

Education Bureau Circular Memorandum No. 38/2021

From : Secretary for Education
To: Heads of Primary and Secondary Schools

Ref. : EDB(EID/ITE)/IT/PRO/189

Date : 4 March 2021

“Together for a Better Internet” Campaign Information Literacy Mascot Design Competition

Summary

The purpose of this circular memorandum is to inform heads of primary and secondary schools of the **“Together for a Better Internet” Campaign - Information Literacy Mascot Design Competition**. All students of the schools are invited to participate in the competition.

Details

2. The EDB has commissioned the Hong Kong Family Welfare Society (HKFWS) to provide support services on promoting e-safety to teachers, students and parents of all primary and secondary schools in Hong Kong. The HKFWS is now organising the **Information Literacy Mascot Design Competition** which aims to enhance students’ information literacy. Themes of mascot design include Say No to Internet Addiction, Say No to Cyberbullying and Importance of Fact Checking. All students of primary and secondary schools are encouraged to participate. The deadline for submission is 31 May 2021. For details, please refer to the Appendix and the relevant website (<https://healthynet.hk/ilmdc-2021>).

Enquiry

3. For enquiries about the above competition, please contact Miss Kerry SO or Miss Wing LAI of the HKFWS at 2549 5106.

Dr W C HO
for Secretary for Education

c.c. Heads of Sections – for information



4 March, 2021

Dear Principal,

Healthy Use of the Internet
“Together for a Better Internet”
Information Literacy Mascot Design Competition

Considering the fact that youths use the Internet frequently, the Hong Kong Family Welfare Society (HKFWS) has cooperated with over 300 schools to promote healthy use of the Internet from 2004. Since 2011, the Education Bureau (EDB) has commissioned the HKFWS to provide **one-stop telephone and online support services (5592 7474)** and a series of related activities to parents, students and teachers.

Aligning with the “Safer Internet Day”, the HKFWS is now organising the “**Information Literacy Mascot Design Competition**” for primary and secondary school students. The competition aims to enhance students’ information literacy through mascot design activities on the themes including Say No to Internet Addiction, Say No to Cyberbullying and Importance of Fact Checking.

We hereby appeal for your support to invite the students to participate in the competition. The competition is now open for application through school. After collecting the application, schools can submit the entries online at <https://healthynet.hk/ilmdc-2021> or mail the application forms and entries to us until **31 May 2021**. The competition is specially set up with the “**Most Active Participation Schools Awards**” to recognise schools that actively encourage students to participate.

For details, please refer to the attached documents, including competition details, application form and poster. Promotion card and referral form are also attached for supporting needy families. Should you have further enquiries, please contact our social worker Miss Kerry SO or Miss Wing LAI at 2549 5106.

Best regards,

Mr. NG Ho-hei
Senior Manager (Youth Service)
Hong Kong Family Welfare Society

Healthy Use of the Internet
“Together for a Better Internet”
Information Literacy Mascot Design Competition
Competition Details

Organiser:

Hong Kong Family Welfare Society

Supporting organisations:

Education Bureau

Hong Kong Education City

Objective:

Enhance the information literacy of students

Eligibility:

Primary and secondary school students in Hong Kong

Entry group:

The Competition is divided into two categories (Primary and Secondary school) and the participants enter the Competition according to their school level in the 2020/21 school year.

Themes:

1. Say No to Internet Addiction
2. Say No to Cyberbullying
3. Importance of Fact Checking

Application procedure:

Applicants should complete the application form and submit **ONE** entry through <https://healthynet.hk/ilmdc-2021> or mail to HKFWS.

Timeline:

Application	March – May 2021
Closing date	31 May 2021
Adjudication	June 2021
Announcement of Result	June 2021
Prize Presentation Ceremony	July 2021

Result Announcement and Prize Presentation Ceremony:

The competition result will be announced at <https://healthynet.hk/ilmdc-2021> in June 2021. Winners will receive phone and email confirmation of Prize Presentation Ceremony arrangement. Winners should confirm the attendance of ceremony within 2 weeks upon notification.

Prizes:

1. Individual Award

Champion : Certificate of commendation and HK\$2,000 book coupon (1 quota in each category)

1st Runner-up : Certificate of commendation and HK\$1,500 book coupon (1 quota in each category)

2nd Runner-up : Certificate of commendation and HK\$1,000 book coupon (1 quota in each category)

Merit Prize : Certificate of commendation and HK\$200 book coupon (10 quotas in each category)

2. School Award

Most Active School in Participation Award : Certificate of commendation and trophy (5 quotas)

Adjudication:

Preliminary selection of the entries will be conducted by the organiser and the judging panel will further select the champion, 1st runner-up, 2nd runner-up and merit prizes according to judging criteria. Most Active School in Participation Award will be awarded to the school with the highest number of participants. The decision of the Judging panel will be sole and final.

