

Empowering Consumers Through Education

以教育提升消費者自我保護能力



Consumers empowered
over the years...
歷年來受惠於教育計劃的消費者...

Almost
近 **23,300** primary school students
名小學生

166,000⁺ secondary and post-secondary
school students
名中學生和專上學生

3,250⁺ persons with special needs
名特殊需要人士

Almost
近 **241,000** senior citizens with
名長者，包括

42 Senior Educators
位「智齡消費教育大使」

93 ESSC Network Members
位「智齡消費支援網絡成員」

Around
約 **60** partner organisations
個夥伴機構

Education is empowerment. Over the past half century, the Council has firmly stood by its commitment in equipping consumers with the right knowledge to safeguard their own rights. While such was initially achieved through community activities combined with information dissemination through the mass media and publications in the first 2 decades, with the establishment of a dedicated Consumer Education Division in 1998, the Council began to spearhead a broad range of consumer education programmes, starting with the Consumer Culture Study Award in 1999.

Since then, rapid technological advancements have not only simplified consumption, but also enabled new unscrupulous sales tactics that necessitate continuous and proactive consumer protection. The Council continues to address this growing challenge by empowering consumers — especially more vulnerable groups such as young students, mentally handicapped persons, and Hong Kong's increasing elderly population — through customised educational programmes that inform the needs of each generation and era, enabling them to become responsible consumers.

教育是一種賦權的過程。過去半世紀以來，消委會秉持服務宗旨，致力提供各種正確資訊以裝備消費者，協助他們保護自身權益。在本會成立的首 20 年，主要透過大眾傳媒和出版刊物發布各種重要資訊，再結合社區活動來推展教育計劃；隨著本會於 1998 年正式成立消費者教育部，正式展開一系列消費者教育工作，包括於 1999 年首辦旗艦活動 — 「消費文化考察報告獎」。

時移世易，科技的急速發展無疑令消費更為便利，卻同時衍生了新的不良營商手法，令持續和積極主動的消費者保障工作變得更为重要。我們一直致力透過度身訂造的教育活動，迎合不同世代的需求，提升他們的自我保護能力，特別是年輕學子、特殊需要人士及人數不斷增長的銀髮一族等弱勢社群，引領他們成為負責任的消費者。





Cultivating Positive Consumer Attitude from a Young Age

The Council strongly believes 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

One of the Council's key advocacies is sustainable consumption (SC), which is typified by its core primary education programme. During the 2022/23 school year, the "Earth 2038's Learning Journey of Sustainable Consumption" programme ("Earth 2038 programme") supported 32 project schools to inculcate the concept of SC. To sustain school momentum and facilitate future programme development, additional support such as resources for self-administered activities was provided to 10 waitlisted schools. In total, 97 sessions of educational activities were held, benefitting a record high of around 4,280 students.

As for the 2023/24 school year, more than 3,170 students from 30 primary schools had enrolled in the programme, with 52 school activities and training sessions conducted.

從小培養正面消費態度

本會深信年輕一代從小接受消費者教育，能有助建立正確的消費價值觀及行為，從而為日後培養明智消費和綠色生活習慣奠定堅實的基礎。

小學生體驗式學習計劃 — 2038 地球人計劃之可持續消費旅程

可持續消費是本會其中一項重點倡議，亦是小學生教育計劃的主題及重點。在 2022/23 學年，我們透過「2038 地球人計劃之可持續消費旅程」（「2038 地球人計劃」），支援 32 間小學推廣可持續消費的理念。為保持學校的參與動力和促進未來的計劃發展，我們亦為 10 間候補學校提供額外資源，協助校方推行校本活動。本會共舉行了 97 場教育活動，惠及約 4,280 名學生，創歷年新高。

至於 2023/24 學年，計劃亦一共吸引了來自 30 間小學，逾 3,170 名學生參加，並成功舉辦了 52 場到校及培訓活動。

Feedback from Participants 參加者回饋

>92%

reported having a better understanding of SC
受訪學生表示對可持續消費的理解有所提升

>91%

expressed satisfaction with the programme and were willing to adopt SC-related behaviours and habits
受訪學生滿意計劃，並願意實踐與可持續消費相關的行為和習慣

To extend students' experiential learning impact beyond the classroom, partnership was established with Recycling Stations run by GREEN@COMMUNITY¹⁶ across various districts, and LINK Sustainability Lab was invited to organise learning trips for high-calibre participants. 9 sessions of "Experiential Learning Trips" were conducted with over 220 students recruited, allowing them to understand practical ways to cultivate their SC lifestyle.

