EDUCATION BUREAU CIRCULAR MEMORANDUM No. 179/2026

From:	Secretary for Education	To:	Heads of Primary and Secondary Schools (excluding ESF Schools and International Schools)
Reference:	1125-2055-8060-9065-00029-09-P001		
Date:	14 October 2026		

Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom" 2026/27

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 2026/27 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 SOW Campaign 2024/25 and 2025/26, which focus on reading (SOW the Reading Seed), the SOW Campaign 2026/27 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 – The Spark Within, The Words Beyond"** and four sub-themes, namely **"Mindful Messages: The Power of Self-care"**, **"Echoes of Empathy: From Pages to Presence"**, **"Community Chronicles: Exploring Our City, Sharing Our Story"** and **"Heritage and Harmony: Wisdom across Cultures"**, 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 extend the insights they gain from reading (The Spark Within) to wisdom articulated and shared through writing and speaking (The Words Beyond); and

- guide students through a ripple of wisdom: from self-care and inner peace to empathy for others, pride in their community and nation, and finally an appreciation of the wider world.

The table below shows a list of activities under the SOW Campaign 2026/27:

Activity	Time period	Remarks
For primary and secondary schools		
Once Upon A Book Storytelling Competition 2026/27 (Please refer to **EDBCM No. 174/2026 *** for details.)	Sep 2026 – Apr 2027	• A storytelling competition which invites students to express their passion for a book of their choice by using a range of storytelling techniques in a thoughtful video presentation
Filmit 2027: A Student Film Competition (Please refer to **EDBCM No. 174/2026 *** for details.)	Sep 2026 – Mar 2027	• A student filmmaking competition which engages students to create a short film to explore the theme, "Read to Reel: Our Heritage in Focus", celebrating how reading and understanding our cultural heritage can inspire the creative filmmaking process
Time to Talk Public Speaking Competition 2026/27 (Please refer to **EDBCM No. 174/2026 *** for details.)	Sep 2026 – May 2027	• A public speaking competition which engages students in a creative team presentation in English, with song stimuli encompassing the theme of curiosity, to encourage students to explore positive messages expressed in the songs
"SOW Creative" Sticker Design Competition (Please refer to **Annex 1** for details.)	Nov 2026 – Mar 2027	• An instant messaging sticker design competition which invites students to create a static or animated sticker inspired by a book of their choice, and a saying of wisdom (SOW) taken from the book or an original SOW from the students to develop a passion for reading among them, unleash their creativity and encourage them to spread good vibes
SOW Readathon 2026/27 (Please refer to **Annex 2** for details.)	Nov 2026 – Jun 2027	• A territory-wide reading scheme which promotes reading habits and encourages the sharing of good reads, with students participating as SOW Reading Rangers and completing "Reading Challenges"

For primary schools		
Story to Stage Puppetry Competition for Primary Schools 2026/27 (Please refer to **EDBCM No. 174/2026 *** for details.)	Sep 2026 – Apr 2027	• A puppetry competition which invites teams of primary students to perform a puppet show of 5 to 7 minutes on the theme of "Caring Hearts, Positive Minds"
For secondary schools		
Animal Photopoetry Creative Challenge 2026/27 (Please refer to **Annex 3** for details.)	Nov 2026 – Jul 2027	• A photo-taking and poetry writing competition co-organised by the English Language Education Section and the Arts Education Section of the Curriculum Development Institute of the EDB, in collaboration with Ocean Park Hong Kong

* EDBCM No. 174/2026 can be accessed via the following link or QR code:

https://applications.edb.gov.hk/circular/upload/EDBCM/EDBCM26174E.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 2026/27, please visit the SOW webpage of the English Language Education Section (www.edb.gov.hk/sow).

6. The SOW Campaign 2026/27 will also introduce the brand-new mascot, **Sowy**, which symbolises growth, potential, and positivity. Serving as a friendly and relatable ambassador, Sowy will connect with students across various social media platforms, sow seeds of positive energy, enhance their English proficiency, while fostering their cross-cultural communication skills, critical thinking skills and creativity along the way. In addition, aligning with the initiative announced in the 2026 Policy Address on organising territory-wide English speaking activities, which most of the abovementioned student activities under the SOW Campaign 2026/27 echo, Sowy will inspire students to speak their mind, build confidence, and share their reading adventures every step of the way. Please stay tuned for the latest updates and sharing of Sowy on the following social media platforms:

Facebook	Instagram
https://www.facebook.com/SowyEnglish	https://www.instagram.com/SowyEnglish/







Enquiries

7. 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

Annex 1

Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom" 2026/27 – "SOW Creative" Sticker Design Competition

Aims / Objectives

The "SOW Creative" Sticker Design Competition (the Competition) aims to develop a zeal for reading among students, enrich their language learning experiences, unleash their creativity and foster their development of proper values and attitudes.

Students are invited to read an **English book of their choice** and design an **instant messaging sticker** (either static or animated). The sticker should feature **a saying of wisdom (SOW) either taken directly from the chosen book or originally created by the student and inspired by the book**. In the entry, participating students must also submit **a brief description explaining the creative process and inspiration**.



1 July 2027 marks the 30th anniversary of the establishment of the HKSAR. To celebrate Hong Kong's return to the Motherland and promote patriotic education, the **"SOW Vibrant Pearl" Award** has been introduced to nurture students' curiosity about local stories and encourage them to integrate literary wisdom with heartfelt expressions of pride in our home, Hong Kong. Any entry that selects the sub-theme "Community Chronicles: Exploring Our City, Sharing Our Story" on the Entry Cover Page (Appendix 1b), will be automatically considered for this award. To be eligible to win this award, students should design a vibrant sticker that pairs a striking visual with a meaningful SOW which explicitly reflects their affection for and appreciation of our country and/or our city.

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 Competition 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.
- All entries should be submitted through the schools of the participants.

