".]	
Entry	Student Name (in CAPITAL letters)	
Number		
Number	[Please ensure the accuracy of the names as they will be used to issue certificates.]	
e.g.	CHAN TAI MAN, PETER	
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10		

Please use the electronic form.

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

School Cover Page

For each division, schools should include this page as <u>the cover page of the PDF file</u>, together with all students' Entry Cover Page (<u>Appendix 1c</u>), 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 (<u>Appendix 1a</u>).

School Information

School Name:	
Teacher-in-charge (name & post):	
Contact email address:	
Contact No.:	
Division: Lower Primary Parent-child / Upper Primary / Junior Secondar	ry / Senior Secondary*
Number of entries submitted:	
* Circle ONE division	
Declaration	
1. We declare that all entries are original and have not been published on a not entered and will not enter any other competitions; and that the coinfringe any copyright and publication right.	•
2. We declare that all components of the submission(s), including the over and personal interpretations, are the result of the independent work and is no plagiarism. Any use of AI tools has been disclosed and properly Page.	ideas of the student(s). There
3. We declare that we have read, understood and agreed to abide by all the as the personal information collection statement as stipulated in Annex	•
Signature of School Head:	
Name of School Head:	School Chop
Name of School:	School Chop
Date:	

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

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 (<i>Please tick all that apply</i> .): Image generation Audio generation (e.g., voice synthesis, music creation) Video generation or editing assistance Other: No AI tools were used	

Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom 2025/26" – SOW Readathon 2025/26

Aims / Objectives

Building on the successes of last year, the SOW Readathon is organised once again with an aim to further promote students' reading interests and habits as well as nurture a culture of reading at schools by engaging students in immersive school-based reading activities. The SOW Readathon this year centres around the overarching theme "SOW the Reading Seed – Discover as You Read" and the two sub-themes "Dream Big, Read Bigger" and "Wisdom Unites, Stories Connect". Schools are encouraged to provide students with holistic learning experiences through cross-curricular collaboration to enhance their literacy skills, broaden their imaginations, and cultivate a lifelong passion for reading.

Details

2. The SOW Readathon is open to **all primary and secondary schools** in Hong Kong and will be held within the period of **November 2025 – June 2026**. Schools are invited to register and recruit students as **SOW Reading Rangers**. Registered schools will organise an array of learning activities within and beyond the classroom, based on students' needs and interests, to promote reading, appreciation of SOW as well as proper values and attitudes, and actively engage students in performing their roles as SOW Reading Rangers. For more details, please refer to <u>Appendix 2a</u>. Interested schools should complete the Registration Form (<u>Appendix 2b</u>) in fillable PDF format and return it by email to <u>ele@edb.gov.hk</u> **by 6:00 p.m. on 31 October 2025 (Friday)**.

Support measures

- 3. To support the organisation of the SOW Readathon at schools, registered schools will receive:
 - i) copies of the **SOW Reading Challenge Booklet** (Appendix 2c) that suggests a variety of challenges to support their organisation of student activities. The booklet contains a number of "Reading Challenges". These SOW and reading-related challenges vary in levels of difficulty and nature, such as reading to explore an invention, fantastic people of our country and the 17 Sustainable Development Goals. Participating students of registered schools, who are the SOW Reading Rangers, will be awarded a **certificate** issued by the EDB upon completion of **three or more** challenges with teachers' validation;
 - ii) copies of do-it-yourself (DIY) **SOW Corner Bookmarks** (<u>Appendix 2c</u>) templates for students to add spice to reading. The corner bookmarks are available in two designs, echoing the two sub-themes of the SOW Campaign 2025/26; and