Continuous professional development was also important for in-service teachers to effectively deliver the Earth 2038 programme. 3 train-the-trainer workshops and 10 training sessions for project schools were held in the 2022/23 school year.

計劃亦延展至課堂外，提升學生以體驗式學習的成效。除了一如既往跟「綠在區區」各區的回收環保站¹⁶合作外，今年本會亦邀請了領展可持續未來館為優秀學生舉辦「體驗式學習之旅」（「學習之旅」）。9 場學習之旅讓超過 220 名學生有機會以切實可行的方法，培養可持續消費的生活方式。

在 2022/23 學年，本會舉行了 3 場公開教師培訓工作坊及 10 場計劃學校培訓活動，旨在透過持續專業培訓，協助在職教師有效地帶領「2038 地球人計劃」。

16. For more information on the Recycling Stations, please visit https://www.wastereduction.gov.hk/en/community/crm_outlets.htm#recyc_stations
更多有關回收環保站的資訊，請瀏覽：https://www.wastereduction.gov.hk/en/community/crm_outlets.htm#recyc_stations

With the aim of creating greater impact, an English version of the Earth 2038 learning kit was produced for non-Chinese-speaking students for use in future sessions. The Council further collaborated with The Hong Kong Academy for Gifted Education to offer 2 new taster sessions for 30 high-calibre students, introducing the Council's research work and product testing featured in CHOICE Magazine. 93% of the polled students were satisfied with the programme and many indicated an interest in pursuing a career in a science-related industry in the future.



為擴大計劃的成效，本會亦為非華語學生製作了英文版「2038 地球人計劃」教材，為未來的到校活動作好準備。此外，本會與香港資優教育學苑合作，為 30 名資優學員舉辦了 2 節導引活動，介紹本會的研究工作和《選擇》月刊中的產品測試。93% 的受訪學生滿意活動，並表示將來有興趣從事科學相關的工作。



Inspiring Secondary School Students Through Proactive Studies — Consumer Culture Study Award

The 24th Consumer Culture Study Award (CCSA) successfully concluded with an Award Presentation Ceremony held in conjunction with the Inauguration Ceremony of the Smart Consumption Academy (SCA) on 12 July 2023. Attended by over 150 guests, the joint ceremony was officiated by the Secretary for Education, Dr Choi Yuk-lin, JP and was joined by special guest Hong Kong elite snooker player Ms Ng On-ye.

A total of 17 major awards were presented, and 4 winning teams creatively showcased their project highlights to the audience. A new "Consumer Education Partnership Grand Award" was specially presented to 3 schools to recognise their staunch support to CCSA for more than 2 decades.

The ceremony also drew the curtain on the two-decade-long CCSA. Since its inception in 1999, this flagship consumer education programme had attracted a total of more than 86,000 participating students from over 380 secondary schools, encouraging students to develop their self-learning, observation, analytical and multi-perspective thinking skills through hands-on research into consumer topics, thus nurturing positive consumption values.



