



EDB has decided to extend the application period for the Competition and amend the rules for participation. The deadline of the video submission will be extended from 11 April 2022 to **31 August 2022 (Wednesday)**, and participants of the Primary and Secondary Groups, who originally have to enter the Competition on a group basis, can choose to enter the Competition either **on individual or group basis** (with no more than 5 participants). The service provider will contact the schools that have submitted their applications to confirm if the students will enter the Competition on individual or group basis.

4. Meanwhile, the announcements of the competition results as well as the Prize Presentation Ceremony cum Exhibition of Winning Entries will be postponed to **November 2022**. Except for the abovementioned amendments, all other rules for participation of the Competition remain unchanged. For details of the Competition and the amended rules for participation, please refer to the **Annex** (amended parts are italicised and underlined). All participants can also visit the activity website ([https://www.parent.edu.hk/en/article/video\\_competition](https://www.parent.edu.hk/en/article/video_competition)) for the updated details of the Competition and apply for the Competition via the website. Schools are invited to inform your students, teachers and parents about the updated arrangements of the Competition.

5. We hope schools to encourage parents and their children to make good use of the special vacation to actively participate in this meaningful competition, and use videos to express how to establish a good parent-child relationship. Parents and their children can also take this opportunity to share quality time together. In addition, we encourage schools and parents to visit the all-in-one parent education website “Smart Parent Net” (<https://www.parent.edu.hk/en>). The website contains a variety of information including videos and articles from experts, such as tips on fighting against the virus with children at home, doing physical activities at home and parent-child communication skills, so that parents and their children can make good use of the special vacation and enjoy the moments together.

## **Enquiries**

6. For enquiries, please contact the Home-school Cooperation Section at 3698 4376.

Dr Verena LAU  
for Secretary for Education

c.c. Heads of Sections – for information

**Positive Parent Campaign**  
**Video Production Competition on Parent Education**  
**“Light Up a Bright Future with Your Child”**

*(Updated version – amended parts are italicised and underlined)*

**1. Objectives of “Positive Parent Campaign”**

- The Campaign aims to promote the proper ways and attitudes of raising children, encourage parents to adopt positive parenting approach to nurture their children, enhance a positive mindset among parents, and gradually change the present culture of excessive competition among some of the parents, with a view to helping their children learn effectively and grow happily and building a bright future together.

**2. Theme of Entries**

- The theme of the entries of the Competition should focus on positive parenting and encouraging parents to establish a good parent-child relationship, develop a positive life with children and light up a bright future together.

**3. Categories**

- The Competition is divided into four groups: Primary Group, Secondary Group, Parent-child Group and Open Group.

**4. Eligibilities**

- Primary and Secondary Groups: participants should be studying in primary schools or secondary schools in the 2021/22 school year. Students aged under 18 shall only enter the Competition with the consent of their parents / guardians.
- Parent-child Group: parent(s) with a child studying in kindergarten, primary school or secondary school in the 2021/22 school year can enter the Competition together with their child.
- Open Group: participants must be Hong Kong residents aged 18 or above.

**5. Application Procedures**

- Schools (Primary and Secondary Groups) / Participants (Parent-child and Open Groups) can apply for the Competition via the activity website ([https://www.parent.edu.hk/en/article/video\\_competition](https://www.parent.edu.hk/en/article/video_competition)). After submitting the information for application, a confirmation e-mail with the reference number and the hyperlink for submission of entry will be sent to the e-mail address provided. Entries of Primary and Secondary Groups must be submitted and registered by their schools.
- Each reference number can only be used for submitting one entry. If a school has more

than one participant or one participating team, the school concerned has to submit the application details and the entry of each participant or each team separately.

- An entry cannot be modified or returned once submitted.
- A confirmation e-mail will be sent to schools / participants once their entries are successfully submitted.
- Schools / participants must read through the terms and conditions for the Competition before submission of the entries.

## 6. Rules for Participation

- The video must be shot and produced during the period of the Competition (**18 January 2022 to 31 August 2022**). The relevant anti-epidemic regulations and measures shall be observed during shooting.
- Those who participate in the creation, shooting and production of the video must be participants of the Competition. However, there is no such restriction on the cast.
- The idea and contents of the entries must conform to the theme of the Competition.
- Participants of the Parent-child Group must enter the Competition on a group basis (with no more than 5 participants). Participants of the Primary Group, Secondary Group and Open Group can enter the Competition either on an individual or a group basis (with no more than 5 participants).
- Each participant / group can only submit one entry; failing which, the participant will be disqualified.
- Participating schools and participants must fill in the entry form and upload their entries latest on **31 August 2022 (Wednesday) (23:59 HKT)**. Entries sent by post or submitted in person will not be accepted.
- Participating schools and participants must ensure that their entries do not contain any material that is obscene, violent, pornographic, defamatory, indecent, disparaging or content that is controversial and inappropriate, and will not breach the laws of the HKSAR; failing which, the participant will be disqualified.
- The EDB reserves the right to use, modify, duplicate and disseminate the contents of the work to any media channels without seeking prior consent from the schools and participants.
- The EDB reserves the right to amend the terms and conditions, contents and arrangement of the Competition without prior notification.

