

Empowering Consumers through Education.

教育活動——加強消費者的自我保護能力

WHY THIS IS IMPORTANT

Great importance is attached to the Council's consumer empowerment objective of which consumer education forms an integral part. Through a systematic programme for various target groups, participants acquired the necessary skills and know-how of rational consumption. Their awareness of the rights and responsibilities of being consumers was heightened as a result.

The Council has provided support to other organisations and educational institutes to enable them to run their own consumer education programmes. Tailor-made activities are designed to cater for three major target groups – namely young people, senior citizens and new immigrants. The latter two groups are more vulnerable to trade malpractices and in need of guidance.

WHAT WE HAVE DONE

During the year, 215 educational talks, visits, workshops and seminars were organised for the above three target groups, as well as other interested parties such as teachers, parents, women and disadvantaged groups. Popular themes included consumer rights and responsibilities, consumer protection laws, consumer traps, sustainable consumption, consumer guides on health and safety issues as well as the purchase and subscription of telecommunications services, to meet the needs and concerns of the public.

The Council has also organised the Consumer Culture Study Award as well as teacher training programmes to promote consumer education in schools. In addition, the Council has been actively involved in promoting consumer education contents to be incorporated in local formal school curricula with great success. Council staff has worked closely with the Education Bureau (EDB) in the design and development of such curricula to enhance the effective delivery of knowledge and concepts pertaining to consumer education in various related subjects in Technology & Business, Social & Humanities key learning areas as well as Liberal Studies and moral and civic education, in primary and secondary schools.

消費者教育的重要性

本會一向極為重視提升消費者自我保護能力的教育工作。針對不同社群的需要，本會籌劃不同類型的消費者教育活動，讓他們認識消費者的權利和責任，從而成為明智的消費者。

為更有效推廣消費者教育，本會因應不同機構及院校的需要，提供協助及教材，讓他們可各自推行消費者教育活動。本會亦舉辦專為青少年、長者和新來港人士而設計的活動。長者和新來港人士因較易受不當經營手法影響，有必要加強他們的警覺性，以免墮入消費陷阱。

我們完成的任務

本會為上述三個目標社群，以及其他對象如教師、家長、婦女和傷健人士，全年共舉辦215項消費者教育活動，包括講座、參觀、工作坊和研討會等。主題包括消費者權益與責任、消費者保障法例、消費陷阱的自保法、可持續消費、健康和安全的消費、及電訊服務的選購指南等，以切合社會大眾的需要。

本會亦籌辦「消費文化考察報告獎」及教師培訓課程，在學校推廣消費者教育。本會與教育局一向緊密合作，共同發展適用於不同科目的課程，將消費者教育的知識和概念，有效融合於多個中小學正規學校課程之中，包括：科技教育和社會及人文教育學習領域，以及通識教育、德育及公民教育等，成績理想。

Education resource materials were also produced to facilitate trainers to conduct consumer education programmes on their own.

Several pilot programmes were further tested out during the year to explore opportunities and feasibilities in effective delivery of consumer education to better serve emerging needs as well as the needs of different sectors. These included education programmes and training courses for local third age persons and university students in Mainland China.

Staff training programmes and sharing sessions were also conducted for our Mainland and local counterparts to share experiences in designing and organising effective consumer education programmes in general and the Consumer Culture Study Award in particular.

These programmes were held both in the Consumer Council Resource Centre as well as local schools and other community centers to meet demands from different sectors of the society.

Enhancing Youth Awareness in Consumer Rights Consumer Culture Study Award

The Award, jointly organised with the Education Bureau (EDB) for the thirteenth consecutive year, is the largest and most well-received territory-wide project-based learning programme designed for local secondary schools. Participants have to study a particular aspect of our local consumer culture, exploring the consumer attitudes, values and behaviours in Hong Kong. Over the years, the Award has been generating a fruitful collection of over 8 600 study reports based on first-hand data collected by students, and in turn, helped enrich the archives of studies on local consumer culture as well as the pool of teaching resources.

