

EMPOWERING CONSUMERS THROUGH EDUCATION 以教育活動提升自我保護能力

Cultivating Positive Consumption Attitude at Young Age

Education should begin in early childhood to cultivate positive consumer attitudes and develop independent thinking that form the basis for judicious purchases in later life, as well as raising awareness of the role of consumers in the sustainable development of this planet earth. Through education, hopefully, responsible and sustainable consumption will become part of the lifestyle of young people throughout the rest of their lives.

Pilot Programme on Consumer Education for Primary School Students

During the year, the Council embarked on an education initiative targeting young children in primary schools. With the advice from the Advisory Committee on Consumer Education for Primary Schools, the Council had formulated the programme strategies and mapped out a phased implementation plan. Sustainable consumption was chosen as the core theme in support of the Council's advocacy in this area. After a series of consultation with various key stakeholders including representatives of Education Bureau, school principals and teachers, an experiential learning programme named "Earth 2038" with 6 different activities, namely Survival, Rest, Discover, Life, and Future and Dream was developed, with the aim of heightening awareness of their roles and responsibilities as consumers in sustainable consumption.

Before the full roll-out, a pre-pilot trial and a pilot were conducted successively in the school year 2017-18, to ensure the programme was age-appropriate and the learning message was clear enough to reach the young participants. Based on the observation and feedbacks from the pre-pilot trials, which was held at 3 primary schools, engaging 125 students, between June and July 2017, the design of the pilot activities was suitably fine-tuned. This was followed by the

從小培養正確消費價值觀

消費者教育應從小開始，從而培養兒童正確的消費態度及獨立思考，成為日後能作出明智消費選擇的基礎，並讓他們意識到消費者在全球可持續發展中所擔當的角色。本會期望透過教育，負責任及可持續的消費會成為年青一代終身受用的生活方式。

小學生消費者教育試驗計劃

年內，本會開展以小學生為對象的消費者教育計劃。參考了「小學消費教育諮詢委員會」的建議，本會擬訂有關計劃的實施策略及分階段執行時間表，並選定本會一直倡議的可持續消費作為計劃主題。經多次諮詢不同持份者，包括教育局代表、校長及老師代表等，本會於年內籌劃了名為「地球人計劃2038」的體驗式學習計劃，活動圍繞生存、休息、發現、生命、未來及夢想6個範疇，藉此加強小學生對作為消費者在可持續消費的角色和責任之意識。

計劃正式啟動前，本會於2017-18學年先後舉辦了「前期試驗活動」及「試驗計劃」，以確保計劃內容切合參加者的年齡，以及相關信息能清晰地傳遞給參與者。前期試驗活動於2017年6至7月進行，共有來自3間小學125位學生參加。其後，根據相關活動的結果及回應，本會修訂計劃中部分活動細節，並於同年10月於10間小學展開試驗計劃。配合一套以護照及登機證設計的學習教材套，同學參與上述6項的體驗式學習活動，這讓他

In the realm of consumer protection, consumer education is consumer empowerment – the power to exercise wise choice and safeguard their rights and interests, with discernment, to the best of their knowledge. Through series of education programmes which continuously focused on empowering the young generation and the growing ageing population, but much broader in their scope this year from the very young of primary school pupils to the retirees in our community, the Council has been engaged in an ongoing mission to help them develop the awareness and understanding, the skills and attitudes, to make informed and rational choice in a fast changing consumer world of today.

