

EMPOWERING CONSUMERS THROUGH EDUCATION

以教育活動提升自我保護能力

Knowledge is the key to empowerment. One of the many ways the Council empowers consumers is through education programmes for various target groups including youth, elderly, new immigrants, teachers, and the vulnerable. During the year under review, 220 education talks, workshops and seminars spanning topics encompassing rights and responsibilities, consumer protection laws, sustainable consumption, subscriptions to telecommunications services and product safety were conducted to enable consumers from all walks of life to acquire the necessary skills and knowledge to facilitate rational consumption and responsible consumer behaviour.



知識就是力量。消委會積極為年青人、長者、新來港人士、教師及弱勢社群等目標社群，設計不同學校及社區公眾教育活動。本會全年舉辦220項講座、工作坊和研討會等教育活動，主題涵蓋消費者權益與責任、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。讓不同階層和年齡人士掌握消費的技巧和知識，以推動理性和負責任的消費行為。

Enhancing Youth Awareness in Consumer Rights

The Consumer Culture Study Award

In collaboration with the Education Bureau, the 17th Consumer Culture Study Award (CCSA) took place during the year under review. The CCSA is one of the largest project-based learning platforms for local secondary school students and since its inception in 1999 has attracted the participation of more than 66,000 students in 12,913 teams from 343 schools. Participants were asked to select their own topic of interest on local consumer culture and submit a report on their chosen subject in any format.

This year's event attracted participation of 993 teams from 80 secondary schools¹⁴. More than 2,500 teachers and students attended introductory talks organised by the Council, during which they were guided to contemplate a wide array of consumer issues, and explore appropriate methods for conducting cultural studies. Through these talks and the subsequent active engagement of students in conducting their chosen study, their understanding and awareness of consumer issues were enhanced and analytical ability strengthened.



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」，至今已第十七屆，是本地學界最大型的專題研習教育活動之一。自1999年，「報告獎」共有來自343間中學超過66,000名學生組成12,913隊參加。參加的學生自行挑選與本地消費文化有關的課題，以不同形式進行考察並提交報告。

第十七屆「報告獎」共有80間中學、993隊伍參加¹⁴。本會為老師和同學特設講座，讓參加者思考各類消費問題，並探討各種考察方法，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了解及關注，亦有助提升增強能力。

14 See Appendix 12 for the list of winners of the 17th Consumer Culture Study Award. 第十七屆「消費文化考察報告獎」得獎名單見附錄十二。





Additionally, 123 sessions including 77 consultation sessions and 46 workshops covering over 30 topics were conducted for more than 5,700 teachers and students as a supportive activity of the CCSA. The objectives of these activities were to stimulate creativity and interest in a variety of issues including consumers' responsibilities and sustainable consumption. Council staff also shared with participants their insights on conducting effective and interesting cultural studies.

School Workshop Days were also held in 21 schools to support the learning interests of the participants. On a School Workshop Day, the Council conducts four to five different workshops for as many as 200 students each session, exposing them to different experiences and training.

Two Consultation Days with four sessions, as well as 77 sessions in individual schools, were held during the year under review supporting teachers and students in developing their project ideas and skills.

The CCSA is well received by schools with 66% of participating schools having joined the event for two or more consecutive years. The study completion rate of participating teams was a high 98%.

Over the years, the CCSA has collected over 12,000 student reports which helped enrich the archives on local consumer culture studies and the teaching resources for consumer education.

Youth Development

During the year under review, more than 50 secondary school and undergraduate students participated in the Youth Development Service Scheme of the Council.

Under this Scheme, youth volunteers receive comprehensive training and practical opportunities from supporting various events and projects of the Council. Participants are also enlisted to provide support on independent tasks including working on community projects and production of educational materials. Throughout the years, many participants of the scheme have remained active contributors in the Council's activities even years after graduation.

本會亦舉辦了123場支援學習活動，包括77次諮詢面談會及46次涵蓋30多項專題的培訓工作坊，共有逾5,700位師生參與。活動旨在啟發同學的創意及興趣，並引導他們對消費者責任、可持續消費等課題的關注。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。

此外，本會亦為21間學校舉辦「學校工作坊日」，進一步協助學生參與「報告獎」。於每次「工作坊日」，本會派員同時主持4至5個不同主題的工作坊，讓多達200名學生透過工作坊得到不同的體驗和訓練。

年度內，本會亦舉辦了為期兩天，共4節的「諮詢面談日」及77次到校「諮詢面談會」，與參與的師生共同探討報告概念，培訓相關技巧。

「報告獎」一直獲得本港學界踴躍支持，本屆參與的學校中有66%已連續兩年或以上參加活動。參與隊伍中有98%成功完成考察報告。

多年來，「報告獎」已累積逾12,000多項學生考察報告，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。

青年培訓

本年度共有超過50位中學生及大學生參與了本會的「青年培訓服務計劃」。

本計劃讓學員透過參與協助籌辦本會各種活動，得到全面訓練和實踐機會。計劃亦邀請學員參與和支援各項推動消費保障的社區教育活動、協助教材製作。經年來，不少參與本計劃的學員在畢業後多年，仍繼續以義工形式，積極支持和參與本會工作。

The Council also provided summer internship for nine students from three local and one Mainland universities, including the Hong Kong Institute of Education, Hong Kong Shue Yan University, the Open University of Hong Kong and Shantou University. Furthermore, eight local tertiary students were engaged in training programmes providing them with opportunities to acquire practical on-the-job experience across different departments.