Content

- Each entry must include the following **three** key elements:
  - **The instant messaging sticker**: Participants should design either a static or an animated instant messaging sticker, inspired by an English book they have read, and reflecting proper values and attitudes.
  - **The Saying of Wisdom (SOW)**: The SOW featured on the instant messaging sticker may be either a quote taken directly from the book or an original SOW created by the participant and inspired by the reading journey.
  - **A brief description explaining the creative process and inspiration**: In the description, students may elaborate on the following:
    - Which book did you read?
    - Why did you choose or create the SOW?
    - How does the sticker design connect to the book, the message you want to share and the theme(s) of the SOW Campaign 2026/27?
- Entries should echo the overarching theme and/or the four sub-themes of the SOW Campaign 2026/27 with details as follows:

	Themes	**Details**
Overarching theme	SOW the Reading Seed – The Spark Within, The Words Beyond	Transforming insights gained from reading into positive external impact
Sub-theme	Mindful Messages: The Power of Self-care	Promoting mindfulness and inner peace through reading by focusing on the present moment, slowing down to enjoy the journey, and pausing for reflection
	Echoes of Empathy: From Pages to Presence	Understanding internal struggles through stories of diverse lives and advocating kindness through empathetic expression
	Community Chronicles: Exploring Our City, Sharing Our Story	Fostering a sense of belonging, community spirit, and national identity by reading about the history, stories and hidden gems of our city, nurturing curiosity about local life, and speaking proudly about what makes our home unique
	Heritage and Harmony: Wisdom across Cultures	Reading widely about different cultures and engaging in cultural exchange to foster national identity, global perspective, and respect for pluralism in society

- The **sticker can be hand-drawn** (using any medium, such as poster colour, watercolour, crayon, oil pastel or ink) and/or **digital** (e.g. photos, images created with computer software or mobile applications).
- The word limits of the description for entries in each division are as follows:
  - Lower Primary Parent-child Division (Primary 1–3): no more than 100 words
  - Upper Primary Division (Primary 4–6): no more than 150 words
  - Junior Secondary Division (Secondary 1–3): no more than 200 words
  - Senior Secondary Division (Secondary 4–6): no more than 250 words

Rules and Regulations

- Each student participant must submit only ONE entry (i.e. one design of an instant messaging sticker and a brief description) for the Competition.
- For the Lower Primary Parent-child Division, each student participant may submit only ONE entry jointly with their parent(s)/guardian(s).
- Each school may submit **a maximum of 10 entries for each division**.
- 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) **must NOT appear** in any part of the entries, except in the Entry Submission Form (Appendix 1a).
- Please note that an 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. All content must be the **original work** by the participant. If any external sources (quotes from books, etc.) are used, proper attribution must be provided.
- Participants are strictly **prohibited from using AI tools to write** the brief description. However, they may **use AI tools in the creation and/or editing of the sticker**, provided that such use is declared upon submission to promote ethical AI practices. Failure to comply with this requirement may result in score deduction.
- Entries shall not include any information or content that is obscene, abusive, violent, defamatory, or violates the laws of the HKSAR.
- The EDB reserves the right to modify the rules and regulations, selection criteria for publication of entries, and awards and prizes of the Competition.

Submission of Entries

Deadline	• **6:00 p.m., 19 March 2027 (Friday)** • Late submissions or entries with incomplete information will NOT be accepted.
Details of submission	• Each participating school should complete ONE Entry Submission Form (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.

	● One sub-folder should be created for each student participant and should contain the following documents: ➢ the student entry (both the sticker and the brief description) ➢ the corresponding Entry Cover Page (Appendix 1b) ● The link to the folder should be made valid from the date of submission until **30 April 2027**. Once the entries are submitted, schools should NOT make any changes to the files. ● Access rights of the files should be granted to "Anyone with the link". ● Submission by other means, such as submitting CD-ROMs by post or in person, will not be accepted. ● The EDB reserves the right to disqualify entries without prior notice to schools should the file(s) be inaccessible via the provided link. ● Please refer to the **Submission Checklist for Teachers** (Appendix 1c) for further details.
Requirements on the student entries	● Static stickers: ➢ a high-resolution JPEG/PDF/PNG file with a 1:1 aspect ratio (square) ● Animated stickers: ➢ a high-resolution MP4/GIF file with a 1:1 aspect ratio (square), with a duration of 2 to 10 seconds
Soft copy of the forms	● The soft copies of the Entry Submission Form and the Entry Cover Page can be downloaded via the following link or QR code: http://www.edb.gov.hk/EngSticker
Requirements on the file names	● The **Entry Submission Form** (Appendix 1a) should be: ➢ named as "SCS_Level(Primary/Secondary)_School" (e.g. *SCS_Primary_ABC Primary School.pdf*) ➢ submitted as an attachment by email to ele@edb.gov.hk with the subject indicated as "SCS_Level(Primary/Secondary)_School" (e.g. *SCS_Primary_ABC Primary School)* ● A **main folder should be created for each division** and named as: ➢ "Division_School" (*e.g. UP_ABC Primary School*) ● A **sub-folder** should be created for each student: ➢ "Division_Entry no. in the Entry Submission Form" (e.g. *UP_01*) ● Each sub-folder should contain the following files: ➢ the **Entry Cover Page** (Appendix 1b), named as: "Division_Entry no. in the Entry Submission Form" (e.g. *UP_01*) ➢ the **sticker**, named as: "Division_Entry no._s" (e.g. *UP_01_s*) ➢ the **brief description**, named as: "Division_Entry no._d" (e.g. *UP_01_d*)

