

教育 Education

社區教育及宣傳

平機會於2019/20年度繼續借助各種媒介和平台，及與不同社區團體建立聯繫，向公眾宣揚平等機會及多元共融的價值。

大眾媒體推廣及宣傳活動

「平等生活・開心共融」計劃

平機會與香港電台第一台合作，於2018年12月推出全新項目「平等生活・開心共融」行動，以宣揚傷健共融的信息及提高公眾對《殘疾歧視條例》的認識。

該計劃為期一年，並得到全港22間復康機構及非政府組織支持，內容包括電台環節、廣播劇及社區夥伴專訪。平機會並於2019年10月13日在香港電台舉辦公眾教育活動，出席者包括政府官員、非政府組織和復康團體代表及本地藝人，共同宣揚傷健共融的信息。

Community Education and Publicity

Leveraging a mix of media and platforms and engaging different community groups, the EOC continued to promote the values of equal opportunities, diversity and inclusion to the public in 2019/20.

Mass Media Promotions & Publicity

Embracing Social Inclusion Project

Teaming up with RTHK Radio 1, the EOC launched a new Embracing Social Inclusion Project in December 2018 to promote the inclusion of persons with disabilities (PWDs) and public understanding of the Disability Discrimination Ordinance.

The one-year project, which received support from 22 rehabilitation organisations and NGOs across Hong Kong, featured radio segments, drama series and interviews with community partners. On 13 October 2019, a public education event was staged in RTHK, with Government officials, representatives of NGOs and rehabilitation groups, as well as local artistes joining together to call for greater support and inclusion of PWDs.





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平等機會多元共融行動

平機會於2006年首次在香港電台第二台推出「平等機會多元共融行動」，並於2019/20年度再次與香港電台第二台合作推出這活動。活動由2019年12月至2020年11月進行，重點項目包括：

- 每星期在「Made in Hong Kong」節目時段內播放不同持份者團體的半小時訪問環節以及廣播劇，內容關於平等機會及多元共融議題；
- 在「晨光第一線」節目時段內推出「我的精裔朋友」特輯；以及
- 「通識六十秒」宣傳環節。

Equal Opportunities Diversity Project

For another year, the EOC collaborated with RTHK Radio 2 on the Equal Opportunities Diversity Project in 2019/20, which was first introduced in 2006. Running from December 2019 to November 2020, the project featured:

- Weekly 30-minute interviews with different stakeholder groups and weekly radio dramas on topics related to equal opportunities, diversity and inclusion on the “Made in Hong Kong” programme;
- Radio segments on the morning programme “Morning Suite”; and
- 60-second promotional segments on “One Minute — Know It All”.





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電台及電視推廣

除了上述電台宣傳活動，平機會委員及管理層人員在年內亦進行了46個電台和電視訪問，談及有關歧視及平等機會的活動及議題。

平機會繼續透過本地電視台和電台不同頻道播放有關服務提供者在提供服務期間受顧客性騷擾的宣傳片和聲帶。公眾亦可於平機會的網站、YouTube頻道和智能手機應用程式收看有關宣傳片。

Radio & TV Promotions

Other than the above radio campaigns, the EOC lined up 46 radio and TV interviews in 2019/20 for Members and management of the EOC to talk on events and issues related to discrimination and equal opportunities.

Also, the EOC's TV and radio APIs on sexual harassment of service providers by customers in the course of service provision continued to be broadcast on the channels of local TV and radio stations, besides being available on the EOC website, EOC YouTube Channel and EOC Mobile Apps.



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平機會主席的報章專欄及專題文章

平機會主席於2019/20年度繼續在香港免費報章《am730》網上版定期撰寫專欄，與讀者分享他對平等機會議題的見解。有關專欄可於《am730》網頁和手機應用程式，以及平機會網頁的「主席隨筆」欄目瀏覽。

主席亦在《南華早報》、《明報》及《信報》等多份本地中英文報章，以及在《Hong Kong Free Press》、《立場新聞》及《獨立媒體》等不同網上媒體平台發表有關歧視議題的專題文章。

Newspaper Column and Op-ed Series by EOC Chairperson

In 2019/20, the EOC Chairperson continued to release articles in a regular column in the online version of the free newspaper *am730* to share thoughts and insights into equal opportunity issues. The column articles are available on *am730*'s website and mobile app, as well as "The Chairperson's Perspectives" section on the EOC website.

