

“Read & Create” Financial Literacy and Entrepreneurial Spirit AI-Generated Short Video Challenge (2026/27)

Introduction

“Read & Create” Financial Literacy and Entrepreneurial Spirit AI-Generated Short Video Challenge (2026/27) (“the Activity”) is jointly organised by the EDB, the School of Business, Hong Kong Baptist University, and the Hong Kong Economic Times. The Activity consists of two parts, namely “Read & Know Online Quiz Challenge” and “Create & Show AI-Generated Short Video Competition”. The former aims to guide students to learn about the latest developments in financial technology and other innovative technologies, as well as their applications in daily life, through reading newspaper articles, thereby nurturing their financial literacy and entrepreneurial spirit. The latter encourages students to make good use of AI tools to create short videos, and to connect and enhance their financial literacy and digital literacy through the creation process.

Objectives

The Activity aims to cultivate students’ reading habits and financial literacy, and to guide them in learning about the latest developments in financial technology and other innovative technologies, as well as their applications in daily life, through reading, thereby nurturing their entrepreneurial spirit. At the same time, the Activity guides students to make good use of AI tools in creation, and to connect and enhance their financial literacy and digital literacy through the creative process. The Activity also emphasises the ethical use of relevant technologies, with a view to further strengthening students’ creativity, expression and communication skills, and nurturing the core competencies needed by future talent.

Target Participants

The target participants are Secondary 3 to 5 students. Schools may enrol students in Part 1, the Read & Know Online Quiz Challenge and/or Part 2, the Create & Show AI-Generated Short Video Competition.

Part 1: Read & Know Online Quiz Challenge

Activity Content

- The organisers will provide participating schools with a reading resource kit related to financial literacy and entrepreneurial spirit (*Chinese version only*), which includes reading

materials, multiple-choice questions and short-answer questions, for schools to arrange students' self-directed learning, use in reading lessons, or integrate into subject curricula to guide students' learning.

- Upon completing the reading, students answer 10 multiple-choice questions on the Hong Kong Education City website.

Number of Participants

- There is no limit on the number of student participants from each school. Schools may encourage all Secondary 3 to 5 students to participate.
- Each student can only attempt the online quiz once. Students found to have attempted more than once will be disqualified. There is no appeal mechanism for the activity.

Format of the Activity

- Students participate on an **individual basis**.
- Students answer 10 multiple-choice questions online. The questions are drawn from more than ten newspaper articles provided by the Hong Kong Economic Times, covering the latest developments in financial technology and other innovative technologies and their applications in daily life.

Awards

- Individual Awards: Students who answer at least 50% of the questions correctly will be awarded an e-Certificate of Commendation, and students who answer at least 80% of the questions correctly will be awarded an e-Certificate of Merit.
- School Awards: Participation rates will be calculated based on the total number of Secondary 3 to 5 students in the school. The five schools with the highest rates will receive the "Most Active Participating School Award" trophy and five one-year Hong Kong Economic Times hketPRO subscriptions.

Part 2: Create & Show AI-Generated Short Video Competition

Activity Content

- Students use AI tools to create a short video of no more than 2 minutes. The theme may be drawn from the reading resource kit of the Read & Know Online Quiz Challenge, or from other content related to financial literacy and entrepreneurial spirit and their

applications in daily life, such as the latest developments in financial technology and other innovative technologies. The competition aims to encourage students to make use of AI tools to create short videos, facilitate exchanges among students and promote relevant concepts to their peers to deepen their understanding and enhance learning effectiveness.

Number of Participants

- There is no limit on the number of participating teams from each school. Schools may encourage all Secondary 3 to 5 students to participate.
- **Schools are required to nominate no more than 3 entries from all participating entries to compete for the awards.**

Competition Format

- Students shall enter the competition **in teams of 1 to 3 members**. Each participant may submit **one entry** only. All entry information and entries must be submitted **through the school**.
- The School of Business of Hong Kong Baptist University will hold two identical half-day workshops on the production of AI-generated short videos on 21 and 28 November 2026 for schools to arrange student participation as needed. The workshops aim to enhance students' digital literacy, particularly the ethical and moral use of AI tools, and cover storytelling techniques for short videos. Details and registration arrangements will be announced later by email to the teachers-in-charge.

