

EMPOWERING CONSUMERS THROUGH EDUCATION

以教育活動提升消費者自我保護能力



Empowerment is always the key to consumer protection. The Council is aware of the challenges that lie ahead of consumers in the new era of technological innovations and increasing market complexity and has been committed to protecting consumers by means of education. Such education is tailored for the different spectrums of the community, from young students to the burgeoning group of elderly, aiming to raise awareness, develop positive attitudes and help them acquire practical knowledge for making informed choices and becoming responsible consumers.

提升消費者自我保護能力是保障消費者的關鍵。本會明瞭消費者在科技創新、市場日益複雜的新時代所面對的挑戰，因此致力透過教育保障消費者，由年輕學子到日漸增加的銀髮族，教育消費者的工作要照顧社會不同階層，冀望協助他們提升意識和建立正面態度，吸收實用知識，以知所選擇，做個負責任的消費者。

Consumer Education Projects to Commemorate the Council's 45th Anniversary

This year marked the 45th anniversary of the Council as well as the 20th anniversary of its flagship youth education programme, the Consumer Culture Study Award (CCSA). As youth education is a key strategic pillar, the Council regards the anniversaries not merely as a milestone but also an opportunity to boost the momentum in educating the youth with the right concepts and positive values of consumption.

Radio Programme to Showcase the Learnings and Impact of CCSA

To showcase the learnings of CCSA while commemorating the special anniversaries, a radio promotion campaign was launched between August and October 2019. The Commercial Radio Hong Kong (CR) was engaged to produce an online series of five short videos featuring the students' inspiring findings on consumer culture and different stakeholders' sharing about CCSA. The videos, posted on the Facebook fanpage of my903.com, reached over 79,000 total views and received

消委會 45 周年教育活動

本年度正值消委會成立 45 周年，以及本會旗艦青少年教育活動 — 消費文化考察報告獎（「報告獎」）舉辦 20 周年。由於青少年教育是本會重點策略工作，因此，是次周年紀念不單標誌着一個重要里程碑，更可藉此契機進一步推動青少年建立正確消費概念及正面消費價值觀。

電台專輯展示「報告獎」之學習與影響

本會於 2019 年 8 月至 10 月間特別為周年紀念舉辦一系列電台推廣活動，藉此展示「報告獎」的學習成果。當中包括由《商業電台》製作一連五集網上短片，呈現同學們發人深省的考察成果，以及邀請不同持份者分享參與「報告獎」的點滴。短片於 my903.com Facebook 專頁播放，總觀看人次超過 79,000，老師們亦給予正面評價，認為短片有助解說「報告獎」的概念及鼓勵新參與「報告獎」。

positive feedback from the teachers who found the videos useful in introducing the concept of CCSA and facilitating new teachers' engagement. In addition, four 5-minute non-commercial segments and nine 2-minute commercial segments were broadcast on CR between August and September, highlighting the different features of CCSA and its impact.

As part of the campaign, the "20th Anniversary CCSA Celebration cum Recognition Ceremony" was successfully held on 2 October 2019 attended by renowned cultural critics, experts from the academia, school principals and teachers. Awards were presented to the long-standing supporters of CCSA, including adjudicators, participating schools and teachers, to recognise their support over the years and to show appreciation of their shared vision and commitment to help the youngsters develop positive consumption values and attitudes along this special consumer education journey.

New School-based Advertising Video Production Competition

A new pilot school-based advertising video production competition titled the "Best Consumer Protection Legislation Advertising Award" was launched in May 2019. Secondary school students were invited to participate in the competition by creating their own advertising videos to promote consumer rights and protection among the young generation. A series of public talks and workshops was also organised in July 2019 for participants to learn about the key consumer protection legislations in Hong Kong, the impact of online advertising on consumer behaviour today as well as some practical skills in short video production.

Despite the sociopolitical climate at the time, a total of 50 teams consisting of 158 students from 30 secondary schools have enrolled in the competition. The videos they produced bearing the youth perspective on consumer protection, together with the launch of a public vote on CHOICE Facebook fanpage, had helped capture attention from more youngsters and provided new insights to the Council's future youth education programmes.

