



EMPOWERING CONSUMERS THROUGH EDUCATION

以教育活動提升消費者自我保護能力

Rapid developments in technology have simplified the sourcing and purchasing of consumer products, yet they have also increased the complexity of identifying unscrupulous traders and ensuring adequate consumer protection. The Council is committed to addressing this growing challenge by empowering consumers through education – especially more vulnerable groups such as young students, mentally handicapped persons, and Hong Kong's increasing elderly population – so as to help them acquire the right knowledge to make informed choices and become responsible consumers. Although some face-to-face educational and training programmes were adversely affected by social distancing measures and advancement of the summer holiday during the year under review, the Council has successfully maintained these important consumer education activities by close liaison with relevant stakeholders and flexibility in programme implementation.

科技的急速發展無疑讓選購消費產品變得簡便，卻同時令辨識不良營商者和加強消費者保障的工作增添難度。為應對此日益嚴峻的挑戰，本會致力透過教育活動提升消費者的自我保護能力，特別是年輕學子、精神障礙人士及人數增長中的銀髮一族等弱勢社群，協助他們汲取正確知識，知所選擇，成為負責任的消費者。回顧年內，儘管不少面授的教育和培訓活動均受社交距離措施及提前放暑假等因素影響，但憑藉本會與持份者緊密的聯繫，以及靈活變，這些消費者教育活動最終得以圓滿續辦。



Cultivating Positive Consumer Attitude from a Young Age

In an era of technological innovations and increasing market complexity, consumer education in childhood serves as a crucial guidepost to help young consumers develop proper consumption values and behaviours, building a solid foundation of judicious purchases and green lifestyle for the rest of their lives.

Experiential Learning Programme for Primary School Students — Earth 2038's Learning Journey of Sustainable Consumption

Sustainable consumption (SC) education is one of the Council's top priorities and the "Earth 2038's Learning Journey of Sustainable Consumption" programme ("Earth 2038 programme") continued to be run in the 2021/22 school year. Despite the advancement of the summer holiday and the extension of social distancing measures arising from the fifth wave of the COVID-19 epidemic, the Council conducted 96 sessions of educational activities, participated by nearly 3,690 students from 32 primary schools. Furthermore, the programme saw continued support from schools with around 3,680 students from 32 primary schools having enrolled in the programme for the 2022/23 school year. As of 31 March 2023, 55 school activities and training sessions were held.

從小培養正面消費態度

面對現今科技日新月異，以及愈趨複雜的市場環境，透過對年輕一代的消費者教育，幫助其建立正確消費價值觀及行為，為他們往後人生奠下明智消費和綠色生活的堅實基礎。

小學生體驗式學習計劃 — 2038 地球人計劃之可持續消費旅程

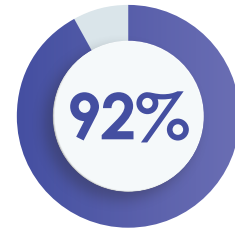
鑑於可持續消費教育是本會其中一項首要任務，本會在 2021/22 學年繼續推展「2038 地球人計劃之可持續消費旅程」（「2038 地球人計劃」）。即使因第 5 波疫情衝擊，學校須提前放暑假，以及受社交距離措施延長所限，本會仍舉行了 96 場教育活動，約有 3,690 名來自 32 間小學的學生參加。而於 2022/23 學年，計劃繼續獲得學界的支持，吸引了來自 32 間小學約 3,680 名學生參加。截至 2023 年 3 月 31 日，本會已舉行了 55 場學校及培訓活動。

Feedback from Participants

參加者回饋

>78% reported having a better understanding of SC
表示對可持續消費的理解有所提升

>91% were willing to adopt SC-related behaviours and habits
表示願意實踐可持續消費行為和習慣



expressed satisfaction
with the programme
對計劃表示滿意

With the support of Recycling Stations¹¹ in various districts, 9 sessions of “Experiential Learning Trips” were conducted with over 440 students recruited. The trips enabled the students to keep abreast with the latest recycling practices, reflect on their consumption habits, and nurtured them to develop SC-related habits in their daily lives.