Submission Requirements

- **Format:** Vertical video with an aspect ratio of 9:16, with a resolution of at least 1080p (1080 x 1920), to be submitted in MP4 or MOV format. Entries must be stored in online storage and made available for download by the organisers. Please enable the relevant viewing and downloading permissions in advance. Entries that cannot be viewed or downloaded due to technical issues will be disqualified.
- **Language:** Cantonese, English or Putonghua
- **Duration:** No more than 2 minutes

Rules and Regulations

- All entries must be original works created using generative AI tools. They must not have been published previously or entered into any other competitions, and must not contain any unauthorised copyrighted images.
- Participants may use any generative AI tools to produce their videos. Teams nominated by schools to compete for awards must specify, on the submission form, the names of the tools used and any editing or post-production software/tools used, and provide all prompts used in producing the video entries.
- Participants must retain their works, including the prompt instructions or textual descriptions of AI-generated content, until the end of this school year, i.e. 31 August 2027.
- Participants must ensure that the content of their entries does not infringe any copyright or intellectual property rights (please refer to the relevant ordinances). The organisers shall not be held liable for any legal liability arising from infringement of copyright or intellectual property rights by any entry.
- Participating schools must ensure that the information and content of their entries align with the aims and objectives of the EDB curriculum, and do not contain obscenity, foul language, violence, defamation, content endangering national security, or any material that violates the laws of the Hong Kong Special Administrative Region. Otherwise, the entries will be disqualified.
- Entries must not be modified after submission.
- Regardless of whether the participating students win any awards, the organisers may use all or part of the submitted entries, including the names of the schools, for educational promotion, such as publicity and display, including but not limited to uploading the entries to webpages or social media platforms, or for other non-profit purposes. The organisers also have the right to modify, translate, adapt, use, copy and distribute the entries without obtaining further consent from the participating students or their schools, and without paying any fees to the participating students or their schools.
- The organisers reserve the right to reject any entry or disqualify any participating student without giving any explanation.
- Participating students, their parents and schools must agree that, once an entry is submitted, the organisers have the right to use the entry for the purposes stated in this Annex.
- All decisions made by the organisers for the competition are final and binding.
- The organisers reserve the right to interpret and modify the rules and all other related arrangements.

Judging Criteria

Judging Criteria	Weighting
<u>Theme Selection and Video Content</u> - Closely related to financial literacy and/or entrepreneurial spirit - Accurate conceptual elaboration, inspiring content and effective promotion of relevant ideas to peers	40%
<u>Application of AI Tools and Production Skills</u> - Effective use of AI tools - Smooth visuals with well-coordinated audio-visual effects	30%
<u>Creativity and Storytelling</u> - Lively and engaging narrative approach that effectively conveys the key message - Fast-paced editing and attractive visual design	30%

Awards and Prizes

- Create & Show AI-Generated Short Video Competition features the following awards.
Prizes to be awarded to each winning team are as follows:

Awards	Prizes
Champion	The team will receive a HK\$1,000 book coupon. Each student will be awarded a certificate and a one-year Hong Kong Economic Times hketPRO subscription. The school will be awarded a trophy.
1st Runner-up	The team will receive a HK\$800 book coupon. Each student will be awarded a certificate and a one-year Hong Kong Economic Times hketPRO subscription. The school will be awarded a trophy.
2nd Runner-up	The team will receive a HK\$500 book coupon. Each student will be awarded a certificate and a one-year Hong Kong Economic Times hketPRO subscription. The school will be awarded a trophy.
Most Creative Short Video Award	The team will receive a HK\$300 book coupon. Each student will be awarded a certificate and a one-year Hong Kong Economic Times hketPRO subscription.
Most Popular	The team will receive a HK\$300 book coupon.

Awards	Prizes
Short Video Award	Each student will be awarded a certificate and a one-year Hong Kong Economic Times hketPRO subscription.
Merit Award	The team will receive a HK\$100 book coupon. Each student will be awarded a certificate and a one-year Hong Kong Economic Times hketPRO subscription.