The finale of the 12th Study Award was marked by the Joint Award Presentation Ceremony with the 1st Third Age Persons Consumer Culture Study Award held on 26 July 2011 at Academic Community Hall of Hong Kong Baptist University. Officiated by Mrs Cherry TSE Ling Kit-ching, JP, Permanent Secretary for Education and attended by 700 guests, the Ceremony presented 56 awards to the 46 winning teams, with 7 major winning teams presented the major findings of their reports in various creative formats.

此外，本會亦製作各類教學資源材料，以協助導師自行策劃消費者教育活動。

去年本會繼續試行數項先導計劃以探討在本港和內地有效推行消費者教育的各種可能性和可行性，以應對不同社群和社會發展的新需要，其中包括為本地第三齡人士及內地大學生舉辦的教育課程與培訓活動。

此外，本會亦為本地及內地姊妹團體，主持員工交流培訓活動，以分享設計有效消費者教育活動及籌辦「報告獎」的成功經驗。

因應不同團體和機構的需要，這些活動除了在本會的資源中心，亦會於各學校及社區中心舉行。

提高年青人的消費權益意識 消費文化考察報告獎

由本會及教育局合辦，以中學生為對象，迄今已舉辦了十三屆的「消費文化考察報告獎」，是本地學界最大型和最受歡迎的專題研習教育活動。參加同學自行挑選與本地消費文化有關的課題，探討消費者的行為、態度和價值觀等，並進行考察調查。歷屆完成的八千六百多份考察報告，都是同學實地考察所得到的第一手資料，為本地消費文化研究和消費者教育提供了豐富的參考資源。

第十二屆「報告獎」於二零一一年七月二十六日與「第一屆第三齡消費文化考察報告獎」共同舉行的聯合頒獎禮中完滿結束。頒獎禮假浸會大學大學會堂舉行，由教育局常任秘書長謝凌潔貞太平紳士主禮，共七百多名嘉賓出席。本屆頒發的56個獎項由46隊同學獲得。七隊主要得獎隊伍更以各種創新的形式為嘉賓匯報了作品的精髓。

The 13th Study Award was launched in September, 2011. 1 144 teams from 99 secondary schools took part in this year's Award. Amongst the participating schools, 8 schools joined for the first time while 61% of last year's schools continued in their participation this year. 99% of the participating teams successfully completed their studies. A list of the winners is at Appendix 13.

Introductory talks on consumer issues and how to conduct the study were organised for teachers and students, attracting over 700 participants to such sessions. It was through these talks and the subsequent active engagement of students in conducting the study that their understanding and awareness of consumer issues were enhanced and analytical ability strengthened.

107 workshops covering 26 thematic topics were organised for over 5 700 teachers and students as an extension activity of the Study Award. These workshops aimed at stimulating creativity, arousing interest on issues like consumer responsibilities, care and concern of the environment as well as exposing participants to concepts and skills in conducting and presenting consumer culture studies.

The Consumer Education Division was also invited to conduct School Workshop Days as a support and learning initiative for participating schools of the Study Award. A team of workshop hosts would conduct four to five different workshops in each session, providing chances of different exposure for the 200-strong students studying in the same form in a day's visit for each school. School Workshop Days were conducted for 19 schools in the year with positive response.

Advisory and consultation sessions conducted by staff was a newly introduced support initiative to teachers and students to help improve their project ideas and skills aiming to further improve the quality of the project studies. 53 such sessions were held in the year.

Pilot projects were successfully launched last year to extend the experiences of the Study Award in engaging local third age persons and Mainland students in conducting consumer culture studies as an empowerment initiative.

第十三屆「報告獎」於二零一一年九月展開，共有99間中學的1 144隊報名參加。當中，有8間中學為首次參加，上屆學校繼續參加率為61%。99%隊伍成功完成考察報告。本屆得獎名單見附錄十三。

本會特別為參加學校的老師和同學安排多次講座，講解各種消費問題及如何進行考察活動，吸引了逾700位師生出席。透過出席講座及主動參與考察，同學對各種消費課題有更深入的了解，分析能力亦大大提高。

為支援參加的學校及作為延展的學習活動，年內為超過5 700位老師及同學舉辦了107次，共26個不同專題的工作坊，以啟發同學的創意，提高他們對消費者責任、可持續消費等課題的認識，以及讓參加者掌握如何進行消費文化考察的概念和技巧。

應學校的邀請，本會於新學年繼續舉辦「學校工作坊日」。教育部的團隊於工作坊日，為每間參與學校同年級的二百多位學生，主持四至五個不同主題的工作坊，讓學生參與不同的工作坊以獲得不同的體驗和學習。年內共為19間中學舉辦了學校工作坊日，反應良好。

自去屆起，更新增由教育部團隊主持的「諮商面談會」，為各校提供更多的支援。活動透過對報告的意念和內容提出建議，協助同學提升作品的水平。本屆共舉辦了53次面談會。

本會亦會繼續探討為不同階層和在內地推行同類型活動的可能性。去年成功推行了供本地第三齡人士及內地學生參與的兩個「報告獎」試驗計劃，旨在讓更多不同階層的參加者，皆能透過消費文化的考察，提升自保維權的意識和能力，貫徹賦權消費者的理念。

Youth Development Service Scheme

The Youth Development Service Scheme aims to provide an opportunity for the trained youth volunteer leaders learning more about consumer issues through involvement in Council's activities. Provided with comprehensive training and practice opportunities, these youth leaders took up tasks independently, such as presentations to community groups and production of educational materials. They are also actively involved in the running of various events and projects of the Consumer Education Division.

Currently, over 30 secondary students and university undergraduates are involved in the Scheme, with new recruits joining each year.

Consumer Culture Study Award in Shantou University

This pilot programme, aiming to explore the feasibilities in organising similar programmes for Mainland students, was launched in September 2009 in Shantou University and was well-received by both the University and their students. This year, the Council continued to co-organise the Third Consumer Culture Study Award in Shantou University with its Student Affairs Office. Over 340 students forming 102 teams have enrolled in the programme to receive training pertaining to issues, concepts and skills in conducting consumer culture studies. Members of the previous winning teams were trained to become the organiser and trainer for the new round of the Award with impressive results.

The Award Presentation Ceremony of the 2nd Study Award was held on 12 November 2011 at Shantou University with Prof. Li Dan, Vice President of the University as officiating guest.

320 guests attended the Ceremony. Among them were over 40 principals and teachers from local secondary schools.

Education Programmes for Vulnerable Groups For Senior Citizens

51 programmes were delivered to the senior citizens through joint efforts with social and community services organisations. Programmes were tailored to meet the special needs and consumption patterns of the senior citizens.

青年培訓服務計劃

「青年培訓服務計劃」旨在讓青年學員，通過參與協助籌辦消委會的教育活動，加深他們對保障消費者權益工作的認識。通過全面的訓練和實踐，參加計劃的青年學員積極參與本會推動消費保障的社區教育活動、製作教材，並協助推行本會不同的活動和計劃。

本年共有逾30位中學生及大學生參與此計劃，每年並不斷有新學員加入。

汕大學生消費文化考察報告獎

本會於二零零九年九月在汕頭大學試辦了首次在內地舉辦的「消費文化考察報告獎」，旨在探討和掌握在內地推行同類活動的可能性和經驗，活動深受汕頭大學校方及學生歡迎。今年本會與汕頭大學學生工作處合辦第三屆「汕大學生消費文化考察報告獎」，共有102隊超過340位學生報名參加，並接受了進行消費文化考察的相關議題、概念和技巧的培訓。上屆的得獎同學在培訓後，更肩負起本屆「報告獎」的大部份籌辦和教學工作，並得到十分理想的成績。