- iii) SOW Reading Ranger Badges (Appendix 2c) for outstanding students as awards upon completion of the challenges. Schools can select outstanding SOW Reading Rangers to receive the SOW Reading Ranger Badge(s) based on their participation and performance in the activities.
- 4. The print version of the SOW Reading Challenge Booklet and the SOW Corner Bookmarks, as well as the SOW Reading Ranger Badges will be sent to registered schools in November 2025. The SOW Reading Challenge Booklet and the SOW Corner Bookmarks are also available in electronic version, which is accessible via the following webpage:



www.edb.gov.hk/Readathon

Sharing of Good Practices

- 5. Upon completion of the SOW Readathon, registered schools are encouraged to submit a school-based record of their unique strategies and activities for fostering proper values and attitudes through organising reading and SOW-related activities in the school English Language curriculum with <u>Appendix 2d</u>. Schools demonstrating commendable performance will receive an award in recognition of their efforts and achievements.
- 6. Registered schools are also invited to nominate outstanding SOW Reading Rangers upon completion of the SOW Readathon. Shortlisted SOW Reading Rangers will be invited to engage in activities organised by the EDB to showcase their achievements and share what they have learnt and gained from the SOW Readathon.

Contact Persons

7. For enquiries, please contact the following officers of the English Language Education Section:

Primary Level Ms Kimmy YIP 2892 5888 Secondary Level Mr Tommy KWAN 2892 6571

Planning and Implementation of the SOW Readathon

Registration (8 October 2025 – 31 Ocotber 2025)

Please complete fillable PDF form (<u>Appendix 2b</u>) downloadable via the QR Code or https://www.edb.gov.hk/Readathon-form, and send it by email to ele@edb.gov.hk with the subject indicated as "Readathon_School Name" (e.g. *Readathon_ ABC Primary School*) by 6:00 p.m., 31 October 2025 (Friday).





Implementation

Period

• Schools can freely choose the dates (any time between <u>November 2025 and June 2026</u>) and the number of days for conducting the reading activities.

Activities

- School-based Learning Activities
 - ➤ Schools can organise a variety of school-based activities for their students within and beyond the classroom, including classroom learning activities for appreciation of SOW through reading, Reading across the Curriculum (RaC) activities and interactive reading workshops in collaboration with other Key Learning Areas/the school library. Schools can also tap into various community resources (e.g. public libraries) and organise book fairs, reading clubs, and author visits to inspire students. Additionally, students are encouraged to participate in SOW-related competitions organised by the EDB to foster a dynamic reading culture.
 - ➤ Schools can refer to the resource materials (<u>Appendix 2c</u>) for organising the school-based activities, including the SOW Reading Challenge Booklets, SOW Corner Bookmarks and SOW Reading Ranger Badges, which will be provided for registered schools. Teachers are encouraged to make effective use of these resources to develop students' proper values and attitudes, nurture their interest in reading and create a positive reading atmosphere in school.
- SOW Reading Rangers Scheme
 - ➤ Schools recruit SOW Reading Rangers to promote a reading culture and encourage their peers to engage in reading through various initiatives and activities.
 - ➤ A **certificate** of recognition will be awarded to SOW Reading Rangers upon completion of **three or more** Reading Challenges in the SOW Readathon.
 - ➤ Schools can select outstanding SOW Reading Rangers to receive the SOW Reading Ranger Badge(s) based on their participation and performance in the activities.
 - ➤ Outstanding SOW Reading Rangers, nominated by schools and further shortlisted, will be invited to engage in activities organised by the EDB to showcase their achievements and share what they have learnt and gained from the SOW Readathon.

Sharing of Good Practices

School-based Record

 Schools are encouraged to submit a school-based record capturing highlights of the activities to showcase the effective strategies for promoting reading as well as proper values and attitudes in the school English Language curriculum. Good practices will be collected and disseminated on the SOW webpage and in EDB publications.

Format

• A reflection/photo collage/short video clip/excerpts of students' works with a simple description (File types: docx, pdf, pptx, jpg/png, mp4)

Submission Period

Please upload the school-based record to a shared drive, complete the School-based Record Form
in fillable PDF format (<u>Appendix 2d</u>) and send it via email to <u>ele@edb.gov.hk</u> <u>by 6:00 p.m., 30</u>
June 2026 (Tuesday).

Download the Registration Form from:





• Complete the form and save it in fillable PDF format.

File name:

e.g. Readathon_School Name.PDF



• Email the form to <u>ele@edb.gov.hk</u> by 6:00 p.m., 31 October 2025 (Friday).

