

Education Bureau Circular Memorandum No. 31/2021

From: Secretary for Education

To: Heads of All Kindergartens, Primary
and Secondary Schools

Ref: EDB(LE)/SCOLAR/28

Date: 12 March 2021

The Standing Committee on Language Education and Research (SCOLAR) 25th Anniversary Celebration Events

Purpose

The purpose of this circular memorandum is to invite schools to participate in the celebration events of the 25th Anniversary of the Standing Committee on Language Education and Research (SCOLAR) in 2021.

Background

2. Established in 1996, SCOLAR has complemented the efforts of the Government in order to enable the people of Hong Kong to become biliterate and trilingual. With this mission, SCOLAR has dedicated itself to creating a facilitating language education environment through enhancing professional development of language teachers, providing school-based support, collaborating with community partners in organising language-related events, competition-based projects and etc. 2021 marks the 25th Anniversary of SCOLAR and a series of celebratory activities will be held by phase this year.

Details

“Be The Next Star KOL 2021” Social Media Video Contest

3. In view of the increasing significance of digital literacy and multimodal practices in language usage for communication, a social media video contest, entitled “Be The Next Star KOL 2021”, will be held for kindergarten, primary and secondary school students to promote innovation in language learning and teaching. The Guidelines and Rules, School Information Form and Registration Form are attached at Annexes 1 to 3. Registration and video submission deadlines are **16 April 2021 (Friday)** and **30 April 2021 (Friday)** respectively.

World Book Day Fest e-sharing sessions

4. To continue fostering a reading culture in the city and nurture students’ interest in reading, the territory-wide World Book Day Fest (the Fest), co-organised by SCOLAR and

the Education Bureau (EDB) annually since 2015, will be held in the form of e-sharing sessions in 2021. The Fest will comprise two e-sharing sessions to be conducted in Cantonese, which feature exchanges among renowned guest speakers and school principals on topics related to (i) “Reading in the New Normal” on how to nurture the reading habits of students with e-learning as the new normal; and (ii) “Parent-child Reading” on how to develop a good reading culture and environment for young children through pleasurable parent-child reading. The target audience of the sharing sessions are teachers, parents and students of upper primary to lower secondary levels for topic (i); and teachers and parents of kindergartens to primary schools for topic (ii). The sharing videos will be made available for viewing through various online channels, including the websites of EDB and SCOLAR, starting from the World Book Day on **23 April 2021 (Friday)**. To further encourage parent-child home reading, complimentary digital reading resources will be distributed to parents and teachers who viewed the session on “Parent-child Reading” within April 2021. For easy access, links to the e-sharing sessions and the list of speakers will be distributed to schools through email in due course.

Other celebratory events

5. In addition to the above, a series of celebratory activities will be held by phase in 2021. In particular, a conference which showcases how the findings and deliverables of SCOLAR’s Research and Development projects are brought to application will be held in around mid-2021. The conference targets at different stakeholders, including educators and front-line practitioners of different schooling levels; academics and researchers as well as parents of young learners. Themes that will be covered in the conference are set out below and further details will be provided in due course:

- Chinese / English language pedagogy for different schooling levels;
- Chinese language learning or English language exposure of young children, including home literacy;
- learning of Chinese language of non-Chinese speaking students in / outside classrooms; and
- Chinese / English language use and proficiency of working adults.

Enquiries

6. For enquiries on the social media video contest and the Fest, please contact Miss Sharon KO at 3527 0174 and Mr Jonathan HUNG at 3527 0167 respectively.

Ms AU Wan Sze, Wendy
for Secretary for Education

c.c. Heads of all EDB sections – for information

The 25th Anniversary Celebration of SCOLAR
“Be The Next Star KOL 2021” Social Media Video Contest
Guidelines and Rules

1. Objectives

“Be The Next Star KOL 2021” (“the Contest”), co-organised by SCOLAR and EDB (hereinafter referred to as “the Organiser”), has the following goals:

- ✧ To promote innovation in language learning and teaching
- ✧ To nurture young talent and future leaders for Hong Kong
- ✧ To foster self-expression and creative thinking
- ✧ To create a platform for sharing of good practices

2. Division and Eligibility

(a) All kindergarten, primary and secondary day-school students in Hong Kong are invited to participate in the Contest.