第二屆的汕大學生「報告獎」頒獎禮於二零一一年十一月十二日於汕頭大學舉行，由汕頭大學副校長李丹教授主禮。

320名嘉賓，包括四十多位來自當地中學的校長、老師出席了該頒獎禮，並交流了經驗。

協助弱勢社群的教育活動 長者的消費者教育活動

本會聯同各社工及社區服務機構，年內共為長者提供了51項教育活動。

The programmes were mainly on health and safety concerns in selecting and consuming products and services related to this particular cohort. These included health food and equipment, household appliances and dried seafood. Precautions from falling into common consumer traps including subscribing telecommunication services and contractual obligations in different payment methods were also popular topics.

Third Age Persons Consumer Culture Study Award

The Third Age Persons Consumer Culture Study Award held last year as a pilot programme to engage more third age persons in the understanding and analysis of the local consumer culture. The 1st Study Award accomplished by presenting nine awards to the six winning teams, four major winning teams presented the major findings of their reports in the Joint Award Presentation Ceremony.

Based on the experience on the pilot programme and upon the requests from cooperating social services institutes, the 2nd Study Award was co-organised with five social services institutes and joined by 17 teams from 12 organisations.

Planning meetings, focus groups, briefing sessions and introductory talks were held before the official launch, while about 34 tailor-made comprehensive training programmes and consultation sessions were also conducted for the participants of this Award.

15 teams submitted their study reports in March 2012 providing the community a better understanding of the views and situations unique to third age persons in the consumption processes.

For New Immigrants

Regular programmes including visits and talks were also conducted within the year for the new comers from Mainland to familiarise them with local consumer protection measures. Talks on employment traps were also arranged for newly arrived women whom were most susceptible to those malicious practices in question.

Specially designed consumer education programme was also conducted for new immigrant children. The programme aims to familiarise the children with the Council's work as well as the local consumer culture and consumer protection measures.

活動針對長者的特別需要和消費模式而設計。活動主題為長者消費經常面對的各種健康及安全問題，包括選購健康食品及器材、家居電器、海味等需留意的地方。其他包括如何預防墮入常見消費陷阱的介紹，例如選用電訊服務、不同合約付款方法等，均甚受長者歡迎。

第三齡消費文化考察報告獎

去年本會試驗推行「第三齡消費文化考察報告獎」，以促進第三齡人士對本地消費文化的了解和剖析。第一屆「報告獎」成績理想，11隊參加者中共有六隊獲頒發九個獎項，四隊主要得獎隊伍更於聯合頒獎禮上，以不同的形式，演繹了作品的精髓。

本會總結所得經驗，並應多個合作社會服務機構之邀，於本年度再次舉辦「第三齡消費文化考察報告獎」。第二屆第三齡「報告獎」由五個社會服務機構協辦，並有來自12個社會服務機構的17隊報名參加。

在活動正式推出前，已陸續舉行了多個計劃會議、聚焦小組及簡介會等。及後亦為參加者提供了近34項特別設計的培訓活動。

15隊參加者於二零一二年三月成功提交了報告。透過這些報告，可讓社會大眾對第三齡人士獨特的消費處境和觀點，有更清晰和確切的了解。

新來港人士的消費者教育活動

本會亦有定期舉辦參觀活動及講座，讓新來港人士了解本地的消費保障措施。鑑於新來港婦女常有墮入求職陷阱的情況，年內亦特別安排相關內容的講座，從而提升他們的自我保護能力。

本會亦特別設計了一項消費者教育活動予新來港學童參加，讓他們了解本會的工作及認識本地的消費文化及有關保障消費者的措施。

For Disadvantaged Groups

Special education programmes have been developed to meet special needs of those disadvantaged groups such as students of mental disability and special education needs.