Awards and Prizes

<table>
<tr><th>Award</th><th colspan="2">Prizes</th></tr>
<tr><td>Active Participation School Award</td><td colspan="2">- To encourage student engagement in the Competition 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. Schools are encouraged to give recognition (e.g. certificates) for the participation and efforts of students whose work is not shortlisted as one of the 10 entries.
- Each school with 80% or more of its students participating in the Competition, including the internal preliminary competition, will receive a certificate. There is no limit to the number of schools that can receive this certificate.</td></tr>
<tr><td>Outstanding Award
[3 entries from each division]</td><td>Each awardee will receive the following:
- a certificate
- a HK$1,200 book coupon</td><td rowspan="3">Winning entries may be displayed on the SOW webpage and/or other online platforms managed by the EDB. The EDB may also curate a selection of winning entries and compile them into an anthology. (Please refer to Annex 5 for details.)</td></tr>
<tr><td>Commendable Award
[8 entries from each division]</td><td>Each awardee will receive the following:
- a certificate
- a HK$800 book coupon</td></tr>
<tr><td>“SOW Vibrant Pearl” Awards
[30 entries across all divisions]</td><td>Entries featuring the sub-theme “Community Chronicles: Exploring Our City, Sharing Our Story”, as indicated on the Entry Cover Page, will be automatically considered for this award. Each awardee will receive the following:
- a certificate
- a HK$500 book coupon</td></tr>
<tr><td>Certificate of Appreciation</td><td colspan="2">Every participant whose work meets the specified requirements will receive a “Certificate of Appreciation”.</td></tr>
</table>

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 2026/27 and the book
  - Effectiveness and impact of the sticker in delivering the intended message
  - Language use
- The decision of the judging panel will be final.

Important Dates

November 2026	In support of the Competition, learning and teaching resource materials will be disseminated.
6:00 p.m., 19 March 2027 (Friday)	Deadline for Entry Submission
Late June 2027	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 occasion, except for internal school activities held within the 2026/27 school year.
  - ➢ All entries have not been submitted and will not be submitted to any other competitions, except for internal school activities held within the 2026/27 school year.
  - ➢ 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
- Entries that have infringed any intellectual property rights will NOT be accepted. The EDB takes no liability whatsoever for such infringement.
- The EDB retains the right to edit, modify, publish, reproduce, distribute and use any entries in any format or medium (including but not limited to digital sticker packs, print, and online platforms) for publicity and educational purposes, and has the final decision regarding these actions, without needing to obtain further consent from the students, their parents or the schools, or to make any payment to them.

Personal Information Collection Statement

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

Contact Persons

For enquiries regarding the "SOW Creative" Sticker Design Competition, please contact the following officers of the English Language Education Section:

Primary Level	Ms Angel YIP	2892 6570
Secondary Level	Mr Tommy KWAN	2892 6571

Download the Entry Submission Form from:

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

- Complete the form and save it in fillable PDF format.
- File name: e.g. SCS_Primary/Secondary_School Name.pdf

- Email the form to ele@edb.gov.hk by **6:00 p.m., 19 March 2027 (Friday)**.
- Email subject: e.g. SCS_Primary/Secondary_School Name

Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom" 2026/27 – "SOW Creative" Sticker Design Competition (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: _____
	Post Title:
	Telephone No.:
	Email:

II) Application Details	
Total No. of Students Shortlisted for this Competition: [Please include details of student nominees in Part IV.]	
Total No. of Students Participating in the Internal Preliminary Competition:	
Total No. of Students in School as at 1 March 2027:	

III) Declaration	
The Principal of our school has been informed of and agrees to the following information and arrangements:	☐ Yes

- All entries should be original and have not been published on any occasion; all entries have not been submitted and will not be submitted to any other competitions, except for internal school activities held within the 2026/27 school year; and the content of the entries does not infringe any copyrights or publication rights.
- 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 on the Entry Cover Page.
- 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. 179/2026.

** Please tick the appropriate box.*

SAMPLE
Please use the electronic form.

IV) Student Nominees	
• Please upload to a shared drive (e.g. Google Drive/Microsoft OneDrive) ONE folder for each division. Create a sub-folder for each student participant, containing (i) the corresponding Entry Cover Page (Appendix 1b); (ii) the sticker; and (iii) the brief description. • Schools/participants should NOT make any changes to the entries once submitted. • The EDB reserves the right to disqualify the entries without prior notification to schools should the provided link be inaccessible. • Each school can submit a maximum of 10 entries for each division.	
Division	*☐ Lower Primary Parent-child ☐ Upper Primary ☐ Junior Secondary ☐ Senior Secondary
Please find below the link to download the entries: [*The link to the folder should be made valid from the date of submission until 30 April 2027. Access rights of the uploaded files should be granted to "Anyone with the link".*]	

Entry Number	Student Name (in CAPITAL letters) [*Please ensure the accuracy of the names as they will be used to issue certificates.*]
e.g.	CHAN TAI MAN, PETER
01	
02	
03	
04	
05	
06	
07	
08	
09	
10	

** 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: [*The link to the folder should be made valid from the date of submission until 30 April 2027. Access rights of the uploaded files should be granted to "Anyone with the link".*]	

Entry Number	Student Name (in CAPITAL letters) [*Please ensure the accuracy of the names as they will be used to issue certificates.*]
e.g.	CHAN TAI MAN, PETER
01	
02	
03	
04	
05	
06	
07	
08	
09	
10	

** Please tick the appropriate box.*

SAMPLE
Please use the electronic form.

Schools should include this page for each entry.

Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom" 2026/27 –
"SOW Creative" Sticker Design Competition

Entry Cover Page

<table>
<tr><td>1. Entry number</td><td colspan="3"></td></tr>
<tr><td>2. Book title</td><td colspan="3"></td></tr>
<tr><td>3. Author</td><td colspan="3"></td></tr>
<tr><td>4. ISBN of the book (if applicable)</td><td colspan="3"></td></tr>
<tr><td rowspan="2">5. Saying of Wisdom (SOW)
(Please tick the appropriate box.)</td><td>a)</td><td>☐ The SOW is taken from page _____ of the book.</td><td>☐ The SOW is created by me and inspired by the book.</td></tr>
<tr><td>b)</td><td colspan="2">The SOW included in the sticker:</td></tr>
<tr><td>6. Theme/Sub-theme(s) covered
(Please tick all that apply.)
* Entries echoing this sub-theme will be automatically considered for the "SOW Vibrant Pearl" Award.</td><td colspan="3">☐ SOW the Reading Seed - The Spark Within, The Words Beyond
☐ Mindful Messages: The Power of Self-care
☐ Echoes of Empathy: From Pages to Presence
☐ Community Chronicles: Exploring Our City, Sharing Our Story *
☐ Heritage and Harmony: Wisdom across Cultures</td></tr>
<tr><td>7. Format of the sticker
(Please tick the appropriate box.)</td><td colspan="2">☐ Animated sticker</td><td>☐ Static sticker</td></tr>
<tr><td>8. No. of words of the description</td><td colspan="3"></td></tr>
<tr><td colspan="4">AI tools used in the creation of this entry (Please tick all that apply.):
☐ Image generation
☐ Image editing
☐ Other: _____
☐ No AI tools were used</td></tr>
</table>

SAMPLE
Please use the electronic form.

Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom" 2026/27 –
"SOW Creative" Sticker Design Competition

Submission Checklist for Teachers

1. Entry Selection

- ☐ Organise an internal preliminary competition
- ☐ Select a maximum of 10 entries for each division
- ☐ Ensure the entries include: a sticker + SOW + a brief description
- ☐ Confirm that all rules are met

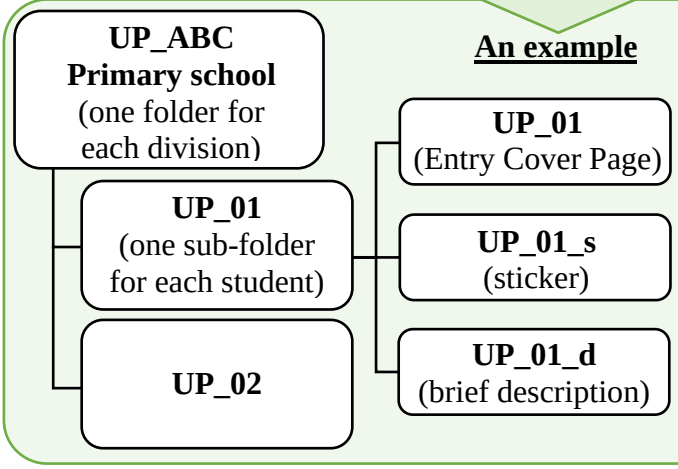
2. Preparation of Student Files

- ☐ Complete the Entry Cover Page (Appendix 1b) for each student entry and save it as: "Division_Entry no." (*e.g. UP_01*)
- ☐ Name the sticker of the student entry: "Division_Entry no._s" (*e.g. UP_01_s*)
- ☐ Name the brief description of the student entry: "Division_Entry no._d" (*e.g. UP_01_d*)
- ☐ Ensure all entries are in acceptable formats: JPEG, PDF, PNG, MP4, or GIF only

3. Upload to Shared Drive

- ☐ Create and name a main folder for each division your school is entering: "Division_School" (*e.g. UP_ABC Primary School*)
- ☐ Create and name a sub-folder for each student: "Division_Entry no." (*e.g. UP_01*)
- ☐ Upload the student entry and the corresponding Entry Cover Page (Appendix 1b) to the respective sub-folder
- ☐ Grant access rights of all uploaded files to "Anyone with the link"

An example



4. Final Submission

- ☐ Fill in the Entry Submission Form (Appendix 1a), including the main folder link(s) to the entries
- ☐ Save the form as: "SCS_Level_School name.pdf" (e.g. *SCS_Primary_ABC Primary School.pdf*)
- ☐ Send the form via email to ele@edb.gov.hk using the subject line: "SCS_Level_School name" by **6:00 p.m., 19 March 2027**
- ☐ Keep the folder links active until **30 April 2027**

Important Reminders:

- Make sure the school name and student names in the Entry Submission Form are correct as they will be printed on the certificates
- Keep a backup of all files
- Do NOT modify any files once submitted

Annex 2

Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom" 2026/27 – SOW Readathon 2026/27

Aims / Objectives

Building on the successes of the past two years, the SOW Readathon is organised once again with an aim to further promote students' reading interests and habits as well as nurture a reading culture in schools through immersive school-based reading activities. The SOW Readathon this year centres around the overarching theme **"SOW the Reading Seed – The Spark Within, The Words Beyond"** and the four sub-themes **"Mindful Messages: The Power of Self-care"**, **"Echoes of Empathy: From Pages to Presence"**, **"Community Chronicles: Exploring Our City, Sharing Our Story"** and **"Heritage and Harmony: Wisdom across Cultures"**. Schools are encouraged to provide students with holistic learning experiences through cross-curricular collaboration to enhance their language skills and multimodal literacy, broaden their imagination, and cultivate a lifelong passion for reading.

Details

2. The SOW Readathon 2026/27 is open to **all primary and secondary schools** in Hong Kong and will be held within the period **from November 2026 to June 2027**. 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 Appendix 2a. Interested schools should complete the Registration Form (Appendix 2b) in fillable PDF format and return it by email to ele@edb.gov.hk **by 6:00 p.m. on 4 November 2026 (Wednesday)**.

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 3** (Appendix 2c) that suggests a variety of challenges to support their organisation of student activities. The booklet contains a number of "Reading Challenges", which vary in levels of difficulty and nature, such as reading to discover ways of practising self-care, stories from Hong Kong's local community, as well as wisdom in proverbs from different cultures and around the world. Participating students of registered schools, who are the SOW Reading Rangers, will be awarded **an electronic certificate** issued by the EDB upon completion of **three or more** challenges with teachers' validation;

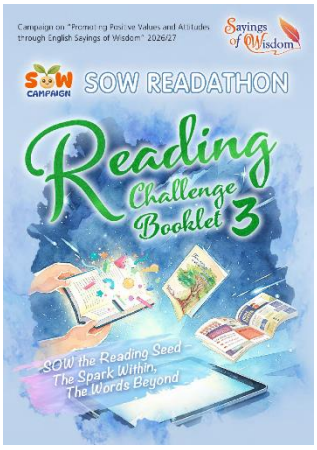
ii) a copy of the **"Worlds of Wonder" Display Poster** [2 m (W) x 1.5 m (H)] and

