EDUCATION BUREAU CIRCULAR MEMORANDUM No. 195/2026

From:	Secretary for Education	To:	Heads of Primary and Secondary Schools (excluding ESF Schools and International Schools)
Reference:	1125-2055-8060-9065-00026-02-P002		
Date:	26 October 2026		

Student Showcase Scheme – "Speak Your Mind!"

Summary

This circular memorandum aims to invite primary and secondary schools to participate in the Student Showcase Scheme, **"Speak Your Mind!"** (the Scheme), organised by the English Language Education (ELE) Section of the Curriculum Development Institute (CDI), Education Bureau (EDB) in the 2026/27 school year.

Background

2. To further support schools in enhancing students' confidence and engagement in using English for communication, the EDB has pledged in the Chief Executive's 2026 Policy Address to organise a series of territory-wide English speaking activities for students. In this connection, the Scheme is launched in the 2026/27 school year to provide a platform for publishing outstanding English videos produced by primary and secondary students on the designated "Speak Your Mind!" YouTube channel (youtube.com/@speakyrmind), showcasing their creativity and multimodal communication skills across a wide range of topics.

Details

3. Students are invited to create short videos of one to three minutes on a topic of their choice. The topic should be based on one of the eight themes related to students' daily lives or one of the three special themes in celebration of the 30th anniversary of the establishment of the HKSAR (for details of the themes, please refer to Annex II). The video should feature students speaking in English or incorporate their own English voice-over narration. Outstanding entries will be published on the Scheme's YouTube channel to celebrate and showcase students' achievements. Excerpts from the published entries may also be featured in the EDB-sponsored Radio Television Hong Kong (RTHK) Radio 3 English-learning programme, "*In the Common Room*", which is also broadcast on RTHK TV 31 and available on RTHK TV 31's webpage and social media platforms.

Curriculum Resources

4. To support schools in implementing the Scheme, a range of curriculum resources on content creation and multimodal communication will be available online in the 2026/27 school year. These

include masterclass videos and learning and teaching resources covering topics such as idea generation, digital storytelling and the creative use of English. In addition, two hands-on workshops on content creation will be organised in collaboration with RTHK to equip students with the knowledge and skills needed to create effective and engaging video content (see Annex III). Schools are encouraged to utilise these resources to enrich students' English language learning experiences within and beyond the classroom. For more information and updates on these curriculum resources, please visit the Scheme webpage:

edb.gov.hk/SpeakYourMind

5. To promote the Scheme, two posters (see Annex I) will be sent to schools by post within three weeks after the issue of this circular memorandum. Schools are encouraged to display the posters on campus to bring the Scheme to the attention of teachers, students and parents.

Entry Submission

6. Participating students should submit their entries through their schools. Schools should upload the entries, together with the completed **Entry Submission Form** and **Declaration and Consent Form**, to a cloud storage drive (e.g. Google Drive or Microsoft OneDrive) and email the download link to the ELE Section of the CDI, EDB (ele@edb.gov.hk) **between 1 November 2026 and 15 June 2027**. There is no limit on the number of participants from each school, and students may submit multiple entries. For details of the entry and submission requirements, please refer to Annex II.

Contact Persons

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

Primary Level	Ms Stephanie LO	cdoe6@edb.gov.hk	2892 6574
Secondary Level	Ms Thordia NG	cdoe4@edb.gov.hk	2892 5433

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for Secretary for Education

c.c. Heads of Sections – for information

Annex I

Student Showcase Scheme – "Speak Your Mind!"

Posters





Annex II

Student Showcase Scheme – "Speak Your Mind!"

Notes to Schools

1. Aims / Objectives

- To enhance students' confidence and engagement in using English for communication
- To celebrate and showcase students' creativity and multimodal communication skills

2. Entry Requirements

- Participants should be full-time students of primary and secondary schools in Hong Kong.
- The Scheme is divided into two divisions:

Division	Eligibility
Primary	Primary 1 to Primary 6 students
Secondary	Secondary 1 to Secondary 6 students

- Entries can be submitted on an individual or group basis.
- All entries should be submitted through the schools of the participants.
- There is no limit to the number of entries from each school.