Email subject: e.g. Readathon_School Name

https://www.edb.gov.hk/Readathon-form

Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom 2025/26" – SOW Readathon (Registration Form)		
I) School Information		
School Level:	* Prin	nary Secondary
School Name:		
School Address:		
	* □ Kowle	oon □ New Territories □ Hong Kong Island
Name of School Head:	* _ Dr	☐ Mr ☐ Ms ☐ Mrs ☐ Other: (Please specify.)
	Surname:	Given Name:
	Sumame.	Given Name.
Contact Person:	*	☐ Mr ☐ Ms ☐ Mrs ☐ Other: (Please specify.)
	Surname:	
	Surname.	Given Name.
	Post Title	
	Telephone	e No.:
	Email:	
701	• 1	II) Initial Plan
Planned implementation	period:	* 2025: Nov Dec
Towart Laval(a) of Studen	ata.	2026: ☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun * ☐ P1 ☐ P2 ☐ P3 ☐ P4 ☐ P5 ☐ P6
Target Level(s) of Students: [You may tick more than one box.]		* □ P1 □ P2 □ P3 □ P4 □ P5 □ P6 □ S1 □ S2 □ S3 □ S4 □ S5 □ S6
- '		nts: [An estimate will suffice.]
Activities to be Held:	or r untirelpu	* Reading challenges
[You may tick more than o	ne box.]	Game booths
		☐ Book fairs
		☐ Thematic talks
		☐ Reading Day(s)/Week(s)/Festival
		☐ Book clubs
		Competitions
		Meet-the-author talks/activities
		Competitions Meet-the-author talks/activities SOW-related competitions organised by the EDB Other:
		Other: (Please specify of the specific o

Plea

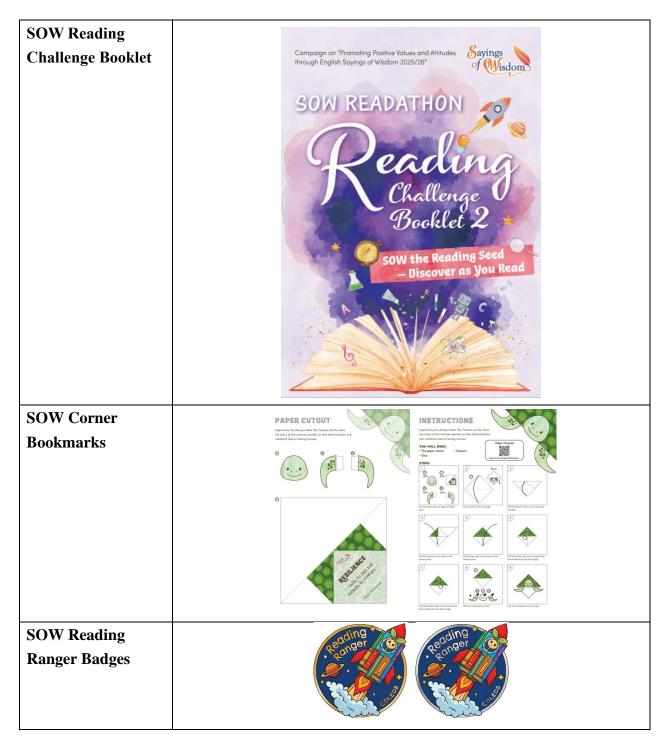
^{*} Please tick the appropriate box(es).

Collaborative Partners:	* English Language Education KLA
[You may tick more than one box.]	☐ Chinese Language Education KLA
	☐ Mathematics Education KLA
	☐ Science Education KLA
	☐ Technology Education KLA
	☐ Personal, Social & Humanities Education KLA
	☐ Arts Education KLA
	☐ Physical Education KLA
	☐ Teacher-librarian
	☐ Hong Kong Public Libraries
	☐ Parents
	☐ Alumni
	☐ Service Providers
	Other: (Please
	specify.)

Please use the electronic form.

^{*} Please tick the appropriate box(es).