Judging panel: Representatives from the Hong Kong Family Welfare Society, expert in design, Hong Kong Education City and Education Bureau

Judging Criteria:

1. Theme Expression : Mascot design can help promoting information literacy (40%)
2. Creativity: Creative concept, design originality and style (30%)
3. Overall Aesthetic Appeal: Aesthetics, drawing technique or visual effects (30%)

Enquiry:

Please contact Miss Kerry So and Miss Wing Lai at 2549 5106.

Entry Requirement:

1. All entries must match with the themes of the competition and convey positive messages. All entries should be presented in 2D graphic.
2. Both hand-drawn and computer-aided design are acceptable (in black and white or colour). There is no limitation on the presentation of a design concept, but physical model is not accepted. To encourage creativity and innovation, the design of mascot can be presented as but not limited to human character, animal, robot, and humanised object.
3. The participant must complete the application form including participant information, name of the entry (includes single or multiple characters) and a brief description of not more than 300 Chinese or English words on the ideas and features, etc.
4. Mascot can be a single character (choose **ONE** theme) or multiple characters (choose **at least TWO** themes).
5. For primary school participants, the entries for all formats must be front view.
6. For secondary school participants, the entries must includes all 4 sides (front, back, left and right)
7. Participants can submit hand-drawn or computer-aided design entries. For hand-drawn entries, there is no restriction on the painting tools used but they must be drawn on a piece of A4-size white paper and scanned in JPEG format of resolution not less than 300dpi. For computer-aided design entries, the file should be in A4 size and in JPEG or PNG format of less than 100MB in size and resolution not less than 300 dpi.
8. All entries should not infringe or violate, or involve elements that infringe or violate applicable law and regulations.

Rules and Regulations:

1. All entries must be the participant's original work, do not infringe the rights of any other persons (including but not limited to intellectual property rights) and do not use clip art. Entries must never be published or displayed in any media, in public or in other competitions. Also, the entries must never be used in other similar competitions before the end of this competition. Otherwise, the entries concerned will be disqualified.
2. The copyrights of entries would be owned by the organiser after submission. The organiser has rights to edit and use any part of the works in any media for publicity, promotion and exhibition purposes, including but not limited to online media, publication, printed matter, figure, video and multimedia production without royalty payment and notification to the participants.

3. Personal information should be filled in the application form. It is the responsibility of the participants to ensure that the information given is valid and complete. The organiser has the right to disqualify participants whom are found not qualified to enter the competition or have violated the rules and regulations without further notice.
4. Winners who could not attend the Prize Presentation Ceremony should redeem the prize at Hong Kong Family Welfare Society, Hong Kong Western Centre within 3 months upon the announcement of the result. Late redemption would not be entertained without further notice.
5. Participants must clearly understand the Competition Rules and Regulations, and submission of an entry shall be deemed to have agreed to and accepted the rules and conditions of the competition.
6. The organiser reserves the rights to interpret and amend the rules, conditions, prizes and adjudication arrangements of the competition without prior notification to the participants. The decision of the organiser shall be final.
7. For the sake of fairness, employees and immediate family members of organiser, judging panel and any other staffs in relation to this Competition will not be eligible to participate.

Personal Information Collection Statement :

1. The personal data provided by participants and relevant persons will be used for the purposes of application, contact, survey, results announcement and any arrangements related to this activity.
2. For the above purposes, name and school name of participants and relevant persons may be disclosed through organiser's website and/or other websites and/or media.
3. It is mandatory for participants to provide personal data in the application form. If participants do not provide such personal data, organiser may not be able to accept the application.
4. When go through links out of Hong Kong Family Welfare Society, such act would mean that you have already left the website of Hong Kong Family Welfare Society. The organiser is not liable to or responsible for any security and data protection issues arisen.

Hong Kong Family Welfare Society
 (Hong Kong Western Service Centre)
 Address: 80A, First Street, Sai Ying Pun, Hong
 Kong West Park

Tel: 2549 5106
 Fax: 2858 4794
 Email: healthynet@hkfws.org.hk



Healthy Use of the Internet Information Literacy Mascot Design Competition Application form