Invited by the Education Bureau (EDB), a public train-the-trainer session titled “Effective Use of Learning and Teaching Resources in General Studies — Values Education” was organised in July 2022 to enrich teachers’ understanding of the Earth 2038 programme and useful learning and teaching resources for SC education. Furthermore, 2 public train-the-trainer workshops and 11 training sessions for project schools were hosted to encourage them to incorporate the programme in their schools’ curricula and cascade SC messages to students.

Entering the fifth year of the programme, the Council had reached out to wider groups of students, such as non-Chinese speaking students and gifted students, and adjusted the programme materials tailoring to their needs. To develop teaching strategies involving advanced SC concepts, the Council collaborated with The Hong Kong Academy for Gifted Education to offer a special session for nearly 30 high-calibre students. The session encompassed advanced SC knowledge and infographic design skills that inspired participants to create outstanding infographics to reflect their thorough understanding of SC.

在各區回收環保站¹¹的支持下，本會共舉行了 9 場「體驗式學習之旅」（「學習之旅」），招募了逾 440 名學生參加。學習之旅讓學生認識到最新的回收方法，反思自己的消費習慣，並培養他們在日常生活中建立可持續消費的習慣。

本會應教育局的邀請於 2022 年 7 月主持了一場題為「常識科學與教資源的有效運用—價值觀教育」的公開教師培訓活動，加深教師對「2038 地球人計劃」及可持續消費實用教學資源的認識。另外，本會亦舉辦了兩場公開教師培訓工作坊和 11 場計劃學校培訓活動，鼓勵參加教師將計劃融入校內課程，向更多學生傳達可持續消費訊息。

計劃踏入第 5 年，本會接觸到更廣泛的學生群組，如非華語及資優學生，並針對他們的需要調整計劃教材。為擬訂可持續消費概念的進階教學策略，本會與香港資優教育學苑合辦了一節特別活動，向接近 30 名資優小學生講授可持續消費的進階知識和資訊圖設計技巧，啟發他們創作出優秀作品，以表達他們對可持續消費的透徹理解。



11. For more information on the Recycling Stations, please visit https://www.wastereduction.gov.hk/en/community/cm_outlets.htm#recyc_stations
更多有關回收環保站的資訊，請瀏覽：<https://www.wastereduction.gov.hk/zh-hk/waste-reduction-programme/greencommunity#recycling-stations>

Partnership Programme with HKEdCity for Primary Students — Smart Shopper Go Go Goal

“Smart Shopper Go Go Goal” was launched on the HKEdCity online platform for the second consecutive year in May 2022. Over 3,400 students from nearly 100 schools took part in this activity. Under the themes “Children’s Products and Sustainable Consumption”, interactive and entertaining quizzes based on CHOICE Magazine videos were developed and delivered, equipping senior primary students with the right knowledge to consume wisely and use sustainably.



與香港教育城合辦之小學生問答比賽 — 反斗消費 Go Go Goal

於 2022 年 5 月，「反斗消費 Go Go Goal」網上問答比賽連續第二年於香港教育城的網上平台舉行，來自近 100 間學校逾 3,400 名學生參與其中。比賽以「兒童產品及可持續消費」為主題，根據《選擇》月刊之影片設計了一系列互動且富趣味的問答遊戲，向高小學生灌輸精明消費及可持續地善用資源的正確知識。

Proactive Education Platform for Secondary School Students — Consumer Culture Study Award

The Council continued to educate the youth through its flagship programme, the annual Consumer Culture Study Award (CCSA), in collaboration with the EDB. Through the years, more than 86,000 participants across 385 secondary schools have joined the programme and undertaken in-depth studies, enabling them to reflect on different consumption issues and behaviours as well as developing positive consumer values.

During the year, the 23rd CCSA successfully concluded with an Award Presentation Ceremony on 3 October 2022, with an attendance of over 120 guests and participants who joined in-person and via live-stream. The ceremony was officiated by the Secretary for Education, Dr Choi Yuk-lin, JP, followed by the presentations of 4 winning teams showcasing their praiseworthy studies of consumer culture in Hong Kong.



