

公眾教育及宣傳：加強大眾平等及包容意識

Community Education and Publicity: Enhancing Awareness of Equality and Inclusion

平機會一直策略性地使用不同渠道，並舉辦多元化的教育和推廣活動，加深公眾認識和了解反歧視條例所提供的保障，以及多元、平等和共融的價值觀。

大眾媒體推廣及宣傳活動

平機會主席的報章專欄及專題文章

在報告期內，平機會以主席名義在本地不同中英文報章發表共五篇文章表達觀點，有關報章包括《明報》、《南華早報》及《英文虎報》。

此外，平機會主席在網上媒體《香港01》定期撰寫專欄，分享對平等機會議題的見解。在2024-25年共發表了26篇專欄文章，有關文章也可於平機會網頁瀏覽。

《媒體處理精神健康新聞指引》

平機會於2024年6月7日推出《媒體處理精神健康新聞指引》（「《指引》」）。《指引》由平機會與精神健康諮詢委員會個別委員及香港報業評議會的代表合作編寫，旨在供媒體工作者參考，鼓勵他們在報道有關精神健康議題或事件時，秉持公正持平的原則。《指引》特別強調五大原則，包括力求準確、減少傷害、保護私隱、慎用語言及影像以及幫助及支持，藉此避免在媒體污名化和負面標籤有精神健康需要的人士和復元人士。平機會已把《指引》上載至其網站並發布予媒體機構參考。

The EOC has been making strategic use of different channels and organising a diverse portfolio of education and promotional programmes to raise public awareness and understanding of the protection under the anti-discrimination ordinances and the values of equality and inclusion.

Mass Media Promotions and Publicity

Newspaper Column and Op-ed Series by EOC Chairperson

During the year in review, the EOC released a total of five op-ed articles in the name of the Chairperson. These were published in Chinese and English local dailies, such as *Ming Pao Daily*, *South China Morning Post*, and *The Standard*.

In addition, the EOC Chairperson ran a regular column in the online media outlet *HK01* to share thoughts and insights into equal opportunity issues. The column articles, totalling 26 in 2024-25, are also available on the EOC website.

Media Guidelines for Reporting on Mental Health Issues

On 7 June 2024, the EOC released the *Media Guidelines for Reporting on Mental Health Issues*. Developed by the EOC in collaboration with individual members of the Advisory Committee on Mental Health and a representative from the Hong Kong Press Council, the Guidelines serve as a reference for media practitioners, encouraging them to uphold the principles of fairness and objectivity when reporting on issues or incidents related to mental health. In particular, the Guidelines highlight five principles, namely ensure accuracy, minimise harm, protect privacy, use proper language and images and help and support, to prevent the stigmatisation and labelling of people with mental health needs and those in recovery in the media. The publication has been uploaded to the EOC website and distributed to media organisations.

公眾教育及宣傳 Community Education and Publicity

社交及數碼媒體宣傳

Instagram及Facebook

平機會的Instagram帳號「平•常•事EO Matters」在2024-25年度繼續擴大接觸層面，尤其是接觸年輕一代。帳號分享各種有趣的內容，包括有關平等機會的小知識、平機會處理過的真實投訴個案摘要、時事議題，以及弱勢社群的人物故事等。其中，平機會於2024年7月和12月在Instagram帳號分別推出有關反性騷擾和通達的互動有獎遊戲，邀請公眾思考方法締造零騷擾的校園和改善城市的暢達程度。報告期內，平機會共發布了共54篇帖文，有1 844 574人次瀏覽及25 922次互動。截至2025年3月底，專頁有22 711名追隨者，當中有80.1%屬於34歲或以下的年齡群組。

Social and Digital Media Promotions

Instagram and Facebook

The EOC's Instagram (IG) account EO Matters (平.常.事) continued to expand its reach in 2024-25, especially to the younger generation. The account features a variety of engaging content, including trivia on issues related to equal opportunities, summaries of real-life complaint cases handled by the EOC, discussion questions on current issues and personal stories of individuals from underrepresented communities. In addition, the EOC launched two interactive prize games on anti-sexual harassment and accessibility via the IG account in July and December 2024 respectively, inviting the public to come up with suggestions on ways to create harassment-free campuses and improve the city's accessibility for all. During the year in review, the EOC published 54 posts, which achieved a total reach of 1 844 574 and 25 922 interactions. As at end-March 2025, the account had 22 711 followers, with 80.1% aged 34 or below.