Furthermore, op-ed articles on discriminatory issues by the Chairperson were published in several Chinese and English local dailies, such as the *South China Morning Post*, *Ming Pao Daily* and *Hong Kong Economic Journal*, and on various online media platforms, such as Hong Kong Free Press, Stand News and InMedia.





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社交及數碼媒體宣傳

YouTube 頻道

平機會一直著力於社交媒體宣傳，借助這有效途徑與社區建立聯繫、提升機構形象、宣傳反歧視條例及宣揚多元共融信息。

平機會於2008年2月推出YouTube頻道，透過上載具資訊性及趣味性的短片，介紹平等機會及共融價值，加強平機會在網上的曝光。

過去一年，平機會YouTube頻道共增添17齣新短片，包括平等機會紀錄片及平機會公眾活動的精華片段。其中一套新增短片是「打破沉默」紀錄片系列，片中平機會在街頭訪問了不同年齡與性別的市民，了解他們對性騷擾議題的看法和經歷。除此，平機會亦在片中訪問了非政府組織及平機會的代表，帶出預防性騷擾的重要性。截至2020年3月底，平機會的YouTube頻道已上載了348齣短片，總瀏覽次數超過515,000次。



Social and Digital Media Promotions

YouTube Channel

The EOC embraces social media as an effective tool to engage with the community, enhance the image of the Commission, and promote the anti-discrimination ordinances and messages of diversity and inclusion.

The EOC YouTube Channel was launched in February 2008 to boost the Commission's online presence while releasing informative and entertaining videos about equal opportunities and inclusion.

During the year in review, 17 new videos were added to the EOC YouTube Channel, including documentaries on equal opportunities and highlights of the EOC's public events. Among the new releases was *Break the Silence*, a documentary featuring a series of street interviews with people of different ages and genders, as they shared their views and experiences of sexual harassment, and interviews with representatives of NGO and the EOC on the importance of preventing sexual harassment. As at the end of March 2020, a total of 348 videos had been uploaded, with over 515,000 views.



348

齣短片在平機會YouTube頻道
videos on EOC YouTube Channel





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平機會根據其攝製的紀錄片製作了網上學習教材套供中學使用。該教材套備有中英文版本，從多角度探討平等機會概念。教師亦可採用當中建議的討論題目和課堂活動。教材套已透過電郵發送至全港中學，亦已上載至平機會網頁。

Based on the past documentaries, the EOC developed an online learning kit for secondary schools. Available in Chinese and English, the learning kit highlighted the various dimensions and perspectives of equal opportunities examined in the documentaries, and included suggested discussion topics and class activities for teachers to adapt or use. The learning kit was emailed to secondary schools across the city and uploaded on the EOC's website.

平機會領英專頁

平機會於2020年3月21日國際消除種族歧視日在社交媒體領英開設專頁，以各行各業的專才及企業為目標，分享各種資訊，例如平機會的招聘廣告、與平等機會議題相關的活動和動向、履行社會企業責任的措施，以及推行多元共融常規的方法等。

EOC LinkedIn Page

The EOC launched its LinkedIn Page on the International Day for the Elimination of Racial Discrimination (IDERD) on 21 March 2020. Targeting professionals of different sectors and the corporate community, the EOC has been posting advertisements on career openings within the EOC, announcements on events and happenings related to equal opportunities, information on corporate social responsibility initiatives and tips on diversity and inclusion practices.