中學生主動學習平台 — 消費文化考察報告獎

由本會與教育局合辦的旗艦青少年消費者教育活動 — 「消費文化考察報告獎」（「報告獎」）於年內繼續舉辦，首屆至今已累計 385 間中學逾 86,000 名學生參與。同學們透過深入考察不同的消費議題和行為，反思及建立正面的消費價值觀。

年內，第 23 屆「報告獎」順利完成，頒獎典禮於 2022 年 10 月 3 日以實體和現場直播形式舉行，由教育局局長蔡若蓮博士，太平紳士擔任主禮嘉賓，共逾 120 名師生及嘉賓出席。本會亦安排了 4 隊得獎隊伍於台上匯報，展示他們優秀的消費文化考察成果。

The 24th CCSA was launched in September 2022, and built on its past success by recruiting 2,778 students from 618 teams and 80 secondary schools. Whilst the CCSA minisite (edu.consumer.org.hk) continued to serve as a useful platform to inspire students to gain insights from the past winning projects, a total of 73 workshops/talks and consultation sessions were conducted to effectively guide the CCSA24 participants to develop and execute their project ideas.

第 24 屆「報告獎」於 2022 年 9 月開展，受惠於多年積累的成功經驗，當屆共獲得來自 80 間中學，618 隊 2,778 名學生踴躍參與。「報告獎」網頁 (edu.consumer.org.hk) 繼續匯集歷屆主要得獎作品的資訊，供同學閱覽及啟發他們的考察意念。本會同時舉辦了 73 場工作坊 / 講座和諮詢面談，有效指導參賽同學構思和完成其考察作品。

In addition, 2 first-ever workshops were held in collaboration with tertiary institution and youth service partners to equip CCSA24 students with new skills and knowledge to enrich their projects. First, a visit to the STEM Centre, VR/AR workshop and AI Lab was organised for project teams registered for the thematic award “Innovative Design for Sustainable Consumption” in November 2022 at IVE (Tsing Yi). Furthermore, to equip CCSA24 participants with the ability to produce projects with multimedia and digital components, the Council jointly organised its first “Creative Media Workshop” with the Hong Kong Federation of Youth Groups Jockey Club Media 21 in January 2023 at Ying Wa College, sharing fundamental knowledge and hands-on tips on film-making and multimedia storytelling. The workshops attracted 50 participants and received positive feedback.



此外，本會首次與大專院校及青少年服務機構合辦兩場工作坊，向「報告獎」的參賽同學講授新技能和知識，令其考察報告更豐富多元。於2022年11月，本會安排「可持續消費創意設計」主題獎的參賽同學，參觀香港專業教育學院（青衣）的STEM教育中心、VR / AR工作坊及人工智能機械人實驗室。於2023年1月，本會亦與香港青年協會賽馬會 Media 21 媒體空間，在英華書院合辦了一場「創意媒體說故事」工作坊，分享影片製作和運用多媒體說故事的基礎知識和操作技巧，協助同學運用多媒體和數碼元素完成考察報告。工作坊共吸引了50名師生參與，並獲得正面的評價。

New Promotional Efforts

The Council promoted consumer education programmes through different channels. Invited by the EDB, the Council attended the “Let's Join Hands to Promote Financial Education — 2023 Event Highlights” on 13 February 2023, where various sectors of the community including school principals and teachers were introduced to the current CCSA activities and the new programme to be rolled out in the 2023/24 school year.

In collaboration with the Sing Tao Group, a successful promotion campaign was launched in November 2022 to strengthen the brand image of the Council's youth educational activities. The campaign comprised print advertisement placements and advertorials with video streaming for showcasing the achievements of 3 CCSA23 winning school teams, which were published as a 3-part report series in Sing Tao Daily (Education section), ST Headline and Headline Daily¹² in November 2022.