Train the Trainers

Community Involvement Service Scheme

Based on the successful experience of the Youth Development Service Scheme, another service scheme was also launched to involve interested women and third aged volunteers. These volunteers would be provided with systematic training on knowledge and skills in organising and conducting effective consumer education programmes. They would in return contribute their assistance in Council's education programmes and events.

Training Programmes for Teachers on Consumer Education

Government's recent curricular reform responded favorably to the Council's call for incorporating consumer education in the wider school curriculum. Council staff have been invited to contribute in the design of new curricula to better incorporate consumer education concepts in school teaching.

To meet with the increasing demand, EDB had commissioned the Council to design and host several Teacher Development Courses such as the Teacher Development Course on Consumer Education for Technology Education Teachers in 2004-06; the Professional Development Programme for Liberal Studies: NSS Independent Enquiry Studies in the LS Curriculum in 2007; and in 2008 through 2010, Teacher Development Courses on Learning and Teaching PSHE KLA through The Consumer Education Perspective; the Teacher Professional Development Programme for NSS Learning and Teaching Strategies for the Technology and Living Curriculum Series: Action Planning for Quality Learning and Teaching in 2010; as well as Professional Development Programme for teachers on the new junior school Life and Society curriculum in 2012.

Upon EDB's initiation, a series of Teacher Training Seminars were organised for secondary school Economics teachers on the proposed legislation of Competition Law in early 2012.

傷健人士的消費教育活動

本會亦有為傷健人士設計特殊的教育活動，包括輕度智障及有特殊學習需要的學生等。

導師培訓

社區參與服務計劃

基於「青年培訓服務計劃」的成功經驗，本會推出另一服務計劃，讓有興趣的婦女及第三齡志願者，接受有系統的訓練，掌握有效籌辦消費者教育活動的知識和技巧，以便日後為本會推行的教育活動提供協助。

消費者教育教師培訓課程

政府接納了本會的倡議，在近年的課程改革中，將消費者教育納入多個中學科目之內。本會同工亦獲邀參與多項中學新課程的設計工作，將消費者教育的概念更有效地融合於學校課程之內。

鑑於學校對「消費者教育」的教師培訓需求日趨殷切，教育局亦已先後委託本會設計及主持多個教師培訓課程，包括：二零零四至二零零六年度，為「科技教育」教師而設的教師培訓課程；二零零七年的「新高中通識教育科獨立專題探究」培訓課程；二零零八至二零一零年的「個人、社會及人文教育學習領域的學與教：消費者教育角度」網上培訓課程；二零一零年，為新高中科技與生活科的教師而設的「新高中科技與生活課程學與教策略系列：邁向優質學與教一工作坊」；及二零一二年，為初中「生活與社會」教師而設的「生活與社會課程研討會系列：消費者教育近貌—透視消費處境 關懷生活文化」等。

本會亦應教育局邀請，於二零一二年初為中學經濟科教師就競爭法的制定舉辦一系列的教師培訓研討會。

Staff Training for School Teachers

The Division has been invited to conduct Staff Development Programmes for teachers. This year, staff development programmes were conducted for Integrated Humanities teachers of CCC Fong Yun Wah Secondary School and Christian Alliance S C Chan Memorial College in January and March 2012 respectively. Consultation sessions were also held for schools especially on experience in conducting effective project learning programmes.

Staff Exchange Activities

Experience sharing activities were also conducted for staff of sister organisations from Mainland.

Training of University Students

The Division also coordinates and provides training opportunities for various local and Mainland universities which include Hong Kong Baptist University, Hong Kong Institute of Education, Hong Kong Shue Yan University and Shantou University.

Teaching Resources Development

To assist trainers and teachers in conducting effective consumer education programmes, new teaching materials and tools are developed each year. Several teaching resources kits were also published over the years. These include coursewares, collections of teaching activities and workshop games, collections of consumer culture study projects. Most are commissioned by EDB and have been distributed freely to schools and social service institutes.