Division	Full-time students enrolled at...	Entry Mode
Kindergarten	K1 – K3	Individual*
Primary	Primary 1 - 6	Individual / Team
Secondary	Secondary 1 - 6	

**For the kindergarten division, parents / guardians may assist their children with production and play a supporting role in the videos.*

(b) Primary and secondary students can participate as individuals and/or a team of no more than 3 members (their peers at the same or different grade levels **in the same school**). There is no limit to the number of individuals or teams from the same school joining the Contest. However, each student may submit a maximum of only **2** videos (one entry as an individual and the other **on a different topic** as part of a team).

3. Theme and Suggested Topics

(a) Students taking part in the Contest (hereinafter referred to as “participants”) should produce short videos related to **language learning and teaching**. Use of **both English and Chinese** (Cantonese / Putonghua) or **either one language** in the video is acceptable. However, participants should do their utmost to present ideas with clarity and mixing / switching languages too often may lead to miscommunication.

(b) The topics below may serve as references:

- ✧ *The essential language skills that a social media influencer in general should possess*
- ✧ *Sharing of language knowledge (e.g. pronunciation, vocabulary and grammar) in a fun way like a Key Opinion Leader*
- ✧ *Language learning tips / Language skills for life*
- ✧ *Language learning in the new normal*
- ✧ *Qualities of a successful language learner*
- ✧ *Useful language learning resources*
- ✧ *My favourite English storybook / poems and songs / writer*
- ✧ *My dream language lessons / A memorable language learning experience*
- ✧ *An important person in my language learning life*

4. Video Length and Format

- Videos should be between 2 to 3 minutes in length.
- Participants have the creative 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).
- Each video must have a specific theme and coherent structure. To achieve this, planning and preparation are of vital importance.

5. Registration Procedures

- Arrangements for each division are as follows:

Division	Detail	Forms to be submitted
Kindergarten	Registration can be completed by participants' parents / guardians or through schools.	<u>By parents / guardians</u> Registration Forms only
		<u>Through schools</u> School Information Forms & Registration Forms
Primary	Students can only register through schools.	School Information Forms & Registration Forms
Secondary		
<u>Points to note</u>		
<ul style="list-style-type: none"> ✧ Each primary / secondary school participant is only required to complete ONE Registration Form even if he / she registers for the Contest both as an individual and part of a team. ✧ For those under 18, please ensure parents provide consent for their children's participation by completing Part B of the Registration Form. 		

- A copy of the forms is at Annexes 2 and 3 and they are available for download from the links below.

Form	Download Link
School Information Form (Annex 2)	http://bit.ly/3rEOyeY
Registration Form (Annex 3)	http://bit.ly/3rGCr0V

- The completed registration form(s) should be submitted to the Organiser by email (email address: eafs1@edb.gov.hk) or fax (fax no.: 3150 8018) **on or before 16 April 2021 (Friday)**. Forms sent by post or submitted in person will **NOT** be accepted.
- Upon successful registration, teachers / parents / guardians shall receive the following by 21 April 2021 (Wednesday) at the latest through email:
 - ✧ Confirmation of registration
 - ✧ An upload link
 - ✧ A submission form

Those who do not receive the above by then should contact Miss Chloe TSANG at 3527 0182.

6. Submission Requirements

- All video submissions should be original works created by participants and have never been published or submitted for other similar contests.
- 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 Contest.

(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 the Organiser to identify participants

Participants	File Naming Conventions
Individual	- School name_Student name_Class(Class no.) <i>e.g. Rosemary Sec Sch_Chan Yuk Ming_S3A(12)</i>
Team	- School name_Team no._Team name (as identified on the Registration Form) <i>e.g. Rosemary Sec Sch_Team 1_Language Wizards</i>

(d) **All video files and the completed form(s) with details about every entry should be uploaded to the designated folder locations on or before 30 April 2021 (Friday). Late submission will NOT be considered.**

7. Judging Criteria

The judging panel consists of SCOLAR members and EDB representatives and entries will be assessed on the following four criteria:

Criteria	Weighting
Content (key messages, relevance to the theme, interest value, understanding of the subject matter and coherence)	40%
Effectiveness of delivery (accuracy, fluency, word choice as well as poise of the presenter(s))	20%
Technical quality (sounds, aesthetic and visual composition)	20%
Creativity (combined innovative use of ideas, design and materials)	20%

8. Awards and Prizes

(a) Results are to be announced on SCOLAR website in June 2021. Winners' teachers / parents / guardians will receive email notifications and invitations to the award presentation ceremony.