平機會的Facebook專頁同樣名為「平•常•事EO Matters」，追隨者人數和接觸人數在2024-25年度穩步上升。Facebook專頁發布與Instagram帳號相似的內容。在2024年4月至2025年3月，平機會Facebook專頁的帖文及宣傳吸引了2 543 371人次瀏覽，並有83 516次互動。

The EOC's Facebook page, also named EO Matters (平.常.事), achieved a steady growth in both followers and reach in 2024-25. The page mirrored content from the IG account. Between April 2024 and March 2025, the posts and promotions on the EOC's Facebook page had a total reach of 2 543 371 and 83 516 interactions.

平機會領英專頁

平機會的領英專頁以各行各業的專才及企業的持份者為目標。2024-25年度，平機會在專頁上發布了61篇帖文，內容涉及平等機會相關議題的活動和動向、履行企業社會責任的資訊、推行多元共融措施的方法，以及向勞資雙方推廣平等機會重要性的思想領袖內容等。平機會領英專頁的廣泛內容共錄得79 416次曝光次數，並吸引了17 531次互動。

EOC LinkedIn Page

The EOC's LinkedIn page aims to engage professionals of different sectors and stakeholders in the corporate community. During 2024-25, the page published 61 posts, including announcements on events and initiatives related to equal opportunities, information on corporate social responsibility initiatives, tips on diversity and inclusion practices, as well as thought leadership pieces to promote the importance of equal opportunities to employers and employees. The diverse content attracted 79 416 impressions and 17 531 interactions.

公眾教育及宣傳

Community Education and Publicity

YouTube頻道

平機會於2008年2月開設YouTube頻道，透過上載資訊趣味兼備的短片，介紹平等機會及共融價值，加強平機會在網上的曝光。在報告期內，平機會YouTube頻道共增添26段新短片，包括「種族多元共融運動日」、「平等機會青年大使計劃2023/24」、「2023/24種族友善校園嘉許典禮」及「通用設計嘉許計劃嘉許典禮精華片段」。截至2025年3月底，平機會的YouTube頻道共上載了522段短片，總瀏覽次數超過1 730 000。

YouTube Channel

The EOC YouTube Channel was launched in February 2008 to boost the EOC's online presence through informative and entertaining videos about equal opportunities and inclusion. During the year in review, 26 new videos were uploaded to the channel, including 'Racial Diversity & Inclusion Sports Day 2024', 'Equal Opportunity Youth Ambassador Scheme 2023/24', '2023/24 Racially Friendly Campus Recognition Ceremony' and 'Universal Design Award Scheme Award Presentation Ceremony Highlight'. As at end-March 2025, a total of 522 videos have been uploaded, with over 1 730 000 views.

教育項目

平等機會青年大使計劃

平機會從2022年開始推出「平等機會青年大使計劃」，旨在向年輕一代推廣平等共融的價值。計劃為期六個月，平機會為參與計劃的大專學生安排了一系列體驗式學習活動，接觸不同的社群，探索日常生活中平等機會的意義。為了加強向大專學生推廣反性騷擾的信息，平機會為青年大使提供網上及面授預防性騷擾培訓，他們亦需要製作與反性騷擾相關的宣傳品或舉辦相關活動。

Educational Programmes

Equal Opportunity Youth Ambassador Scheme

Since 2022, the EOC has been organising the Equal Opportunity Youth Ambassador Scheme with the aim to promote the values of equality and inclusion to the younger generation. The six-month programme provides a range of experiential activities for the participating tertiary students to connect with different communities and explore the meaning of equal opportunities in everyday life. To enhance the promotion of the anti-sexual harassment message to tertiary students, the EOC also provides online and in-person sexual harassment prevention training to the Youth Ambassadors. In addition, the Youth Ambassadors are required to create anti-sexual harassment publicity campaigns as part of the programme.

