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# Tales of Character: Enhancing Values and Creative Skills through Grade-Wide English Storytelling

2025-2026 Academic Year



# Overview

## Tales of Character: Enhancing Values and Creative Skills through Grade-Wide English Storytelling

Learning character and proper values through storytelling is a wonderful way to engage children and help them understand important principles. Stories have the power to teach values that shape good character. Through stories, children can develop a deeper understanding of the importance of different virtues that contribute to their character development. Each book highlights a positive value recommended by EDB.

◆ Features: English storytelling / character values / interactive discussion / vocabulary building

● Number of students: ~160 per grade

● Target: Whole primary school, P1- P6

● Time: 90 minutes per grade for English storytelling,  
60 minutes for teacher training

● Equipment provided by school



Projector



Computer  
+ Screen



Remote Control



Sound System  
+ Microphone  
x2



Bulletin Boards  
x6



**93%**   
of students self-reported as  
being eagerly engaged in our  
weekly storytelling classes

**91%**  
Reported increased interest in  
English storytelling after our  
lessons

**over 50%**  
Became more avid English  
readers and listeners after our  
classes

# Organisers + Project Leaders

This project is jointly presented by Story Jungle Education Centre and JEMS Character Academy to utilise grade-wide English storytelling sessions to promote the cultivation of moral values and character.



## English Education

Since 2002, Story Jungle has collaborated with over 100,000 students, 80 schools, and 2,000 teachers and parents for kindergarten, primary, and secondary levels. Story Jungle believes language is the foundation for self-directed, cross-curriculum learning, and values and character education.



**Vivian Chung**

- Founder & Principal, Story Jungle Education Centre
- Founder & Co-chair, Story Seeds (formerly REACH)
- Reading Specialist
- School Consultant
- Graduate, Columbia University Teachers College



## Character Education

With over 15 years of experience in character education, JEMS Character Academy is a premier learning institute that focuses on developing character values in children aged up to twelve. Through innovative and creative curriculum design, students learn to reflect on, critically think about and developmentally develop in their character.



**Christine Ma-Lau**

- Founder & Principal, JEMS Character Academy
- Founder & Co-chair, Character Education Foundation
- Adjunct Professor, The Education University of HK
- Graduate, University of Pennsylvania Graduate School of Education

# Project Objectives

This project's objective is to help students grow in their English literacy, promote their moral values and to encourage creativity while incorporating English skills sets such as analysing story elements, fostering critical thinking, and promoting effective communication.



English learning highlights:

- Reading
- Writing
- Speaking
- Comprehension
- Vocabulary
- Role Play



Character values highlights:

- Care (P1)
- Empathy (P2)
- Diligence (P3)
- Resilience (P4)
- Responsibility (P5)
- Respect & Gratitude (P6)

## English Storytelling

Story-based learning is a powerful and proven teaching method that stimulates students' attention, memory and emotions. The method helps students emotionally connect to their learning, allowing them to relate and master new vocabulary and concepts more effectively.

## Character Education

Character development is an essential part of having self-awareness, self-worth and being able to relate to and connect with others. The character and proper values highlighted in this project form essential core values that lead to personal and social wellbeing.

## Creativity

Students are free to express themselves and unleash their creativity and imagination by creating individual visual representations that relate to the stories and moral values explored during the storytelling sessions.

# Project Scope:

With continuous project support throughout the academic year



## Character-Based Storytelling Sessions

- For P1 to P6
- 1.5-hour sessions for each grade
- Interactive English storytelling sessions on character and proper values
- Unique book and value highlight for each grade



## Teacher Training

- 1-hour session
- For primary school educators
- Pedagogical training on storytelling and highlighting character values in stories
- Comprehensive training programme for student English Ambassadors



## Bulletin Board Showcase

- Designated bulletin board for each grade to showcase the students' collaborative visual representations
- An opportunity for the whole school community to appreciate students' creativity and character values explored



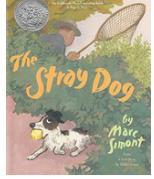
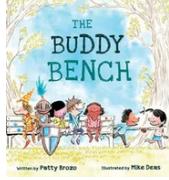
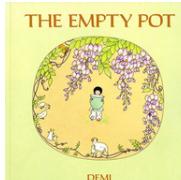
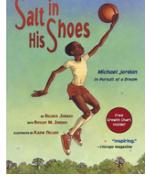
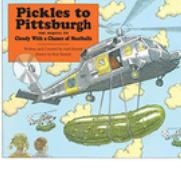
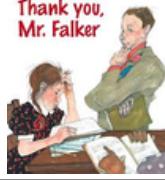
## English Ambassador Empowerment

