

# Empowering Consumers Through Education

以教育活動提升自我保護能力



The Council empowers consumers by means of education 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.

消委會透過教育活動提升消費者的自我保護能力，讓消費者及社會組織掌握理性消費的技巧和知識，引導他們思考及成為負責任的消費者。

## Education Programmes and Activities

During the year, a wide range of education programmes and activities, comprising 221 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 ranging from consumer rights and responsibilities to consumer protection laws, and from sustainable consumption to hot topics such as the subscription of telecommunication services and product safety.

## 教育課程和活動

本會全年舉辦了221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，以針對不同目標社群的需要，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。



### The Consumer Culture Study Award

Co-organised with the Education Bureau (EDB), the 15th annual Consumer Culture Study Award took place during the year. The programme is one of the largest project-based learning platforms for local secondary school students in which participants select a topic on local consumer culture for study and submitted a report as their entry for the Award.

During the year, 1,241 teams from 110 secondary schools took part in the Award.<sup>15</sup> Over 2,500 teachers and students attended introductory talks organised by the Council, from which they were led 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 was enhanced and analytical ability strengthened.

Also, 133 workshops and consultation sessions covering over 30 thematic topics were organised for over 6,700 teachers and students as an extension activity of the Award. These workshops were held with the aim to stimulate creativity and interest on issues including consumer responsibility as well as care and concern for the environment. Concepts and skills in conducting and presenting consumer culture studies were also delivered to the participants.

### 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」，至今已經第十五屆，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，共有來自110間中學的1,241隊伍參與這個活動。<sup>15</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，對各種消費課題有更深入的了解及關注，亦有助提升分析能力。

同時，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6,700位老師和學生參與。這類工作坊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。工作坊同時向參加者傳授消費文化考察的概念和技巧。



The Joint Award Presentation Ceremony of the 14th Consumer Culture Study Award and the 3rd Third Age Persons Consumer Culture Study Award was held on 23 July 2013 at the Academic Community Hall of Hong Kong Baptist University. Officiated by the Hon. Gregory SO Kam-leung, GBS, JP, the Secretary for Commerce and Economic Development of Hong Kong, and attended by 620 guests, the ceremony presented a total of 61 awards to the 47 winning teams.

第十四屆消費文化考察報告獎及第三屆第三齡消費文化考察報告獎聯合頒獎典禮於2013年7月23日假香港浸會大學大學會堂舉行，並由香港商務及經濟發展局局長蘇錦樑先生，金紫荊星章，太平紳士主禮。典禮共有620位嘉賓出席，並頒發了61個獎項予47隊得獎隊伍。

<sup>15</sup> See Appendix 15 for the list of winners of the 15th Consumer Culture Study Award. 第十五屆消費文化考察報告獎得獎名單見附錄十五。

The Council also helped organise School Workshop Days as a support and learning initiative for participating schools of the Award. On a School Workshop Day, the Council conducted four to five different workshops for as many as 200 students in a single session, which gave them different experience and training. During the year, School Workshop Days were held in 23 schools.

Advisory and consultation sessions conducted by staff were also introduced as a support initiative for teachers and students to help improve their project ideas and skills aimed at further improving the quality of their projects. Two consultation days with four sessions as well as 54 advisory and consultation sessions were held during the year.

In order to sustain the interest of consumer culture studies amongst participants, interest groups concerning consumer culture studies were established in three 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 as well as sharing sessions were held for the group members. These members were guided by experienced peer mentors in conducting their study reports.

The long-running programme was well received by schools as nearly 80% of participating schools had joined the Award for two or more consecutive years. The success rate of participating teams completing the study was 96%.

Since its inception, the Award had generated a fruitful collection of over 10,700 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.

本會亦為學校舉辦「學校工作坊日」，進一步支援學校參與報告獎。於工作坊日舉行當日，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學習。年內，共為23間學校舉辦工作坊日。

此外，本會亦會以「諮詢面談會」及「諮詢面談日」向參與學校提供更多的支援。這類面對面的訪談諮詢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，目的在提升作品水平。本屆共舉辦了兩日共四節「諮詢面談日」及54次面談會。

為延續參加者對消費文化考察的興趣，本會於三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、工作坊及分享會等活動，並吸收同校富經驗的報告獎前參加者，指導小組成員完成其考察報告。

「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80%已連續兩年或以上參加活動。另外，96%參與隊伍成功完成考察報告。

自報告獎舉辦以來，已累積逾10,700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。

## Consumer Education for Tertiary Students 大專教育活動

During the year, the Council also coordinated and provided training for various local and Mainland China's universities, including Hong Kong Shue Yan University and Shantou University.

年內，本會為本地及內地多間大專院校，包括香港樹仁大學及汕頭大學的學生，統籌和提供在本會實習和培訓的機會。

### Youth Development Service Scheme

The Youth Development Service Scheme was set up to provide learning opportunities for young people by means of 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

### 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

and projects undertaken by the Council's Consumer Education Division. They are also free to take up independent tasks including working on community projects or production of educational materials.