Award	Number of awardees for each division	Prize
Champion	1 individual / team	\$10,000 cash vouchers and certificate
1 st Runner-up		\$8,000 cash vouchers and certificate
2 nd Runner-up		\$5,000 cash vouchers and certificate
Honourable Mentions	5 individuals / teams	\$1,000 cash vouchers and certificate
Most Active Participating School	The school with the highest number of video submissions	Trophy and \$5,000 book vouchers

(b) All winning entries will be showcased on SCOLAR website.

9. Important Dates

Date	Details
16 April 2021 (Friday)	Closing of registration
30 April 2021 (Friday)	Video submission due date
June 2021	Announcement of the Contest results on SCOLAR website

10. Terms and Conditions

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

- (a) All Contest forms must be completed with true and correct personal particulars.
- (b) The participant warrants that all videos submitted are his / her original works that have not been published elsewhere. He / She shall be liable for any breach of laws arising from his / her entry / entries and the Organiser shall not bear any responsibility.
- (c) All videos submitted must address the theme of the Contest (i.e. language learning and teaching) and no inappropriate, obscene, violent, profane, defamatory or discriminatory content is allowed. The Organiser may disqualify any submission which it deems inappropriate or non-compliant.
- (d) All videos must not contain any content, material or element that displays any third party advertising, slogan, logo, trademark, or indicates a sponsorship or endorsement by a third party or commercial entity or that is not within the spirit of the Contest. The Organiser may disqualify any submission which it deems inappropriate or non-compliant.
- (e) All videos will not be returned to participants once submitted and participants should keep their own backups. The Organiser will not take any responsibilities associated with any loss, delay or error in the submission of entries due to any reason whatsoever.
- (f) The Organiser reserves the right to disqualify any participant who submits an entry that does not meet the Submission Requirements as determined by the Organiser.
- (g) The decisions of the judging panel shall be final.
- (h) 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.
- (i) All prizes could not be exchanged in cash or in kind. The Organiser has the discretion to substitute prize(s) of equal or comparable value in the event a prize or any portion thereof becomes unavailable for any reason.
- (j) The Organiser shall have the right to edit, adapt, copy, distribute and show on screen entries for publicity purpose without obtaining the further prior permission of the winners and without offering any further compensation in any form.
- (k) The Organiser reserves the final right to amend, extend and interpret any of the rules as well as Terms and Conditions.

11. Others

- (a) In case of doubt or discrepancy in the English and Chinese versions, the English one shall prevail.
- (b) Except for names and schools, personal data provided by the participants will be used by the Organiser for the purpose of the Contest only. They will be handled with strict confidence and destroyed within 3 months after the Contest.

「後起之秀 2021 社交媒體短片創作比賽」
學校資料表格
“Be The Next Star KOL 2021” Social Media Video Contest
School Information Form

請於 **2021 年 4 月 16 日(星期五) 或以前**將已填妥之學校資料表格，連同報名表格電郵至 (eafs1@edb.gov.hk)或傳真至 (傳真號碼：3150 8018) 教育局語文教育及語常會事務組。

Please return the completed School Information Form and Registration Form(s) to the Language Education and SCOLAR Section of the Education Bureau **on or before 16 April 2021 (Friday) by email (eafs1@edb.gov.hk) or fax (Fax number: 3150 8018).**

致：教育局語文教育及語常會事務組

經辦人：行政助理(資助計劃) 1

To: Language Education and SCOLAR Section

Attn: Executive Assistant (Funding Scheme)1

甲部 Part A

本校資料如下： The information of our school is as follows:		此欄由本組填寫(For official use only)	
		學校申請編號 Application No.	
學校資料 School Information			
學校名稱 School Name	(中文)		
	(English)		
地址 School Address	(中文)		
	(English)		
電話號碼 School Tel. No.		傳真號碼 School Fax No.	
電郵地址 School Email Address			
校長姓名 Name of the School Head	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms. <input type="checkbox"/> Miss <input type="checkbox"/> Mrs.# <input type="checkbox"/> 先生 <input type="checkbox"/> 女士 <input type="checkbox"/> 小姐 <input type="checkbox"/> 太太#		
負責教師資料 Details of the Teacher-in-Charge			
教師姓名 Name of the Teacher	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms. <input type="checkbox"/> Miss <input type="checkbox"/> Mrs.# <input type="checkbox"/> 先生 <input type="checkbox"/> 女士 <input type="checkbox"/> 小姐 <input type="checkbox"/> 太太#		
手提電話號碼 Mobile Phone No.		職銜 Post Title	
聯絡電郵地址 Contact Email Address			
校長簽署 School Head's Signature			學校印章 School Chop
日期 Date			
總頁數 Total No. of Pages	_____(包括此頁 incl. this page)		

#請在適當的空格內加上✓ 號。

#Please tick the appropriate box.