透過主動學習啟發中學生 — 消費文化考察報告獎

第 24 屆「消費文化考察報告獎」(「報告獎」)頒獎禮暨全新中學生消費者教育活動「智醒消費學堂」啟動禮，於 2023 年 7 月 12 日順利舉行。典禮由教育局局長蔡若蓮博士親臨主禮，並由本港女子桌球精英運動員吳安儀小姐擔任特別嘉賓，共吸引逾 150 名師生及嘉賓出席。

本屆「報告獎」共頒發 17 個主要獎項，其中 4 支冠軍隊伍透過生動有趣的匯報，向現場觀眾展示他們優秀的消費文化考察成果。頒獎禮亦特別向 3 所學校頒發「消費者教育同行大獎」，以表揚他們 20 多年來對「報告獎」的堅實支持。

這次頒獎禮亦為舉辦了超過廿載的「報告獎」圓滿落幕。作為消委會年度旗艦教育活動，「報告獎」自 1999 年舉辦以來，累計有超過 380 間中學，超過 86,000 名學生參加，成功鼓勵中學生透過深入考察及研究各種消費議題，提升自主學習、觀察、分析及多元思考能力，從而培養正確的消費價值觀。



Inheriting the Past and Heralding the Future — Launch of the Smart Consumption Academy

Premising upon the past success of CCSA, SCA is co-organised by the Council and the Education Bureau (EDB) with the support of 27 organisations, with the aim to instil in students essential knowledge on 3 key themes – “rational consumption”, “sustainable consumption and green lifestyle”, and “consumption and caring for the community” – while incorporating relevant knowledge into many subjects of the secondary school curricula to foster positive consumption values and attitudes among the new youth generation.

To keep pace with the rapid technological advancements and evolving education modes, SCA adopts a gamified, fun and interactive approach in 3 competitions that could match the varying attributes and interest of individual students at different study levels.

傳承過去，更見輝煌 — 智醒消費學堂

本會承先啟後，總結「報告獎」過去的成功經驗，繼續與教育局合辦全新的「智醒消費學堂」，並得到 27 間機構的支持。新計劃旨在向學生灌輸「理性消費」、「可持續消費和綠色生活」及「消費與社區關懷」3 大主題的知識，並與中學多個課程內容結合，為新一代培養正確的消費價值觀和態度。

要趕上科技發展的急速步伐及不斷變化的學習模式，嶄新的「智醒消費學堂」融合了競賽、多元有趣和輕鬆互動的方式，透過舉辦 3 項比賽活動配合不同學習程度、能力和興趣的學生。



My Unique Project Study

Largely inherits the essence of CCSA in meaningful in-depth research, analyses and reflection on local consumption topics

「消費·智專研」專題研習比賽

延續了「報告獎」的學習模式，鼓勵學生對本地消費議題進行有意義的深入研究、分析和思考。



My Witty Online Quiz

Takes on an exciting quiz competition format to stimulate knowledge acquisition of key knowledge on consumer rights protection and sustainable consumption

「消費·智惜碳」網上問答比賽

透過緊張刺激的問答比賽，增進學生對消費者權益保障和可持續消費等主要課題的認識。



My Fun IG Post Creation

Encourages students to share their observations and thoughts on consumer behaviour on social media platforms among their peers

「消費·智Fun享」IG 帖子創作比賽

鼓勵學生透過社交媒體平台，分享他們對消費行為的觀察和想法，引發同儕的共鳴。

Enrolment Numbers of 3 Modules in 1st SCA 第一屆「智醒消費學堂」3項活動的報名人數

82 schools
學校

1,307 students
名學生

112 schools
學校

19,956 students
名學生

75 schools
學校

3,833 students
名學生

The 1st SCA in the 2023/24 school year received overwhelming support with a total of 140 schools and 25,096 students having enrolled as of 31 December 2023.

截至 2023 年 12 月 31 日，2023/24 學年推展的第一屆「智醒消費學堂」共獲得 140 間學校和 25,096 名學生報名參加。

To better support participating students in SCA's first year of implementation, 43 consultation sessions were held for project teams, and 11 public learning activities such as talks, workshops and learning trips were organised in collaboration with the Vocational Training Council (VTC), LINK Sustainability Lab, Hong Kong Family Welfare Society, etc. which benefitted around 600 students, teachers and parents with positive feedback received. An Award Presentation Ceremony was held in July 2024 to acknowledge the achievement of winning students.



