

**Biliteracy and Trilingualism Campaign**  
**One-minute Video Production Competition**  
**Application Guidelines**

**1. Objectives**

The Biliteracy and Trilingualism Campaign (the Campaign) is launched by the Standing Committee on Language Education and Research (SCOLAR) in December 2023. To raise the public’s awareness of the importance of biliteracy and trilingualism further, SCOLAR and its programme partners will organise a series of theme-based activities for the school sector and community between December 2023 and May 2024. SCOLAR (the Organiser) will organise the “**One-minute Video Production Competition**” (the Competition) under the Campaign. The Competition requires students to produce a one-minute video to share their dialogue with Hong Kong (through, for example, revealing their feelings about the city) or the most memorable story about themselves and Hong Kong. It will provide opportunities for students to –

- ✧ use Chinese and English in creative and meaningful ways;
- ✧ understand better the indispensable role of the two languages in various aspects of our life in Hong Kong as an international city, in particular, clothing, food, housing, transportation, and leisure activities; and
- ✧ explore Hong Kong in depth from different perspectives so as to appreciate the beauty and strengths of the city.

**2. Eligibility**

- (a) Day students of all kindergartens, primary and secondary schools (including special schools) in Hong Kong are invited to participate in the Competition.
- (b) Four categories are open for entry–
  - ✧ Parent-child category (for students aged 8<sup>1</sup> or below and their parents);
  - ✧ Primary category (for P1 to P6 students);
  - ✧ Junior secondary category (for S1 to S3 students); and
  - ✧ Senior secondary category (for S4 to S6 students).
- (c) Primary and secondary students can participate as individuals or a team of no less than 2 members (their peers at the same grade levels **in the same school**). Students aged 8 or below can choose to enter the Parent-child category and/or the Primary category. Those aged above 8 can only enter their respective category. Each student of each category may submit only **one** video (one entry as an individual or as a member of a team).

**3. Content and Requirements of the Video**

- (a) The content of the video should include the following components–
  - ✧ the importance of being biliterate and trilingual in various key aspects of life, in particular clothing, food, housing, transportation, and leisure activities;
  - ✧ the beauty and strengths of Hong Kong; and
  - ✧ students’ (and their parents’) feelings about Hong Kong.
- (b) To encourage students to embrace biliteracy and trilingualism, and to motivate them to become proficient in both languages, the language requirements are as follows–
  - ✧ students (and their parents for parent-child category) should **speak, narrate or voice-over in only one code** – Cantonese, Putonghua or English; and
  - ✧ regardless of the code chosen, entrants should provide **subtitles in both Chinese and English**.

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<sup>1</sup> Students must be born on or after 7 March 2016.

#### 4. Video Length and Format

- (a) Videos should be **within one minute** in length.
- (b) Participants have the freedom to choose the presentation format and use any media (e.g. music, sounds, photos and animation effects) which they think would be most effective in conveying the key message(s), and presenting their story.
- (c) Each video must have a specific focus and coherent structure.

#### 5. Internal Vetting

All participants can only register through schools (details in Point 6 below). Participating schools should form an internal vetting panel to **select from each category a maximum of two entries for submission to the Organiser** (using the same set of judging criteria as set out in Point 8 below). To encourage the use of all the three codes – Cantonese, Putonghua, and English, schools are required to observe the following–

- ✧ the codes used in the two selected entries should be different; and
- ✧ kindergartens submitting videos featuring two different codes and primary and secondary schools submitting videos featuring all the three different codes will be awarded with a certificate as a token of recognition for their efforts in promoting biliteracy and trilingualism.

#### 6. Registration Procedures

- (a) All videos must be submitted by the schools.
- (b) Each participating school must fill in **the Registration Form, List of Nominated Students and List of Participating Students**. The forms are available for download in the activity page –

Forms	Download Link
Registration Form	<a href="https://scolarkh.edb.hkedcity.net/en/one-minute-video-competition">https://scolarkh.edb.hkedcity.net/en/one-minute-video-competition</a>
List of Nominated Students	
List of Participating Students	

- (c) The completed Registration Form, List of Nominated Students and List of Participating Students should be submitted to the Organiser by email (email address: [omvpc@edb.gov.hk](mailto:omvpc@edb.gov.hk)) **on or before 7 March 2024 (Thursday)**. Forms sent by post, fax or submitted in person will NOT be accepted. **Late submission will NOT be considered.**
- (d) Participating Schools will receive the following information through email upon successful registration-
  - ✧ Confirmation of registration
  - ✧ A hyperlink for uploading the video(s)Those who do not receive the above in seven working days after the submission should contact Mr Chris WONG at 3153 4283 or Mr Edgar PANG at 3165 1187.
- (e) Participating schools should upload the video(s) through the upload link **within one day** upon receipt of the confirmation of registration. The video entry submission time will be based on the date and time indicated in the Organiser’s server system. **Late submission will NOT be considered.**
- (f) Each participating school should only apply and submit video to the Organiser once. No amendments or replacements are allowed after the submission.