## 7. Formats and Requirements of Entries

- The length of a video for Primary Group must be within 2 minutes, and for Secondary Group, Parent-child Group and Open Group, it must be within 3 minutes.
- The video submitted must be in MP4 format with the resolution of at least 1920×1080 pixels and an aspect ratio of 4:3 or 16:9 horizontally. The file size must be no more than 8GB.

- The video style can be in acting, animation or computer-generated imagery, etc. Drama and documentary are also acceptable. There is no limitation on filming equipment.
- Participants can use Cantonese, Putonghua or English for shooting.
- A title in either Chinese or English must be included at the beginning of the video clip. A brief description of no more than 150 words in either Chinese or English should be submitted alongside.
- The winning entries should submit 5 film stills in digital form for exhibition purpose.

## 8. Awards and Prizes

- Each category will present a Champion, a First Runner-up, a Second Runner-up, 5 Merit Prizes and a Most Liked Award. Winners / winning teams will be awarded with the following prizes:

Award	Prize
Champion	Certificate of commendation + HK\$5,000 gift voucher
First Runner-up	Certificate of commendation + HK\$3,500 gift voucher
Second Runner-up	Certificate of commendation + HK\$2,000 gift voucher
Merit Prize (five awards)	Certificate of commendation + HK\$1,000 gift voucher
Most Liked Award	Certificate of commendation + HK\$1,000 gift voucher

- **The Most Active Participating School Award** will be presented to Primary Group and Secondary Group. The winning school will be awarded with the following prizes:

Award	Prize
Most Active Participating School Award (one award each for Primary Group and Secondary Group)	A trophy + HK\$5,000 gift voucher

Remarks: The Champions of the Primary and Secondary Groups as well as the winners of the Most Active Participating School Award will be arranged for shooting and interview by the service provider.

- The school which has submitted the highest number of valid entries in primary group and secondary group respectively will be awarded with the Most Active Participating School Award.
- The Most Liked Award will be presented to the entry of each group having the highest number of “Likes” in public voting.
- The winning entries may be used for promotional activities under the Campaign.
- All eligible participants would receive a souvenir.

## 9. Important Dates

Schedule	Dates
Application for the Workshop ( <i>Completed*</i> )	10 January 2022 (4 p.m.)
Application period for the Competition	18 January 2022 to <u>31 August 2022</u> (11:59 p.m.)
Public Voting for the Most Liked Award	<u>10 – 19 October 2022</u>
Announcement of Results	<u>4 November 2022</u>
Prize Presentation Ceremony cum Exhibitions of Winning Entries	<u>November 2022**</u>

*\* The workshops were held in February and March 2022. Those who are interested in participating in the Competition may visit the activity website to review the video highlights (Chinese version only).*

*\*\* Winners of the Competition will be notified of the detailed information upon announcement of results.*

## 10. Judging Criteria

- Judging criteria and weighting of the video are as below:

Judging Criteria	Weighting
Theme and content (relevant to the theme and content, messages are accurately delivered and highlighted)	40%
Infectious power (influence on the public and can attract the attention of different groups of the public)	30%
Creativity (creative concept, innovation, originality and new way of expression)	20%
Aesthetic and production techniques (shooting techniques, sound and visual effects)	10%

Remarks: The decisions of the panel of adjudicators shall be final.

## 11. Intellectual Property

- All entries should be original and have not been shown in any occasion or submitted in any other similar type of activities.
- Participants are required to ensure that the content of the entries does not infringe any copyright and publication right. Please visit the following website for details related to intellectual property: [https://www.ipd.gov.hk/eng/pub\\_press/publications/IP\\_e.pdf](https://www.ipd.gov.hk/eng/pub_press/publications/IP_e.pdf).
- Any entries that have infringed any intellectual property will not be accepted. The EDB takes no liability whatsoever for infringement.
- Regardless of the results of the competition, the EDB retains the right to replicate, use, modify, display and publish any entries in any forms without geographical, frequency and

time restrictions; the right to use part or all of the contents of the entries with no compensation; and the right to use, or not use, the winning entries. The EDB has the final decision of the above actions.

## **12. Enquiries**

- For enquiries, please contact the Home-school Cooperation Section at 3698 4376.