

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2024/25” – “SOW Inspiring” Book Gifting Competition

Aims / Objectives

The “SOW Inspiring” Book Gifting Competition (the Competition) aims to develop **a zeal for reading** among students, enhance their **language skills**, unleash their **creativity** and foster their development of **proper values and attitudes**.

Students are invited to present **a book of their choice** as a gift to someone dear to them by **writing a message with a saying of wisdom (SOW) taken from the book and creating a piece of two-dimensional (2D) artwork** to enhance conveyance of meaning and visual representation of the message.

Apart from individual awards, an *Active Participation School Award* will be given to schools to encourage student participation in the Competition and to promote a positive whole-school reading atmosphere. Schools are encouraged to organise an internal preliminary competition and nominate students across different year levels to participate in the Competition. Schools with 80% or more students participating in the school’s internal preliminary competition will be given the award of active participation. There is no limit to the number of schools to be awarded. In support of the Competition, learning and teaching resources at the primary and secondary levels will be disseminated in due course.

Entry Requirements

- Participants should be full-time students of primary or secondary schools in Hong Kong and parents/guardians of Primary 1–3 students (for the Lower Primary Parent-child Division only).
- The Competition is divided into four divisions:
 - Lower Primary Parent-child Division (Primary 1–3)
 - Upper Primary Division (Primary 4–6)
 - Junior Secondary Division (Secondary 1–3)
 - Senior Secondary Division (Secondary 4–6)
- Entries should be submitted on an individual basis.

Content

- Participants should write a message to present a book of their choice as a gift to someone dear to them (e.g. a friend, a teacher, a parent, Hong Kong citizens). To allow more room for imagination and creativity, the message can be in the form of a letter, an email, a card, a note or other text types as deemed appropriate.
- Each entry should include:
 - a saying of wisdom (SOW) taken from the book, which should be included as part of the message and leave a lasting impact on the recipient while echoing the overarching theme and/or the four sub-themes (R.E.A.D.) (i.e. “**SOW the Reading Seed – Inspire and Be Inspired**”, “**Resilience**”, “**Empowerment**”, “**Appreciation**” and “**Delight**”) of the SOW Campaign 2024/25;
 - the reason(s) why the book was chosen for the recipient, how the book has inspired the participant, as well as how the book will resonate with and inspire the recipient; and
 - a photo or a piece of 2D artwork, which is a visual representation and an artistic and creative expression of the key message(s).
- The word limit of the entry for each division is as follows:
 - Lower Primary Parent-child Division (Primary 1–3): 80–150 words
 - Upper Primary Division (Primary 4–6): 130–200 words
 - Junior Secondary Division (Secondary 1–3): 180–250 words
 - Senior Secondary Division (Secondary 4–6): 230–300 words
- The maximum size of the 2D artwork is A4 and only still images are allowed. Three-dimensional (3D) graphics or animations are not accepted. The visual representations can be:
 - hand-drawn (in any form, such as poster colour, water colour, crayon, oil pastel and ink);
 - digitalised (photos or still images of computer graphics); or
 - a collage or mosaic with an assemblage of various art forms.


Rules and Regulations

- Each student participant should submit only ONE entry (i.e. a piece of text and artwork) for the Competition.
- For the Lower Primary Parent-child Division, each student participant can submit only ONE entry with their parent(s)/guardian(s).
- Entries from the same school for each division should be incorporated in ONE PDF file for submission.

- Each school can submit a maximum of 20 entries for each division. Schools are encouraged to give recognition (e.g. certificates) for the participation and efforts of students whose works are not shortlisted as one of the 20 entries.
- Adjudication is anonymous. Any details of schools/teachers/students/parents (e.g. photos of participants, school logos and graphics of school uniforms) should NOT appear on any page of the entries except the Entry Submission Form ([Appendix 1a](#)).
- Please note that entry submission which is incomplete or does not comply with the entry requirements or the rules and regulations may be disqualified.
- The EDB reserves the right to modify the rules and regulations of the Competition.
- Plagiarism in the submissions, including both the text and the artwork, is prohibited.
- While participants are strictly prohibited from using AI tools in writing the message, they are allowed to use AI tools in the creation and/or editing of the artwork.
- Entries shall not include any information or content that is obscene, abusive, violent and defamatory, or violates the laws of the HKSAR.

Submission of Entries

Deadline	<ul style="list-style-type: none"> ● 6:00 p.m., 31 March 2025 (Monday) ● Late submission or entries with incomplete information will NOT be accepted.
Details of submission	<ul style="list-style-type: none"> ● Each participating school should complete ONE Entry Submission Form (Appendix 1a) in fillable PDF format. ● For each division, participating schools should upload ONE PDF file to a shared drive (e.g. Google Drive/Microsoft OneDrive) and provide its link in the Entry Submission Form. The PDF file should contain the following documents: <ul style="list-style-type: none"> ➤ the School Cover Page (Appendix 1b) as the cover page of the PDF file; and ➤ the student entries, each of which should include an Entry Cover Page (Appendix 1c). ● The link to the PDF file should be made valid from the date of submission until 30 April 2025. Once submitted, schools should NOT make any changes to the PDF file. ● Access rights of the uploaded files should be granted to “Anyone with the link” or ele@edb.gov.hk. ● The EDB reserves the right to disqualify the entries without prior notification to schools should the PDF file be inaccessible via the provided link.
Mode (online)	<ul style="list-style-type: none"> ● The Entry Submission Form (Appendix 1a) should be: <ul style="list-style-type: none"> ➤ named as “BGC_Level(Primary or Secondary)_School” (e.g. <i>BGC_Primary_ABC Primary School.pdf</i>)