Resource materials developed in support of the SOW Readathon



The SOW Reading Challenge Booklet and the SOW Corner Bookmarks are also available in electronic version, which is accessible via the following webpage:



www.edb.gov.hk/Readathon

Download the School-based Record Form from:





https://www.edb.gov.hk/Readathon-record

- Complete the form and save it in fillable PDF format.
- File name:
 - e.g. ReadathonRecord School Name.PDF



• Email the form to ele@edb.gov.hk by 6:00 p.m., 30 June 2026 (Tuesday).

• Email subject: e.g. ReadathonRecord_School Name

Campaign on "Promoting Positive Values and Attitudes through English Savings of Wisdom 2025/26" -SOW Readathon (School-based Record Form)

SOW Readathon (School-Dased Record Polin)		
I) School Information		
School Level:	* Primary :	Secondary
School Name:		
School Address:		
		
	* □ Kowloon □ N	New Territories ☐ Hong Kong Island
Name of School Head:	* □ Dr □ Mr □ M	s 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)	School-based Record
Level(s) of Participating Students: * P1 P2 P3 P4 P5 P6		
[You may tick more than one box.] \square S1 \square S2 \square S3 \square S4 \square S5 \square S6		\square S1 \square S2 \square S3 \square S4 \square S5 \square S6
Total Number of students participating in the SOW Reading Rangers Scheme:		
[An estimate will suffice.]		
III) SOW Reading Rangers Scheme		
In recognition of students' performance in the SOW Reading Rangers Scheme, a certificate of		

appreciation will be awarded to the Rangers completing three or more Reading Challenges. Please complete the Rangers list available at:

https://www.edb.gov.hk/Reading-rangers

[Please rename the file using the school name (e.g. SOW Rangers SchoolName.xlsx)].



and email it to ele@edb.gov.hk together with this school-based record form. Please ensure the information is accurate for the issue of certificates.

* Please tick the appropriate box(es).

23

IV) Sharing of Good Practices	
Please include a short description below capturing the highlights of the SOW Readathon in no more 100 words.	e than
Please upload the school-based record (Format types: docx, pdf, pptx,jpg/png, mp4) to a shared d	rive (e.g.
Google Drive/Microsoft OneDrive) and provide the link for downloading the record in the space below rights of the uploaded files should be granted to "Anyone with the link".	
Declarations	
Schools should note the following terms and conditions:	
(a) The content of the school-based records submitted does not infringe any copyright and publication. The Education Bureau takes no liability whatsoever for infringement. Please visit the following for details related to intellectual property:	_
https://www.ipd.gov.hk/en/home/index.html	
(b) Prior consent for the use of the content of the school-based records has been obtained friendividuals appearing in the school-based records (e.g. parents, teachers, students).	om the
(c) The Education Bureau retains the right to edit, modify, publish and use in full or part of the co the school-based records submitted (including student works/images/videos) in any form for disp educational purposes without getting further permission from the school or individuals appearing school-based records (e.g. parents, teachers, students); and without offering any further competing in any form.	olay and g in the
* Agree Disagree	

Please use the electronic form.

^{*} Please tick the appropriate box(es).

Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom 2025/26" – Animal Photopoetry Creative Challenge 2025/26

Aims / Objectives

The "Animal Photopoetry Creative Challenge" (the Competition) is a cross-curricular activity that aims to:

- enhance students' appreciation of and interest in English poetry;
- encourage students' creative and artistic expression through photography and poetry writing;
- foster students' proper values and attitudes;
- enrich students' language learning experiences; and
- promote Language across the Curriculum.

The Competition is co-organised by the English Language Education Section and the Arts Education Section of the Curriculum Development Institute, the Education Bureau (EDB) in collaboration with Ocean Park Hong Kong (Ocean Park).

Content

Each secondary school student is required to take an animal photograph and compose a poem at Ocean Park during the Competition, expressing the proper value(s) and attitude(s) – such as perseverance and filial piety – assigned for the day.

Rules and Regulations

- Each participant should submit only ONE entry (i.e. ONE photo and ONE poem) for the Competition. 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.
- Each entry should be the original work taken and written by the participant on the day of the Competition that has not been published or submitted to other competitions.
- Entries shall NOT include any information or content that is obscene, abusive, violent and defamatory, or violates the laws of the HKSAR.
- All submitted entries will NOT be returned.
- The EDB reserves the right to modify the rules and regulations of the Competition.

