

EDUCATION BUREAU CIRCULAR MEMORANDUM No. 233/2024

From: Secretary for Education
Reference: EDB(CD/ELE)/4245 II
Date: 30 October 2024

To: Heads of Primary and Secondary
Schools

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2024/25”

Summary

The purpose of this circular memorandum is to invite primary and secondary schools to participate in a series of activities under **the Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom” (SOW Campaign)** organised by the Curriculum Development Institute of the Education Bureau (EDB) in the 2024/25 school year.

Background

2. The SOW Campaign, first launched in the 2020/21 school year, is a territory-wide and cross-curricular initiative that connects English Language education with values education. It aims to enrich and extend students’ English learning experiences, and nurture proper values and attitudes in them through an array of student activities as well as learning and teaching resources unfolding the beauty and meaning of English sayings of wisdom (SOW).

Details

3. Building on the successes of the past four years, the SOW Campaign 2024/25 will continue to feature a variety of student activities and learning and teaching resources to facilitate English language learning by integrating values education into the school English Language curriculum within and beyond the classroom. With the overarching theme **“SOW the Reading Seed – Inspire and Be Inspired”** and four sub-themes, namely **“Resilience”, “Empowerment”, “Appreciation” and “Delight” (R.E.A.D.)**, the campaign this year aims to:

- cultivate students’ positive thinking;
- enhance their English language skills by developing their reading interest and ability;
- empower them to face adversity; and
- nurture in them a resilient mindset and a grateful heart through reading.

The table below shows a list of activities under the SOW Campaign 2024/25:

Activity	Time period	Remarks
For primary and secondary schools		
Once Upon A Book Storytelling Competition (Please refer to <u>EDBCM No. 206/2024*</u> for details.)	Sep 2024 – Apr 2025	<ul style="list-style-type: none"> • A storytelling competition which invites students to express their passion for a book of their choice by using a range of storytelling techniques in a thoughtful video presentation
Filmit 2025: A Student Film Competition (Please refer to <u>EDBCM No. 206/2024*</u> for details.)	Sep 2024 – May 2025	<ul style="list-style-type: none"> • A digital filmmaking competition which engages students to create a short film of 1-minute duration (for the One-minute Film category) or 3 to 5-minute duration (for the General category) to explore the theme of “From Print to Screen”, celebrating the joy, creativity and inspiration brought to filmmaking through reading
Time to Talk Public Speaking Competition (Please refer to <u>EDBCM No. 206/2024*</u> for details.)	Oct 2024 – May 2025	<ul style="list-style-type: none"> • A public speaking competition which engages students in a creative team presentation in English, with song stimuli encompassing the theme of inspiration, encouraging students to explore positive values and attitudes expressed in the songs
“SOW Inspiring” Book Gifting Competition (Please refer to <u>Annex 1</u> for details.)	Nov 2024 – Mar 2025	<ul style="list-style-type: none"> • A writing competition which invites students to present a book that echoes the overarching theme and/or sub-themes as a gift to someone dear to them by writing a message with a SOW taken from the book and creating a piece of 2D artwork to inspire the recipient
SOW Readathon (Please refer to <u>Annex 2</u> for details.)	Nov 2024 – Jun 2025	<ul style="list-style-type: none"> • A territory-wide reading scheme which promotes reading habits and encourages the sharing of good reads, with students completing “Reading Challenges”: <ul style="list-style-type: none"> ➤ Schools are encouraged to submit records of the completed Reading Challenges, such as videos, photos and students’ written work, for sharing of good practices. ➤ Schools are invited to nominate outstanding SOW Reading Ambassadors to feature in promotional videos.

