

Biliteracy and Trilingualism Campaign 2025
One-minute Video Production Competition
Application Guidelines

1. Objectives

The Biliteracy and Trilingualism Campaign 2025 (2025 Campaign) is launched by the Standing Committee on Language Education and Research (SCOLAR) in December 2024 to emphasise the importance of biliteracy and trilingualism in fostering Hong Kong’s development as an East-meets-West centre for international cultural exchange. As a signature event of the Campaign, SCOLAR (the Organiser) will organise the “**One-minute Video Production Competition 2025**” (the Competition), featuring a sub-theme “**Hong Kong and me – our dialogue, our story • Cultural exchange**”. Through producing a video for the Competition, students will better understand how their biliterate and trilingual abilities can facilitate their connection with different parts of the world. It can also promote Hong Kong as an East-meets-West centre for international cultural exchange as well as an international education hub.

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 8¹ 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 more than 5 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–
 - ✧ illustrate the significance of biliteracy and trilingualism for international cultural exchanges in various contexts; and
 - ✧ how language proficiency can contribute to Hong Kong’s pivotal role as an East-meets-West centre for international cultural exchange as well as an international education hub, and open doors to the global opportunities and relationships.
- (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 mainly in one code** – Cantonese, Putonghua or English. Those who can suitably integrate trilingual elements will have an advantage; and
 - ✧ regardless of the main code chosen, entrants should include the following in **both English and Chinese**: (i) a title at the beginning of the video; and (ii) subtitles.

¹ Students must be born on or after 28 March 2017.

4. Video Length and Format

- (a) Videos should be **one minute (could be up to one and a half)** in length.
- (b) Participants may 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 three 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–

- ✧ schools that submit three videos featuring different main codes will be awarded with a certificate as a token of recognition for their efforts in promoting biliteracy and trilingualism; and
- ✧ souvenirs will be given to the participants who speak, narrate or voice-over mainly in Putonghua or English in the entries submitted by schools.

6. Registration Procedures

- (a) All videos must be submitted by the schools.
- (b) Each participating school must fill in the required forms, which are available for download on the activity page –

| Forms | Download Link |
|------------------------------------|---|
| (1) Registration Form | https://scolarkh.edb.hkedcity.net/en/BTC2025/one-minute-video-competition/ |
| (2) List of Nominated Students | |
| (3) List of Participating Students | |

- (c) 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) **on or before 28 February 2025 (Friday)**. **Late submission will NOT be considered.**
- (d) After registration, participating schools will receive the following information through email **by 7 March 2025 (Friday)**-
 - ✧ Confirmation of registration
 - ✧ Details for uploading the video(s)Those who do not receive the above by then should contact Ms Akimi TSE at 3525 1729 or Ms Coral WONG at 3153 4282.
- (e) Participating schools should upload their video(s) **on or before 28 March 2025 (Friday)** according to the guidelines provided in the confirmation email. 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
 - ✧ with specific filenames which allow identification

| Participants | File Naming Conventions |
|--------------|--|
| Individual | - School name_Student name_Language code <i>e.g. ABC Sec Sch_Chan Yuk Ming_PTH</i> |
| Team | - School name_ Team name_Language code <i>e.g. ABC Sec Sch_Language Wizards_ENG</i> |

8. Judging Criteria

The judging panel consists of SCOLAR members and Education Bureau representatives. The assessment of the entries will be conducted **by code and by category** according to 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 at the Closing cum Award Presentation Ceremony of the Campaign tentatively scheduled for the afternoon of 27 June 2025. Winners' teachers / parents / guardians will receive email notifications and invitations to the 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 for each code (Cantonese, Putonghua and English) | \$3,000 book coupons | a certificate |
| 1 st Runner-up | | \$2,000 book coupons | |
| 2 nd Runner-up | | \$1,000 book coupons | |
| The Most Creative Award | 1 individual / team | \$2,000 book coupons | a certificate |

| | | | |
|---|---------------------|----------------------|---------------|
| The Most Popular Award (to be voted by the public) | 1 individual / team | \$2,000 book coupons | a certificate |
| 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) The winners will have an opportunity to be invited to serve as Language Ambassadors and to take part in various events and activities organised by the Organiser to promote biliteracy and trilingualism.
- (c) All participants will receive via schools an electronic certificate of appreciation.

10. Important Dates

| Date | Details |
|------------------------------------|---|
| 28 February 2025 | Due date for submission of application |
| 28 March 2025 | Due date for submission of entries |
| 27 June 2025 (p.m.) (tentative) | Announcement of results at the Closing cum Award Presentation Ceremony of the Campaign |

11. Terms and Conditions

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

- (a) 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.
- (b) 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.
- (c) 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.
- (d) Once submitted, the works and participant's information cannot be modified, and the works will not be returned.
- (e) The decisions of the judging panel shall be final.
- (f) 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.
- (g) For "The Most Popular Award", one IP address should only be counted as one vote.
- (h) 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 and ask winners for proof of identity. Failure to provide relevant identification documents may lead to withdrawal of prize entitlement.