

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

1. Objectives

SCOLAR will launch the **Student Language Ambassador Programme (Programme)** in November 2025, inviting both primary and secondary schools to nominate students to become Student Language Ambassadors (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.

2. Eligibility

- (a) All AM, PM and whole-day primary and secondary schools in Hong Kong (including special schools) may nominate students to participate in the Programme.
- (b) Applications should be submitted on a school-by-school basis.
- (c) Each school may nominate up to 20 students to participate in the Programme.

3. Responsibility of SLAs

- (a) SLAs are expected to actively participate in various kinds of language activities, including
 - ✧ school-based language activities;
 - ✧ activities organised or supported by the EDB;
 - ✧ activities organised or supported by SCOLAR or funded by the Language Fund
- (b) As SLAs, students should demonstrate their multi-faceted experiences in active language use, exert influence among their peers, and actively learn and practice biliteracy and trilingualism within and beyond the campus.

4. The role of schools

- (a) Schools are required to:
 - ✧ nominate students who are keen to take part in language activities and who enjoy sharing their experiences in acquiring biliteracy and trilingualism within and beyond the school to join the Programme;
 - ✧ organise school-based language activities and encourage the SLAs to participate in them;
 - ✧ assist the SLAs in sharing their outcomes of participating in language activities within and beyond the school via the school's webpage or social media platforms (e.g. YouTube Channel, Facebook, Instagram, RedNote (Xiaohongshu)).

5. Application procedure

- (a) Briefing session

To provide schools and teachers with a clearer understanding of the details and requirement 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. The briefing session marks the commencement of the Programme. Schools intending to participate in the Programme **should send at least one teacher representative to the briefing session**. Details are as follows (Please refer to the registration form in **Appendix 3**):

Details of the Briefing Sessions	
Date	14 November 2025 (Friday)
Time	Session 1: 14:15 – 15:15 or Session 2: 16:00 – 17:00 (Please indicate your preferred session on the registration form. Applications will be processed on a first-come, first-served basis. Participants may be arranged to either session.)
Venue	Lecture Theatre (WB), 4/F, West Block, Education Bureau Kowloon Tong Education Services Centre
Content	1. Highlights of Biliteracy and Trilingualism Campaign 2025 and Student Language Ambassador activities 2. Sharing by former SLAs and their school representatives. 3. Introduction of the Programme details and Q&A session
Registration Deadline	31 October 2025 (Friday)
Enrolment procedure	Interested schools are required to fill in the registration form and return it to the Language Education and SCOLAR Section of the Education Bureau on or before the registration deadline by fax (fax number: 2801 7732) or email (email address: omvpc@edb.gov.hk). Confirmation email will be sent approximately one week before the briefing session.

(b) Submission of student nomination form

1. Each school may nominate up to 20 students as SLAs.
2. All nomination must be submitted by the school.
3. Schools may nominate students who are keen to take part in language activities and who enjoy sharing their experiences in acquiring biliteracy and trilingualism within and beyond the school to join the Programme.
4. SCOLAR will collect nomination forms from schools from **14 November 2025 to 5 December 2025**. Arrangements for the collection of the nomination forms will be announced at the briefing session.
5. Please submit the completed nomination form via email (email address: omvpc@edb.gov.hk) to Language Education and SCOLAR Section. **Late submissions are not accepted.**

6. Release of appointment results

- (a) Unless schools receive further notice on or before 31 December 2025, all the nominated students may be deemed appointed as SLAs.
- (b) Each SLA will receive an electronic certificate of appointment and an SLA badge.

7. Showcase of achievements

- (a) Schools are required to showcase the achievements of their SLAs via school’s website or social media platforms, and submit the “Activity Record Form” to Language Education and SCOLAR Section by email at omvpc@edb.gov.hk on or before 17 April 2026. Arrangements for the collection of the record form will be announced at the briefing session.
- (b) 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.

8. Important dates

Dates	Details
13 October to 31 October 2025	Application period (The briefing session to be held on 14 November 2025 marks the commencement of the Programme. Schools intending to participate in the Programme should send at least one teacher representative to participate in the briefing session.)
October 2025 to April 2026	Participation of SLAs in language activities, including activities organised or supported by the EDB/ SCOLAR, school-based language activities and activities funded by the Language Fund
14 November 2025	Briefing session of the Programme
14 November to 5 December 2025	Submission of nomination (a maximum of 20 nominations per school)
By 17 April 2026	Submission of the “Activity Record Form” to Language Education and SCOLAR Section and showcase the achievements of SLAs via school website or social media platforms
April to May 2026	SLAs have a chance to be invited to participate in training sessions for the large-scale language promotion activity
July 2026 (Tentative)	Large-scale language promotion activity (SLAs may be invited to participate in the activity)
October or November 2026 (Tentative)	SCOLAR’s 30th anniversary celebration event (SLAs may be invited to participate in the event)

9. Enquiries

Please stay tuned for the latest development of the Programme on SCOLAR’s website and social media platforms. For enquiries, please contact Edgar PANG of the Language Education and SCOLAR Section at 3165 1187.

Website	Facebook	Instagram	YouTube Channel
			