Activity	Time period	Remarks
For primary schools		
Story to Stage Puppetry Competition for Primary Schools (Please refer to <u>EDBCM No. 206/2024</u> * for details.)	Sep 2024 – Apr 2025	<ul style="list-style-type: none"> A puppetry competition which invites teams of primary students to perform a puppet show of 5 to 7 minutes
For secondary schools		
Animal Photopoetry Creative Challenge (Details will be announced in Dec 2024 – Jan 2025.)	Jan 2025 – Apr 2025 (Tentative)	<ul style="list-style-type: none"> A photo-taking and poetry writing competition which promotes students' creative use of English and the love of nature and animals through engaging students in taking photos of animals and writing short poems based on the photos taken to present a positive message in connection with the animal featured in the photos

* EDBCM No. 206/2024 can be accessed via the following link or QR code:

<https://applications.edb.gov.hk/circular/upload/EDBCM/EDBCM24206E.pdf>



4. In support of the implementation of the above student activities and the holistic planning of the school curriculum, relevant learning and teaching resources, training for students as well as professional development programmes for teachers will be provided. Details will be announced on the SOW web page in due course.

5. Schools are encouraged to integrate the SOW activities and resources, based on students' needs and interests, into the school English Language curriculum and promote cross-curricular collaboration through engaging relevant KLAs/subject departments in promoting language learning across the curriculum and values education in schools. For more details about the SOW Campaign 2024/25, please visit the SOW web page of the English Language Education Section (www.edb.gov.hk/sow).



Enquiries

6. For enquiries, please contact Ms Christine LEUNG (primary level) or Ms Isa KONG (secondary level) of the English Language Education Section, Curriculum Development Institute, Education Bureau on 2892 5456 or 2892 6470 respectively.

Iris CHAN
for Secretary for Education

c.c. Heads of Sections – for information

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
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".]				
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			-	

* Please tick the appropriate box.

SAMPLE
Please use the electronic form.

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

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

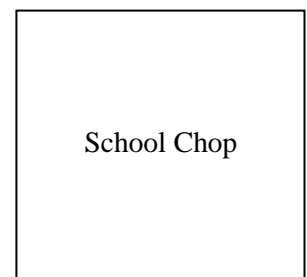
1. We declare that all entries are original and have not been published on any occasions; and that the content of the entries does not infringe any copyright and publication right.
2. We declare that all components of the submission(s), including the overarching concepts, main ideas and personal interpretations, 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.

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

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:	

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2024/25” – SOW Readathon

Aims / Objectives

The SOW Readathon aims to promote reading habits and encourage sharing of good reads by engaging students in immersive school-based reading activities centring around the overarching theme “**SOW the Reading Seed - Inspire and Be Inspired**”. Schools are encouraged to provide students with holistic learning experiences under the four sub-themes “**Resilience**”, “**Empowerment**”, “**Appreciation**” and “**Delight**” (R.E.A.D.) through cross-curricular collaboration to enhance their literacy skills, broaden their imaginations, and cultivate a lifelong passion for reading.

Details

2. The SOW Readathon is open to **all primary and secondary schools** in Hong Kong and will be held within the period of **December 2024 – June 2025**. Schools are invited to register and recruit students as **SOW Reading Ambassadors**. Registered schools will organise an array of learning activities within and beyond the classroom, based on students’ needs and interests, to promote reading, appreciation of SOW as well as proper values and attitudes, and actively engage students in performing their roles as SOW Reading Ambassadors. Interested schools should complete the Registration Form ([Appendix 2b](#)) in fillable PDF format and return it by email to ele@edb.gov.hk **by 6:00 p.m. on 29 November 2024 (Friday)**. For more details, please refer to [Appendix 2a](#).

Support measures

3. To support the organisation of the SOW Readathon at schools, each registered school will receive:

- i) copies of the Reading Challenge Booklet that suggests a variety of challenges to support their organisation of student activities;
- ii) SOW Reading Ambassador Badges for outstanding students as awards upon completion of the challenges; and
- iii) copies of do-it-yourself (DIY) corner bookmark templates for students to add spice to reading.

4. The **Reading Challenge Booklet** contains a number of “Reading Challenges”. These SOW and reading-related challenges vary in levels of difficulty and nature, such as participating in a SOW activity, reading a story of resilience and buddy reading. SOW Reading Ambassadors, upon completing **three or more** challenges with teachers’ validation, will be awarded a **certificate**. Schools can further select outstanding SOW Reading Ambassadors to receive the **SOW Reading Ambassador Badges** based on their participation and performance in the activities.