全新宣傳活動

本會透過不同渠道宣傳消費者教育活動。於2023年2月13日，本會應教育局邀請出席「齊心合力推動理財教育 — 2023年活動巡禮」，向學校校長、老師等不同社區界別，介紹「報告獎」的現有活動及宣傳將於2023/24學年推出的全新中學生消費者教育活動。

此外，本會亦於2022年11月與星島集團（集團）合作宣傳消委會青少年教育活動，強化其品牌形象。宣傳活動透過印刷廣告及3篇系列式報導和串流影片，展示第23屆「報告獎」其中3隊得獎隊伍的考察成果，並於集團旗下星島日報教育版、星島頭條網，以及頭條日報¹²刊登。



12. The media coverage can be viewed on the CCSA thematic site (Chinese version only): <https://www.consumer.org.hk/tc/consumer-education/secondary-school-education-programme#scroll-tab-8>
 相關媒體報道可於報道獎主題網站瀏覽：
<https://www.consumer.org.hk/tc/consumer-education/secondary-school-education-programme#scroll-tab-8>

Revamp for Consumer Education for Youth

In view of the emergence of new technologies and popularity of social media, the current CCSA will be revamped to cater for the interests and needs of the younger generation. The new revamped programme aims to continuously cultivate students' positive consumption values and enhance their self-advocacy as consumers with better synergy and incorporation of key values with the secondary education curricula. In addition to suggestions from 6 focus group discussion sessions with various stakeholders, a Working Group on Revamp for Consumer Education for Youth was formed to finalise an outline of the new programme, titled "Smart Consumption Academy" (SCA), which will consist of 4 modules, namely "My Unique Project Study", "My Witty Online Quiz", "My Fun IG Post Creation" and "My Best Ambassador Scheme" to be implemented in 2 phases.

To commemorate the launch of the new programme in July 2023, an Inauguration Ceremony was scheduled to be held on 12 July 2023, where SCA's key values were shared with the guests through interactive sessions in an effort to solicit continuous support and encourage participation in SCA.

Consumer Education for Post-Secondary School Students

In the year under review, the Council continued to offer summer internships to 19 students from various universities, namely the University of Hong Kong, the Chinese University of Hong Kong, Hong Kong Shue Yan University, the Education University of Hong Kong, the Hong Kong Polytechnic University, Hong Kong Baptist University, and City University of Hong Kong. The internships provided students with valuable exposure and on-the-job training in the work of consumer protection.

Empowering Vulnerable Groups to Enhance Self-Protection

Recognising that the elderly and persons with disabilities in the population may be particularly vulnerable to the risks posed by unfair trade practices, the Council continued its effort to reach out to these target groups through various tailored programmes together with consumer education talks with a view to strengthening their self-protection ability.

Consumer Education for Persons with Special Needs

As the "Support Programme for Persons with Special Needs" ("Programme") entered its third year, the Council continued to empower social work and education practitioners in delivering workshops to enhance consumer education for persons with autism spectrum disorder, mild intellectual disability, and common mental disorder ("target groups"). In addition to the existing customised training kit, the Council developed 2 new initiatives during the year, adopting new technologies and enhancing information accessibility to further strengthen the target groups' self-protection ability to avert sales malpractices deployed by unscrupulous fitness and beauty centres.

改進青少年消費者教育活動

隨著科技的發展及社交媒體的普及，本會將革新「報告獎」以迎合年輕一代的興趣和需要。全新教育活動旨在持續培養學生建立正面的消費價值觀，並透過將活動核心價值觀融入中學課程，以更有效增強學生作為消費者的自我倡導能力。除了與不同持份者進行6場焦點小組討論，以獲取寶貴建議外，本會亦成立了「青少年消費者教育改進工作小組」，以確立全新教育活動——「智醒消費學堂」的主要項目，包含「消費·智專研」、「消費·智惜碳」、「消費·智Fun享」及「消費·智傳人」4項活動，將分兩階段推出。

為慶祝推出全新「智醒消費學堂」教育活動，本會於2023年7月12日舉行啟動禮，邀請嘉賓透過互動環節，分享「智醒消費學堂」的主要理念，以吸引學界繼續支持及參與。

專上學生消費者教育活動

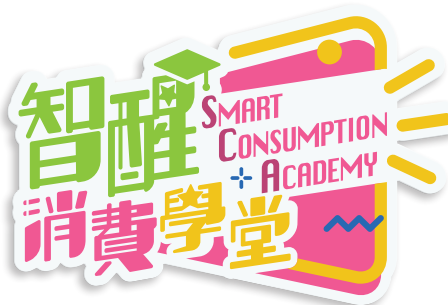
年內，本會一如既往為大學生提供暑期實習機會，19位分別來自香港大學、香港中文大學、香港樹仁大學、香港教育大學、香港理工大學、香港浸會大學及香港城市大學的實習生，於實習期內參與了保障消費者權益相關的工作，並接受在職訓練。