Entry Requirements

- Participants should be full-time students of secondary schools in Hong Kong.
- Students should enrol in the Competition through their school.
- Entries should be submitted on an individual basis.

- Each poem should have a title and be limited to a maximum of 150 words.
- Each photo should be of a minimum of 8 megapixels in resolution and in JPG/JPEG/PNG/HEIC formats, with the file size between 1MB and 5MB.
- The entry should NOT contain any personally identifiable information or details of schools/teachers/students (e.g. school emblems, school uniforms, faces of teachers/students).
- Only minor modifications, such as photo cropping, red-eye removal and adjustments to brightness, contrast or colour saturation are allowed. <u>Post-editing by computers or mobile phones and/or AI-assisted modifications including but not limited to change in colours, addition of lines, watermarks or patterns is not accepted.</u> If the judging panel is of the view that the photo in an entry has been excessively processed, the participant will be disqualified and no objection shall be raised.
- Participants should retain the original digital file to prove that they are the original authors of their submissions. The EDB may require participants to provide the original file (containing EXIF data) and reserves the right to disqualify participants who fail to provide the proof.

Adjudication

- A judging panel comprising language and art professionals/practitioners, and representatives from the EDB will select entries for the Outstanding, Commendable and Best Photography Awards.
- Entries will be assessed based on the following criteria:
 - (a) content and message of the poem and photo (e.g. relevance to the theme, clarity of message);
 - (b) connection between the poem and the photo;
 - (c) creativity and originality;
 - (d) language use in the poem; and
 - (e) artistic quality and photography skills.

Awards and Prizes

Award	Prizes
Outstanding Award [About 20] Commendable Award [About 30]	 Each awardee will receive: a certificate of recognition; an experiential learning programme organised by Ocean Park; the opportunity to have their entry published in a digital
Best Photography Award [About 5]	flipbook, and displayed on relevant webpage and exhibitions; and • [Outstanding Award only] an Ocean Park Annual Pass.

Application

- Each school should enrol 10 students for the Competition and assign <u>up to two</u> teachers-in-charge (one offering advice on English Language and the other on photography) to supervise the participating students and facilitate the submission of entries on the day of the Competition. All participating students and teachers-in-charge will be provided with admission tickets for entry to Ocean Park on the Competition Day.
- Schools should submit the application online through the Competition webpage (https://www.edb.gov.hk/AnimalPhotopoetry) from 17 November 2025 (Monday) to 12 December 2025 (Friday). Priority will be given to schools which did not join the Competition in the 2024/25 school year. Remaining places, if any, will be offered to returning schools on a first-come-first-served basis.

Briefing Session and Professional Development Programme

In support of the Competition, the following two events will be organised. Teachers interested in joining these two events should apply through the Training Calendar System (https://tcs.edb.gov.hk).

	Competition Launch Briefing	Animal Photography and Photopoetry Writing Workshop (Refreshed)
Course ID	CDI020260768	CDI020260769
Date	14 November 2025 (Friday)	28 November 2025 (Friday)
Time	3:30 – 4:30 p.m.	2:30 – 5:30 p.m.
Mode/Venue	Online	Ocean Park Hong Kong
Objectives	To introduce the Competition and provide information on the entry requirements and arrangements	To develop teachers' knowledge and skills in animal photography and photopoetry writing
Target Participants	English Language, Literature in English and Visual Arts teachers in secondary schools	
Language Medium	English and Cantonese	

Important Dates

Date	Event
14 November 2025 (Friday)	Competition Launch Briefing (Online)
17 November (Monday) to	Application (Online)
12 December 2025 (Friday)	Application (Online)
	Professional Development Programme for Teachers:
28 November 2025 (Friday)	Animal Photography and Photopoetry Writing Workshop
	(Refreshed)
26 January 2026 (Monday)	Pre-competition Briefing for Participating Teachers (Online)
6 February 2026 (Friday)	The Competition Day (9:00 a.m. – 3:30 p.m.)
	Announcement of results through:
April 2026	the Competition webpage
	email to the teacher-in-charge

Intellectual Property

- All participating students, their parents or guardians, and schools should note and agree with the following terms:
 - (a) All entries should be original and have not been publicised on any occasions.
 - (b) Participants need to ensure that the content of the entries does not infringe any copyright and publication rights. Please visit the following website for details related to intellectual property: https://ipd.gov.hk/en/ip-overview
- Any entries that have infringed any intellectual property right 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.