Cutouts (Appendix 2c) to support schools in organising school-based reading-related activities. Participating schools are encouraged to display the poster on campus and invite students, school staff and parents to write messages, reflections or encouraging words on the cutouts, inspired by the overarching theme and the four sub-themes of the SOW Campaign 2026/27. The cutouts may then be affixed to the poster to help spread positive vibes across the school community; and

iii) **SOW Reading Ranger Badges** and **Sowy Bag Charms** (Appendix 2c) as awards for students who demonstrate active participation and remarkable achievement in the Reading Challenges. Schools may select outstanding SOW Reading Rangers to receive the awards based on their participation and performance in the activities. Details of the suggested award criteria are set out in the SOW Reading Challenge Booklet 3.

iv) **Sowy Mascot Visit Service** (Appendix 2c) is available upon request on a first-come, first-served basis to support school-based reading-related activities from **November 2026 to July 2027** (weekdays excluding Hong Kong public holidays). Each visit will last for up to **one hour**. As a non-verbal character, Sowy may participate in interactive sessions facilitated by teachers or school staff, such as reading promotion activities, simple language games, classroom or campus pop-in visits, photo-taking sessions, and prize-giving ceremonies or sharing sessions, with a view to enhancing students' interest in reading and fostering a joyful reading culture on campus. Schools may indicate in the Registration Form (Appendix 2b) whether they wish to request the service. A confirmation email will be sent to the school if Sowy's visit is confirmed.
(*Note: The Sowy mascot visit service will be available until 16 July 2027 to provide schools with greater flexibility in engaging students in reading activities with Sowy*.)

4. The print version of the SOW Reading Challenge Booklet 3, the "Worlds of Wonder" Display Poster and Cutouts, the SOW Reading Ranger Badges, as well as the Sowy Bag Charms will be sent to registered schools in November 2026. The SOW Reading Challenge Booklet 3 is 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 Appendix 2d. 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	Ms Kate WONG	2892 6481

Planning and Implementation of the SOW Readathon

Registration (*14 October 2026 – 4 November 2026*)

Please complete the fillable PDF form (Appendix 2b) downloadable via the QR Code or https://www.edb.gov.hk/Readathon-form, and return it by email to ele@edb.gov.hk with the subject line "Readathon_School Name" (e.g. *Readathon_ ABC Primary School*) **by 6:00 p.m., 4 November 2026 (Wednesday)**.

Implementation

Period

- Schools can freely choose the dates (any time between November 2026 and June 2027) 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 (Appendix 2c) for organising the school-based activities, including the SOW Reading Challenge Booklet 3, "Worlds of Wonder" Display Poster and Cutouts, SOW Reading Ranger Badges and Sowy Bag Charms, 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.
  - Schools may also request the Sowy mascot visit service to enhance students' interest in reading and foster a joyful reading culture on campus. Sowy may participate in interactive sessions facilitated by teachers or school staff. Activity suggestions are listed in Appendix 2b.

- ***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.
  - An electronic **certificate** of recognition will be awarded to all SOW Reading Rangers upon completion of **three or more** Reading Challenges in the SOW Readathon.
  - Schools can select SOW Reading Rangers, based on their participation and performance in the activities, to receive (an) additional SOW Reading Ranger Badge(s) or Sowy Bag Charm(s).
  - These 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 (Appendix 2d) and send it via email to ele@edb.gov.hk **by 6:00 p.m., 30 June 2027 (Wednesday)**.

Records for Sowy Mascot Visit Service

* To provide schools with greater flexibility in engaging students in reading activities with Sowy, the Sowy mascot visit service will be available until 16 July 2027. Schools receiving the service are required to submit **at least 10 photos** of the mascot activities separately from the school-based record. Schools should ensure that the necessary parental/guardian consent has been obtained for students appearing in the photos for the EDB's use of such photos for promotional and educational purposes.

Format

* At least 10 photos; a short video clip may also be included (File types: jpg/png, pdf, mp4)

Submission Period

* **Within two weeks after the visit**. Please upload the photos to a shared drive and email the link to ele@edb.gov.hk with the subject line "SowyVisit_School Name". Access rights should be granted to "Anyone with the link".

Download the Registration Form from:

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

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

- Email the form to ele@edb.gov.hk by **6:00 p.m., 4 November 2026 (Wed)**.
- Email subject: e.g. Readathon_School Name

Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom" 2026/27 – SOW Readathon (Registration 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: _____
	Post Title:
	Telephone No.:
	Email:

II) Initial Plan	
Planned implementation period:	* 2026: ☐ Nov ☐ Dec 2027: ☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun
Target Level(s) of Students: [*You may tick more than one box.*]	* ☐ P1 ☐ P2 ☐ P3 ☐ P4 ☐ P5 ☐ P6 ☐ S1 ☐ S2 ☐ S3 ☐ S4 ☐ S5 ☐ S6
Expected Total Number of Participants: [*An estimate will suffice.*]	
Activities to be Held: [*You may tick more than one box.*]	* ☐ Reading challenges ☐ Game booths ☐ Book fairs ☐ Thematic talks ☐ Reading Day(s)/Week(s)/Festival ☐ Book clubs ☐ Competitions ☐ Meet-the-author talks/activities ☐ SOW-related competitions organised by the EDB ☐ Other: _____ (Please specify.)

* *Please tick the appropriate box(es).*

SAMPLE
Please use the electronic form.

