



## EMPOWERING CONSUMERS THROUGH EDUCATION

### 以教育活動提升自我保護能力

**The Council, in addition to media programmes, empowers consumers also by means of education programmes at the school and community level, which allows consumers and social groups to acquire the necessary skills and knowledge in rational consumption, enabling them to think and act as responsible consumers.**

除了透過媒體，消委會亦透過學校及社區公眾教育活動來提升消費者的自我保護能力，讓消費者及不同社群掌握理性消費的技巧和知識，引導他們從負責任的消費者的角度，去思考及行事。

#### Education Programmes and Activities

During the year, a wide range of education programmes and activities, comprising 220 educational talks, workshops and seminars, were organised and conducted for various target groups, including youth, elderly and new immigrants, as well as other interested parties such as teachers and the vulnerable. These activities covered a wide range of topics encompassing consumer rights and responsibilities, consumer protection laws, sustainable consumption and issues concerning subscription of telecommunications services and product safety.

#### Enhancing Youth Awareness in Consumer Rights

##### The Consumer Culture Study Award

In collaboration with the Education Bureau, the 16<sup>th</sup> Consumer Culture Study Award (CCSA) took place during the year. The CCSA is one of the largest project-based learning platforms for local secondary school students. Participants were asked to select a topic on local consumer culture for study and then submit a report.

The annual event this year drew a total of 1,121 teams from 104 secondary schools<sup>13</sup>. Over 2,500 teachers and students attended introductory talks organised by the Council, in which they were guided to contemplate a wide array of consumer issues, and learned methods needed to conduct cultural studies. 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.

Further, 133 workshops and consultation sessions covering over 30 thematic topics were conducted for over 7,800 teachers and students as an extension activity of the Award. These activities

#### 教育課程和活動

本會全年舉辦了220項不同類型的消費者教育課程及活動，包括講座、工作坊和研討會等不同形式，並針對不同目標社群的需要，提供相應的內容和設計，當中涵蓋年青人、長者及新來港人士，以及其他界別如教師及弱勢社群等。教育活動的主題廣泛——消費者權益與責任、消費者保障法例、可持續消費及備受關注的消費權益問題如電訊服務及產品安全等。

#### 提高年青人的消費權益意識

##### 消費文化考察報告獎

每年由本會及教育局合辦的「消費文化考察報告獎」，至今已舉辦十六屆，是本地學界最大型的專題研習教育活動之一。參加的中學同學自行挑選與本地消費文化有關的課題，進行考察調查並提交報告。

年內，第十六屆「報告獎」共有來自104間中學的1,121隊伍參與這個活動<sup>13</sup>。本會為老師和同學特設講座，讓參加者思考各類消費問題並學習考察方法，講座共吸引逾2,500位師生出席。同學透過出席講座及積極參與活動，對消費議題有更深入的瞭解及關注，亦有助提升分析能力。

本會亦舉辦了133場共30多個不同專題的培訓及諮詢工作坊，作為延展學習活動，共有逾7,800位老師和學生參與。活動旨在啟發同學的

<sup>13</sup> See Appendix 13 for the list of winners of the 16<sup>th</sup> Consumer Culture Study Award. 第十六屆「消費文化考察報告獎」得獎名單見附錄十三。

were held to stimulate creativity and interest in a variety of issues including consumers' responsibility and their relationship with the environment. Council staff also shared with the participants the concepts and skills in conducting cultural studies.

Altogether, School Workshop Days were held in 27 schools to give support to and boost the learning initiative of the participants. On a School Workshop Day, the Council would conduct four to five different workshops for as many as 200 students in a single session, exposing them to different experiences and training.

Two Consultation Days with four sessions as well as 41 advisory and consultation sessions in schools were held during the year as a support initiative for teachers and students to help improve their project ideas and skills.

In order to sustain participants' interest in consumer culture studies, interest groups on the subject were established in four local schools, each with 10-15 members, with the assistance of the Council's Consumer Education Division as a pilot scheme. Monthly training talks and workshops were conducted by Council staff while sharing sessions were held by experienced peer mentors.

The Award was well received by schools as nearly 75% of participating schools had joined the event for two or more consecutive years. The rate of participating teams completing the study was a high 99%.

Equally significant, since its inception, the Award had generated a fruitful collection of over 11,900 study reports based on first-hand data collected by students, and in turn, has helped enrich the archives of studies on local consumer culture as well as the pool of teaching resources.

## Programmes on the amended Trade Descriptions Ordinance

To enhance the understanding amongst young people of the amended Trade Descriptions Ordinance, a series of educational talks and seminars were held. A total of 44 education programmes relating to the legislation were delivered to tertiary institutions, secondary schools as well as community and district groups during the year.