Inclement Weather Arrangements

The Competition will be postponed if:

- Tropical Cyclone Warning Signal No. 3 or above, or Red/Black Rainstorm Warning Signal is issued and still in force 3 hours before the activity is scheduled to begin; or
- the EDB has announced class suspension for secondary schools due to inclement weather.

Contact Persons

- Dr Eddy LI, English Language Education Section (<u>cdoe5@edb.gov.hk</u> / 2892 5454)
- Ms Shandy WONG, Arts Education Section (<u>cdoae3@edb.gov.hk</u> / 3698 3541)







Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom 2025/26" – Selected Sayings of Wisdom (SOW)

Sub-theme	Saying of Wisdom
Dream Big, Read Bigger	"A book, too, can be a star, a living fire to lighten the darkness, leading out into the expanding universe." — Madeleine L'Engle
	"Reading is essential for those who seek to rise above the ordinary." — Jim Rohn
	"If you are going to get anywhere in life you have to read a lot of books." — Roald Dahl
	"Books are a uniquely portable magic." — Stephen King
Wisdom Unites, Stories Connect	"Reading is an exercise in empathy; an exercise in walking in someone else's shoes for a while." — Malorie Blackman
	"Reading brings us unknown friends." — Honoré de Balzac
	"Stories make us more alive, more human, more courageous, more loving." — Madeleine L'Engle
	"All for one and one for all, united we stand divided we fall." — Alexandre Dumas, The Three Musketeers

Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom" – Examples of Displayed Outstanding Student Work

SOW Campaign 2020/21



Flipbook "SOW Campaign 2020/21 An Anthology of Winning Entries"
The anthology is a collection of students' works selected from the winning entries of the SOW Creative Writing Competition and the SOW Picture Book Design Competition held in the 2020/21 school year.





http://www.edb.gov.hk/sow_anthology



SOW Campaign 2022/23



SOW Year Planner 2023

The SOW Year Planner 2023 showcases 12 winning entries from the SOW Creativity Contest: A Moment in Time held in the 2021/22 school year.









failure, because then inner strength and toughness is produced.

and simply surviving seemed to be fulle.*

SOW Creativity Contest: A Moment in Time (2021/22)

Outstacing Award (Unior Secondary Division)

https://www.edb.gov.hk/sow_planner

SOW Campaign 2023/24



SOW Year Planner 2024

The SOW Year Planner 2024 showcases 14 outstanding and commendable entries of the Poetry Remake Competition held in the 2022/23 school year.

Packty Remake Competition (2022/23)
Distinuing humal (funia Secondary Distinu)

A visual representation of "Patrow and Chie" by perday Wang

"Tree provide northibuses for finite to grow, so
slay knows joing and tasts, Smillarly, our makers
teach is how to behave, so we become better people."

"I use bright colours and visid tone to express the warm an
lovely annexifier of dispishing used capture the diversity and
retailing of the city. The unique food eathers should be preserved.

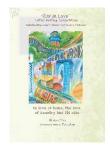
https://www.edb.gov.hk/sow_planner2024

SOW Campaign 2024/25



SOW Year Planner 2025

The SOW Year Planner 2025 showcases 12 winning entries of the "SOW in Love" Letter Writing Competition held in the 2023/24 school year.





https://www.edb.gov.hk/sow_planner2025

SOW Campaign 2025/26



SOW Year Planner 2026

The SOW Year Planner 2026 showcases 12 outstanding entries of the "SOW Inspiring" Book Gifting Competition held in the 2024/25 school year.





https://www.edb.gov.hk/sow_planner2026