	<ul style="list-style-type: none"> ➤ submitted as an attachment by email to ele@edb.gov.hk with the subject indicated as “BGC_Level(Primary or Secondary)_School” (e.g. <i>BGC_Primary_ABC Primary School</i>) ● Submission by other means, such as CD-ROMs by post or in person, will not be accepted.
Soft copy of the forms	<ul style="list-style-type: none"> ● The soft copy of the Entry Submission Form, the School Cover Page and the Entry Cover Page can be downloaded via the following link or QR code: <p style="text-align: center;"> https://www.edb.gov.hk/BookGifting-form  </p>

Awards and Prizes

Award	Prizes	
Active Participation School Award	Each school with 80% or more students participating in the Competition, including the internal preliminary competition, will receive the award.	
Outstanding Award [3 entries from each division]	Each awardee will receive the following: <ul style="list-style-type: none"> - a certificate - a HK\$1,200 book coupon - two Ocean Park tickets 	Entries of the Outstanding and Commendable Awards will be displayed on the SOW web page and the e-Gallery of the EDB. The EDB may also curate a selection of winning entries and compile them into an anthology. (Please refer to Annex 4 for details.)
Commendable Award [about 10 entries from each division]	Each awardee will receive the following: <ul style="list-style-type: none"> - a certificate - a HK\$800 book coupon 	
Certificate of Appreciation	Every participant whose work meets the specified requirements will be given a “Certificate of Appreciation”.	

Adjudication

- The judging panel comprises EDB officers and members from relevant committees on English Language Education.
- Entries will be assessed based on the following criteria:
 - Originality and creativity
 - Effectiveness of the entry in echoing the theme and/or sub-themes of the SOW Campaign 2024/25 and inspiring the recipient(s)
 - Effectiveness and visual impact of the artwork in capturing the essence of the message
 - Language use
- The decision of the judging panel will be final.

Important Dates

6:00 p.m., 31 March 2025 (Monday)	Deadline for Entry Submission
June 2025	Announcement of results through: ➤ the SOW web page (https://www.edb.gov.hk/sow) ➤ letters to schools and emails to teachers-in-charge

Intellectual Property

- All participating students, parents and schools should note and agree with the following terms:
 - All entries should be original and have not been published on any occasions.
 - Participants need to ensure that the content of the entries does not infringe any copyright, publication right or interests of any other parties. Please visit the following website for details related to intellectual property:
<https://www.ipd.gov.hk/en/home/index.html>
- Any entries that have infringed any intellectual property rights would NOT be accepted. The EDB takes no liability whatsoever for such infringement.
- The EDB retains the right to edit, modify, publish and use any entries in any forms for display and educational purposes, and has the final decision of the above actions.



Personal Information Collection Statement

- Schools should provide the necessary personal data in the Entry Submission Forms and other relevant documents, and ensure accuracy and completeness of such information. Schools and students have to agree to authorise the EDB to release personal data (including the participants' names and school names) for contact, results announcement, prize presentation ceremony arrangements and promotional purposes. All data collected will be destroyed if no longer needed after the competition.
- For the above purposes, the name and school name of the participants and relevant persons may be disclosed through the EDB website and/or other websites and/or the media.

Contact Persons

For enquiries regarding the “SOW Inspiring” Book Gifting Competition, please contact the following officers of the English Language Education Section:

Primary Level	Ms Stephanie LO	2892 6574
Secondary Level	Mr C K KWAN	2892 6571

Download the Entry Submission Form from:



- Complete the form and save it in **fillable PDF format**.
- File name:
e.g. BGC_Primary/Secondary_School
Name.PDF



- Email the form to ele@edb.gov.hk by **6:00 p.m., 31 March 2025 (Monday)**.
- Email subject:
e.g. BGC_Primary/Secondary_School
Name