5. Other resource materials in support of the implementation of the SOW Readathon and promotion of reading, including the e-version of corner bookmarks and e-books, will be provided. Details will be disseminated in due course.

Sharing of good practices

6. Upon completion of the SOW Readathon, registered schools are encouraged to submit a school-based record of their unique strategies and activities for fostering positive values and attitudes through organising reading and SOW-related activities in the school English Language curriculum with Appendix 2c. Schools demonstrating commendable performance will receive an award in recognition of their efforts and achievements.

7. Registered schools are also invited to nominate outstanding SOW Reading Ambassadors upon completion of the SOW Readathon. Shortlisted ambassadors will be invited to feature in promotional videos to showcase their achievements and share what they have learnt and gained from the SOW Readathon.

Contact Persons

8. For enquiries, please contact the following officers of the English Language Education Section:

Primary Level	Ms Kimmy YIP	2892 6570
Secondary Level	Ms Kate WONG	2892 6481

Planning and Implementation of the SOW Readathon

Registration (4 November 2024 – 29 November 2024)

Please complete fillable PDF form downloadable via the QR Code or <https://www.edb.gov.hk/Readathon-form>, and send it by email to ele@edb.gov.hk with the subject indicated as “Readathon_School Name” (e.g. *Readathon_ ABC Primary School*) **by 6:00 p.m., 29 November 2024 (Friday)**.



Implementation

Period

- Schools can freely choose the dates (any time between December 2024 and June 2025) and the number of days for conducting the reading activities.

Activities

- ***School-based Learning Activities***
 - Schools can organise a variety of school-based activities for their students within and beyond the classroom, including classroom learning activities for appreciation of SOW through reading, Reading across the Curriculum (RaC) activities and interactive reading workshops in collaboration with other Key Learning Areas/the school library. Schools can also tap into various community resources (e.g. public libraries) and organise book fairs, reading clubs, and author visits to inspire students. Additionally, students are encouraged to participate in SOW-related competitions organised by the EDB to foster a dynamic reading culture.
 - Schools can refer to the resource materials for organising the school-based activities.
- ***SOW Reading Ambassadors Scheme***
 - Schools recruit SOW Reading Ambassadors to promote a reading culture and encourage their peers to engage in reading through various initiatives and activities.
 - **Reading Challenge Booklets and DIY corner bookmark templates** will be provided for registered schools.
 - A **certificate** of recognition will be awarded to SOW Reading Ambassadors upon completion of three or more Reading Challenges in the SOW Readathon.
 - Outstanding SOW Reading Ambassadors selected by the school will receive a **SOW Reading Ambassador Badge**.
 - Outstanding SOW Reading Ambassadors, nominated by schools and further shortlisted, will be invited to feature in a **promotional video** by the end of the school year.



Sharing of Good Practices

School-based Record

- Schools are encouraged to submit a school-based record capturing highlights of the activities to showcase the effective strategies for promoting reading as well as proper values and attitudes in the school English Language curriculum. Good practices will be collected and disseminated on the SOW web page and in EDB publications.

Format

- A reflection/photo collage/short video clip/excerpts of students' works with a simple description (File types: docx, pdf, pptx, jpg/png, mp4)

Submission Period

- Please upload the school-based record to a shared drive and send the link to it via email to ele@edb.gov.hk **by 6:00 p.m., 30 June 2025 (Monday)**.

Download the Registration Form from:



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



- Email the form to ele@edb.gov.hk by **6:00 p.m., 29 November 2024 (Friday)**.
- Email subject:
e.g. Readathon_School Name