3. Themes

- Participants should submit a short video on one of the following themes:

Cultural Kaleidoscope	*Flavours and Feasts*	*Fun and Thrills*	*Journeys of Learning / Reading*
Loved Ones and Laughs	*Paws, Claws and Wild Wonders*	*Tech Frontiers*	*Travel Adventures*

Special Themes in Celebration of the 30th Anniversary of the Establishment of the HKSAR

Discovering Hong Kong	*Hong Kong: Stories That Inspire*	*The Best of Hong Kong*

4. Video Length and Format

- Each entry should be between one and three minutes in length.
- Each entry should either feature students speaking in English or incorporate their own English voice-over narration.
- The mode of presentation is not restricted. Participants may use a variety of methods and

media (e.g. background music, sound effects, photographs and animation effects) to convey their messages, provided that all materials used in the videos are copyright-free.

- Both horizontal (landscape) and vertical (portrait) videos fulfilling the following requirements are eligible for submission:

Horizontal (Landscape)	• Aspect ratio: 16:9 • Minimum Resolution: 1920 x 1080 pixels • Format: MP4
Vertical (Portrait)	• Aspect ratio: 9:16 • Minimum Resolution: 1080 x 1920 pixels • Format: MP4

- Winning videos from the Pilot Scheme in the 2025/26 school year are available for viewing on the Scheme's YouTube channel (youtube.com/@speakyrmind). Schools are encouraged to refer to these entries when guiding and supporting students in the creation of their videos.

5. Rules and Regulations

- Each entry should be based on one of the themes listed in Part 3.
- Each participant may submit multiple entries; however, each entry should be submitted under a different theme.
- Schools are encouraged to submit entries related to the special themes celebrating the 30th anniversary of the establishment of the HKSAR.
- The tagline "Think Big, Shine Bright, Speak Your Mind!" should be clearly displayed and explicitly mentioned in each entry, preferably towards the end.
- The recording should be clear and audible.
- Notes and cue cards can be used at the participant's discretion.
- Non-copyrighted props may be used. Book and film covers/posters, as well as commercial displays such as brand names or logos appearing in the background, should not be shown in the video.
- Entries must be original works that have neither been published nor submitted to any other activities or competitions, except for internal school activities conducted during the 2026/27 school year.
- Plagiarism is strictly prohibited. Proper attribution of any external sources used (e.g. background music and quotes from books) must be provided.
- Entries shall not contain any content that is obscene, abusive, violent, defamatory, or that violates the laws of the HKSAR.
- Please note that incomplete entries, or entries that fail to comply with the entry requirements, video length and format requirements, or the rules and regulations, may be disqualified.
- The EDB reserves the right to amend the rules and regulations, selection criteria, and awards and prizes of the Scheme.

6. Use of Artificial Intelligence (AI)

- Participants are welcome to use AI tools to assist the creation and/or editing of the non-language elements of the videos (e.g. images, audio, visual design). To promote ethical and responsible use of AI, any such use must be declared upon submission. Failure to provide the required declaration may result in disqualification.

7. Submission of Entries

- Five submission periods are scheduled between **1 November 2026 and 15 June 2027**. Schools are encouraged to submit entries for each submission period to maximise the opportunities for students' videos to be published.

Batch	Submission Period
1	1 November – 15 December 2026
2	16 December 2026 – 31 January 2027
3	1 February – 15 March 2027
4	16 March – 30 April 2027
5	1 May – 15 June 2027

- Schools should adhere to the following submission procedures and file-naming conventions:

Submission Procedures (for each round of submission)	• A main folder and two sub-folders should be created for each round of submission. • The following forms, which can be downloaded from the Scheme webpage (edb.gov.hk/SpeakYourMind), should be uploaded to the main folder: ➢ the **Entry Submission Form** in both PDF and Excel formats; and ➢ the **Declaration and Consent Form** from each participating student in PDF format. • All videos (in MP4 format) should be uploaded to the two sub-folders: ➢ Sub-folder 1: Entries nominated for the "Notable Content Creator Award" (up to five entries); and ➢ Sub-folder 2: All remaining entries • Entries should follow the order of submission specified in the Entry Submission Form. • The folders, documents and video entries should be uploaded to a cloud storage drive (e.g. Google Drive or Microsoft OneDrive) with access set to "Anyone with the link". • The download link to the main folder should be sent by email to the ELE Section of the CDI, EDB (ele@edb.gov.hk) by the last day of each designated submission period specified above. The same link should also be provided in the Entry Submission Form.