本會亦繼續為本地及內地大專院校的學生，提供暑期實習機會。年內，共有9位就讀香港教育學院、香港樹仁大學、香港公開大學及汕頭大學等同學參與。此外，8位本地大學生參加本會的各项培訓活動，透過參與各部門的工作獲得實際經驗，為未來就業和發展做好準備。

Programmes on Consumer Related Laws & Sustainable Consumption for Post-secondary Colleges

To enhance teachers' and students' understanding of the Trade Descriptions (Unfair Trade Practices) (Amendment) Ordinance 2012, the Council organised a series of seminars for students of the HKU SPACE Community College in April 2015.

The recently implemented Competition Ordinance and sustainable consumption were also topics of great social concern. The Council, in collaboration with the Hong Kong Institute of Vocational Education, delivered six introductory lectures across various campuses of the Institute in the first quarter of 2016.

Education Programmes for Vulnerable Groups

The Council recognises that certain population groups may be exploited by unfair trade practices due to their social status, physical or mental disadvantages. Reaching out to educate these consumers is crucial in building a fair, equitable and inclusive market.

Consumer Education for Senior Citizens

Forty-six education programmes designed for senior citizens were held in collaboration with social and community service organisations during the year under review. Tailored to meet the needs of senior citizens, the education programmes focused mainly on health and safety concerns in the purchase and use of goods and services popular with senior consumers, including health food and equipment, household appliances and dried seafood. Other well-received topics were those providing precautionary tips against consumer traps.

Joint Quarterly Case Forum with The Hong Kong Council of Social Service (HKCSS)

The Council and the HKCSS jointly organised the quarterly Case Forum for Elderly Consumers, bringing together the elderly, social workers, and stakeholders to discuss important issues faced by elderly consumers.

The first Case Forum focusing on the telemarketing of health check offers was held in December 2015. Pursuant to positive feedback from participants, subsequent Case Forums were scheduled for April and June 2016.



專上學院消費者相關法律及可持續消費培訓計劃

為使大專師生加深認識《2012年商品說明(不良營商手法)(修訂)條例》，本會於2015年4月為香港大學附屬學院舉辦了相關講座。

新實施的《競爭條例》及可持續消費也是城中備受關注的議題。本會與香港專業教育學院合辦一系列專題講座，並在2016年首季於學院多所分校籌辦了6次講課。

協助弱勢群體的教育活動

本會一直關注弱勢社群或因社會地位、身體或精神缺陷，而遭受不良營商手法的情況。為他們設計教育活動，是為建立一個公正、公平、具包容性市場的重要一環。

長者教育活動

本會聯同多個社會及社區服務機構，於年內為長者提供了合共46項教育活動。活動針對長者的消費處境而設計，聚焦長者消費時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。

與香港社會服務聯會(社聯)合辦季度個案論壇

本會與社聯合辦每季一次的個案論壇，提供溝通平台，讓長者、社工及持份者一同討論長者面對的重要消費問題。

首次論壇在2015年12月舉行，以電話推銷健康檢查計劃為主題。論壇獲得圓滿成績，並已訂於2016年4月及6月繼續舉辦。



During the forum, representatives from organisations for the elderly were invited to act out case scenarios, after which participants shared actual experiences and concerns. The host and Council's representatives from Complaint and Advice Division, and the Legal Affairs Division provided tips to enhance self-protection and avoid pitfalls. Video taken from the Case Forum was used to create a consumer education resource to be used in community centres for the elderly, benefiting those who were not able to participate on the day. The Forum also provides the Council with an opportunity to better understand the needs of senior consumers within the community.

Consumer Education for New Immigrants and the Disadvantaged

New immigrants and the disabled are two social groups vulnerable to the risks posed by unfair trade practices. The Council's constant concern for these groups has led to the design of specific education programmes to help mitigate risks.

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

An additional 15 specially designed 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

As a result of the Government's favourable response to the Council's suggestion to incorporate consumer education into the secondary school curriculum, the Council has contributed to the design of new curricula for the key learning areas of "Technology Education" and "Personal, Social and Humanity Education".

The Council also provides training programmes for teachers in order to meet continuing demand for more exposure to, and understanding of, current consumer issues. Sharing and advisory sessions were held for school teachers on how to guide students in consumer cultural studies and project learning programmes.



Educational Resources and Materials

The Council produced a pictorial album and an e-book of last year's "4 x 10 Comics Exhibition" which may be used as resource materials in schools and for community education. An educational DVD featuring the major award-winning reports of the 16th CCSA were also produced and distributed to all secondary schools to serve as a tool for teachers in developing and conducting project learning and consumer education courses.

論壇中，來自不同機構的長者代表以話劇形式作個案重演，然後由參加者分享真實經驗及關注。主持人、本會投訴諮詢部，以及法律事務部的代表分別向參加者提供預防墮入陷阱的提示，以提升消費者自我保護能力。論壇過程亦會拍攝及剪輯製作為社區教材影片，讓未能參與活動的長者亦能受惠。通過論壇活動，本會亦能更深入瞭解長者在消費上的需要。

新來港人士及傷健人士的消費者教育活動

本會一直關注弱勢社群如新來港人士及傷健人士會否遭受不良營商手法的損害。故此一直為他們的特別需要和消費模式而設計教育活動。

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了8項消費者教育活動。

此外，本會在年內亦為傷健人士舉辦15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

政府接納了本會建議，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。本會亦獲邀參與多項新課程的設計工作，當中包括「科技教育」及「個人、社會及人文教育」學科。

因應學校教師在消費議題培訓的殷切需求，本會設計及主持了多個教師培訓課程，亦為不同中學就如何有效推行消費文化考察及「專題研習」，與教師進行交流和諮詢活動。

教學資源

年內，本會將去年《4x10漫畫展》的內容，編輯製作成畫冊及電子書，作為學校及社區教育的教材。另外，本會印製「第十六屆消費文化考察報告獎」得獎作品光碟，並派發予各中學作為推行專題研習及消費者教育的實用教學工具。