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

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2024/25” – SOW Readathon (Registration Form)	
I) School Information	
School Level:	* <input type="checkbox"/> Primary <input type="checkbox"/> Secondary
School Name:	
School Address:	
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) Initial Plan	
Target Level(s) of Students: [You may tick more than one box.]	* <input type="checkbox"/> P1 <input type="checkbox"/> P2 <input type="checkbox"/> P3 <input type="checkbox"/> P4 <input type="checkbox"/> P5 <input type="checkbox"/> P6 <input type="checkbox"/> S1 <input type="checkbox"/> S2 <input type="checkbox"/> S3 <input type="checkbox"/> S4 <input type="checkbox"/> S5 <input type="checkbox"/> S6
Expected Total Number of Participants: [An estimate will suffice.]	
Activities to be Held: [You may tick more than one box.]	* <input type="checkbox"/> Reading challenges <input type="checkbox"/> Game booths <input type="checkbox"/> Book fairs <input type="checkbox"/> Thematic talks <input type="checkbox"/> Reading Day(s)/Week(s)/Festival <input type="checkbox"/> Book clubs <input type="checkbox"/> Competitions <input type="checkbox"/> Meet-the-author talks/activities <input type="checkbox"/> SOW-related competitions organised by the EDB <input type="checkbox"/> Other: _____ (Please specify.)

* Please tick the appropriate box.

Collaborative Partners: <i>[You may tick more than one box.]</i>	* <input type="checkbox"/> English Language Education KLA <input type="checkbox"/> Chinese Language Education KLA <input type="checkbox"/> Mathematics Education KLA <input type="checkbox"/> Science Education KLA <input type="checkbox"/> Technology Education KLA <input type="checkbox"/> Personal, Social & Humanities Education KLA <input type="checkbox"/> Arts Education KLA <input type="checkbox"/> Physical Education KLA <input type="checkbox"/> Teacher-librarian <input type="checkbox"/> Hong Kong Public Libraries <input type="checkbox"/> Parents <input type="checkbox"/> Alumni <input type="checkbox"/> Service Providers <input type="checkbox"/> Other: _____ (Please specify.)
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** Please tick the appropriate box.*



Download the School-based Record Form from:



- Complete the form and save it in [fillable PDF format](#).
- File name:
e.g. ReadathonRecord_School
Name.PDF



- Email the form to ele@edb.gov.hk by **6:00 p.m., 30 June 2025 (Monday)**.
- Email subject:
e.g. ReadathonRecord_School Name

<https://www.edb.gov.hk/Readathon-record>

**Campaign on “Promoting Positive Values and Attitudes through
English Sayings of Wisdom 2024/25” –
SOW Readathon (School-based Record Form)**

I) School Information

School Level:	* <input type="checkbox"/> Primary <input type="checkbox"/> Secondary	
School Name:		
School Address:	<hr/> <hr/> <hr/>	
	* <input type="checkbox"/> Kowloon <input type="checkbox"/> New Territories <input type="checkbox"/> 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) School-based Record

Level(s) of Participating Students: [You may tick more than one box.]	* <input type="checkbox"/> P1 <input type="checkbox"/> P2 <input type="checkbox"/> P3 <input type="checkbox"/> P4 <input type="checkbox"/> P5 <input type="checkbox"/> P6 <input type="checkbox"/> S1 <input type="checkbox"/> S2 <input type="checkbox"/> S3 <input type="checkbox"/> S4 <input type="checkbox"/> S5 <input type="checkbox"/> S6	
Total Number of students participating in the SOW Reading Ambassadors Scheme: [An estimate will suffice.]		

III) SOW Reading Ambassadors Scheme

In recognition of students' performance in the SOW Reading Ambassadors Scheme, a certificate of appreciation will be awarded to the ambassadors completing **three or more** Reading Challenges. Please complete the ambassadors list available at:

<https://www.edb.gov.hk/Reading-ambassadors>
[Please rename the file using the school name
(e.g. SOW_Abdr_SchoolName.xlsx)].



and email it to ele@edb.gov.hk together with this school-based record form. Please ensure the information is accurate for the issue of certificates.

* Please tick the appropriate box.

IV) Sharing of Good Practices

Please include a short description below capturing the highlights of the SOW Readathon in no more than 100 words.

Please upload the school-based record (Format types: docx, pdf, pptx,jpg/png, mp4) to a shared drive (e.g. Google Drive/Microsoft OneDrive) and provide the link for downloading the record in the space below. Access rights of the uploaded files should be granted to “Anyone with the link” or “ele@edb.gov.hk”.

