

Education Bureau Circular Memorandum No. 180/2025

From: Secretary for Education
To: Heads of Primary and Secondary Schools (including Special Schools)
Ref: 1047-2070-8080-9020-00017
c.c. Heads of Sections – for information
Date: 13 October 2025

Standing Committee on Language Education and Research (SCOLAR) Student Language Ambassador Programme

Purpose

The purpose of this circular memorandum is to invite schools to participate in the **Student Language Ambassador Programme (the Programme)**, to be launched by the **Standing Committee on Language Education and Research (SCOLAR)** in the 2025/26 school year, and to nominate students to participate actively in the Programme.

Background

2. Since its establishment in 1996, SCOLAR has always been complementing the efforts of the Government to enable the people of Hong Kong to become biliterate and trilingual. SCOLAR and the Education Bureau (the EDB) jointly organised the Biliteracy and Trilingualism Campaign (Campaign) for two consecutive school years – 2023/24 and 2024/25, highlighting the importance of being biliterate and trilingual in Hong Kong, and the opportunities this opens up to students and practitioners of various industries. The school sector has shown strong support for the Campaign's events over the past two years. Some students who actively participated in these activities were appointed as "Student Language Ambassadors" (SLAs), showcasing the fruitful outcomes of being biliterate and trilingual on and off campus¹.

3. To further bring SLAs into play, SCOLAR will launch **the Programme, inviting both primary and secondary schools to nominate students to become SLAs**. These students will be encouraged to serve as on-going role models within their peer groups, both inside or outside the campus. Through mutual encouragement and peer interaction, they may share the joy of being biliterate and trilingual, along with their experiences in promoting active language use.

Programme Details

4. The Programme aims to provide opportunities for students to actively participate in a wide array of language activities, and to showcase the learning outcomes and enjoyment derived from acquiring and practising biliteracy and trilingualism as Student Language Ambassadors.

¹ Please refer to <https://www.facebook.com/share/p/1Fq7iJ8Exr/> and <https://youtu.be/mDODe-MnLJQ>

Responsibility of SLAs

5. SLAs are expected to participate actively in various kinds of language activities, including those organised or supported by the EDB and/or SCOLAR, activities funded by the Language Fund (**Appendix 1**), and other school-based activities. They will then demonstrate their multi-faceted experiences in language use and tell their own story of biliteracy and trilingualism within and beyond the campus.

The role of schools

6. Each school may nominate up to 20 students to serve as SLAs. Participating schools are required to organise school-based language activities and encourage participation from their SLAs. Schools should also publicise widely the achievements of their SLAs and the related language activities by assisting the SLAs in sharing their outcomes via the school's webpage or social media platforms (e.g. YouTube Channel, Facebook, Instagram, RedNote (Xiaohongshu)). There are no restrictions on the format of showcasing – it may take the form of a highlight video, event photos or other creative means. Where appropriate, promotional materials should incorporate hashtags such as “#EDB”, “#SCOLAR”, “#SLA”, and tag SCOLAR's social media platform (@scolar.hk) or include a link to SCOLAR's website within the text content, if applicable.

Briefing session

7. To provide schools and teachers with a clearer understanding of the details and requirements of the Programme, briefing sessions will be held in the afternoon of 14 November 2025. Former SLAs and school representatives will also share their experience during the session. Schools intending to participate in the Programme **should send at least one teacher representative to the briefing session**. Please refer to Programme Guidelines (**Appendix 2**) and Registration Form (**Appendix 3**) for application details.

Submission of student nomination form

8. Schools may nominate students who are keen to participate in language activities and who enjoy sharing their experiences in acquiring biliteracy and trilingualism within and beyond the school after attending the briefing session. SCOLAR will collect nomination forms from schools from **14 November 2025 to 5 December 2025**.

Large-scale language promotion activity

9. In collaboration with the school sector, SCOLAR will organise a large-scale language promotion activity in July 2026, tentatively, to showcase the fruitful outcomes of the Programme to the community. SLAs who actively participate in language activities will have the opportunity to receive training in preparation for the event, enabling them to share their experiences in acquiring and practising biliteracy and trilingualism with the public. Details will be announced in due course.

SCOLAR's 30th anniversary celebration event

10. 2026 marks the 30th Anniversary of SCOLAR. SLAs play a key role in supporting SCOLAR's efforts to promote biliteracy and trilingualism. They may be invited to participate in the 30th anniversary celebration event and share their learnings and experiences from the Programme. Details will be announced in due course.

Other details and enquiries

11. Please stay tuned for the latest development of the Programme on SCOLAR's website and social media platforms. We look forward to your enthusiastic participation!

Website	Facebook	Instagram	YouTube Channel
			

12. For enquiries, please contact Edgar PANG of the Language Education and SCOLAR Section at 3165 1187.

Miss Katharine CHOI
for Secretary for Education