<https://www.edb.gov.hk/BookGifting-form>

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2024/25” – “SOW Inspiring” Book Gifting Competition (Entry Submission Form)	
I) School Information	
School Level:	* <input type="checkbox"/> Primary <input type="checkbox"/> Secondary
School Name:	
School Address:	<hr/> <hr/> <hr/> * Kowloon New Territories Hong Kong Island
Name of School Head:	* <input type="checkbox"/> Dr <input type="checkbox"/> Mr <input type="checkbox"/> Ms <input type="checkbox"/> Mrs <input type="checkbox"/> Other: _____ (Please specify.) Surname: _____ Given Name: _____
Contact Person:	* <input type="checkbox"/> Dr <input type="checkbox"/> Mr <input type="checkbox"/> Ms <input type="checkbox"/> Mrs <input type="checkbox"/> Other: _____ (Please specify.) Surname: _____ Given Name: _____
	Post Title: _____
	Telephone No.: _____
	Email: _____
II) Application Details	
Total No. of Students Shortlisted for this Competition: [Please include details of student nominees in Part III.]	
Total No. of Students Participating in the Internal Preliminary Competition:	
Total No. of Students in School as at 1 March 2025:	
III) Student Nominees	
<ul style="list-style-type: none"> ● For each division, please upload to a shared drive (e.g. Google Drive/Microsoft OneDrive) ONE PDF file with a School Cover Page (Appendix 1b) and student entries, each of which should include an Entry Cover Page (Appendix 1c). ● Once submitted, schools should NOT make any changes to the PDF file. ● The EDB reserves the right to disqualify the entries without prior notification to schools should the PDF file be inaccessible via the provided link. ● Each school can submit a maximum of 20 entries for each division. 	

* Please tick the appropriate box.

SAMPLE
Please use the electronic form.

Division	* <input type="checkbox"/> Lower Primary Parent-child <input type="checkbox"/> Upper Primary <input type="checkbox"/> Junior Secondary <input type="checkbox"/> Senior Secondary
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Please find below the link for downloading the entries:
 [The link to the PDF file should be made valid from the date of submission until 30 April 2025. Access rights of the uploaded file should be granted to "Anyone with the link" or "ele@edb.gov.hk".]

Entry Number	Student Name (in CAPITAL letters) [Please ensure the accuracy of the names as they will be used to issue certificates.]	Relevant Page Number(s) of Each Student Entry		
e.g.	CHAN TAI MAN, PETER	2	-	4
01			-	
02			-	
03			-	
04			-	
05			-	
06			-	
07			-	
08			-	
09			-	
10			-	
11			-	
12			-	
13			-	
14			-	
15			-	
16			-	
17			-	
18			-	
19			-	
20			-	

SAMPLE
 Please use the electronic form.

Division	* <input type="checkbox"/> Lower Primary Parent-child <input type="checkbox"/> Upper Primary <input type="checkbox"/> Junior Secondary <input type="checkbox"/> Senior Secondary			
Please find below the link for downloading the entries: [The link to the PDF file should be made valid from the date of submission until 30 April 2025. Access rights of the uploaded file should be granted to "Anyone with the link" or "ele@edb.gov.hk".]				
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04			-	
05			-	
06			-	
07			-	
08			-	
09			-	
10			-	
11			-	
12			-	
13			-	
14			-	
15			-	
16			-	
17			-	
18			-	
19			-	
20			-	

* Please tick the appropriate box.

SAMPLE
Please use the electronic form.

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School Cover Page

*For each division, schools should include this page as **the cover page of the PDF file**, followed by students’ entries, each of which should include an Entry Cover Page (Appendix 1c). The PDF file should be uploaded to a shared drive and the link to the PDF file should be included in the Entry Submission Form (Appendix 1a).*

School Information

School Name: _____

Teacher-in-charge (name & post): _____

Contact email address: _____

Contact No.: _____

Division: Lower Primary Parent-child / Upper Primary / Junior Secondary / Senior Secondary*

Number of entries submitted: _____

** Circle ONE division*

Declaration

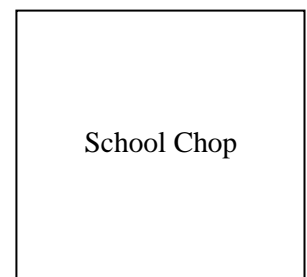
1. We declare that all entries are original and have not been published on any occasions; and that the content of the entries does not infringe any copyright and publication right.
2. We declare that all components of the submission(s), including the overarching concepts, main ideas and personal interpretations, are the result of the independent work and ideas of the student(s). There is no plagiarism or text created by AI tools.
3. We declare that we have read, understood and agreed to abide by all the rules and regulations, as well as the personal information collection statement as stipulated in the Annex 1 of EDBCM No. 233/2024.

Signature of School Head: _____

Name of School Head: _____

Name of School: _____

Date: _____



Schools should include this page as the cover page of each entry.

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Entry Cover Page

1. Entry number:	
2. Book title:	
3. ISBN of the book (if applicable)	
4. Saying of Wisdom (SOW) taken from the book:	
5. Page number of the book in which the SOW is taken from:	
6. Theme/Sub-theme(s) covered (Please tick. You can tick more than one box.):	<input type="checkbox"/> SOW the Reading Seed: Inspire and Be Inspired <input type="checkbox"/> Resilience <input type="checkbox"/> Empowerment <input type="checkbox"/> Appreciation <input type="checkbox"/> Delight
7. Recipient:	
8. Text type of the message (Please tick.):	<input type="checkbox"/> A letter <input type="checkbox"/> An email <input type="checkbox"/> A card <input type="checkbox"/> A note <input type="checkbox"/> Other (please specify: _____)
9. Number of words:	