的老師投入活動。另外，《商業電台》亦替本會製作了四集各長約 5 分鐘的節目，以及九集各長約 2 分鐘之推廣環節，於 8 月至 9 月期間於該台播放，將「報告獎」之不同特點及影響逐一呈現。

紀念活動還包括於 2019 年 10 月 2 日舉行之「消費文化考察報告獎 教學同行 20 年」嘉許禮，邀請多位知名文化人、學者、中學校長及老師出席參與，並向一直支持「報告獎」的評審、學校及老師頒發嘉許獎項，以感謝他們多年來的支持，並表揚他們對培育青少年建立正面消費價值觀和態度的承擔，在此獨特消費者教育旅程中與青少年並肩同行。

嶄新學界廣告短片創作大賽

消委會的新嘗試「消費權益廣告創作大賽」於 2019 年 5 月推出，邀請中學生自行創作廣告短片，向年青人推廣消費者權益和保障。為配合活動，於同年 7 月特別舉辦一系列講座及工作坊，讓參賽者從中認識香港主要的消費者保障法例、網上媒體廣告對消費者行為的影響，以及短片製作的實用技巧。

雖然受到社會事件的氣氛影響，比賽亦吸引了 50 隊來自 30 間中學共 158 名同學報名參加。參賽作品反映了年青人思考消費者保障的角度，加上於《選擇》月刊 Facebook 專頁進行公眾投票，活動不單成功吸引一眾年青人對相關議題的關注，亦為本會日後的青少年教育項目提供嶄新觀點。



Cultivating Positive Consumer Attitude at the Young Age

Given the growing use of online technologies and the enticing kaleidoscope of goods and services, consumer education in early childhood plays a pivotal role in helping young consumers develop proper consumption values and necessary skills that form the basis for judicious purchases throughout the rest of their lives.

Experiential Learning Programme for Primary School Students – ECF Earth 2038’s Learning Journey of Sustainable Consumption

The focus of this year was the full roll-out of the programme titled “ECF Earth 2038’s Learning Journey of Sustainable Consumption”. In the 2018/19 school year, a total of 101 sessions of sustainable consumption educational activities were held at 31 primary schools, with nearly 3,800 students participated. Facilitated by a learning kit designed in the form of a passport and a boarding pass, students went through various experiential learning activities that aimed at heightening awareness of their roles and responsibilities as consumers in making sustainable choices. Encouragingly, students had reported positive changes in their understanding of sustainable consumption and their willingness to adopt green habits. Taking a train-the-trainer approach, the Council also organised training sessions for teachers to enhance their understanding of the programme as well as the concept of sustainable consumption, so that they could help prolong the students’ interest in the topics and engage more schools to participate in the long run.

In addition to school activities, 8 “Experiential Learning Trips” were organised with the support of the Community Green Stations in various districts between June and September 2019 to educate more than 270 students from 15 schools on shopping challenges, proper recycling habits and the greenwashing marketing tricks.

In the 2019/20 school year, also the second year of implementation, the programme has expanded with an enrolment of 45 schools. Yet, being affected by the COVID-19 outbreak and the subsequent prolonged class suspension in early 2020, only 49 sessions of school activities were held at 14 schools during the reporting period, while the others had to be cancelled or postponed. Turning the challenge into new learning experience, a streamlined online version of the programme was designed in March 2020, facilitating the enrolled schools to encourage students’ participation through the online platform during class suspension.

從小培養正面消費態度

面對日漸普及的網上科技及多姿多采的物質世界，年輕一代從小就要接受消費者教育以建立正確消費價值觀及所需技巧，以期望他們能擁有畢生受用的消費智慧。

小學生體驗式學習計劃 — 環保基金2038 地球人計劃之可持續消費旅程

「環保基金 2038 地球人計劃之可持續消費旅程」（地球人計劃）於本年度開展。在 2018/19 學年，本會於 31 間小學舉辦共 101 場可持續消費教育活動，接近 3,800 名學生參加。通過各種體驗式學習活動，並配合以「護照」及「登機證」設計的學習教材套，目標是讓同學意識到作為消費者在可持續消費的角色和責任。值得鼓舞的是，學生於完成活動後對可持續消費的認識及實踐意願均有正面改變。本會亦透過導師培訓的方式，為教師提供訓練課程，加強他們對計劃及可持續消費概念的理解，從而延續計劃對學生的影響，並藉此吸引更多學校參與。