Declarations

Schools should note the following terms and conditions:

- (a) The content of the school-based records submitted does not infringe any copyright and publication right. The Education Bureau takes no liability whatsoever for infringement. Please visit the following website for details related to intellectual property:
<https://www.ipd.gov.hk/en/home/index.html>
- (b) Prior consent for the use of the content of the school-based records has been obtained from the individuals appearing in the school-based records (e.g. parents, teachers, students).
- (c) The Education Bureau retains the right to edit, modify, publish and use in full or part of the content of the school-based records submitted (including student works/images/videos) in any form for display and educational purposes without getting further permission from the school or individuals appearing in the school-based records (e.g. parents, teachers, students); and without offering any further compensation in any form.

* Agree Disagree

* Please tick the appropriate box.

SAMPLE
Please use the electronic form.

**Campaign on “Promoting Positive Values and Attitudes through
English Sayings of Wisdom 2024/25” –
Selected Sayings of Wisdom (SOW)**

Sub-theme	Saying of Wisdom
Resilience	“We read to know we are not alone.” (C. S. Lewis)
	“Finite to fail, but infinite to venture.” (Emily Dickinson)
	“Although the world is full of suffering, it is also full of the overcoming of it.” (Helen Keller)
Empowerment	“The more that you read, the more things you will know. The more that you learn, the more places you'll go.” (Dr. Seuss)
	“I am not afraid of storms, for I am learning how to sail my ship.” (Louisa May Alcott)
	“Knowledge is power.” (Francis Bacon)
Appreciation	“The reading of all good books is like a conversation with the finest minds of past centuries.” (René Descartes)
	“Reflect upon your present blessings, of which every man has plenty; not on your past misfortunes, of which all men have some.” (Charles Dickens)
	“All that we behold is full of blessings.” (William Wordsworth)
Delight	“The pleasure of all reading is doubled when one lives with another who shares the same books.” (Katherine Mansfield)
	“There is nothing in the world so irresistibly contagious as laughter and good humor.” (Charles Dickens)
	“You must be the best judge of your own happiness.” (Jane Austen)

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom” – Examples of Displayed Outstanding Students’ Works

SOW Campaign 2020/21



Flipbook "SOW Campaign 2020/21 An Anthology of Winning Entries"

The anthology is a collection of students’ works selected from the winning entries of the *SOW Creative Writing Competition* and the *SOW Picture Book Design Competition* held in the 2020/21 school year.

http://www.edb.gov.hk/sow_anthology



SOW Campaign 2021/22



SOW Year Planner 2023

The SOW Year Planner 2023 showcases 12 winning entries from the SOW Creativity Contest: A Moment in Time held in the 2021/22 school year.

https://www.edb.gov.hk/sow_planner

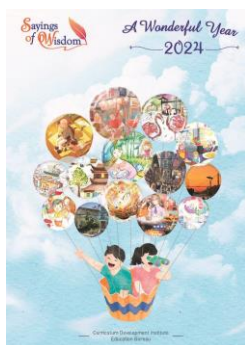


Hope is best gained after defeat and failure, because then inner strength and toughness is produced.

"She hadn't given up on herself, even when all hope seemed lost and simply surviving seemed to be futile."

SOW Creativity Contest: A Moment in Time 2021/22
Outstanding Award (Junior Secondary Division)

SOW Campaign 2022/23



SOW Year Planner 2024

The SOW Year Planner 2024 showcases 14 outstanding and commendable entries of the Poetry Remake Competition held in the 2022/23 school year.

https://www.edb.gov.hk/sow_planner2024



A visual representation of "Mother and Child" by Jennifer Wang.

"Trees provide nourishment for fruits to grow, so they become juicy and tasty. Similarly, our mothers teach us how to behave, so we become better people."



A visual representation of "At the Daisyping" by Kate Rogers.

"I use bright colours and vivid lines to represent the warm and lively atmosphere of daisyping and capture the diversity and vitality of the city. The unique local culture should be preserved."