## Youth Development Service Scheme

The Youth Development Service Scheme was set up to provide learning opportunities for young people through taking part in consumer education projects. In the scheme, youth volunteers were provided with comprehensive training and practical opportunities while participating in the running of various events and projects undertaken by the Council's Consumer Education Division. They were also enlisted to give support to some independent tasks including working on community projects or production of educational materials.

During the year, over 50 students from secondary schools and undergraduates from universities participated in the scheme.

創意及興趣，並引導他們對消費者責任、可持續消費等課題的關注。同時讓參加者掌握消費文化考察的概念和技巧。

此外，本會為27間學校舉辦「學校工作坊日」，以進一步支援學校參與報告獎。於每次「工作坊日」，本會派員主持四至五個與消費議題相關的工作坊，讓多達200名學生透過工作坊得到不同的體驗和訓練機會。

除此，本會亦舉辦了兩日共四節的「諮詢面談日」及41次到校的「諮詢面談會」，以面對面的訪談諮詢方式，讓老師和學生就報告提出問題，而本會職員會就報告的概念及內容作出建議，以提升作品的水平。

為延續參加者對消費文化考察的興趣，本會於四間本地中學推行先導計劃，協助學校成立以10至15位同學為單位的興趣小組。本會教育部會為參加興趣小組的同學每月安排講座及工作坊等活動，亦安排同校富經驗的報告獎前參加者與小組成員分享經驗。

「報告獎」一直獲得本港學界的踴躍支持，本屆參與的學校中有75%已連續兩年或以上參加活動。另外，參與隊伍中有99%成功完成考察報告。

自報告獎舉辦以來，已累積逾11,900多份的考察報告，當中全為同學實地考察所得的第一手資料，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。

## 新修訂《商品說明條例》教育活動

為加深青少年認識新實施的《商品說明條例》，本會舉辦了一系列教育講座及研討會，讓他們瞭解法例的內容。年內為大專院校、中學、社區及地區組織等舉辦了44項相關教育活動。

## 青年培訓服務計劃

「青年培訓服務計劃」讓學員透過參與協助籌辦本會的教育活動，加深對保障消費者權益工作的認識。計劃提供全面的訓練和實踐機會，讓學員參與消委會教育部推動消費保障的社區教育活動、教材製作，並協助推行本會不同的活動和計劃。

本年度共有超過50位中學生及大學生參與計劃。



## Training of Tertiary Students

During the year, the Council continued to provide internship and summer job training opportunities for 12 students from various local and Mainland universities, including the Hong Kong Institute of Education, the Hong Kong Polytechnic University, Hong Kong Shue Yan University and Shantou University. Full training programmes were offered to students so that they could acquire practical on-the-job experience by working in different departments which could be beneficial to their career development in the future.

## Education Programmes for Vulnerable Groups

### Consumer Education for Senior Citizens

A total of 45 education programmes targeting senior citizens were held in collaboration with social and community service organisations during the year. They were tailored to meet the needs of senior citizens taking into account their specific mode of consumption and vulnerability to unfair trade practices.

The programmes focused mainly on health and safety concerns in the purchase and use of goods and services popular in this particular cohort of consumers. These included health food and equipment, household appliances and dried seafood. Precautions against consumer traps was one of the hot topical subjects.

### Consumer Education for New Arrivals and Disadvantaged

Vulnerability of certain social groups, such as new arrivals and the disabled, to risks posed by unfair trade practices remained a constant concern of the Council. Education programmes were specifically designed for such groups.

## 大專學生培訓

本會繼續為本地及內地多間大專院校的學生，提供培訓實習和暑期工作機會。年內，共有12位就讀於香港教育學院、香港理工大學、香港樹仁大學及汕頭大學等的同學參與。同學透過從實際工作所獲得的經驗，及本會提供的各項培訓，為未來的就業和發展，作更好的預備。

## 協助弱勢社群的教育活動

### 長者的消費者教育活動

本會聯同各社會及社區服務機構，年內合共為長者提供了45項教育活動。活動針對長者的特別需要和消費模式而設計，讓他們對不良營商手法有所認識。

活動主題主要針對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。其他預防墮入常見消費陷阱的介紹，均甚受長者歡迎。

### 新來港人士及傷健人士的消費者教育活動

本會一直關注新來港人士及傷健人士遇上不良營商手法而遭不公平對待的機會較大，故此為這些群組設計特別的教育活動。



In collaboration with Christian Action and International Social Service (Hong Kong Branch), the Council delivered six educational programmes during the year to new arrivals from Mainland China.