	• The download link should remain valid from the date of submission until 31 August 2027. • Submissions made by other means will not be accepted. • No changes may be made after entries have been submitted to the EDB. • The EDB reserves the right to disqualify any entry without prior notice if the files or entries cannot be accessed through the link provided.
File Naming Conventions	• Main folder: "SYM_Division(Pri/Sec)_School_Date(YYYYMMDD)" (e.g. *SYM_Pri_Unity Primary School_20261201*) • Sub-folder 1 (for up to five entries nominated for the "Notable Content Creator Award"): "SYM_Division(Pri/Sec)_School_Date(YYYYMMDD)_Award" (e.g. *SYM_Pri_Unity Primary School_20261201_Award*) • Sub-folder 2 (for all remaining entries): "SYM_Division(Pri/Sec)_School_Date(YYYYMMDD)_Main" (e.g. *SYM_Pri_Unity Primary School_20261201_Main*) • Entry Submission Form (in both PDF and Excel formats): "SYM_Division(Pri/Sec)_School_Date(YYYYMMDD)" (e.g. *SYM_Pri_Unity Primary School_20261201.pdf/xlsx*) • Declaration and Consent Form (in PDF format): "SYM_Division(Pri/Sec)_School_Student_Class(Class Number)" (e.g. *SYM_Pri_Unity Primary School_LeeWaiMing_P4A(2).pdf*) • Video Entry (in MP4 format): "SYM_Division(Pri/Sec)_School_Entry Number" (e.g. *SYM_Pri_Unity Primary School_02.mp4*)

8. Awards and Prizes

Notable Content Creator Award	Each video selected for publication will receive: - a HK$300 book coupon - an e-Certificate of Appreciation for each participating student
Most Active School Participation Award	One primary school and one secondary school submitting the highest number of eligible entries in each submission period will receive: - an e-certificate - a filming device
Champion School Participation Award	One primary school and one secondary school submitting the highest number of eligible entries across all submission periods will receive: - a trophy - a premium filming device

9. Selection Criteria for Publication

- The selection panel comprises EDB officers from the ELE Section, members of the Curriculum Development Council Committee on English Language Education, and other English language experts.
- Videos will be selected for publication based on the following criteria:
  - **Content** – Communicates positive values and attitudes through meaningful ideas, insightful messages and relevant content that engage the audience;
  - **Multimodal Communication** – Demonstrates effective communication through clear speech, appropriate language use and the purposeful integration of visual, audio and other multimodal elements to convey meaning and engage the audience; and
  - **Creativity** – Showcases originality and imagination through the creative use of English and engaging presentation techniques.
- The decision of the selection panel will be final.
- The EDB reserves the right to remove or replace any videos that have been published on the Scheme's YouTube channel as considered appropriate without prior notice. The EDB's decision on such matters shall be final.
- Results will be announced on the Scheme webpage. Schools are encouraged to visit the webpage regularly to check the results.

10. Intellectual Property

- All participating students and schools should note and agree with the following terms:
  - All entries should be original and have not been published on any occasions, except for internal school activities held within the 2026/27 school year.
  - All entries have not entered and will not enter any other activities or 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: ipd.gov.hk
- 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 and use any entries in any forms for publicity and educational purposes, and has the final decision of the above actions.

11. Personal Information Collection Statement

- Schools should provide the necessary personal data in the Entry Submission Form 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, display on the Scheme's YouTube channel, results announcement, prize presentation arrangements and promotional purposes.
- For the above purposes, the name and school name of the participants and relevant persons may be disclosed through the EDB website, other websites and/or other media.

