



The International Day for the Elimination of Racial Discrimination (IDERD) is observed annually on 21 March. In commemorating this day, **the Equal Opportunities Commission (EOC) is launching the EMbRACE Campaign** to promote racial diversity and racial equality within the Hong Kong community. The campaign will be promoted throughout 2017, thereafter becoming a recurring annual campaign in March of every year.

**We need your support and participation
to make this campaign successful.**

You can get involved by:

- ✓ Putting the EMbRACE logo on your Facebook page or website in March and April 2017 and promoting the IDERD;
- ✓ Displaying the EMbRACE logo in your offices/stores/outlets;
- ✓ Liking and sharing our dedicated EMbRACE Facebook page and posts:
www.facebook.com/embracecampaignbyeoc/;
- ✓ Organising or supporting one of the following activities within the EMbRACE theme:
 - ✧ screen a movie/video* on racial equality
 - ✧ organise workshops* on racial equality or cultural sensitivity
 - ✧ organise events within your organisation promoting racial diversity and integration
 - ✧ support an activity that brings together ethnic minorities and mainstream society through your CSR Programme
- ✓ Making a pledge** that your organisation respects racial equality and has zero tolerance for racism.
 - * Movie/video links and information on arranging workshops are provided in the EOC webpage at www.eoc.org.hk
 - ** Sample Pledge Form attached

- ✍ **If you would like to join us**, please complete the registration form and return to the Equal Opportunities Commission by fax (2511 8142) or email to humazile@eoc.org.hk.
- ✍ **To show your leadership in this field**, upon successful registration in this campaign, we will list your company/organisation on our website, Facebook page and publications.



Registration Form

To : Ethnic Minorities Unit
 Fax : **2511 8142**
 Email : humazile@eoc.org.hk

Company/ Organisation	
Type of participation	<input type="checkbox"/> Displaying EMbRACE logo and poster on your organisation's Facebook page/webpage or in your office/outlets/stores
	<input type="checkbox"/> Organising movie/video screening
	<input type="checkbox"/> Organising workshops on racial equality and cultural sensitivity
	<input type="checkbox"/> Organising activities that promote racial diversity and integration
	<input type="checkbox"/> Making a pledge that your organisation respects racial equality and has zero tolerance for racism (upon receipt of registration, a pledge form will be sent to you)
	<input type="checkbox"/> Others, please specify:
Contact Person	
Position	
Telephone Number	
Email Address	

Please complete the registration form and return to the Equal Opportunities Commission by fax (2511 8142) or email (humazile@eoc.org.hk).



SAMPLE

Pledge of support to the EMbRACE Campaign

[Insert name of organisation] is proud to have joined with some of Hong Kong's leading businesses, schools, NGOs and other organisations to support the EMbRACE Campaign to RESPECT, VALUE and SUPPORT Racial Equality, run by the Equal Opportunities Commission.

Our organisation is committed to prevent racism and promote equality by pledging to undertake activities in support of the campaign, and to:

- ✧ Promote awareness of racism and how it affects individuals, organisations and the broader community.
- ✧ Empower individuals to stand up against racism.
- ✧ Work towards creating policies within the organisation to actively promote racial equality and take action when racism occurs.
- ✧ Create and/or support activities to further the principles of diversity and integration within the organisation and society at large.

Signature: _____

Date: _____

(Company Chop)