Collaborative Partners: [*You may tick more than one box.*]	* ☐ English Language Education KLA ☐ 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.)
III) Sowy Mascot Visit Service#	
Request for Sowy Mascot Visit Service	* ☐ Yes ☐ No
If yes: Proposed month of visit: [*You may tick more than one box.*]	2026: ☐Nov ☐Dec 2027: ☐Jan ☐Feb ☐Mar ☐Apr ☐May ☐Jun ☐ Jul Preferred date of visit (if applicable): _____ Preferred timeslot (if applicable): * ☐ AM ☐ PM
Proposed activity / occasion: [*You may tick more than one box.*]	☐ Reading promotion activity ☐ Prize-giving ceremony ☐ Sharing session ☐ Classroom pop-in visit ☐ Photo-taking session ☐ Simple interactive game(s) facilitated by teachers ☐ Other: _____
Consent to filming for video production ^	* ☐ Yes ☐ No

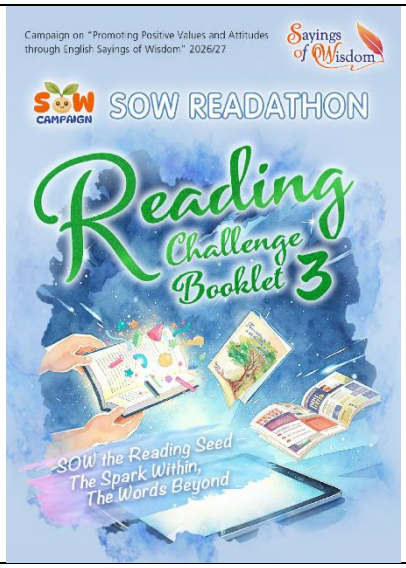
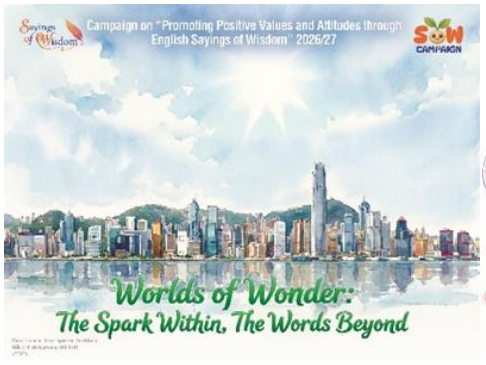
*# Schools receiving the Sowy mascot visit service are required to submit **at least 10 photos** of the mascot activities **within two weeks** after Sowy's visit and to ensure that the necessary parental/guardian consent for students appearing in the photos has been obtained for the EDB's use of such photos for promotional and educational purposes.*

^ A crew will be sent by the EDB to shoot footage of the Sowy mascot visit for video production. The videos will be disseminated on the EDB website, SOW webpage and/or other platforms for promotional and educational purposes. The school should obtain parental/guardian consent.

** Please tick the appropriate box(es).*

SAMPLE
Please use the electronic form.

Resource materials developed in support of the SOW Readathon

SOW Reading Challenge Booklet 3		Electronic version is also available at the following webpage: www.edb.gov.hk/Readathon
"Worlds of Wonder" Display Poster and Cutouts	 	
SOW Reading Ranger Badges		
Sowy Bag Charm		
Sowy Mascot		**Dimensions:** Height: about 220 cm Body width: 172 cm (including arm span)

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 2027 (Wednesday).**
- Email subject:
  e.g. ReadathonRecord_School Name

Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom" 2026/27 – SOW Readathon (School-based Record 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: _____
	Post Title:
	Telephone No.:
	Email:

II) School-based Record

Level(s) of Participating Students: [*You may tick more than one box.*]	* ☐ P1 ☐ P2 ☐ P3 ☐ P4 ☐ P5 ☐ P6 ☐ S1 ☐ S2 ☐ S3 ☐ S4 ☐ S5 ☐ S6
Total Number of Students Participating in the SOW Reading Rangers Scheme: [*An estimate will suffice.*]	

III) SOW Reading Rangers Scheme

Please fill out the Rangers list available at: https://www.edb.gov.hk/Reading-rangers. Kindly 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.

Schools are also encouraged to submit highlights of the Reading Rangers' work on the Reading Challenges (e.g. excerpts of students' works, photos of the activities) together with the school-based record.

** Please tick the appropriate box(es).*

SAMPLE
Please use the electronic form.

In recognition of students' performance in the SOW Reading Rangers Scheme, awards are suggested as follows:

	Reading Rangers	**All-round Readers** (Tick the "All-round Reader" box for these students in the Rangers list.)	**Outstanding Reading Rangers** (Tick the "Outstanding Reading Ranger" box for these students in the Rangers list.)
Award	**Electronic Certificate of Appreciation**	**Electronic Certificate of Appreciation and SOW Reading Ranger Badges**	**Electronic Certificate of Appreciation and Sowy Bag Charms**
Criteria	Students completing any **three Reading Challenges**	Students completing **at least one Reading Challenge under each sub-theme**	Students completing **all three Reading Challenges** under "Community Chronicles: *Exploring Our City, Sharing Our Story"*

IV) Sharing of Good Practices

Please include a short description below capturing the highlights of the SOW Readathon in no more than 100 words.

Please upload the school-based record (Format types: docx, pdf, pptx,jpg/png, mp4) to a shared drive (e.g. Google Drive/Microsoft OneDrive) and provide the link for downloading the record in the space below. Access rights of the uploaded files should be granted to "Anyone with the link".

V) 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 right. The Education Bureau takes no liability whatsoever for infringement. Please visit the following website for details related to intellectual property: https://ipd.gov.hk/en/ip-overview

(b) Prior consent for the use of the content of the school-based records has been obtained from the individuals appearing in the school-based records (e.g. parents, teachers, students).

(c) The Education Bureau retains the right to edit, modify, publish and use in full or part of the content of the school-based records submitted (including student works/images/videos) in any form for display and educational purposes without getting further permission from the school or individuals appearing in the school-based records (e.g. parents, teachers, students); and without offering any further compensation in any form.

* ☐ Agree ☐ Disagree

SAMPLE
Please use the electronic form.

** Please tick the appropriate box(es).*

Annex 3

Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom" 2026/27 – Animal Photopoetry Creative Challenge 2026/27

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 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 national identity and commitment – assigned for the Competition Day.