A total of nine specially designed educational programmes were also delivered to disadvantaged groups such as the hearing impaired and students with mental disabilities or special educational needs.

## Train the Trainers

### Training Programmes for Teachers

The Government's recent curriculum reform responded favourably to the Council's call for incorporating consumer education into the school curriculum. The Council had also been invited to contribute towards the design of new curricula regarding the key learning areas of Technology Education and Personal, Social and Humanity Education. As a result, consumer education concepts were incorporated effectively into school learning.

To meet with the demand of teachers for more exposure to and understanding of current consumer issues encountered in their teaching, the Council has been providing training programmes to teachers.

During the year, two seminars on the amended Trade Descriptions Ordinance, jointly organised by the Council with the Education Bureau, were held in June and October 2014 for teachers of Economics and Business related subjects. A separate teaching sharing session cum workshop demonstration was also organised for advisory teachers of the CCSA.

本會與基督教勵行會及香港國際社會服務社定期合辦參觀活動及講座，年內為內地新來港人士共舉辦6項消費者教育活動。

此外，本會在年內亦為傷健人士舉辦9項消費者教育活動，對象包括聽障人士、輕度智障及有特殊學習需要的學生等。

## 導師培訓

### 消費者教育教師培訓課程

政府接納了本會的倡議，在近年課程改革中，將消費者教育納入多個中學科目之內。本會亦獲邀參與多項中學新課程的設計工作，當中包括「科技教育」及「社會及人文教育」學習領域的學科，因此消費者教育的概念更有效地融入學校課程之內。

因應教師對認識時下消費議題的需求，本會設計及主持多個教師培訓課程。

本會分別在2014年6月及10月，與教育局合辦兩次有關新修訂《商品說明條例》的教師研討會，並在年內為「消費文化考察報告獎」的指導老師舉辦教師分享會及教學活動示範工作坊。



The Joint Award Presentation Ceremony of the 15<sup>th</sup> Consumer Culture Study Award and the 4<sup>th</sup> Third Age Persons Consumer Culture Study Award, held on 22 July 2014 at the Academic Community Hall of Hong Kong Baptist University, was officiated by the Hon. Anna WU Hung-yuk, Non-Official Member of Executive Council, and Chairperson of the Competition Commission. A total of 83 awards to the 73 winning teams were presented before an audience of 620 guests at the ceremony.

第十五屆「消費文化考察報告獎」及第四屆「第三齡消費文化考察報告獎」聯合頒獎典禮於2014年7月22日假香港浸會大學大學會堂舉行，並由行政會議成員、競爭事務委員會主席胡紅玉女士主禮。典禮共有620位嘉賓出席，頒發了83個獎項予73隊得獎隊伍。

## Staff Training for School Teachers

During the year, staff development programmes were conducted for teachers of two secondary schools. Sharing and advisory sessions were also held for school teachers to guide students in consumer cultural studies and project learning programmes.

## Staff Exchange Activities with Consumer Protection Bodies

Training and experience sharing sessions were also provided to our counterparts from consumer protection bodies from Mainland China and Macau.

## 40<sup>th</sup> Anniversary Activities

### 4 x 10 Comic Exhibition

To celebrate the 40<sup>th</sup> Anniversary of the Council, a roving comic exhibition was organised and exhibited in three different locations in Hong Kong from January to March 2015. The exhibition depicted the changes over the past decades of the diverse consumption situations confronted by local consumers in the eyes of renowned comic artists.

The Exhibition displayed comic works of ten eminent comic artists, including such classics as Old Master Q, Miss 13 Dots, Din-Dong, and newly created stories from DOE Sum, Craig AU YEUNG, Siu Hak, Yeung Hok-tak, Big Soil, WONG Chiu-tat, and Tina KO. Each of the artists contributed four comic stories portraying the attitudes, understanding and values of the characters regarding consumption in a humorous, ironic and thought-provoking manner.

The comics were displayed together with corresponding echoes in words from ten renowned cultural critics and 22 young winners of the Consumer Culture Study Award. These echoes provided further inspiring insights and interpretations as well as allowing visitors a much broader perspective to ponder over the consumer issues depicted.