1. Particulars of the Entry

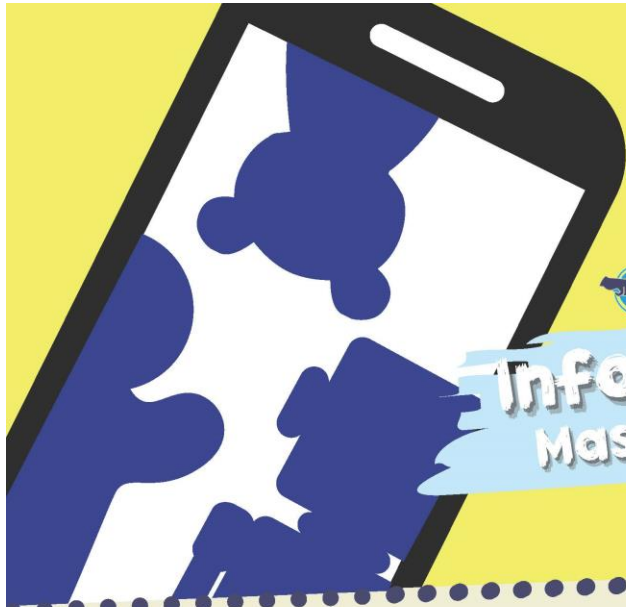
Name of the entry : (Please mark the names next to the characters if you are creating multiple characters)	
Theme(s):	<input type="checkbox"/> Say No to Internet Addiction <input type="checkbox"/> Say No to Cyberbullying <input type="checkbox"/> Importance of Fact Checking
Group of entry:	<input type="checkbox"/> Primary School <input type="checkbox"/> Secondary School
Introduction of the entry: (Please introduce the entry with no more than 300 Chinese words/English words, e.g. ideas, features, etc.)	

2. Particulars of the Entrant

I have read and agreed the Rules and Regulations, and Personal Data Collection Statement of the Competition.

Name	
School	
Class	
Teacher Name	
Teacher / Applicant* Email	
Teacher / Applicant* Contact Number	

*Please delete where appropriate



Organiser:  **家福會**
HKFWS

Supporting Organisations:  **香港教育城** **KedCity** **教育局**
Education Bureau

 **健康上網支援網絡**
HEALTHYNET

Information Literacy Mascot Design Competition

Objective:
Enhance the information literacy of students

THEMES

1. Say No to Internet Addiction
2. Say No to Cyberbullying
3. Importance of Fact Checking

Eligibility:
All primary and secondary school students in HK
(Divided into primary school and secondary school groups)

For details:



healthynet.hk/ilmdc-2021



**Most Active School
in participation Award:**
certificate and Trophy
(5 quotas)

Champion
\$ 2,000

book coupon and
certificate
1 quota
in each category

**1st
Runner up**
\$ 1,500

book coupon and
certificate
1 quota
in each category

**2nd
Runner up**
\$ 1,000

book coupon and
certificate
1 quota
in each category

**Merit
Prize**
\$ 200

book coupon and
certificate
10 quotas
in each category

Application deadline: **31st May, 2021**



Date: Mondays to Saturdays
(except public holidays)
Time: 9:30am to 9:30pm

Please contact us for problems
arisen from the use of the Internet.

教育局
Education Bureau



Healthy Use of the Internet



Hotline



WhatsApp

5592 7474

<https://healthynet.hk>

Referral form:

Hong Kong Family Welfare Society (Hong Kong Western Service Centre)
Address: Western Garden, 80A, First Street, Sai Ying Pun, Hong Kong

Tel: 2549 5106 Fax: 2858 4794
E-mail: hkwest@hkfws.org.hk

Hong Kong Family Welfare Society
Healthy Use of the Internet: Referral form

The EDB has commissioned the HKFWS to provide the support service since 2011. Parents, teachers and students may contact through telephone and WhatsApp (Tel: **5592 7474**) for support and counselling services, and visit the website (<https://healthynet.hk>) for useful information. If you would like our hotline counsellors or social workers to contact you, please leave your contact information and indicate the area(s) of enquiries. Thank you!

Please "✓"	Areas of enquiries
<input type="checkbox"/>	Understanding the Internet culture: new IT trend, surfing habits, online activities, online games or apps, etc.
<input type="checkbox"/>	Contracting on Internet use: communication skills, making contracts, etc.
<input type="checkbox"/>	Understanding e-Safety: handling cyber-bullying, making Net friends, obscene materials, etc.
<input type="checkbox"/>	Healthy Internet resources: online learning resources, protection software, eye care & protection of backbone information, etc.
<input type="checkbox"/>	Bring Your Own Device: agreement on usage, Dos and Don'ts
<input type="checkbox"/>	Others:

School: _____ Student's name and class: _____

Parent's name: _____ Contact No.: _____ Date: _____

Preferred contact time (Please "✓"): Anytime 09:30–13:00 13:00–18:00 18:00–21:30

The personal information collected in this form serves only for the purpose of providing service by the HKFWS.
The information will be handled in accordance with Personal Data (Privacy) Ordinance.

e-Referral form:

Link: <http://healthynet.hk/form-eng>

QR Code:

