



教育大眾

Educating the Public



平機會在2019冠狀病毒病疫情期間加強了傳訊工作，以回應疫情下有關平等權利的問題及關注，並提高公眾的意識，明白在疫情下必須更加防備歧視出現。

In the face of COVID-19, the EOC stepped up its communication efforts to address questions and concerns about equality rights, and strived to raise the public's awareness and understanding of the importance of preventing discrimination under the epidemic.



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疫情期間的傳訊工作

Communications amid COVID-19

平機會在2019冠狀病毒病疫情期間加強了傳訊工作，以回應疫情下有關平等權利的問題及關注。平機會於2020年3月在網站開設專頁，提供有關反歧視條例的解釋、平機會接受傳媒訪問及發出文章的超連結，以及非政府組織提供資源的資訊。直至2021年3月底，當在Google輸入關鍵字「COVID discrimination」時，該專頁的自然搜尋率依然位列第一，超越國際勞工組織、世界衛生組織及美國公平就業委員會的同類網頁。

In the face of COVID-19, the EOC stepped up its communication efforts to address questions and concerns about equality rights under the epidemic. A dedicated website was activated in March 2020 to provide explanations on the anti-discrimination ordinances, links to the media interviews and articles by the EOC, and information on resources provided by NGOs. As at end-March 2021, the webpage remained number 1 on Google's organic search results for the key words "COVID discrimination", surpassing similar webpages under the International Labour Organization, World Health Organization and the US Equal Employment Opportunity Commission.

因應疫情最新發展和衍生的議題，平機會發出了多份聲明及評論文章，主席還接受了不同媒體的訪問。平機會在訪問和文章中，均強調疫情對邊緣社群的影響，呼籲社會大眾對待弱勢社群時應抱持更大同理心，給予更多支持，並澄清法例的適用情況，目的是希望提高公眾的意識，以及使他們明白在疫情下必須更加防備歧視出現。

The EOC also issued a number of media statements and feature articles in response to the evolving situation and emerging issues, while the Chairperson took part in interviews by different media outlets. From highlighting the impact of COVID on the marginalised communities and calling for greater empathy and support to clarifying the application of the law, the EOC strived to raise the public's awareness and understanding of the importance of preventing discrimination under the epidemic.



大眾媒體推廣及宣傳活動

無論是印刷媒體、電子媒體或網上媒體，大眾媒體仍是平機會重要的溝通及推廣途徑。2020-21年度，平機會安排了31個訪問，由平機會主席和管理層講述有關歧視和平等機會的活動和議題。

Mass Media Promotions and Publicity

Indeed, the media – whether print, electronic or online – remains an important communication and promotional channel for the EOC. In 2020-21, the EOC lined up and facilitated 31 media interviews for the Chairperson and management of the EOC to talk about events and issues related to discrimination and equal opportunities.

平機會主席的報章專欄及專題文章

年內，主席在多份本地中英文日報發表共14篇專題文章，有關報章包括《信報》、《明報》、《星島日報》、《南華早報》及《英文虎報》；文章亦在多個網上媒體平台發布，例如Hong Kong Free Press、立場新聞及獨立媒體。

Newspaper Column and Op-ed Series by EOC Chairperson

During the year, a total of 14 op-ed articles by the Chairperson were published in several Chinese and English local dailies, such as the *Hong Kong Economic Journal*, *Ming Pao Daily*, *Sing Tao Daily*, *South China Morning Post* and *The Standard*, and on various online media platforms, such as Hong Kong Free Press, Stand News and InMedia.

此外，平機會主席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。過去一年共發表了26篇專欄，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。

In addition, 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, totalling 26 during the year, are available on *am730*'s website and mobile app, as well as "The Chairperson's Perspectives" section on the EOC website.



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於香港電台第二台推出的 平等機會多元共融行動

平機會於2006年首次與香港電台第二台合作推出「平等機會多元共融行動」，並於2019年12月至2020年12月再度推出這項活動，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 on RTHK Radio 2

The EOC collaborated with RTHK Radio 2 on the Equal Opportunities Diversity Project, which was first introduced in 2006, from December 2019 to December 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”.



社交及數碼媒體宣傳

YouTube 頻道

平機會除了透過傳統媒體，還積極使用社交媒體平台，向市民傳遞資訊，在疫情下與社區保持聯繫。

平機會於2008年2月推出YouTube頻道，透過上傳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。過去一年，平機會YouTube頻道共增添27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。截至2021年3月底，平機會的YouTube頻道已上傳了375齣短片，總瀏覽次數超過560 000次。

Social and Digital Media Promotions

YouTube Channel

On top of traditional media channels, the EOC also made heavy use of social media platforms to disseminate information and stay connected with the community under the epidemic.

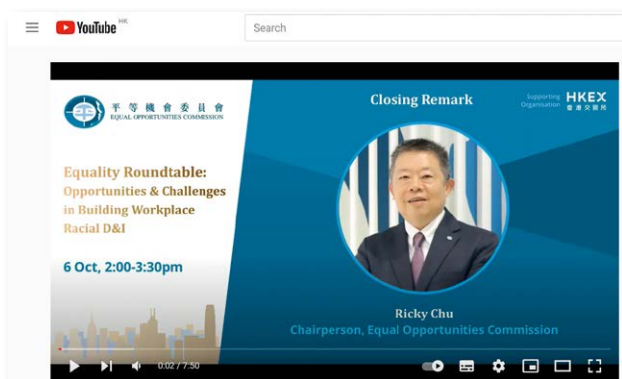
The EOC YouTube Channel was launched in February 2008 to boost the Commission's online presence while releasing informative and entertaining videos about equal opportunities and inclusion. During the year in review, 27 new videos were added to the EOC YouTube Channel, including documentaries on equal opportunities and highlights of the EOC's public events. As at the end of March 2021, a total of 375 videos had been uploaded, with over 560 000 views.

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齣短片在
videos on



YouTube



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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。年內，平機會在專頁上發布了超過80篇帖文，內容關於平機會的招聘廣告、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。為響應3月8日國際婦女節，平機會於2021年3月6日至8日在其領英專頁舉辦活動，由平機會員工分享自己對性別平等的親身經歷和看法。截至2021年3月底，平機會領英專頁的追蹤人數達到930。

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. During the year, over 80 posts were published, including 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. In celebration of International Women's Day on 8 March, the EOC launched a mini-campaign on its LinkedIn page from 6-8 March 2021, which featured EOC colleagues sharing their stories and perspectives on gender equality. As at end-March 2021, the number of followers reached 930.

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「共融 i 世代」Facebook專頁

平機會於過去一年繼續透過「共融 i 世代」Facebook專頁聯繫年青一代。在2020-21年度，平機會共發表了144篇帖文，提供有關平機會活動的資訊、對時事的回應，以及與平等機會有關的事宜。

Generation “i” Facebook

The EOC continued to make use of the Generation “i” facebook page during the year to engage the younger generation. Altogether 144 posts were published in 2020-21 to provide information about the EOC's activities and response to current affairs, as well as issues and events related to equal opportunities.





平機會網站

平機會的網站仍然是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。2020-21年度，平機會網站錄得的點擊率合共接近2 450萬次，每月吸引訪客超過135 800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 2020-21, the website recorded a total hit rate of nearly 24.5 million and attracted over 135 800 visitors a month.



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聯繫社區

25周年紀念活動

平機會藉成立25周年的契機，透過多種溝通途徑和平台舉辦大型綜合活動。活動內容包括兒童填色比賽、攝影展覽及僱主嘉許計劃，目的是增加平機會的曝光率、推動市民參與推動平等機會，以及宣揚平等機會、多元共融的信息。

Engaging the Community

25th Anniversary Campaign

Riding on its 25th anniversary, the EOC rolled out a large-scale, integrated campaign employing multiple communication channels and platforms. Featuring a range of activities that included children colouring competition, photography exhibition and a recognition scheme for employers, the campaign is designed to widen the exposure of the EOC, engage the public and promulgate the messages of equal opportunities, diversity and inclusion.

教育大眾 Educating the Public

平機會透過線上線下平台，並利用合作夥伴及持份者的網絡，推廣計劃內所有節目和活動。活動詳情請參閱第22-29頁。

To promote the events and activities under the campaign, the EOC made use of both online and offline platforms, and leveraged on the networks of the collaborative parties and stakeholders. Details of the campaign can be found on page 22-29.





《2020年歧視法例（雜項修訂）條例》的宣傳工作

為配合2020年6月實施的《2020年歧視法例（雜項修訂）條例》，平機會展開公眾教育及宣傳活動，在平機會網站上發布多份以多種語言編寫的指南及單張，例如有關條例修訂內容的指南及有關共同工作場所內騷擾的單張。平機會亦向持份者及市民大眾派發有關資料的印刷版。

至於將於2021年6月生效的禁止歧視餵哺母乳的條文，平機會亦發出了平等對待餵哺母乳女性的指南，內容涵蓋僱傭及相關範疇，以及其他範疇。繼立法會於2021年3月通過《2020年性別歧視（修訂）條例草案》後，平機會修訂了有關指南，加入禁止基於餵哺母乳作出騷擾的內容。