- Two English ambassadors to be selected for each grade level to take ownership of Bulletin Board Showcase
- To cultivate a genuine passion for reading and instill strong character values within their respective grades
- Exemplary models and mentors

# Character-Based Storytelling Sessions:

Story-based learning is a powerful and proven teaching method that stimulates students' attention, memory and emotions. Session includes comprehension practice, role-play and vocabulary learning. Each book highlights a positive value recommended by the EDB.



| Grade Level | Book   | Character Value Highlight   | Emotional Literacy Highlight |             |
|-------------|--|---|------------------------------|-------------|
| P1          | The Stray Dog<br>by Marc Simont              |   | Care                         | Sad         |
| P2          | Buddy Bench by<br>by Patty Bronzo            |  | Empathy                      | Hurt        |
| P3          | The Empty Pot<br>by Demi                     |  | Diligence                    | Discouraged |
| P4          | Salt in His Shoes<br>by Deloris Jordan       |  | Resilience                   | Frustrated  |
| P5          | Pickles to Pittsburgh<br>by Judi Barrett     |  | Responsibility               | Threatened  |
| P6          | Thank You, Mr. Falker<br>by Patricia Polacco |  | Respect & Gratitude          | Conceited   |

# Bulletin Board Showcase

Using artistic and creative expression, students contribute to making Bulletin Boards on school campus that highlight learning and character value development. Rough sketch of bulletin board ideas below:

**P1 - Care**



**P4 - Resilience**



**P2 - Empathy**



**P5 - Responsibility**



**P3 - Diligence**



**P6 - Respect & Gratitude**



# Testimonials

“ I am delighted to endorse the exceptional work of Story Jungle and JEMS Character Academy's collaborative English storytelling programmes. In my extensive experience teaching and observing literacy teaching activities in schools, I have found their Story-Telling approach highly fruitful. Their expertise and dedication are highly commendable, and I am confident their work would bring new impetus, elevating diverse students' English skills while nurturing their character development through the transformative power of storytelling. ”

-Professor Carol Chan,  
Tales of Character Project Consultant, Honorary Professor,  
Faculty of Education, The University of Hong Kong



“ [Story Jungle & JEMS] have a unique gift for crafting dynamic, immersive narratives that not only captivate our students, but also effortlessly integrate English language development with the teaching of important character traits like empathy, integrity and resilience. The outcomes of Story Jungle's programmes have been truly transformative. We have witnessed tangible and measurable growth in our students' English language skills, including significant improvements in their speaking abilities, confidence, and overall command of the language. ”

-Ms. Chan Man Yee, Principal  
Pooi To Primary School



“ JEMS and Story Jungle delivered a valuable and enjoyable character education experience to our students, leaving a positive impact on them. The programme proved to be a perfect fit for our students. The captivating stories matched the age groups of the two grades of students who attended. The sessions were held at a good pace, and the interactive role-play fostered student participation and confidence. ”

-Ms. Doris Yuen, Principal  
Maryknoll Convent School (Primary Section)

“ The teacher effortlessly captivated the attention of 160 students, creating an atmosphere of excitement and enthusiasm. Her facilitation techniques were masterful, ensuring that every student felt engaged and actively involved in the lesson. The passion and energy she brought to the session were contagious, igniting a genuine love for learning in the hearts of the students. ”

-Ms Yau Shuk Ling, Teacher-Librarian  
Li Cheng Uk Government Primary School



# Student Responses

Our English storytelling programme has been inspiring students across Hong Kong to improve their language skills and develop important character values. Here's what some of our young participants have to say about their experience.