提升弱勢社群的自我保護能力

本會意識到長者及殘疾人士較易陷入不良營銷手法的風險，年內繼續透過專為他們設計的多個適切的教育活動和舉辦消費權益講座，致力提升他們的自我保護能力。

特殊需要人士消費者教育活動

「特殊需要人士支援計劃」(下稱「計劃」)踏入第3年，本會繼續裝備社會/教育工作者為自閉症譜系障礙、輕度智障及一般精神障礙人士(下稱「目標對象」)舉辦消費者教育工作坊。除了現有的定製培訓教材外，本會於年內推行了兩項新活動，運用新科技及增強資訊的通達性，以進一步加強目標對象的自我保護能力，防範健身及美容中心的不良營銷手法。



Leveraging new technologies, the Council piloted the use of virtual reality (VR) simulation to enhance the role-play activities for target groups to acquire the necessary skills for resisting unscrupulous sales tactics. Featuring 2 scenarios — fitness and beauty centres — the simulation videos immerse the player in first-person view, which is considered more conducive for transferring the learnt skills into practice in their future consumption experiences. To facilitate a wider usage of such a useful tool, an online version was developed and launched on the Council website, and extensive publicity was arranged with media coverage by Cable TV, HK01, Ming Pao, RTHK's "Hong Kong United" (凝聚香港) and HOY TV's "City Focus" (一線搜查) in January and February 2023. Given the positive response of the VR programme, the Council will explore more ways to infuse new technology into the future development of consumer education programmes.



本會首試利用虛擬實境 (VR) 的角色扮演遊戲，加強目標對象掌握拒絕不良銷售手法所需的技巧。遊戲分別以健身中心和美容院為場景，使目標對象以第一身視角沉浸其中，更利於他們將所學到的技巧應用於未來的消費體驗上。為擴大遊戲的覆蓋面，本會同時開發了網上版本，供大眾於消委會的網頁內體驗。本會亦於 2023 年 1 月及 2 月在多個媒體廣泛宣傳此活動，包括有線新聞、香港 01、明報、香港電台《凝聚香港》及 HOY TV《一線搜查》。基於對虛擬實境計劃的正面評價，本會日後會探討將新科技融入消費者教育活動的更多可能性。

從虛擬回到現實，本會於 2022 年 12 月推出了兩本簡易圖文版小冊子。小冊子是按照勞工及福利局的《簡易圖文版製作指南》訂定的原則而設計，透過易讀的文字和易懂的配圖，協助目標對象掌握有關消費者權利和責任等重要訊息，以及購買健身或美容服務應留意的事項。小冊子同時亦向目標對象提供作出精明健身、美容及飲食選擇的實用小貼士，以達至健康的生活方式。

Back to the basics, 2 sets of Easy-to-Read Guides were published in December 2022. Designed in accordance with the principles of the Labour and Welfare Bureau's "Production Guide for Easy-to-Read Version", the Guides combined simple texts and illustrations to facilitate the target groups to grasp the essence of consumer rights and responsibilities, as well as points to note while purchasing fitness or beauty services. The Guides also offer practical tips on helping the target groups develop a healthy lifestyle through making smart fitness, beauty and food choices.

Since its launch, the Programme has received staunch support from about 50 social welfare organisations, self-help groups and special schools ("partner organisations") to jointly assist the target groups in enhancing their self-protection ability as consumers. During the year, a total of 12 train-the-trainer sessions and parent talks were conducted for frontline staff members, social workers, teachers, family members and caregivers of the target groups, with nearly 90 participants. Subsequently, 25 consumer education workshops were organised for the target groups, attracting almost 700 participants. Positive comments on the effectiveness of the workshops were received from various sectors.