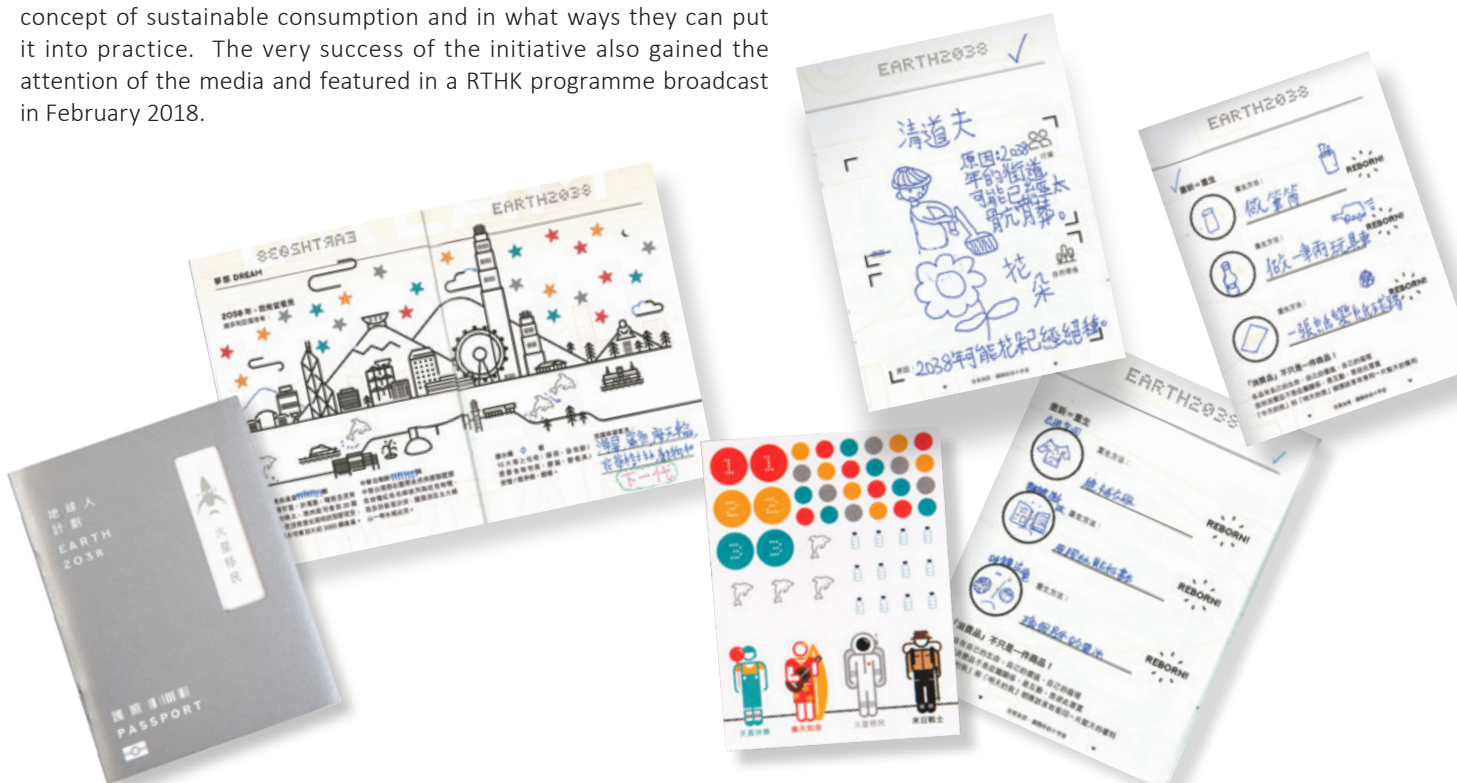
教育可提升消費者保障自身權益的能力，好讓他們能夠洞察並維護自身權益，作出明智選擇。長久以來，消委會舉辦多個消費者教育活動，致力提升青少年及人口不斷增長的長者在消費方面的自我保護能力。今年更將教育對象擴展至小學生及退休人士，加強他們在消保權益方面的認知和技巧，建立正確消費態度，務求在現今瞬息萬變的市場上，作出知情和理性的選擇，藉此達致本會一直肩負的使命。

pilot programme involving 10 schools and commenced in October 2018. With the facilitation of a learning kit in the form of a passport and boarding pass, the students would go through the 6 experiential learning activities, having the opportunities to reflect on their own consumption behaviour and think of creative ways to adopt a more sustainable lifestyle and make responsible consumption choices.