為了令第一屆「智醒消費學堂」的參加學生得到適切的協助與支援，本會特別為專題研習的參賽隊伍安排了 43 場諮詢會，並與職業訓練局、領展可持續未來館及香港家庭福利會等機構合作，舉辦了 11 場公眾學習活動，包括講座、工作坊和學習之旅等。一系列活動共吸引逾 600 名教師、學生及家長參與，反應熱烈。第一屆「智醒消費學堂」頒獎典禮定於 2024 年 7 月舉行，以表揚獲獎學生在各項活動上的卓越表現。

Hong Kong elite snooker player Ms Ng On-ye attended the ceremony and participated in a quiz game with Dr Choi Yuk-lin, Secretary for Education, Mr Clement Chan Kam-wing, and student representatives from 3 CCSA award-winning schools to share their views on SCA and consumption issues.

本港女子桌球精英運動員吳安儀小姐出席啟動禮，連同教育局局長蔡若蓮博士、陳錦榮主席與 3 間學校的學生代表分組，就「智醒消費學堂」及不同的消費議題，進行快問快答比賽，並和一眾師生分享自己的意見和心得。

Empowering Vulnerable Groups to Enhance Self-Protection

Recognising that the elderly and persons with disabilities 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 fourth 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").

Since its launch, the Programme has received staunch support from 66 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 and promote their consumer rights. During the year, a total of 9 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 120 participants. Subsequently, 25 consumer education workshops were organised for the target groups, attracting around 750 participants. Various sectors highly commended the effectiveness of the workshops.

提升弱勢社群的自我保護能力

長者及有特殊需要人士一般較難招架不良營商手法。年內，本會繼續透過專為他們而設的多項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 4 年，本會繼續協助社工及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。

計劃推行至今，已獲 66 間社福機構、自助組織及特殊學校(下稱「夥伴機構」)的鼎力支持，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、教師、目標對象的家人及照顧者舉辦了共 9 場導師培訓及家長講座，吸引近 120 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，吸引約 750 人次參加，不同持份者對計劃的成效予以肯定。



To encourage more new social welfare organisations/special schools to engage in the Programme, the “Annual Experience Sharing Session” was held on 12 January 2024. A partnering special school was invited to share their fruitful experience in joining the Programme while another partner, Cyber Security and Technology Crime Bureau (CSTCB) from the Hong Kong Police Force, gave an update on prevalent online scams and shared anti-deception tips with session attendees.

為鼓勵更多機構 / 特殊學校參與計劃，本會於 2024 年 1 月 12 日舉行了「年度經驗分享會」，由一間夥伴特殊學校分享參與計劃的寶貴經驗，另一夥伴機構 — 香港警務處網絡安全及科技罪案調查科的代表，亦在同場提供有關最新網絡陷阱及防騙的資訊。



Consumer Education for Senior Citizens

With the ageing population in Hong Kong, the imperative of empowering senior citizens through consumer education has grown significantly. In collaboration with different social service organisations, 15 consumer education talks were held for senior citizens either face-to-face or virtually, engaging 378 participants in the year. A host of topics were covered, including unfair trade practices under the Trade Descriptions Ordinance (TDO), and consumer alerts for senior citizens in areas such as health food, telemarketing of health checkup plans, Chinese medicine, dried seafood, homes for the aged, online shopping and prepayment consumption.

長者消費者教育活動

隨著本港人口高齡化，教育年長消費者以提升他們的自我保護能力變得更加重要。年內，本會與不同社會服務機構合作，以面授或線上形式舉辦共 15 場消費權益講座，共有 378 名長者參與。一系列的講座主題包括《商品說明條例》所指明的不良營商手法，以及與長者有切身關係的消費警示，涵蓋保健食品、電話推銷健康檢查計劃、中藥、蔘茸海味、安老院舍、網上購物及預繳式消費等專題。

Since the regularisation of the “Educator Scheme for Senior Citizens” in 2022, the Council continued the partnership with 5 organisations including 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, and engaged 1 new partner organisation, namely SAGE Ho Sang Neighbourhood Elderly Centre during the year.