- All students participating in the Create & Show AI-Generated Short Video Competition will receive an e-certificate of participation.
- For school awards, the participation rates will be calculated based on the total number of Secondary 3 to 5 students in the school. The five schools with the highest rates will receive the Most Active Participating School Award trophy and five one-year Hong Kong Economic Times hketPRO subscriptions.
- All entries will undergo preliminary selection by the organisers. Shortlisted entries will be uploaded to a designated social media platform for public voting, and the entry accumulating the highest number of "Likes" within the specified period will receive the Most Popular Short Video Award.

Programme Schedule and Enrolment Method

Date	Details
From 20 October to 6 November 2026	<u>Enrolment</u> Schools should log into the Hong Kong Education City website (https://www.hkedcity.net/registration/form.php?reg_form_id=1525) (<i>Chinese version only</i>) using the account of the school principal, teacher or school administrator before the deadline, and complete and submit the enrolment form according to the instructions.  Schools must provide the primary email address of the teacher-in-charge for receiving the reading resource kit, as well as information about the half-day workshops on the production of AI-generated short videos and the Create & Show AI-Generated Short Video Competition. If a school fails to complete the enrolment procedures before the deadline, the results of its students will be deemed invalid even if they have logged in and submitted their answers.

Date	Details
Mid-November 2026	<u>Release of Reading Resource Kit</u> The organisers will send the reading resource kit to the primary email address of the teacher-in-charge for schools to arrange for students to read the relevant materials.
21 and 28 November 2026	<u>Half-day Workshops on Production of AI-Generated Short Videos</u> Schools may arrange for students to attend the workshops as needed. Places are limited and will be allocated on a first-come, first-served basis. Details and registration arrangements will be announced later via the primary email address of the teacher-in-charge.
From 8:00 a.m. on 1 December to 6:00 p.m. on 14 December 2026	<u>Read & Know Online Quiz Challenge</u> Participating schools should arrange for students to log into their Hong Kong Education City student accounts within the designated period and answer the questions for the Read & Know Online Quiz Challenge through the link below. Link to the Read & Know Online Quiz Challenge webpage (<i>Chinese version only</i>): https://game.hkedcity.net/read_know_challenge/ 
13 January 2027	<u>Submission Deadline of Entries for Create & Show AI-Generated Short Video Competition</u> Schools are required to submit the information of all students participating in the Create & Show AI-Generated Short Video Competition, as well as no more than three entries nominated by the school to the organisers on or before 13 January 2027 (Wednesday). Details will be announced via the primary email address of the teacher-in-charge in due course.
Late February or early March 2027 (Pending)	<u>Award Presentation Ceremony</u> Winning schools and students of Read & Know Online Quiz Challenge and Create & Show AI-Generated Short Video Competition will be invited to attend the Award Presentation Ceremony.

Points to Note

The organisers will take photographs and make video recordings during the Activity. These photos and video clips may later be uploaded to government websites and displayed in different media and/or events. Schools should inform the relevant stakeholders accordingly. If individual participating students and/or stakeholders have any concerns, they should contact the Personal, Social and Humanities Education Section of the Education Bureau before the Activity.

Enquiries

For enquiries, please contact Mr CHAN Ho-kong of the Personal, Social and Humanities Education Section, Curriculum Development Institute, Education Bureau at 2892 5497. For enquiries about the Hong Kong Education City accounts, please email info@edcity.hk (general enquiries) or support@edcity.hk (technical enquiries).

Personal Data Collection Statement

- Participating students must provide the personal data required in the entry form and are responsible for ensuring that the information submitted is complete and accurate. They must also agree to authorise the organisers to use the relevant information for purposes such as communication, announcement of results and publicity, including the participating students' names, year levels and schools. Upon completion of the Activity, all collected data that is no longer required will be destroyed. If a participating student fails to provide the required personal data, the organisers may not accept his/her entry.
- For the above purposes, the names of participating students and their schools may be disclosed on the organisers' website, other websites and/or in the media.