平機會網站

平機會的網站仍然是委員會為公眾提供反歧視條例及平機會工作資訊的重要平台。網站除了提供中英文雙語版本外，並同時包含無障礙設計，方便有不同需要的人士使用，歷年來得到多項無障礙網頁計劃的嘉許及獎項。2019/20年度，平機會網站錄得的點擊率超過3,800萬次，每月吸引訪客約11萬人次。

EOC Website

The EOC's website remains an important platform for providing information about the anti-discrimination ordinances and the EOC's initiatives to the public. Fully bilingual (Chinese and English) and accessible to people with different needs, the website has been recognised by various web accessibility schemes and awards through the years. In 2019/20, the website recorded a total hit rate of over 38 million and attracted about 110,000 visitors a month.





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網上廣告宣傳

為了善用網上媒體的廣泛接觸層面及滲透度，平機會於2019年3月至6月在搜尋器雅虎香港及無線電視開發的MyTV Super這兩個受歡迎的網頁／應用程式，推出網上廣告宣傳。雅虎的首頁及MyTV Super應用程式／網站展示了四個橫幅廣告及三段宣傳片，推廣《種族多元共融僱主約章》、「平等生活・開心共融」計劃的問答遊戲，以及消除性騷擾和懷孕歧視等信息。

推廣平機會手機應用程式

為了進一步吸引更多人使用平機會的手機應用程式，平機會於2019年9月1日至11月15日舉辦抽獎活動，下載了平機會手機應用程式的市民即可參加抽獎，大獎是一部iPad mini，另有50張各價值港幣100元的禮券。為了宣傳該次抽獎活動和鼓勵市民下載程式，平機會在受歡迎的MyTV Super應用程式／網站設置了橫幅廣告。

Online Advertising Campaign

To harness the reach and penetration of online media, the EOC launched an online advertising campaign on two popular platforms, namely the search engine Yahoo! Hong Kong and MyTV Super app/website developed by TVB, between March and June 2019. Four banner advertisements and three Announcements of Public Interest (API) were placed on Yahoo!'s homepage and MyTV Super app/website to promote the Racial Diversity & Inclusion Charter For Employers, the Quiz Game of the "Embracing Social Inclusion Project", as well as messages of eliminating sexual harassment and pregnancy discrimination.

Promotion of the EOC Smart Phone Apps

To further promote the usage of the EOC Smart Phone Apps, the EOC organised a lucky draw between 1 September and 15 November 2019. Users who downloaded the EOC iPhone or Android App were eligible to enter the lucky draw, which offered an iPad mini as the grand prize and 50 pieces of \$100-gift coupon. To publicise the lucky draw and encourage participation, the EOC placed banner advertisements on the popular MyTV Super app/website.



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平機會手機應用程式於2013年推出，讓市民可以隨時隨地獲取關於四條反歧視條例及平機會活動的最新資訊。市民亦可以在程式上瀏覽關於多元共融的短片或收聽相關的電台節目。另外，應用程式亦備有讀屏功能，同時提供黑底黃字的顯示選項，符合萬維網聯盟的《無障礙網頁內容指引》AA級別標準。



The EOC app was launched in 2013 to provide on-the-go information about the four anti-discrimination ordinances and latest news about the Commission's initiatives. Users can also view videos and listen to radio shows about diversity and inclusion. Equipped with such features as a voice-over function and an option to switch to a yellow-text-against-black-background version, the app is compliant with the Level AA requirements of the World Wide Web Consortium Web Content Accessibility Guidelines.

教育年青一代

學校戲劇表演

平機會繼續與三個本地劇團(大細路劇團、森林聯盟及街坊小子木偶劇場)合作，為學校製作和演出以平等機會、多元共融為題材的話劇和木偶劇。於2019/20年度，這些劇團為49,792名學生進行共305場演出。幾乎全部學校在意見調查中給予「好」或「非常好」的評價。

Educating the Younger Generation

School Drama Performances

The EOC continued to engage three local theatrical troupes, namely Jumbo Kids Theatre, Forest Union and Kids on the Block, to stage plays and puppet shows on equal opportunities and diversity values at schools. In 2019/20, a total of 305 performances were staged for 49,792 students. Almost all of the schools indicated in the feedback survey that the plays were "good" or "very good".