Encouragingly, around 590 students from 4 primary schools completed the pilot activities during the year under review. Promising feedback was received, reflecting among the majority of the participating students rising awareness of and willingness to actualise sustainable consumption in their daily life. Teachers also shared that the pilot programme was useful in inspiring their students to understand the concept of sustainable consumption and in what ways they can put it into practice. The very success of the initiative also gained the attention of the media and featured in a RTHK programme broadcast in February 2018.

們反思自己的消費行為，以及思考和以創新方法實行更可持續的消費生活模式，作出負責任消費選擇。

本會樂見年內4間小學共約590名同學完成試驗計劃，並對活動給予高度的評價。當中大部參加者表示，活動有助增強他們對可持續消費的意識，並樂意在日常生活中實踐。此外，參與老師指活動有助學生更了解可持續消費的概念及實踐方法。同時，計劃亦成功引起傳媒的關注，當中香港電台於2018年2月播出相關的專題報道。





Proactive Education Platform for Secondary School Students – Consumer Culture Study Award (CCSA)

The Council's flagship programme, the Consumer Culture Study Award (CCSA), has been organised in collaboration with EDB for almost 2 decades. Over 72,000 students from 356 secondary schools had participated. Students were encouraged to select a consumption topic they were interested in for in-depth studies, and in the process they gained insights into positive consumer values and attitudes.

During the year under review, the 18th CCSA was successfully concluded, and the Awards Presentation Ceremony was held on 18 July 2017 with over 400 students, teachers and other participants in attendance. The 19th CCSA attracted 835 student teams from 84 secondary schools¹².

In line with the Council's advocacy on sustainable consumption for the young generation and to synergise with EDB's promotion of Science, Technology, Engineering and Mathematics education, the 19th CCSA introduced a new category of "Innovative Design for Sustainable Consumption". Students were encouraged to use their STEM knowledge and skills for exploring initiatives related to fostering a sustainable consumption environment. 34 teams from 16 schools enrolled for this category and submitted their proposals in January 2018. 2 special workshops were tailored for teachers and students in order to equip them with skills in the production of prototypes.

Apart from the STEM workshops, a total of 117 seminars, consultation sessions and workshops were organised during the year for supporting the 19th CCSA participants in developing their project ideas and critical skills. Those supporting initiatives, engaging over 4,436 teachers and students.

Consumer Education for Post-Secondary School Students

Apart from engaging the primary and secondary students in the experiential learning platforms, the Council has also extended its consumer education pathway to post-secondary students, who are active consumers and prospective employees serving consumers in

中學生主動學習平台—消費文化考察報告獎

本會的旗艦教育活動—「消費文化考察報告獎」由本會與教育局合辦，首屆至今已舉辦了近20年。356間中學，超過72,000名學生曾參加過此活動。報告獎鼓勵學生挑選有興趣的消費議題作深入研究，從中洞悉正確的消費價值和態度。

年內，第18屆「報告獎」順利舉行，並於2017年7月18日舉辦頒獎典禮。共有超過400位同學、老師及嘉賓出席，以表支持。第19屆「報告獎」亦於年內展開，吸引了來自84間中學共835隊學生參加¹²。

為配合本會一直倡議的可持續消費，以及教育局推廣STEM(科學、科技、工程及數學)教育，第19屆「報告獎」增設「可持續消費創意設計」組別，鼓勵同學運用STEM學科的知識和技巧，探索及建構一個可持續的消費環境的方案。16間學校共34隊同學報名參與此新增項目，並於2018年1月提交建議書。本會特別為師生舉辦了兩個工作坊，以教授他們製作設計原型的實用技巧。

除STEM工作坊之外，為協助參與同學開拓考察計劃的意念及發展相關技巧，本會就第19屆「報告獎」舉辦共117場講座、諮詢面談會及工作坊，有超過4,436位師生參與。

專上學生消費者教育活動

除為小學及中學學生提供體驗式學習平台外，本會亦將消費者教育延伸至專上學生，他們不單是一群活躍的消費者，更是市場上消費服務供應商的潛在僱員。年內，本會分別於香港專業教育學院、香港樹仁大學、香港城市大學及香港浸會大學舉辦9場講座，逾300位同學參加，主題涵蓋《競爭條例》、《商品說明條例》、可持續消費及預繳式消費等。

¹² Visit <https://www.consumer.org.hk/ccsa> for the list of winners of the 19th Consumer Culture Study Award.