平機會於2024年6月15日舉行了嘉許典禮，嘉許完成第二屆計劃的大專學生。典禮上，青年大使獲頒發證書，分享他們的經驗和承諾打擊校園性騷擾。他們以「互相尊重拒絕性騷擾」的口號作出承諾，致力傳揚互相尊重的文化和建立零騷擾的學習和生活環境。典禮上亦展示了青年大使製作的22個線上及線下反性騷擾宣傳方案，內容包括製作海報、小冊子、即時通訊軟件貼圖及短片，社交媒體帖文、短片等。

On 15 June 2024, the EOC held a recognition ceremony to celebrate the participating tertiary students for completing the second edition of the Scheme. During the ceremony, the Youth Ambassadors received certificates, shared their experiences and took a pledge to tackle sexual harassment on campuses. Under the slogan 'Respect for All. Stop Sexual Harassment', they vowed to promote a culture of mutual respect and foster zero-harassment learning and living environments. A total of 22 online and offline anti-sexual harassment campaigns created by the Youth Ambassadors, including posters, leaflets, stickers and videos for instant message applications, social media posts and short films, were on display during the ceremony.

延續首兩屆青年大使計劃的成果，平機會於2024年10月宣布推出「平等機會青年大使計劃2024/25」，吸引了接近200個申請，來自14間大專院校的50名學生獲選成為第三屆平等機會青年大使。

Building on the success of the previous two editions of the Scheme, the EOC announced the launch of the Equal Opportunity Youth Ambassador Scheme 2024/25 in October 2024, attracting nearly 200 applications. Fifty students from 14 tertiary institutions were selected to form the third cohort of Youth Ambassadors.

平機會於2025年1月25日舉行迎新聚會。會上，平機會主席、平機會委員陳麗群女士和周莉莉女士歡迎新一屆的青年大使。各青年大使藉活動互相認識，並學習反歧視條例和了解平機會在推動平等機會的工作。歷屆的青年大使亦在活動上分享了他們的經驗。

The Scheme began with an orientation gathering on 25 January 2025, where the EOC Chairperson, EOC Members Ms Queenie CHAN Lai-kwan and Miss Lily CHOW welcomed the new cohort. The event provided an opportunity for the Youth Ambassadors to learn more about each other, the anti-discrimination ordinances and the EOC's work in promoting equal opportunities. Youth Ambassadors from previous cohorts also shared their experiences at the gathering.

公眾教育及宣傳 Community Education and Publicity

2025年2月至3月，青年大使參與了以下活動：

- 2025年2月13日及27日－青年大使參與由香港傷健共融網絡猛龍長跑隊帶領的訓練。青年大使透過活動學習成為殘疾人士的領跑員，從而了解視障人士或聽障人士在日常生活中面對的挑戰。
- 2025年2月22日－青年大使參與反性騷擾工作坊，平機會反性騷擾事務組向青年大使講解成為積極旁觀者的實用知識和技巧，讓他們在校園發生性騷擾事件時挺身而出。青年大使也完成了有關預防性騷擾的網上培訓。
- 2025年3月7日－青年大使參觀港鐵公司，了解企業如何在工作間推動平等及共融。

Between February and March 2025, the Youth Ambassadors took part in the following activities:

- 13 February and 27 February 2025 – The Youth Ambassadors participated in training sessions with the Hong Kong Network for the Promotion of Inclusive Society's Fearless Dragon Running Team. The sessions gave the participants an opportunity to learn how to be a guide runner for people with disabilities and understand the challenges people with visual and hearing impairments face in everyday life.
- 22 February 2025 – The Youth Ambassadors participated in a workshop on tackling sexual harassment. Led by the EOC's Anti-Sexual Harassment Unit, the workshop equipped the Youth Ambassadors with practical knowledge and skills to be active bystanders and speak up against sexual harassment on campus. The Youth Ambassadors also received online training on sexual harassment prevention.
- 7 March 2025 – The Youth Ambassadors visited MTR Corporation to explore how companies can foster equality and inclusion in the workplace.