## 學校教師專業發展工作坊

年內，本會教育部亦應邀為兩所中學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消費文化考察及「專題研習」，提供意見。

## 與其他消保團體員工的交流活動

年內，本會為來自內地及澳門的消費權益組織員工主持有關消費者教育的交流培訓活動，以促進機構間的經驗交流。

## 40周年活動

### 4 x 10 漫畫展

為慶祝40周年，本會在2015年1月至3月於香港三個地點舉辦巡迴漫畫展，藉著本地著名漫畫家的視點和作品，演繹過去數十年來香港消費環境和消費者處境的改變。

本會邀請了十位漫畫家參展，每位漫畫家展出4份經典作品和新作，包括老夫子、十三點、癡嚙的經典故事，及杜琛、歐陽應霽、小克、楊學德、大泥、黃照達和Tina KO的新作共四十幅。漫畫作品展示著不同的消費故事消費處境，以幽默、調侃和發人深省的手法，表達漫畫角色對消費的態度、理解和價值觀。

本會繼而邀請十位關心消費的文化創意人，及22位曾在歷屆「消費文化考察報告獎」得獎者，以文字與展出作品對話。文字回應啟發思考及解讀，讓參觀者在更廣闊的層面上思考消費議題。



Exhibition visitors were also invited to respond to the comics in writing. Over 2,200 entries were received. Selected entries were then displayed in the subsequent stops as well as on the designated Facebook page.

The tour attracted over 87,000 visitors in total. 12 guided tours were arranged for local schools and organisations for secondary school teachers and students, third age persons, elderly and visually challenged persons<sup>14</sup>.



4x10 Comic Exhibition was one of the major events held in commemoration of the 40<sup>th</sup> anniversary of the Consumer Council.

「4x10漫畫展」是消委會40周年紀念活動之一。

本會同時邀請參觀的公眾人士參加「文字·變奏創作比賽」，任意挑選展覽作品，以文字和它對話、協奏，三站共收集得2,200多份公眾文字回應。優異作品獲安排於次站及尾站同場展出，並刊登在展覽的臉書專頁。

巡迴展覽吸引超過87,000名公眾人士入場參觀。本會同時為中學師生、第三齡人士、長者及視障人士等安排共12場導賞團<sup>14</sup>。

## Hong Kong Mobile Film Festival

The Council sponsored the Best Thematic Micro-film Award - *Consumption is a matter of...*, in the Mobile Film Production Contest 2014 of the 8<sup>th</sup> Hong Kong Mobile Film Festival, which was organised by the Hong Kong Wireless Technology Industry Association. Entries were invited, in the form of micro-films, to encourage greater awareness of the consumer situations in Hong Kong. 45 entries were received for the sponsored competition category.

Four production forum and workshops were held by the Council in partnership with the Festival organiser to stimulate participants' creativity and interest in consumer issues as well as production skills<sup>15</sup>.

## Educational Resources and Materials

To commemorate the 15<sup>th</sup> Anniversary of the Consumer Culture Study Award and as one of the Council's 40<sup>th</sup> Anniversary Activities, a collection of the previous 15 years' major winning project reports of the Award was produced. 3,000 copies of the DVD were distributed to all secondary schools providing teachers an important and substantial reference in developing and conducting school consumer education or project learning courses.

A compilation of project reports and presentation videos from the previous Third Age Persons Consumer Culture Study Award was also produced to assist the social service sector to engage senior citizens in the understanding and analysis of the local consumer culture.



## 香港流動影片節



本會於年內贊助由香港無線科技商會主辦第八屆「香港流動影片節——流動影片製作比賽」——最佳主題微电影大獎「消費是……」，鼓勵以思考消費處境為主題的微电影創作。大會共收到45件作品參加本會贊助的比賽組別。

本會與主辦單位舉辦共四場的製作論壇及工作坊，以鼓勵參加者以消費處境為創意意念及素材，並向參加者提供不同的專業培訓<sup>15</sup>。

## 教學資源

本會年內共印製及派發了3,000套「歷屆消費文化考察報告獎主要得獎作品」光碟予各中學，作為本會40周年及「消費文化考察報告獎」15周年紀念活動之一。光碟為教師在消費者教育與專題研習的教學，提供了豐富而實用的教材。

本會亦將「第三齡消費文化考察報告獎」得獎作品及得獎者在頒獎典禮的匯報片段，編輯成教育短片集，以供社福機構推動長者瞭解及探討本地消費文化之用。

14 See Appendix 14 for the list of participating comic artists and cultural critics of the 4x10 Comic Exhibition.

「4 x 10 漫畫展」參展漫畫家及文化創意人名錄見附錄十四。

15 See Appendix 15 for the list of winners of the Best Thematic Micro-film Award — "*Consumption is a matter of...*" in the Mobile Film Production Contest 2014 of the 8<sup>th</sup> Hong Kong Mobile Film Festival.

「香港流動影片節——流動影片製作比賽」最佳主題微电影大獎「消費是……」得獎名單見附錄十五。