Rules and Regulations

- Each participant should submit only ONE entry (i.e. ONE photograph and ONE poem) for the Competition. Any entry submission that is incomplete or does not comply with the entry requirements, rules and regulations may be disqualified.
- Plagiarism is strictly prohibited.
- Each entry should be the original work of the participant, comprising a photograph taken and a poem written on the day of the Competition, and must not have been published or submitted to other competitions.
- Teachers and participants must ensure the responsible and ethical use of artificial intelligence (AI) throughout the creation process.
- Entries shall NOT include any information or content that is obscene, abusive, violent or 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 have a minimum resolution of 8 megapixels (8MP) and be submitted in JPG/JPEG/ PNG/HEIC format, with a 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. Post-editing using computers or mobile phones and/or AI-assisted modifications, including but not limited to changes in colours and the addition of lines, watermarks or patterns, are not permitted. 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 such proof.

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 must not have been published previously.
  (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 entry that infringes an intellectual property right will not be accepted.
- The EDB takes no liability whatsoever for such infringement.
- The EDB reserves the right to edit, modify, publish and use any entries in any forms for display and educational purposes, and its decision on such matters shall be final.

Application

- Each school should enrol 10 students for the Competition and assign up to two 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 16 November 2026 (Monday) to 4 December 2026 (Friday)**.

30th Anniversary Thematic Division

- To commemorate the 30th anniversary of the establishment of the HKSAR, the Competition this year will feature a special *30th Anniversary Thematic Division*.
- Each school should nominate three entries for this division. The nominated entries should feature at least two animal species native to our country and/or Hong Kong[1]. Outstanding entries will be selected for the *Bauhinia Award* and *Native Species Ambassador Award.*

Adjudication

- An adjudication panel comprising language and art professionals/practitioners and representatives from the EDB will select the award-winning entries.
- Entries will be assessed based on the following criteria:
  (a) content and message of the poem and photograph (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;
  (e) artistic quality and photography skills; and
  (f) [30th Anniversary Thematic Division only] relevance to the theme of the 30th Anniversary of the Establishment of the HKSAR (e.g. expression of national pride, affection for and a sense of belonging to our country and Hong Kong, as well as the close bond between Hong Kong and the Motherland).

[1] These animals include the following: [Mammals] Giant Panda, Red Panda, and Sichuan Golden Snub-nosed Monkey; [Amphibians] Chinese Giant Salamander, Hong Kong Newt, and Romer's Tree Frog; [Reptiles] Beale's-eyed Turtle, Big-headed Turtle, Chinese Alligator, Golden Coined Turtle, and Green Sea Turtle.

Awards and Prizes

<table>
<tr><th>Division</th><th>Award</th><th>Prizes</th></tr>
<tr><td rowspan="3">Main Division</td><td>Outstanding Award
[About 15]</td><td rowspan="5">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 flipbook (Appendix 3b), and displayed on relevant webpage and exhibitions; and
[Outstanding Award and Bauhinia Award only] an Ocean Park Annual Pass.</td></tr>
<tr><td>Commendable Award
[About 20]</td></tr>
<tr><td>Grand Jury Photography Award
[About 5]</td></tr>
<tr><td rowspan="2">30th Anniversary Thematic Division</td><td>Bauhinia Award
[About 10]</td></tr>
<tr><td>Native Species Ambassador Award
[About 20]</td></tr>
</table>

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	CDI020270553	CDI020270528
Date	13 November 2026 (Friday)	27 November 2026 (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	

Important Dates

Date	Event
13 November 2026 (Friday)	Competition Launch Briefing (Online)
16 November 2026 (Monday) to 4 December 2026 (Friday)	Application (Online)
27 November 2026 (Friday)	Professional Development Programme for Teachers: Animal Photography and Photopoetry Writing Workshop (Refreshed)
25 January 2027 (Monday)	Pre-competition Briefing for Participating Teachers (Online)
2 February 2027 (Tuesday)	**The Competition Day (9:00 a.m. – 3:30 p.m.)**
April 2027	Announcement of results through the Competition webpage

Inclement Weather Arrangements

The Competition will be postponed if:

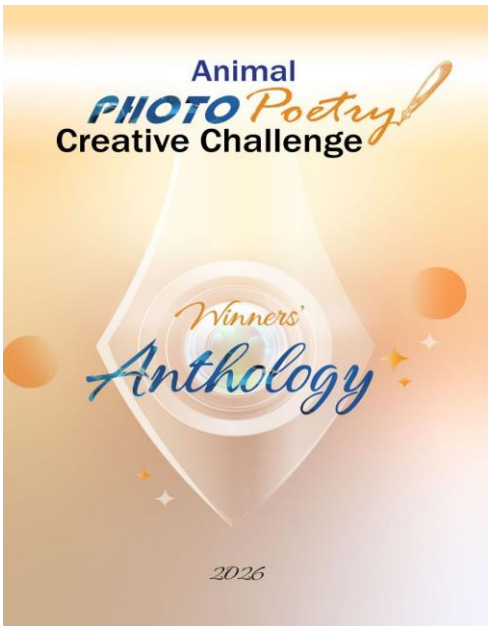
- Tropical Cyclone Warning Signal No. 3 or above, or the Red or Black Rainstorm Warning Signal, is in force three hours before the activity is scheduled to begin; or
- the EDB has announced class suspension for secondary schools due to inclement weather.

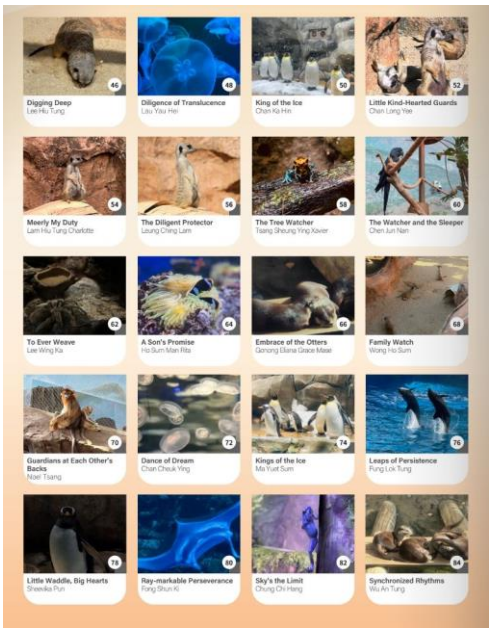
Contact Persons

- Ms Ada LAM, English Language Education Section (cdoe2@edb.gov.hk / 2892 6572)
- Ms Jessie HO, Arts Education Section (cdova1@edb.gov.hk / 3698 3538)