Education Resources Kit on Project-based Learning for PSHE at Secondary Level

The Resources Kit, published in 2009 was commissioned by EDB. It aims to provide teachers with handy tools and successful examples in the training and learning through project studies in consumer culture.

教師專業發展工作坊

消費者教育部亦會應邀為各校主持教師專業發展活動。年內分別於二零一二年一月及三月獲中華基督教會方潤華中學及宣道會陳瑞芝紀念中學的邀請，為綜合人文科和專題研習科的老師主持培訓活動。本會亦有為不同中學就如何有效推行「專題研習」，提供意見。

同工交流活動

年內，本會為來自國內的同工主持有關消費者教育的員工交流培訓活動，以促進機構間的經驗交流。

大學生的培訓

消費者教育部亦有為本地及國內大學學生統籌和提供在本會實習和培訓的機會，包括：香港浸會大學、香港教育學院、香港樹仁大學及汕頭大學。

教學資源製作

為協助導師和老師推行有效的消費者教育活動，本會每年均編製不同類型的新教材，包括教學課程內容、教學活動、工作坊遊戲及消費文化考察報告等。近年，大部份的教材均由教育局贊助出版，並免費派發予全港學校和社會服務機構。

《個人、社會及人文教育科專題研習教材套》

這個教材套由教育局委託製作，已於二零零九年出版。教材套旨在從消費文化專題研習報告中，擷取其中適用於專題研習教與學的工具和成功例子，以協助教師的相關教學。

The Kit comprised of three major winning student project reports of the Seventh Consumer Culture Study Award as exemplary projects, together with adjudicators' views and comments; project team members' experience sharing; as well as over 30 workshop exercises and learning activities to demonstrate the Council's unique experiences in enhancing the teaching and learning of generic skills including but not limited to knowledge construction, creativity, critical thinking as well as communication and presentation skills.

The Kit had been sent to all local secondary schools and university libraries as well as education resource centres to enrich the pool of teaching materials in consumer education.

Other Education Resources

The DVD-ROM containing the winning reports of Consumer Culture Study Award XII was produced and distributed to all secondary schools as a teaching resource. 3 000 copies were made and sent in the year.

Other educational resources included teaching kits on labelling and advertising, a consumer education resource kit for new immigrants. These were produced to meet the need and demand of schools and community organisations.

Consumer Council Resource Centre

Located in Tsim Sha Tsui, the Council's Resource Centre was opened to service in October 2001. Facilities include a Consumer Advice Centre, a multi-purpose conference room equipped with audio-visual devices, and a resource library. Multimedia computers were installed giving visitors' access to the Council's web site and educational resources. Workshops, seminars and talks were held regularly in the Resource Centre. During the year, the Resource Centre attracted over 700 visitors from over a hundred community organisations and education institutes.

教材套以三個「第七屆消費文化考察報告獎」主要得獎作品作為範例，並加上評判對作品的評語、同學組員的經驗分享。教材套亦加入三十多個由本會設計的一系列獨特的工作坊練習和學習活動，以示範如何通過工作坊活動提升同學在知識建構、創意思維、批判思考、溝通傳意和表達技巧等的能力。

教材套已分發予全港中學及大學圖書館，以及各個教育資源中心，以豐富消費者教育的教學資源。

其他教學資源

本年共印製及派發了3 000片「第十二屆消費文化考察報告獎」得獎作品光碟予各中學，以供教師使用作教學資源。

本會亦製作有《包裝及標籤》和《認識廣告》兩集教材套，及為新來港人士編製的消費者教育小冊子。這些教材廣為學校及社區機構採用。

消費者委員會資源中心

位於尖沙咀的消費者委員會資源中心，設有消費者諮詢中心、配有多媒體設備的多用途會議室及資料中心。此外，還設有多媒體電腦，供訪客瀏覽本會網站及其他教育資源。資源中心全年共接待了超過700位來自百多間團體及教育機構的訪客。