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Submission Checklist for Teachers

For each round of submission:

1. Collect Entries	☐ Collect entries for submission ☐ Ensure that entries include the tagline ☐ Confirm that all rules and regulations are met
2. Prepare Files for Submission	☐ Complete the **Entry Submission Form** and the **Declaration and Consent Form** (available for download from the Scheme webpage) ☐ Ensure that all files are in the required formats: - Entry Submission Form: PDF format (with the school chop and school head's signature) and Excel format - Declaration and Consent Form: PDF format - Video entries: MP4 format
3. Upload Files to a Cloud Storage Drive	☐ Create one main folder and two sub-folders for the current submission round ☐ Ensure that the folders are named according to the prescribed naming conventions ☐ Upload all completed forms and video entries to the appropriate folders: – Main Folder: Entry Submission Form and Declaration and Consent Form – Sub-folder 1: Up to five entries nominated for the "Notable Content Creator Award" – Sub-folder 2: All remaining entries ☐ Set the access permission to "Anyone with the link" ☐ Keep the download link to the main folder active until 31 August 2027
4. Submit the Download Link	☐ Paste the download link into the Entry Submission Form ☐ Email the download link to the ELE Section of the CDI, EDB (ele@edb.gov.hk) using the subject line: "SYM_Division_School", within each designated submission period

Points to Note

- Make sure the school name and student name(s) are correct, as they will be printed on the e-certificates.
- Keep backup copies of all submitted files and video entries.
- Do NOT make any changes to the submitted files or video entries after submission.

Annex III

Student Showcase Scheme – "Speak Your Mind!"
Workshop on Content Creation

To support schools in implementing the Scheme, the English Language Education (ELE) Section of the Curriculum Development Institute, Education Bureau (EDB) is organising two workshops on content creation in collaboration with Radio Television Hong Kong (RTHK).

Aims / Objectives

- To equip students with the knowledge and skills needed to create effective and engaging video content
- To enhance students' confidence in using English for communication through voice training and on-screen performance
- To provide students with hands-on filming experience

Workshop Details

Date and Time	Event 1 (for primary students) 9 January 2027 (Sat) 2:00 – 6:00 p.m.	Event 2 (for secondary students) 20 February 2027 (Sat) 9:00 a.m. – 1:00 p.m.
Venue	Studio 1, RTHK Broadcasting House, 30 Broadcast Drive, Kowloon Tong	
Instructors	Experienced broadcasters and production professionals from RTHK	
Medium of Instruction	English	
Content	• Developing Creative Ideas • Enhancing Vocal Delivery • Performing on Screen • Filming with a Mobile Device • Putting Cinematography into Action	

Enrolment

- Each school may nominate up to two students, accompanied by one teacher, to attend the workshop.
- **Registration Form** can be downloaded from the Scheme webpage (edb.gov.hk/SpeakYourMind). Schools should complete the from and return it by email to the ELE Section (ele@edb.gov.hk) **on or before 20 November 2026 (Friday)**.
- Places are limited and will be allocated on a **first-come, first-served basis**. Successful applicants will be notified by email in December.

Points to Note

- Each participating team should bring at least one fully charged filming device (e.g. tablet or smartphone) with sufficient storage for the hands-on practice session.
- Any use of AI tools should comply with the requirements set out in Part 6 of Annex II.
- Schools are encouraged to support students in applying what they have learnt in the workshop to create video entries for the Scheme.
- Photographs and video recordings will be taken during the workshop. The EDB may use these materials for record, publicity and educational purposes (e.g. on EDB webpages and in learning and teaching resources) without further permission from, or compensation to, the school or individuals concerned. Schools should obtain consent from parents/guardians before registration. If any student should not be photographed or filmed, please indicate this on the Registration Form, and appropriate arrangements will be made where possible.
- The workshops will be rescheduled if:
  - Tropical Cyclone Warning Signal No. 3 or above, or the Red or Black Rainstorm Warning Signal, is in force three hours before the workshop is scheduled to begin; or
  - the EDB has announced class suspension for the relevant school level due to inclement weather.

Contact Persons

For enquiries, please contact Ms Stacy LUK of the English Language Education Section (eaele2@edb.gov.hk / 28925855).