計劃推行至今，已獲約 50 間社福機構、自助組織及特殊學校 (下稱「夥伴機構」) 的支持，共同支援目標對象以提升其自我保護能力。年內，本會為夥伴機構的前線職員、社工、老師、目標對象的家人及照顧者舉辦了共 12 場導師培訓及家長講座，吸引近 90 人次參加。本會亦為目標對象舉行了 25 場消費者教育工作坊，吸引近 700 人次參加。各持份者均對工作坊的成效給予正面評價。

The Council is committed to strengthening the collaboration with partner organisations to promote the consumer rights of the target groups. To encourage more new organisations to engage in the Programme, the second "Experience Sharing Session" was held on 13 December 2022 to give an update of the latest developments of the Programme, while 2 partner organisations were invited to share their insights and experiences. Furthermore, in support of the "International Day of Persons with Disabilities" set out by the United Nations on 3 December each year, 6 online public talks on the topics of preventing pitfalls of fitness and beauty centre sales, as well as online shopping traps were organised.

本會致力加強與夥伴機構的協作，宣傳推廣目標對象的消費者權益。為鼓勵更多新的機構參與計劃，本會於 2022 年 12 月 13 日舉行了第 2 場「實踐經驗分享會」，介紹計劃的最新發展，亦邀請了兩間夥伴機構交流心得及分享經驗。另外，為響應每年 12 月 3 日由聯合國定立的「國際復康日」，本會也舉辦了 6 場有關防範健身中心及美容院的銷售陷阱，以及網購陷阱的網上公開講座。

Consumer Education for Senior Citizens

The ageing population in Hong Kong has spurred needs for consumer education catering to retirees and the elderly. In collaboration with different social service organisations and elder academies, 20 consumer education talks were held for senior citizens either face-to-face or virtually throughout the year, engaging 472 participants. A wide range of topics was covered, including consumer rights and responsibilities, unfair trade practices under the Trade Descriptions Ordinance, as well as consumer alerts for senior citizens in areas such as health food, online shopping, Chinese medicine, homes for the aged, and telemarketing of health checkup plans. One of these talks featuring online purchase alerts was held at the kick-off event of Senior Citizen's Day 2022, organised by the Hong Kong Council of Social Service on 16 November 2022.

長者消費者教育活動

隨著本地人口高齡化，為退休人士及長者提供消費者教育的需求日趨殷切。因此，本會於年內與不同社會服務機構及長者學苑合作，以面授或線上形式舉辦共 20 場消費權益講座，吸引共 472 名長者參與。講座主題廣泛，包括消費者權利與責任、《商品說明（不良營商手法）（修訂）條例》，以及與長者相關的消費者警示，涵蓋保健食品、網上購物、中藥、安老院舍及電話推銷健康檢查計劃等專題，當中亦包括本會在 2022 年 11 月 16 日，於香港社會服務聯會舉辦的「長者日 2022」啟動禮中，主持的一場以網購風險為題的講座。



Premised upon the success of the "Pilot Educator Scheme for Senior Citizens", the scheme became regularised in 2022 with continued partnership with 5 organisations, namely Yan Oi Tong Hong Kong Toi Shan Association Neighbourhood Elderly Centre, ELCHK Shatin District Community Centre for the Golden-Aged, Christian Family Service Centre – True Light Villa District Elderly Community Centre, St. James' Settlement Wanchai District Elderly Community Centre, and Senior Police Call.

63 Network Members and 24 Senior Educators were retained in the scheme in the past year. Further training was rendered to the Senior Educators, covering new consumption topics including food labelling, online shopping, travel, and sustainable consumption. Apart from this, they were also trained to use online tools such as the Council's Online Price Watch, as well as video-conferencing to deliver talks online. Besides, a guided tour in the Gerontech and Innovation Expo cum Summit (GIES) 2022 was also arranged for them as post-training activity.