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《高仔與朋友們》系列故事書

平機會於2017年10月推出兒童故事書系列《高仔與朋友們》，旨在向幼童灌輸平等及多元共融的價值觀。公眾可於港九新界各間公共圖書館借閱該套故事書。

為擴大讀者群，平機會於2019/20年度與Books and Beyond Reading Club合作，參與該組織於數間本地小學舉辦的閱讀馬拉松計劃，將《高仔與朋友們》列入計劃的書目，希望能讓更多學童認識高仔及了解故事所帶出的信息。

「共融i世代」計劃

平機會於2019/20年度推出全新模式的青少年計劃。計劃設有一系列體驗活動，包括文化導賞及輪椅體驗，目的是增進年青一代對不同社區群體（包括弱勢社群）的認識，同時培養他們的同理心。



“Tally & friends” Storybook Series

The EOC launched the illustrated children book series *Tally & friends* in October 2017 to introduce the values of equality, diversity and inclusion to young children. The storybook series is available at various public libraries across Hong Kong Island, Kowloon and the New Territories for public access.

To expand the readership, the EOC collaborated with the Books and Beyond Reading Club in 2019/20, which has been running a Reading Marathon Programme for a number of local primary schools. By including *Tally & friends* in the list of books to read for participants, it is hoped that more children would learn about Tally and the messages embedded in the storybook.

Generation “i” Programme

The EOC adopted a new format for its youth programme in 2019/20. Featuring a series of experiential activities, such as cultural and wheelchair tours, the programme aimed to instil in the younger generation greater understanding and empathy to different communities including the disadvantaged groups.





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2019年12月14日，計劃參加者到訪了位於葵涌由香港聖公會麥理浩夫人中心營運的共融館，了解南亞人士的文化和體驗其他少數族裔在香港的生活情況。2020年1月18日，另一批參加者參加了由滾動力量舉辦的輪椅體驗活動，坐上輪椅遊走都市，親身體驗殘疾人士面對的障礙。

平機會並同時透過「共融i世代」的Facebook專頁宣傳有關活動，定期上載與平等機會有關的短片、新聞及社區活動，與參與者保持網上對話，並吸引更多年輕人參與計劃。

另外，平機會安排了「共融i世代」多媒體比賽中獲選入圍及得獎的漫畫作品，分別於2019年6月在黃竹坑地鐵站及9月在金鐘地鐵站內展出。是次比賽於2018/19年舉辦，旨在培養年輕一代的創意，讓本地中學生透過創作漫畫或短片，表達他們眼中共融的意義，幫助他們建立對平等多元的信念。

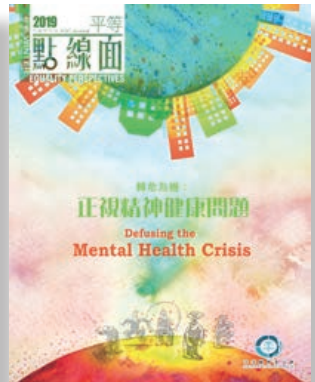
On 14 December 2019, participants went on a tour to Kung Yung Koon run by the HKSKH Lady MacLehose Centre in Kwai Chung. They enjoyed a taste of South Asian culture and caught a glimpse of the daily life of other racial groups in Hong Kong. On 18 January 2020, another group of participants attended an activity organised by Wheel Power Challenge, which allowed them to have first-hand experiences of travelling around the city in wheelchairs and the barriers encountered by PWDs.

In parallel with the Generation “i” programme, the EOC maintained a Facebook page for participants, with videos, news and community events related to equal opportunities uploaded regularly to sustain the conversation online and to attract more young people to join the programme.

The EOC also arranged for the shortlisted and winning comic strips from the EOC’s Generation “i” multimedia competition in 2018/19 to be displayed at MTR Wong Chuk Hang and Admiralty station in June and September 2019 respectively. The competition sought to nurture an interest in creative expression and a commitment to the cause of diversity and equality among the younger generation, by inviting them to draw a comic strip or make a short video about what inclusion means and why it matters.