#### 7. Submission Requirements

- (a) All video submissions should be original works created by participants and have never been published or submitted for other similar competitions.
- (b) If copyrighted materials from other sources have to be used, participants should ensure there is no infringement of intellectual property rights by seeking permission from the owners to use their work and including proper citations in the videos. Submission of a list of sources and documents supporting authorised use of the materials to the Organiser will also be required if videos concerned are shortlisted for the Competition.
- (c) The following technical requirements shall apply to all video submissions:
- ✧ in 1080p resolution (1920 pixels wide x 1080 pixels tall)
  - ✧ MP4 videos with H.264 codec
  - ✧ with a 16:9 aspect ratio
  - ✧ A title in both Chinese and English must be included at the beginning of the video.
  - ✧ with specific filenames which allow the Organiser to identify participants

Participants	File Naming Conventions
Individual	- School name_Student name_Class(Class no.)_Language code <i>e.g. ABC Sec Sch_Chan Yuk Ming_S3A(12)_PTH</i>
Team	- School name_Team no._Team name_Language code <i>e.g. ABC Sec Sch_Team 1_Language Wizards_ENG</i>

## 8. Judging Criteria

The judging panel consists of SCOLAR members and Education Bureau representatives and entries will be assessed based on the following criteria:

Criteria	Weighting
Presentation – language accuracy & fluency, choice of words, and poise/style	40%
Content – relevancy of the message, level of interest, degree of coherence	20%
Technicality – sound and visual effects, aesthetic	20%
Originality and creativity	20%

## 9. Awards and Results Announcements

- (a) Results are to be announced on the activity page (<https://scolarkh.edb.hkedcity.net/en/one-minute-video-competition>) in May 2024. Winners' teachers / parents / guardians will receive email notifications and invitations to the award presentation ceremony. The prizes of the Competition include the following:

Awards	Number of awardees for each category (Parent-child, Primary, Junior secondary and Senior secondary)	Prizes	
Champion	1 individual / team	\$3,000 book coupons	a certificate
1 <sup>st</sup> Runner-up		\$2,000 book coupons	
2 <sup>nd</sup> Runner-up		\$1,000 book coupons	
Honourable Mentions	5 individuals / teams	\$500 book coupons	

Best Performance in Language	Cantonese	1 individual / team	\$2,000 book coupons	a certificate
	Putonghua		\$2,000 book coupons	
	English		\$2,000 book coupons	
The Most Creative Award		1 individual / team	\$2,000 book coupons	
The Most Popular Award (to be voted by the public)		1 individual / team	\$2,000 book coupons	
The School Award (to be awarded to the school with the highest ratio of number of submissions to student population)		1 school	\$5,000 book coupons	a trophy

- (b) All participants will receive via schools an electronic certificate of appreciation.  
(c) The winning entries will be broadcast on public platforms.

## 10. Important Dates

Date	Details
7 March 2024	Due date for submission of application and video
May 2024 (exact date to be announced)	Announcement of results on the activity page
May 2024 (exact date to be announced)	Award presentation ceremony

## 11. Terms and Conditions

By registering to the Competition, a participant accepts the following Terms and Conditions and agrees to comply with them:

- The Organiser reserves the right to amend the rules and regulations, suspend or terminate the Competition at any time. If there are any changes, announcements will be made on the activity page.
- Except for names and schools, personal data provided by the participants will be used by the Organiser for the purpose of the Competition only. They will be handled with strict confidence and destroyed within 3 months after the Competition.
- Submission of video for the Competition is tantamount to giving the Organiser the right to use, edit, adapt, distribute, broadcast such video on different platforms, including but not limited to website(s), social media, as well as other platforms accessible to the public such as at public venues or public transport.
- Once submitted, the works and participant's information cannot be modified, and the works will not be returned.
- The decisions of the judging panel shall be final.
- Participating schools and participants must ensure that their entries do not include any information or content that is obscene, abusive, violent and defamatory, and do not violate the laws of Hong Kong. Otherwise, the participants will be disqualified.
- For "The Most Popular Award", one IP address should only be counted as one vote.
- The Organiser reserves the right to reject any entries or disqualify any participants without giving particular reasons.

- (i) The Organiser shall have the right to edit, adapt, copy, distribute and show the videos for publicity purpose without obtaining the further prior permission of the participants and without offering any further compensation in any form.
- (j) The Organiser reserves the right to verify winners and ask for proof of identity. Failure to provide relevant identification documents may lead to withdrawal of prize entitlement.