「智齡消費教育大使計劃」自 2022 年起已經恆常化，除了早期已參與計劃的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，以及耆樂警訊外，耆康會何生長者鄰舍中心亦於年內加入成為計劃的第 6 間合作機構。



50 retirees or soon-to-be retirees aged between 50 and 84 received the basic training in the year under review, and the 19 with the most outstanding performance were selected to undertake advanced training and become qualified as "Senior Educators" after assessment. Including scheme members in the past 2 years, a total of 93 Network Members and 42 Senior Educators have been trained to date. 2 post-training activities on the topic of sustainable consumption were held to enrich the learning of scheme members.

To cascade the key consumer messages in the community, Senior Educators were tasked to render around 30 sessions of community talks for their fellow elderly, attracting 453 participants. They also actively participated in other related consumer education activities, including TV interviews for TVB's programme "Happy Old Buddies" (快樂長門人) and Now TV's "Now Report" (經緯線), helping to promote CHOICE Magazine to the elderly at the Hong Kong Book Fair 2023, and serving as core helpers for the Council's Consumer Rights Carnival in March 2024.

Certificates of appreciation were presented to Network Members, Senior Educators and partner organisations during the Annual Sharing Session on 19 January 2024 in recognition of their respective achievements and efforts. During the event, a representative from a partner organisation and 2 Senior Educators shared their experiences of hosting consumer education talks for the elderly in the community.

Providing Support to the Community

To disseminate important consumer alerts to a wider audience, the Council continued to conduct community talks for different target groups (excluding those for retirees and the elderly) regularly. During the year, 9 community talks were held for secondary school teachers and students, post-secondary school students, students with special education needs, women and persons with visual impairment respectively, with 762 participants in attendance. A host of topics were covered including consumer rights and responsibilities, unfair trade practices under the TDO, sustainable consumption and consumer alerts in areas such as dried seafood, electrical appliances, health products, as well as online shopping. Out of the 9 sessions, the Council was invited by the EDB to deliver a talk on the theme of "Personal Financial Planning at the Pre/Post-retirement Stage" in June 2023, which was attended by 200 secondary school teachers.

過去一年，50位年齡介乎50至84歲的準退休或已退休人士接受基本培訓，當中19位表現優異的參加者，獲挑選接受進階培訓，並通過評估後成為「智齡消費教育大使」。過去兩年，累計有93名「智齡消費支援網絡成員」及42名「智齡消費教育大使」完成培訓。計劃亦為他們安排兩項有關可持續消費的培訓後活動，以豐富他們的學習體驗。

「智齡消費教育大使」負責主持約30節消費權益講座，將重要的消費者資訊帶到社區，傳遞給453名社區長者。他們亦積極參與其他與消費者教育相關的活動，包括接受無線電視節目《快樂長門人》及Now TV節目《經緯線》訪問，並於香港書展向長者宣傳《選擇》月刊，以及於2024年3月舉辦的「消費權益嘉年華」擔任主要工作人員。

一眾「智齡消費支援網絡成員」、「智齡消費教育大使」及合作機構代表於2024年1月19日舉行的年度經驗分享會中獲頒發感謝狀，以嘉許他們過去一年的成果及努力。當天，合作機構代表及兩位「智齡消費教育大使」更分享了他們為社區長者主持消費權益講座的經驗和心得。



支援社區活動

為了令更多人接收到重要的消費警示，本會繼續定期向不同的目標對象舉辦消費權益講座（為退休人士和長者而設的講座以外）。年內，本會分別為中學教師及學生、大專生、特殊需要學生、婦女及視障人士舉辦了9場社區講座，合共有762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，以及蔘茸海味、電器、保健食品和網上購物等相關的消費警示。此外，本會亦應教育局邀請，於2023年6月主持題為「人生不同階段的個人理財策劃」的講座，吸引200名中學教師參與。