公眾教育及宣傳 Community Education and Publicity

- 2025年3月15日及22日－青年大使在灣仔參加多元文化社區導賞團，行程包括參觀藍屋、錫克廟和北帝廟，並品嚐不同文化的傳統食物。

- 15 March and 22 March 2025 – The Youth Ambassadors joined a multicultural community tour in Wan Chai, which included visits to the Blue House, the Sikh Temple, and the Pak Tai Temple. They also sampled traditional dishes from different cultures.

計劃亦會安排青年大使使用輪椅在社區探索無障礙設施，以深入了解輪椅人士及其照顧者在日常生活中面對的困難。青年大使亦需製作與反性騷擾相關的宣傳品或舉辦相關活動，以提高校園內對性騷擾問題的意識。嘉許典禮將於2025年6月舉行，屆時將展示青年大使的作品。

Other activities scheduled in the programme include a barrier-free community exploration tour. Participants will explore accessible facilities in the community in wheelchairs to gain a deeper understanding of the daily challenges faced by wheelchair users and their carers. The Youth Ambassadors are also required to create anti-sexual harassment promotional materials or activities to raise awareness of the issue on campus. The Youth Ambassadors' work will be showcased at the recognition ceremony scheduled for June 2025.

平等機會盃中學校際辯論比賽

2024年12月，平機會首次推出「平等機會盃中學校際辯論比賽」，提供平台予中學生探討香港有關平等機會的議題。比賽獲學界積極響應，吸引了117間中學及逾500名學生報名參加。

Equal Opportunity Cup Inter-School Debate Competition

In December 2024, the EOC launched the inaugural Equal Opportunity Cup Inter-School Debate Competition, giving a platform for secondary school students to explore issues related to equal opportunities in Hong Kong. The competition was enthusiastically received by the education sector, attracting applications from 117 secondary schools with over 500 students.

平機會舉辦辯論比賽旨在提升中學生對四條反歧視條例的關注。比賽以粵語進行，辯題涵蓋日常生活中的平等機會議題，例如有精神健康需要人士在社交媒體被污名化、非華裔人士的就業機會、迎新營性騷擾以及家庭友善僱傭措施的好處。

The EOC organised the debate competition to raise awareness of the four anti-discrimination ordinances among secondary school students. The debates were conducted in Cantonese with motions covering a wide range of daily issues related to equal opportunities, such as the stigmatisation of people with mental health needs on social media, employment opportunities for non-ethnic Chinese individuals, sexual harassment during orientation camps and the benefits of family-friendly employment practices.

公眾教育及宣傳 Community Education and Publicity

經抽籤後，共有32間學校入圍參賽，並於2025年2月至3月進行了28場淘汰賽。比賽獲多間學校支持，包括提供場地舉行賽事，以及邀請老師擔任淘汰賽的評判。商業電台是比賽的媒體伙伴，藉著電台的宣傳廣播提高公眾對活動的關注。

2025年3月29日舉行八強賽事後，粉嶺禮賢會中學、協恩中學、港大同學會書院和基督教崇真中學晉身四強。總決賽暨頒獎典禮將於2025年5月舉行，表揚冠亞季軍及每場賽事的最佳辯論員。

Thirty-two schools were selected through a draw. Three rounds of competition, comprising 28 knockout matches, took place between February and March 2025. The schools provided venues for the matches, and the teachers served as adjudicators. Commercial Radio was the media partner for the competition, broadcasting radio promotions to raise awareness of the initiative.

Following the quarter-final on 29 March 2025, Fanling Rhenish Church Secondary School, Heep Yunn School, Hong Kong University Graduate Association College and Tsung Tsin Christian Academy emerged as semi-finalists. The Grand Final cum Award Ceremony will be held in May 2025 to recognise the champion, first runner-up, second runner-up and the best debater of each match.

小學生教材套

平機會於2024年12月推出《「平」行宇宙 — 小學生網上教材套》首兩個篇章，加深小學生對平等機會價值的認識。教材套內容配合教育局編製的《價值觀教育課程架構2021》，合共有四個篇章，當中兩個篇章為初小學生而設計，另外兩個則為高小學生而設。平機會將於2025年4月推出餘下兩個篇章。

Educational Modules for Primary School Students

In December 2024, the EOC launched the first two modules of “*Harmony in the Universe*” – *Online Educational Modules for Primary School Students* with the aim to enhance primary school students’ understanding of the value of equal opportunities. The content of the modules was developed to align with the Education Bureau’s Values Education Curriculum Framework 2021. The EOC has developed four modules in total, two sets for lower primary and two sets for upper primary. The remaining two modules are scheduled for release in April 2025.