除到校活動外，本會於 2019 年 6 月至 9 月期間，與各區的「綠在區區」合辦了 8 場「體驗式學習之旅」，讓來自 15 間學校共 270 多名學生參與實境購物挑戰，從中認識正確的回收習慣和市場上的「漂綠」營銷手法。

在 2019/20 學年，計劃踏入第二年並伸延至 45 間學校參加。然而，由於 2020 年初爆發「2019 冠狀病毒病」及其後頗長時間停課所致，年度內只能為 14 間學校進行共 49 場活動，餘下的活動均須取消或改期。然而，本會把挑戰化成新的學習機遇，於 2020 年 3 月特地為計劃設計一個精簡網上版，讓學校在停課期間仍能鼓勵學生透過網上平台參與活動。





Proactive Education Platform for Secondary School Students – CCSA

Alongside the special commemorative programmes, the Council has continued to render youth education through the annual CCSA and the support activities in collaboration with the Education Bureau. Up to the year, over 78,000 students from 362 secondary schools have undertaken in-depth studies on various consumer issues that they were passionate about, having the opportunities to reflect on and gain insights into positive consumer values.

During the year under review, the 20th CCSA was successfully concluded with the Award Presentation Ceremony held on 16 July 2019 with over 520 students, teachers and guests attended¹¹. A team of Form 4 students was awarded the 20th Anniversary Special Theme Award with their study project titled “Ten Years – From the Use of Octopus to Online Shopping” where they reviewed the change of shoppers’ behaviours over the past decade. They not only studied the transformation of issues from consumer’s right to know in earlier years to the privacy concerns of today, but also had the insights to point out issues of imminent threats posed by big data on future choices of consumption. More award-winning projects were presented at the ceremony, showcasing the unique and inspiring observations in the eyes of the youth.

Recruitment for the 21st CCSA then immediately followed, attracting enrolment of 770 teams from 64 secondary schools to sign up¹¹. Commenced in September 2019, a total of 89 workshops and consultation sessions, in either face-to-face or virtual format, were conducted to support the participants to form project ideas and to develop critical thinking. The CCSA website (edu.consumer.org.hk) has become an archive of major CCSA award-winning projects over the years and was used to increase interaction with the participating students.

中學生主動學習平台 — 消費文化考察報告獎

除了特別的周年紀念活動外，年內本會繼續與教育局合辦針對青少年消費教育的「報告獎」。首屆至今共 362 間中學、超過 78,000 名學生參加，當中同學挑選感興趣的消費議題作深入考察，藉此反思及了解正面的消費價值觀。

年內，第 20 屆「報告獎」順利完成，並於 2019 年 7 月 16 日舉辦頒獎典禮，共獲超過 520 名學生、老師及嘉賓出席支持¹¹。榮獲 20 周年消費文化大獎的隊伍以《十年（由八達通到電子消費）》為考察主題，回顧了近十年消費者使用八達通及網上消費的轉變。得獎隊伍不但探討了早年消費者的知情權如何演變成至今的私隱議題，更預視了未來大數據如何衝擊消費者的選擇權。其他得獎隊伍亦在典禮上分享其考察作品，展現青少年獨特的觀察及反思。

第 21 屆「報告獎」緊接展開，吸引了來自 64 間中學，共 770 隊參加¹¹。自 2019 年 9 月開始，本會分別透過到校或視訊會議形式舉辦共 89 場工作坊及諮詢面談會，協助參加同學發掘考察意念及提升他們的批判思考能力；同時善用匯集了歷屆主要得獎作品的「報告獎」專頁 (edu.consumer.org.hk)，以助增強與參加同學的互動交流。

11 Visit www.consumer.org.hk/ccsa for the lists of winners of the 20th and 21st Consumer Culture Study Awards. 可於上述網址瀏覽第20及21屆「報告獎」得獎名單。

Responsible Consumption Programme for Secondary School Students – Hong Kong Secondary School Marketing Contest 2019

The Council continued its support to the Department of Marketing of the Hong Kong Baptist University, the Business–School Partnership Programme of the Education Bureau and the HKCSS-HSBC Social Enterprise Business Centre in organising the Hong Kong Secondary School Marketing Contest 2019 between March and June 2019. The theme of this year was “Shopping Bags and Packaging”, aiming to advocate the reduced use of plastic bags, packaging materials and disposables among the youth.