中華人民共和國香港特別行政區政府
教育局
Education Bureau
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China
Ocean Park Hong Kong
Animal
PHOTO Poetry
Creative Challenge
動物攝影「詩」創意大挑戰
See you in Ocean Park!
海洋公園見!
02.02.2027
查詢 For enquiries:
2892 6572 / 3698 3538
網址 Website:
www.edb.gov.hk/AnimalPhotopoetry

Winners' Anthology 2026

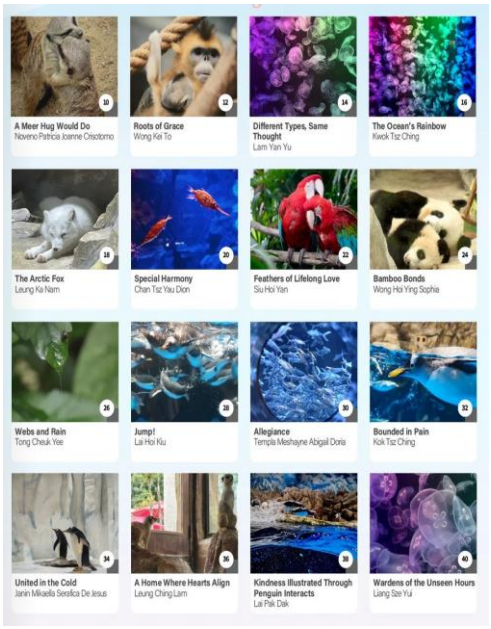




https://edb.gov.hk/AnimalPhotopoetry_2026

Winners' Anthology 2025





https://edb.gov.hk/AnimalPhotopoetry_2025

Annex 4

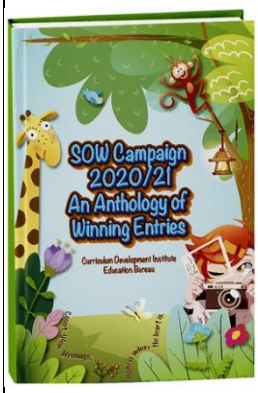
Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom" 2026/27 – Selected Sayings of Wisdom (SOW)

Sub-theme	Saying of Wisdom
Mindful Messages: The Power of Self-care	"Our first and last love is self-love." *— Christian Nestell Bovee*
	"We must be our own before we can be another's." *— Ralph Waldo Emerson*
	"Within you, there is a stillness and a sanctuary to which you can retreat at any time and be yourself." *— Hermann Hesse*
Echoes of Empathy: From Pages to Presence	"A single act of kindness throws out roots in all directions, and the roots spring up and make new trees." *— Amelia Earhart*
	"Be kind, for everyone you meet is fighting a hard battle." *— Ian Maclaren*
	"There are many attitudes to choose from, but I believe the most powerful are: An attitude of gratitude, An attitude of action, An attitude of empathy, An attitude of forgiveness." *— Nick Vujicic*
Community Chronicles: Exploring Our City, Sharing Our Story	"The greatness of a community is most accurately measured by the compassionate actions of its members." *— Coretta Scott King*
	"When you look at a city, it's like reading the hopes, aspirations and pride of everyone who built it." *— Hugh Newell Jacobsen*
	"My community transcends time in the sense that I stand on the shoulders of those who have come before me, and I am energised and inspired by those who come after me." *— Michelle Yeoh*
Heritage and Harmony: Wisdom across Cultures	"Strength lies in differences, not in similarities." *— Stephen R. Covey*
	"Our cultural strength has always been derived from our diversity of understanding and experience." *— Yo-Yo Ma*
	"Our rich and varied cultural heritage has a profound power to help build our nation." *— Nelson Mandela*

Annex 5

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





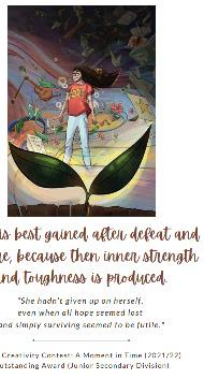
SOW Campaign 2022/23



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.

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.

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



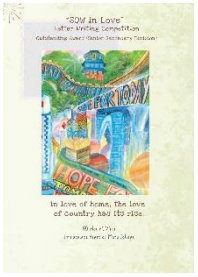
SOW Campaign 2024/25

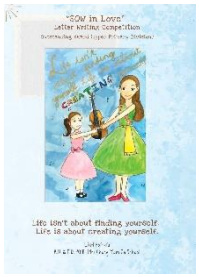


SOW Year Planner 2025

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





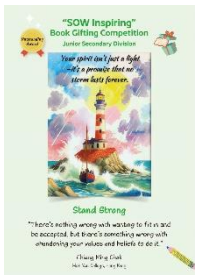
SOW Campaign 2025/26

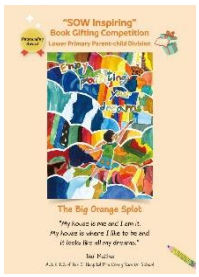


SOW Year Planner 2026

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





SOW Campaign Fifth Anniversary Virtual Exhibition

To commemorate the fifth anniversary of the SOW Campaign, an interactive exhibition was held on 20 September 2025 to showcase its five-year journey from the 2020/21 to 2024/25 school years, featuring award-winning student works, schools' achievements, learning and teaching resources, and other highlights. A virtual version is available online and can be viewed via the link below:

https://e-gallery.edb.edcity.hk/?p=30395&post_type=event&preview=1&_ppp=e9309a6a53







SOW Campaign 2026/27



SOW Year Planner 2027

The SOW Year Planner 2027 showcases 12 outstanding entries of the "SOW Your Discovery" Multimodal Composition Contest held in the 2025/26 school year.

https://www.edb.gov.hk/sow_planner2027