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接觸市民大眾

刊物及其他通訊資料

在2019/20年度，平機會為持份者及公眾出版了一系列刊物及通訊資料。當中包括《平等點・線・面》期刊，以多角度深入探討平等議題。這本期刊隨《經濟日報》向市民派發，並發送予主要持份者。平機會亦定期向約8,000名持份者發出《平機會電子通訊》，分享有關平機會的最新工作、對歧視議題的立場，以及社區組織舉辦活動的消息。

年內，平機會推出全新的《平等機會委員會簡介》，介紹其角色及職能，包括處理投訴的職能。

Engaging the General Public

Publications and Other Communication Materials

In 2019/20, the EOC produced a series of publications and communication materials for stakeholders and members of the public. These included *Equality Perspectives*, a journal that dissects issues relating to equal opportunities from different angles. The journal was distributed as an insertion in the newspaper *Hong Kong Economic Times*, as well as to major stakeholders. The EOC also sent out an e-newsletter *News from the EOC* regularly, informing around 8,000 subscribers of the EOC's latest work, positions on topical issues about discrimination, as well as related events organised by community organisations.

During the year, the EOC published a new Corporate Brochure to introduce its role and functions, including its complaint-handling function.



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創智營商博覽

為向企業宣傳共融工作間的好處，平機會再次在香港貿易發展局主辦的「創智營商博覽」設置攤位。是次博覽於2019年12月4日至6日假香港會議展覽中心舉行，期間平機會向入場人士派發超過4,600份刊物，並送出超過2,800份紀念品。參加者對平機會的反應正面，超過86%的受訪者表示參觀平機會的攤位後，對平等機會加深了認識。

SmartBiz Expo

To promulgate the advantages of fostering an inclusive workplace to enterprises, the EOC participated once again in Hong Kong Trade Development Council's SmartBiz Expo on 4-6 December 2019 at Hong Kong Convention and Exhibition Centre. During the Expo, the EOC distributed over 4,600 publications and 2,800 souvenirs to Expo visitors. Positive feedback was collected from the attendees, with over 86% of the respondents stated that they knew more about equal opportunities after visiting the EOC's booth.

香港國際牙科博覽暨研討會

平機會年內首次參加由香港牙醫學會主辦的香港國際牙科博覽暨研討會。是次博覽於2019年8月2日至4日舉行。平機會向博覽入場人士派發超過1,800份刊物，並送出超過1,500份紀念品。參加者同樣對平機會的反應正面，超過87%的受訪者表示參觀平機會的攤位後，對平等機會加深了認識。

Hong Kong International Dental Expo and Symposium

For the first time, the EOC made an appearance at the Hong Kong International Dental Expo and Symposium (HKIDEAS), organised by the Hong Kong Dental Association on 2-4 August 2019. The EOC distributed over 1,800 publications and 1,500 souvenirs to Expo visitors. Again, positive feedback was received, with over 87% of the respondents stated that they knew more about equal opportunities after visiting the EOC's booth.



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平等機會社會參與資助計劃

2019/20年度，平機會透過「平等機會社會參與資助計劃」，資助了28個由不同社區團體、非政府組織及教育機構策劃的項目，資助總額高達港幣1,054,763元。獲資助的項目旨在加強公眾對四條反歧視條例的認識，並宣揚平等共融的觀念。

平機會亦支持其他機構舉辦的活動，以宣揚反歧視信息。於2019/20年度，平機會支持了22個在香港舉辦的項目及活動。

Community Participation Funding Programme

In 2019/20, the EOC's Community Participation Funding Programme provided HK\$1,054,763 of funding support to 28 projects by community groups, NGOs and educational institutions. These projects were geared towards promoting greater understanding of the four anti-discrimination ordinances and the concepts of equal opportunities and inclusion.

The EOC also rendered support to initiatives by organisations to promote anti-discrimination messages. In 2019/20, the EOC supported 22 projects and initiatives across the city.