該教材套透過動畫短片，講述兩位來自地球的年輕太空人「阿平」和「Harmony」以及他們的朋友，在遊走探索宇宙期間如何了解平等和共融。透過有趣的問題討論、遊戲和活動，教材套將有助小學老師、教育工作者和家長鼓勵學童建立同理心，學會尊重差異和關愛他人。有關素材已上載至平機會網站培訓及教育一欄中的「教學資源」。

The modules feature animated short films about two astronauts from Earth, Ah Ping and Harmony, and their friends learning about equality and inclusion as they journey through space. Through engaging discussion questions, games and activities, the modules encourage students to explore the meaning of empathy, respect for differences and caring for others in collaboration with primary school teachers, educators and parents. The materials are available in the Teaching Resources section under the Training and Education tab on the EOC's website.

2024年12月11至13日，平機會於「學與教博覽2024」參展，向教育工作者推廣網上教材套以及其他教學資源。在參展期間，平機會派發了2 129份刊物及3 025份紀念品。訪客對平機會的攤位評價正面，近87%的受訪者表示到訪後對平等機會有更多認識。

From 11 to 13 December 2024, the EOC participated in the Learning & Teaching Expo 2024 to introduce the online educational modules and other educational materials to educational professionals. During the fair, the EOC distributed 2 129 publications and 3 025 souvenirs to visitors. The booth received positive feedback with almost 87% of the respondents stating that they had learnt more about equal opportunities after their visit.

公眾教育及宣傳 Community Education and Publicity

聯繫社區和持份者

全民通達@香港研討會

為了推動社會各界探討如何提升香港的暢達度和建立共融和年齡友善的環境，平機會於2024年7月15日在香港會議展覽中心舉行了「全民通達@香港研討會」。

活動邀請香港特別行政區政府房屋局局長何永賢女士擔任主禮嘉賓，並由患有杜興氏肌肉營養不良症並需要依靠輪椅代步的15歲青年「蝸牛仔」陳梓鍵揭開序幕，他在開幕時以獨白形式，邀請所有人一起構建更暢通易達的香港。

該全日活動邀請了合共15位來自建築、房屋、資訊及創新科技、學術、銀行和醫療等界別的專家講者，他們的演講及小組討論涵蓋不同議題，包括如何提升香港建築環境的通達水平，推動數碼無障礙和共融、輔助科技的發展，以及透過發展智慧城市推動共融。平機會亦邀請了兩位來自內地的專家，分享在大灣區建立無障礙城市的經驗及中國無障礙城市指數的發展。約300名參加者出席研討會，包括非政府組織、專業團體、多個政府部門的代表，以及立法會議員。

Engaging the Community and Stakeholders

Accessible for All@Hong Kong Symposium

With the aim of encouraging different sectors of society to explore ways to enhance Hong Kong's accessibility and foster an inclusive, age-friendly environment, the EOC organised the Accessible for All@Hong Kong Symposium at the Hong Kong Convention and Exhibition Centre on 15 July 2024.

Ms Winnie HO Wing-yin, Secretary for Housing of the HKSAR Government was the Guest of Honour. To kick off the event, Snail CHEN Tsz-kin, a 15-year-old teenager who has Duchenne muscular dystrophy and relies on his wheelchair for mobility, gave a brief monologue inviting everyone to help build a more accessible Hong Kong.

The full-day event featured 15 expert speakers from diverse sectors, including architecture, housing, information and innovation technology, academia, banking and healthcare. The presentations and panel discussions covered a wide range of topics, ranging from enhancing the accessibility of Hong Kong's built environment and fostering a barrier-free and inclusive digital environment to the development of assistive technology and improving inclusion through the development of a smart city. The EOC also invited two experts from the Mainland to share their views on creating barrier-free cities in the Greater Bay Area and the development of a barrier-free index in China. Around 300 participants, including representatives from non-governmental organisations, professional bodies, various Government departments and Legislative Council Members, attended the Symposium.