為延續「智齡消費教育大使」試行計劃之出色成果，本會於 2022 年將此計劃恆常化，並繼續與 5 間機構合作，包括仁愛堂香港台山商會長者鄰舍中心、基督教香港信義會沙田多元化金齡服務中心、基督教家庭服務中心真光苑長者地區中心、聖雅各福群會灣仔長者地區中心，以及耆樂警訊。



過去一年，計劃總共培訓了 63 名「智齡消費支援網絡成員」及 24 名「智齡消費教育大使」，並為「智齡消費教育大使」提供涵蓋其他消費議題的進階培訓，包括食物標籤、網上購物、旅遊及可持續消費等。除此以外，課程更教導他們善用不同的網上工具，例如本會開發的網上價格一覽通，以及使用視像會議主持線上講座。計劃亦安排他們參與樂齡科技博覽導賞活動，作培訓後活動。

During the year, Senior Educators rendered 26 sessions of community talks physically or online attended by 278 participants. To build on their strength in sharing knowledge and to help promote social cohesion, upon the completion of an “Earth 2038’s Learning Journey of Sustainable Consumption” online workshop, 7 Senior Educators were invited to be supporting helpers of the primary consumer education activities held from December 2022 to January 2023.

To recognise the achievements of the Network Members and Senior Educators, certificates of appreciation were presented to the Network Members, Senior Educators and partner organisations respectively during a sharing session held on 12 January 2023. At the event, 2 representatives from partner organisations and 2 Senior Educators shared their experiences of hosting consumer education talks for the elderly in the community, whereas updated tips to avert consumption traps relevant to online purchase and telemarketing of health checkup plans were also shared.

Providing Support to the Community

To cascade important consumer alerts to wider audiences, the Council continued to conduct community talks regularly. During the year, 11 community talks (excluding those for retirees and the elderly) were held for different target groups including primary school students, secondary school teachers and students, post-secondary school students, persons with visual impairment and staff members of a number of public/professional bodies, attended by over 2,130 participants. A host of topics were covered including consumer rights and responsibilities, unfair trade practices under the Trade Descriptions Ordinance, sustainable consumption and consumer alerts in areas such as online shopping, prepayment consumption, fitness and beauty services as well as health products.

Out of the 11 sessions, the Council was invited by the EDB to deliver a talk on the theme of “Fostering Consumer Trust – Ethical AI in Hong Kong and Online Shopping Risks” in November 2022, with 197 teachers and senior secondary students in attendance. Furthermore, in March 2023, the Council joined hands with the Hong Kong Police Force to co-host a public talk titled “Risks of Online Purchase, Common Online Deception and Introduction to Scameter” in support of Hong Kong Money Month 2023, coordinated by the Investor and Financial Education Council, attracting nearly 270 participants.

年內，「智齡消費教育大使」以實體或線上模式主持共 26 節消費權益講座，吸引 278 名長者參加。為加強他們傳授知識之技巧及協助推廣社會共融，本會於完成「2038 地球人計劃之可持續消費旅程」網上工作坊後，邀請了 7 位「智齡消費教育大使」於 2022 年 12 月至 2023 年 1 月期間參與及協助本會舉辦的小學生消費者教育活動。

為嘉許「智齡消費支援網絡成員」及「智齡消費教育大使」於過去一年的努力及成果，本會於 2023 年 1 月 12 日舉行了經驗分享會，向出席的「智齡消費支援網絡成員」、「智齡消費教育大使」及合作機構代表頒發感謝狀。當日，兩位合作機構代表及兩位「智齡消費教育大使」分享了他們為社區長者主持消費權益講座的經驗和心得。另外，本會亦向一眾出席者分享了最新應對網購及電話推銷健康檢查計劃陷阱的貼士。

支援社區活動

為向更廣大的受眾傳遞重要的消費警示，本會繼續定期於社區舉辦消費權益講座。年內，本會為不同目標對象舉辦了共 11 場社區講座（不包括為退休人士和長者而設的講座），對象包括小學生、中學教師及學生、大專生、視障人士及公營／專業機構之職員，合共超過 2,130 人參加。講座主題涵蓋消費者權利與義務、《商品說明條例》所指明的不良營商手法、可持續消費，以及網上購物、預繳式消費、健身服務、美容服務和健康產品等相關的消費者警示。

除上述講座外，本會亦應教育局邀請，於 2022 年 11 月主持題為「道德與信心共融 — 香港符合道德的人工智能及網購消費錦囊」講座，共有 197 名中學教師及高中學生參與。另外，為支持由投資者及理財教育委員會主辦的「香港理財月 2023」，本會於 2023 年 3 月與香港實務處共同主持「拆解網購風險、介紹常見網上騙案及防騙視伏器」專題講座，吸引近 270 名市民參與。