**'I really enjoyed the stories and learnt many new words!'**

-P1 student from Canossa Primary School  
(San Po Kong)

**'I think I can share my ideas more easily after this workshop.'**

-P2 student from HHCKLA Buddhist Chan  
Shi Wan Primary School

**'I learnt an important character value at the storytelling session today - diligence.'**

-P3 student from HHCKLA Buddhist Chan  
Shi Wan Primary School

**'I enjoyed the teacher reading the story and I liked the role plays.'**

-P4 student from Yaumati Catholic Primary  
School (Hoi Wang Road)



**'I learnt new words and I also learnt a word to describe my feelings.'**

-P5 student from Tsz Wan Shan Catholic  
Primary School

**'I learnt two important character values today, and they are respect  
and gratitude. I also know what to do to show these character values.'**

-P6 student from C.C.C. Kei Wan Primary  
School (Aldrich Bay)

# School Partnerships

## Schools Story Jungle and JEMS worked with for the SCOLAR Project in 2024-2025:

- C.C.C. Kei Wan Primary School (Aldrich Bay)
- Canossa Primary School (San Po Kong)
- Cho Yiu Catholic Primary School
- HHCKLA Buddhist Chan Shi Wan Primary School
- SKH Tsing Yi Chu Yan Primary School
- Tsung Tsin Primary School and Kindergarten
- Tsz Wan Shan Catholic Primary School
- Yan Laap Memorial Primary School
- Yaumati Catholic Primary School (Hoi Wang Road)
- Ying Wa Primary School

## Schools that Story Jungle and JEMS have worked with in varying capacities:

- ABC Pathways School
- Alliance Primary School Kowloon Tong
- Baptist Lui Ming Choi Primary School
- Baptist (Sha Tin Wai) Lui Ming Choi Primary School
- Canadian International School
- Carmel Divine Grace Foundation Secondary School
- Carmel Secondary School
- C.C.C. Kei Wan Primary School (Aldrich Bay)
- Cho Yiu Catholic Primary School
- Creative Primary School
- De La Salle Secondary School NT
- German Swiss International School
- Harrow International School (AISL)
- Heep Yunn Primary School
- Hong Kong Academy
- Hong Kong Ling Liang Church Kindergarten
- Hong Kong Preschool & Playschool (Ascot)
- Hong Kong Preschool & Playschool (Pictorial)

- Hong Kong Red Swastika Society Tai Po Secondary School
- Kau Yan School (Kindergarten Section)
- Kau Yan School (Primary School)
- Li Cheng Uk Memorial Primary School
- Maryknoll Convent Primary School
- Maryknoll Fathers' School (Primary Section)
- Mighty Oaks Nursery & Kindergarten
- N.A.A.C. Tung Chung Day Nursery
- Ng Clan's Association Tai Pak Memorial School
- Ning Po College
- Pat Heung Central Primary School
- Pooi To Primary School
- Sacred Heart of Mary Catholic Primary School
- Salesians of Don Bosco Ng Siu Mui Secondary School
- Sha Tin Methodist College
- Sheng Kung Hui Kindergarten
- S.K.H. Yan Laap Memorial Primary School
- Society of Boys' Centres Chak Yan Centre School
- St. Paul's Co-educational College (Primary Section)
- St. Stephen's College Preparatory School
- St. Teresa Secondary School
- TWGHs Tsoi Wing Sing Primary School
- TWGHs Hong Kong and Kowloon Electrical Appliances Merchants Association Limited School
- TWGHs Kap Yan Directors' College
- TWGHs Li Ka Shing College
- TWGHs Ma Kam Chan Memorial Primary School
- TWGHs Tsui Tsin Tong Kindergarten
- Tai Kok Tsui Catholic Primary School
- Tsung Tsin Primary School and Kindergarten
- United Christian College
- Yaumatei Catholic Primary School (Hoi Wang Road)
- Ying Wa Primary School
- Y.O.T. Dan Yan Wing Man Kindergarten
- Y.O.T. Mrs Cheng Ting Kong Kindergarten
- Y.O.T. Pang Hung Cheung Kindergarten

## Project Fee

**The total project fee amounts to \$98,000. With SCOLAR's sponsorship, schools are responsible for a balance of \$49,000. This fee covers the following components:**

| Programme Components   | Quantity | Total    |
|--|----------|----------|
| 1.5 hour Grade-Wide Storytelling Session   | 6        |          |
| 1 hour Teacher Training Session  | 1        |          |
| Story Worksheets   | 6        |          |
| Writing Worksheets   | 6        |          |
| English Ambassador Materials   | 1        | \$49,000 |
| Values-based Book Recommendation   | 6        |          |
| Values-based Activity Playbook (for teachers)                                      | 6        |          |
| Bulletin Board Materials and Creation  | 6        |          |
| 2-Minute Video Production Showcasing Storytelling Sessions and English Ambassadors | 1        |          |

# Contact Us



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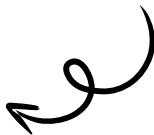
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