平等機會社會參與資助計劃

在2024-25年度，平機會繼續向2023-24平等機會社會參與資助計劃下的多個項目提供支援，包括由香港傷健共融網絡製作有關傷健共融的微電影《猛龍傳之誰怕誰》、家庭計劃指導會推動性別平等的「才賦無別」教育活動，以及Institute of Leadership and Management Foundation Limited為少數族裔及殘疾人士賦權的「S.A.L.A.M.: Supporting Abilities, Learning and Mobility」青年項目。

2025年2月5日，平機會推出2025-26年度「平等機會社會參與資助計劃」，以資助不同項目加深大眾對四條反歧視條例的認識，以及提升公眾對平等機會和共融理念的理解。在2025-26年度，資助計劃亦會向專題項目提供資助，包括防止工作場所性騷擾；推廣產品、服務和／或環境方面的無障礙及通用設計；推廣對家庭崗位及／或家庭友善／哺乳友善僱傭措施的關注；以及促進教育及／或就業的種族共融。

平機會分別於2025年2月21日和25日舉行了兩場簡介會，讓有興趣申請的機構了解資助計劃的申請程序和要求。計劃在2025年3月31日截止，合共收到50個申請。

Community Participation Funding Programme on Equal Opportunities

In 2024-25, the EOC continued to provide support for the projects funded under the 2023-24 Community Participation Funding Programme on Equal Opportunities, including the Hong Kong Network for the Promotion of Inclusive Society Limited's production of *Fearless*, a micro-film focused on disability inclusion; the educational programme Talent Has No Gender by The Family Planning Association of Hong Kong to promote gender equality; and the Institute of Leadership and Management Foundation Limited's S.A.L.A.M.: Supporting Abilities, Learning and Mobility youth programme, which aims to empower ethnic minorities and people with disabilities.

On 5 February 2025, the EOC launched the 2025-26 Community Participation Funding Programme on Equal Opportunities. The Funding Programme provides funding to projects that promote a greater understanding of the four anti-discrimination ordinances and enhance the public's awareness of the concepts of equal opportunities and inclusion. For the year 2025-26, the Funding Programme will also provide funding support to projects that target specific issues, namely preventing sexual harassment in the workplace, promoting accessibility and universal design in products, services and/or environments, promoting awareness of family status and/or family/breastfeeding-friendly employment practices and fostering racial inclusion in education and/or employment.

The EOC held two briefing sessions on 21 February and 25 February 2025 to provide interested organisations with a better understanding of the application process and funding requirements. A total of 50 applications were received at the close of the application period on 31 March 2025.

公眾教育及宣傳 Community Education and Publicity

支持外界活動

除了推行資助計劃外，平機會亦會支持其他機構舉辦有關推廣反歧視信息的活動。在報告期內，平機會為34個項目及活動擔任支持機構。平機會主席亦出席了135場社區活動，發表了62篇演講，以及出席了109場與持份者的會面。

刊物及其他傳訊資料

在2024-25年度，平機會繼續每兩個星期發布《平機會電子通訊》予約8 000名訂閱人士，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。

平機會亦製作了《平等新動向》電子期刊，內容主要是剖析歧視議題，並介紹平機會近期的工作。報告期內，平機會發布了兩期電子期刊，並已上載至平機會的網站供公眾閱覽。

Support for External Initiatives

Besides running the Funding Programme, the EOC also provided other forms of support to initiatives by external organisations to promote anti-discrimination messages. In 2024-25, the EOC acted as the supporting organisation for 34 projects and initiatives across the city. In addition, the EOC Chairperson attended 135 community events and functions, delivered 62 speeches, and took part in 109 meetings with stakeholders.

Publications and Other Communication Materials

In 2024-25, the EOC continued to issue the e-newsletter *News from the EOC* every two weeks. With around 8 000 subscribers, the e-newsletter keeps stakeholders up-to-date on the EOC's latest work, positions on topical issues about discrimination, as well as related events hosted by community organisations.

The EOC has also developed an e-journal *The EO Beat*, which dissects issues related to equal opportunities and highlights the Commissions' recent work. During the period in review, the EOC published two issues of the e-journal, which are available on the EOC website.