Currently, over 50 secondary students and university undergraduates participated in the Scheme, with new recruits joining each year.

## Roving Exhibition and Talks on the Trade Descriptions Ordinance

To enhance the understanding amongst young people of the Trade Descriptions (Unfair Trade Practices) (Amendment) Ordinance, a series of educational exhibitions and seminars were held.

In collaboration with the Hong Kong Institute of Vocational Education, a series of teacher training seminars and introductory talks were also held at the Institute, in addition to the staging of a roving exhibition on its five campuses. Also, a total of 16 education programmes relating to the amended legislation were delivered to tertiary institutions, secondary schools as well as community and district groups during the year.

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，每年均有新學員加入。

### 《商品說明條例》巡迴展覽及講座

為使青少年加深認識《商品說明（不良營商手法）（修訂）條例》，本會舉辦了一系列教育展覽及研討會，讓公眾瞭解新法例的內容。

本會與香港專業教育學院合辦了教師培訓研討會及講座，並在學院的五所分校舉辦巡迴展覽。年內亦為大專院校、中學、社區及地區組織等舉辦了16項相關活動。

## Consumer Education for Elderly 長者教育活動

### Third Age Persons Consumer Culture Study Award

The Third Age Persons Consumer Culture Study Award (TAPA) was first launched in 2010 as a pilot programme for the third age people, who are retired seniors who continue to lead a fulfilling life. The Award engages this target group in active learning as they have to compile their observations of consumer culture in a report as entry to the Award. Their entries are reflective of the thoughts and attitudes of this particular social group towards current consumer issues and phenomena.

During the year, the 4th TAPA was jointly organised by four social service institutions, namely the Hong Kong Council of Social Service, the Hong Kong Association of Senior Citizens, the Evangelical Lutheran Church Social Service – Hong Kong (Integrated Elderly Service) and the Tsung Tsin Mission of Hong Kong Social Service, and involved the participation of 18 teams from 11 organisations. Participants were provided with training in the form of focus groups, briefings and introductory talks.<sup>16</sup>

### 第三齡消費文化考察報告獎

本會於2010年起試驗推行「第三齡消費文化考察報告獎」，以促進退休人士或長者更瞭解本地消費文化。參與的長者需要將消費文化的觀察寫成報告提交，在過程中他們會學習到新的消費文化。他們的作品可反映出第三齡人士對各種消費議題及現象的關注和回應。

第四屆「第三齡消費文化考察報告獎」由香港社會服務聯會、香港長者協會、基督教香港信義會社會服務部（長者綜合服務）及基督教香港崇真會社會服務共4個社會服務機構協辦，並有來自11個社會服務機構的18個團隊參加。本會為參加者舉行了多個聚焦小組、簡介會及講座等培訓及諮詢活動。<sup>16</sup>

<sup>16</sup> See Appendix 16 for the list of winners of the 4th Third Age Persons Consumer Study Award. 第四屆第三齡消費文化考察報告獎得獎名單見附錄十六。

## Senior Citizen's Day 2013

The Council joined hands with the Hong Kong Council of Social Service (HKCSS) in celebrating the 2013 Senior Citizen's Day with the campaign "Care for Senior Citizens' Consumption Situation".

The campaign's kick-off ceremony was launched in November 2013 with a series of talks, sharing sessions, drama performance and video episodes. More than 250 participants joined the event to learn about the newly enacted Trade Descriptions (Unfair Trade Practices) (Amendment) Ordinance, and the services that the Council offers for their benefit.

The ceremony was followed by a forum organised jointly with HKCSS in February 2014. Over 80 seniors shared their experiences as consumers, in particular the problems they encountered in consuming banking, finance and insurance services. The forum also presented the Council an opportunity to learn more about the needs of senior consumers.

## Tailor-Made Programmes for Senior Citizens

A total of 41 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.

## 長者日2013

本會與香港社會服務聯會（社聯）合作以「關懷長者消費處境」為主題舉辦2013年的「長者日」活動。

在2013年11月舉行的「社區伙伴啟動日」，活動透過講座、分享、話劇表演及短片等形式，為參加者介紹新實施的《商品說明（不良營商手法）（修訂）條例》，及本會保障長者消費權益的工作。共有超過250位長者及社工出席活動。

隨後在2014年2月，本會與社聯合辦論壇，共超過80位長者出席，分享他們日常在使用銀行、金融及保險等服務時所面對的消費處境，本會亦藉此機會瞭解長者在消費上的需要。

## 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41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更深入的認識。

## Consumer Education for New Immigrants and Disadvantaged 新來港人士及傷健人士的消費者教育活動

Vulnerability of certain social groups, such as new immigrants and the disabled, to risks posed by unfair trade practices remained a constant concern of the Council.

本會一直關注弱勢社群如新來港人士及傷健人士遭受不良營商手法的情況。

Consumer Council Chairman, Professor Wong Yuk-shan, presented awards to some winners of the Third Age Persons Consumer Culture Study Award.

消委會主席黃玉山教授，頒發獎項予部分第三齡消費文化考察報告獎的得獎者。



In collaboration with the International Social Service (Hong Kong Branch) and New Home Association, the Council delivered 7 educational programmes during the year for newly arrived immigrants from Mainland China.

A total of 24 specially designed educational programmes were also delivered to meet the special needs of disadvantaged groups such as the visually impaired, recovered mental patients and students with mental disabilities or special educational needs.

本會與香港國際社會服務社及新家園協會亦有定期合辦參觀活動及講座，年內為內地新來港人士共舉辦七項消費者教育活動。

此外，本會在年內亦為傷健人士舉辦24項消費者教育活動，參加者包括視障人士、精神病康復者、輕度智障及有特殊學習需要的學生等。

## Train the Trainers 導師培訓

### Training Programmes for Teachers

The government's recent curriculum reform responded favorably to the Council's call for incorporating consumer education into the wider school curriculum. The Council was also invited to contribute towards the design of new curricula to better incorporate consumer education concepts in school teaching, and to meet the increasing demand from schools.

Over the years, the Council had been commissioned to design and host Teacher Development Courses on subjects including Technology Education, Liberal Studies, Social and Humanities, Technology and Living as well as Economics.

During the year, a teaching sharing session was organised for advisory teachers of the Consumer Culture Study Award. A teacher seminar on the newly enacted Trade Descriptions (Unfair Trade Practices) (Amendment) Ordinance, jointly organised by the Council with EDB, was also held in June 2014.

### Staff Training for School Teachers

During the year, a staff development programme was conducted for Humanities teachers of Maryknoll Convent School (Secondary Section). Sharing and advisory sessions were also held for school teachers, which concentrated on assisting the conducting of effective consumer cultural studies and project learning programmes.

### Staff Exchange Activities with Consumer Protection Bodies

Training and experience sharing session were also provided to colleagues from consumer protection bodies from Mainland China and Macau.

### 消費者教育教師培訓課程

政府接納了本會的倡議，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中學新課程的設計工作，將消費者教育的概念更有效地融合於學校課程之內，以應學校在「消費者教育」教師培訓的殷切需求。

本會近年受教育局委託設計及主持多個培訓課程，包括為科技教育、通識教育、社會及人文教育、科技與生活及經濟等科目的教師提供培訓。

本會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。而在2014年6月，本會亦與教育局合辦有關《商品說明（不良營商手法）（修訂）條例》的教師研討會。

### 學校教師專業發展工作坊

年內，本會教育部亦應邀為瑪利諾修院學校（中學部）的人文學科老師主持培訓活動。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。

### 業界交流活動

在報告年內，本會為來自國內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。

Over the years, the Council has produced a wide range of free to use teaching materials and tools for schools and the public. Also the Council has worked closely with the Education Bureau to develop curricula relating to consumer education for subjects including Technology and Business, Social and Humanities and Liberal studies.

Added to the collection of teaching materials during the year was a DVD explaining unfair trade practices prohibited by the amended Trade Descriptions Ordinance (TDO), which contained comics, video clips and other educational materials. The DVD had been dispatched to secondary schools and social service institutions during the year.

A total of 3,000 copies of DVD containing the winning reports from the Consumer Culture Study Award XIV were distributed to all secondary schools with the hope the DVD could serve as a useful tool for teachers in developing and conducting project learning courses.

All of these resources are also available at the Consumer Council Resources Centre situated in Tsim Sha Tsui, which holds a comprehensive range of educational resources related to consumer protection. The Centre is equipped with audio-visual devices, computers and a resource library. During the year, over 760 visitors from over 100 community organisations and education institutes used the services of the Centre.

本會歷年製作了各類題材的教學資源，免費派發供學校及公眾使用。另外亦與教育局緊密合作，在不同學科例如科技教育、商科、社會與人文教育及通識教育等的課程中編撰有關消費者教育的內容。

此外，年內亦製作了一套有關新實施的《商品說明（不良營商手法）（修訂）條例》的教材光碟，透過漫畫、戲劇短片等媒介，闡述有關不良營商手法的罪行。資源套已在本年度免費派發至全港中學及其他社會服務機構。

年內共印製及派發了3,000套「第十四屆消費文化考察報告獎」得獎作品光碟予各中學。光碟成為教師在設計專題研習教材及課堂上的實用教學工具。

有關資源在位於尖沙咀的消費者委員會資源中心供索取，資源中心藏有全面的消費者教育資源及設有多媒體設備的多用途會議室及資料中心。資源中心全年共接待了超過760位來自百多間團體及教育機構的訪客。