第____頁(總數:____ 頁)

Page ____ of ____

乙部(個人) Part B (Individual)

以下學生以**個人名義**報名參加「後起之秀 2021 社交媒體短片創作比賽」：

The following students shall take part in the “Be The Next Star KOL 2021” Social Media Video Contest **as individual entrants**:

(註：如需額外表格，請自行複印。)
(Note: Please make photocopies if extra forms are required.)

個人參賽者名單 Individual Participant List						
編號 No.	學生姓名 Student Name		班別 (班號) Class (Class No.)	年齡 Age*	暫擬題目 Tentative topic	已填妥報名表格乙部及 獲得家長或監護人同意* Part B of the Registration Form completed and parent consent sought*
	中文	English				
例 e.g.	陳大文	CHAN Tai Man	5A (1)	16	談詩說詞見妙韻	✓
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						

*未滿 18 歲的參賽者須獲家長或監護人同意參加比賽。

*Participants aged below 18 must obtain the consent from parents or guardians to participate in the Contest.

第_____頁(總數:_____頁)

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乙部(小組) Part B (Team)

以下學生以小組名義報名參加「後起之秀 2021 社交媒體短片創作比賽」：

The following students shall take part in the “Be The Next Star KOL 2021” Social Media Video Contest **as teams**:

(註：如需額外表格，請自行複印。)

(Note: Please make photocopies if extra forms are required.)

小組參賽者名單 Team Participant List							
編號 No.	小組名稱 Team Name	學生姓名 Student Name		班別 (班號) Class (No.)	年齡 Age*	暫擬題目 Tentative topic	已填妥報名表格乙部及 獲得家長或監護人同意* Part B of the Registration Form completed and parent consent sought*
		中文	English				
例 e.g.	Language Wizards	陳大文	CHAN Tai Man	5A (1)	16	Vocabulary fun	✓
		陳小文	CHAN Siu Man	5A (2)	17		✓
		周美美	CHOW Mei Mei	5B (10)	18		
1							
2							
3							
4							

*未滿 18 歲的參賽者須獲家長或監護人同意參加比賽。

*Participants aged below 18 must obtain the consent from parents or guardians to participate in the Contest.

第_____頁(總數:_____頁)

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「後起之秀 2021 社交媒體短片創作比賽」
報名表格
“Be The Next Star KOL 2021” Social Media Video Contest
Registration Form

附件三
Annex 3

此欄由本組填寫 (For official use only)

參賽者編號 Participant No.	
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甲部 Part A

參賽者資料 Personal Particulars of the Participant

參賽形式 (請在適當的空格加上✓號, 最多可選擇兩個形式。) Entry (Please tick the appropriate box and you may enter the Contest as an individual and/or a team.)			
<input type="checkbox"/> 個人 Individual		<input type="checkbox"/> 小組 Team	
姓名 Name	(中文) (English)		
香港身份證號碼 (英文字母及首 3 個數字)# HKID No. (prefix and the first 3 digits)#		年齡 Age	
聯絡電話 Contact Phone No.			
學校名稱 School Name			
班別 (班號) Class (Class No.)			
小組名稱 (如適用) Team Name (if applicable)			

#如參賽者在遞交申請時已領有香港身份證, 須填寫此部分。

#HKID card holders should fill out this part.

聲明:

本人謹此聲明 I hereby declare that:

Declaration:

1. 上述資料乃就本人所知據實呈報, 並確信其為真實無訛。
The above information is true to the best of my knowledge and belief.
2. 本人已細閱並同意遵守比賽指引及規則。

I have read the Guidelines and Rules of the Contest, and agree to abide by them.

參賽者簽署:

日期:

Signature of Participant: _____

Date: _____

乙部 Part B

只供未滿 18 歲參賽者家長/監護人填寫:

To be completed by the parent / guardian of a participant under 18:

家長/監護人簽署 Signature of the Parent / Guardian		關係 Relationship	
姓名 Name	(中文) (English)		
香港身份證號碼 (英文字母及首 3 個數字)* HKID card No. (prefix and the first 3 digits)*			
聯絡電郵地址 Contact Email Address			
聯絡電話 Contact Phone No.			
日期 Date			

*若參賽者已領有香港身份證, 此欄可留空。

*This part can be left blank if the participant is a HKID card holder.