第19屆「消費文化考察報告獎」得獎名單可瀏覽以上網址。



the market. During the year, the Council delivered 9 talks to over 300 students at the Hong Kong Institute of Vocational Education, the Hong Kong Shue Yan University, the City University of Hong Kong and Hong Kong Baptist University. Topics covered included

Competition Ordinance, Trade Descriptions Ordinance, Sustainable Consumption and Prepayment Consumption.

As previously did, the Council also offered summer internship to 15 students from the Chinese University of Hong Kong, the City University of Hong Kong, the Education University of Hong Kong, Hong Kong Baptist University, the Hong Kong Polytechnic University, and the Hong Kong Shue Yan University. The internships provided students with opportunities to acquire more exposure and on-the-job experience on the work of consumer protection.

Empowering the Vulnerable to Enhance Self-protection

Recognising that some population groups may be vulnerable to unfair trade practices often owing to their social roles and physical or mental vulnerabilities, the Council has reached out to these groups in the community with a view to building a fair, equitable and inclusive market.

Consumer Education for the Elderly

In response to the ageing population in Hong Kong, empowerment of the ageing consumers through education has become a rising priority. In collaboration with different social and community service organisations, 49 education seminars specially designed for elderly were held, drawing over 2,540 audience in the year.

In November and December 2017, the Council joined hands with the PolyU Institute of Active Ageing to organise its first-ever series of lectures titled “生活的選擇”, targeting the retirees. The topics covered not only the conventional consumption issues or the new market ecology such as pitfalls in the sales of telecom services, health food and Chinese medicines, and the burgeoning sharing economy but, more importantly, also on how consumption choices impact their quality of life, and the imperative to proactively look for product information for self-protection in a market of rapid changes and growing complexity.

Consumer Education for New Arrivals and People with Disabilities

New arrivals to Hong Kong and people with disabilities are 2 social groups vulnerable to the risks posed by unfair trade practices. In order to help mitigate those risks, the Council continued its effort to empower these groups through conducting, 23 educational programmes, attracting participation of over 2,020 new arrivals and people with disabilities.

本會亦一如以往為大專院校的學生提供暑期實習機會，年度內，15位分別來自香港中文大學、香港城市大學、香港教育大學、香港浸會大學、香港理工大學，及香港樹仁大學的學生於本會實習，本會為他們提供機會，讓他們接觸消費者保障工作及獲取相關實際經驗。

提升弱勢群體的自我保護能力

本會關注部分社群或因其社會角色、身體或精神障礙，較易受到不良營商手法損害，故此主動接觸和支援他們，以期建構一個公平、公正及包容的市場。

為長者提供消費者教育

本港人口老化，透過教育提升長者自我保護的能力的工作迫在眉睫。年內，本會與不同的社會及社區服務機構合作，舉辦共49個專為長者而設的講座，吸引超過2,540人參加。

於2017年11至12月，本會聯同香港理工大學活齡學院首度為退休人士開辦以「生活的選擇」為題的講座系列，涵蓋的主題有常見的消費議題、新興的市場生態，例如在電訊服務、健康食品和中醫藥方面的銷售陷阱，及迅速發展的共享經濟，更重要的是消費選擇如何影響生活質素，以及在急速轉變及日益複雜的市場上，主動尋求產品資訊的必要性。

新來港人士及殘疾人士的消費者教育

新來港人士及殘疾人士是兩個較易受到不良營商手法影響的社會群體。為協助他們減少受到該些手法損害的風險，本會年內共舉辦23個教育活動，吸引超過2,020位新來港人士及殘疾人士參加。