Consumer Education for Post-Secondary School Students

During the year, the Council continued to offer summer internships to 15 students from the Chinese University of Hong Kong, the City University of Hong Kong, the Education University of Hong Kong, the Hong Kong Baptist University, the Hong Kong Polytechnic University, and the Hong Kong Shue Yan University. The internships provided students with necessary exposure and on-the-job training in the work of consumer protection.

Empowering Vulnerable Groups to Enhance Self-Protection

Recognising that the physically or mentally challenged groups of the population may be particularly vulnerable to unfair trade practices, the Council reached out to these groups through community talks with the aim of strengthening their ability for self-protection.

中學生負責任消費計劃 — 全港中學生市場推廣大賽2019

本會繼續支持香港浸會大學市場學系、教育局商校合作計劃，及社聯社會企業商務中心，合作協辦「全港中學生市場推廣大賽2019」。比賽於2019年3月至6月舉行，年度主題為「走塑生活」，旨在鼓勵青少年減少使用膠袋、包裝及即棄用品。

專上學生消費者教育活動

年內，本會一如既往為大專院校同學提供暑期實習機會，15位同學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，讓他們有機會接觸與消費者保障相關工作及汲取職場經驗。

提升弱勢社群的自我保護能力

本會關注部分社群或因其身體殘障或精神障礙而較容易受到不良營商手法損害，因而透過舉辦社區講座接觸他們，以提升他們的自我保護能力。





Consumer Education for the Elderly

With Hong Kong's population rapidly ageing, there has been increasing demand for elderly consumer education talks. During the year, the Council, in collaboration with different social service organisations, scheduled 36 community talks for the silver hair market on topics covering unfair trade practices under the Trade Descriptions Ordinance, product information and consumer alerts for the elderly consumers in areas such as telecommunications service contracts, direct selling, bogus health talks, Chinese medicine and health food; and consumption with pre-payment, etc. Yet, due to the closure of respective service centres as a result of the social unrest in late 2019 and the outbreak of COVID-19 in early 2020, some sessions were cancelled. For the year, 23 talks were completed with an attendance of 1,202 elderly participants.

Following the announcement of the "Full Digital TV Broadcast" policy by the Government, related information on the details and anti-deception tips had been included in the community talks to help the elderly people make rational choices and remind them not to fall prey to illicit sales activities during the purchase of new devices.

Consumer Education for the Disadvantaged

The Council noticed that people with mental disabilities have become common targets of the unscrupulous traders in the beauty and fitness industries in recent years. The Council has vowed to design specific outreach and education programmes to empower this vulnerable group and safeguard them from the unscrupulous sales practices. On the other hand, an education talk was conducted this year for 20 participants with visual impairment.

長者消費者教育活動

隨著本地人口老齡化，為長者安排消費者教育講座的需求亦不斷增加。年內，本會與不同的社會服務機構合作，為長者籌辦了36場社區講座。講座內容包括認識《商品說明（不良營商手法）（修訂）條例》、提供與銀髮一族有關的產品資訊和消費者警示，例如：電訊服務合約、直接傳銷、虛假健康講座、中藥及保健食品，及預繳式消費等。然而，受到2019年底的社會事件及2020年初爆發「2019冠狀病毒病」所影響，各社會服務中心須暫停服務，以致部分講座被迫取消。直至2020年3月底，本會共舉行了23場講座，共1,202位長者參加。

自政府宣布推行「全面數碼電視廣播」後，本會特別在社區講座中加入向長者講解有關的影響和提供防騙錦囊，提醒他們購買相關的新設備時，避免墮入違法的銷售陷阱，謹慎消費。

弱勢社群消費者教育活動

本會留意到部分智障或患精神障礙的人士近年成為美容及健身行業不良商戶的主要目標之一，遂計劃為他們設計專門外展及教育活動，旨在提升他們的自我保護能力，免受不良營商手法損害。此外，本會年內為視障人士舉辦教育講座，讓共20人受惠。