除了上述指南及單張，平機會還製作電視宣傳短片及電台宣傳聲帶，並在港鐵站推出廣告，有關宣傳已定於2021-22年度第一季推出。

Publicity for Discrimination Legislation (Miscellaneous Amendments) Ordinance 2020

To tie in with the implementation of the Discrimination Legislation (Miscellaneous Amendments) Ordinance 2020 in June 2020, the EOC embarked on a public education and publicity campaign. A series of guidance and leaflets in multiple languages were released on the EOC website, including guidance on the law amendments under the Ordinance and leaflet on harassment in common workplace. The EOC also arranged the print versions of these materials to be distributed to stakeholders and the general public.

In relation to the provisions on breastfeeding discrimination, which would come in effect in June 2021, the EOC released guidance for the employment and related sectors, and for other sectors. These were updated following the passage of the Sex Discrimination (Amendment) Bill 2020 in March 2021, which prohibited harassment on grounds of breastfeeding.

Apart from the above guidance and leaflets, also included in the publicity campaign were the production of TV and radio APIs (announcements in public interest), and advertisement in MTR stations, which were scheduled to be rolled out from the first quarter of 2021-22.



教育大眾 Educating the Public

平等機會社會參與資助計劃

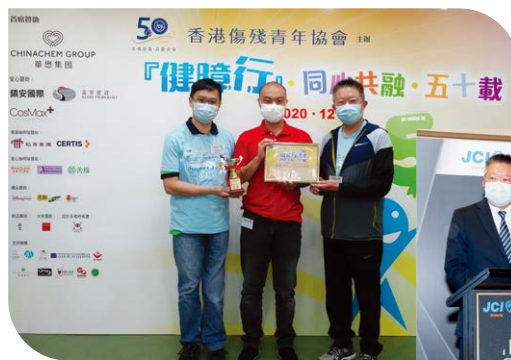
2020-21年度，平機會透過「平等機會社會參與資助計劃」，資助了24個由不同社區團體、非政府組織及教育機構策劃的項目，資助總額高達港幣1,020,692元。獲資助的項目旨在加強公眾對四條反歧視條例的認識，並宣揚平等共融的觀念。

平機會亦支持其他機構舉辦的活動，以宣揚反歧視信息。於2020-21年度，平機會支持了36個在香港舉辦的項目及活動。此外，主席出席了45個社區活動，發表了44次演說，並參與了逾30次與持份者的會議。

Community Participation Funding Programme

In 2020-21, the EOC's Community Participation Funding Programme provided HK\$1,020,692 of funding support to 24 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 2020-21, the EOC supported 36 projects and initiatives across the city. In addition, the Chairperson attended 45 community events and functions, and delivered 44 speeches, besides taking part in over 30 meetings with stakeholders.





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。然而，受疫情影響，大部分演出透過電子及社交媒體平台進行，例如Zoom及YouTube。2020-21年度，平機會為近20 800名學生安排共158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。

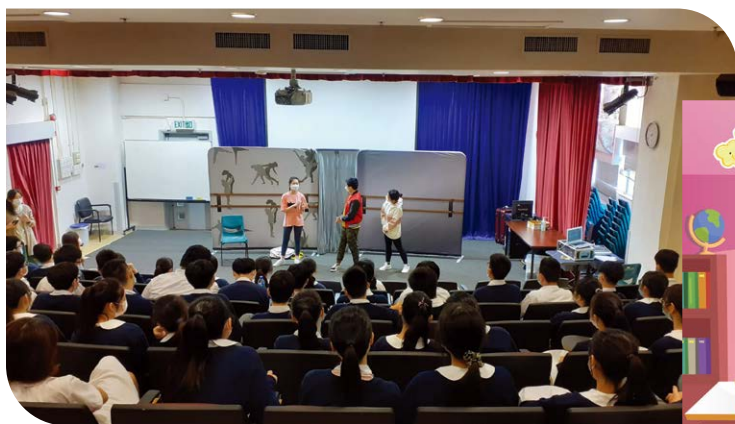
School Drama Performances

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. However, owing to the COVID epidemic, most of the performances were staged via electronic and social media platforms, such as Zoom and YouTube. In 2020-21, the EOC arranged for 158 performances for almost 20 800 students. Almost all of the schools indicated in the feedback survey that the plays were “good” or “very good”.



20 800

學生觀看了平等機會戲劇演出
Students watched drama performances on equal opportunities



教育大眾 Educating the Public

香港國際牙科博覽暨研討會

年內平機會第二度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2021年1月22日至24日在香港會議展覽中心舉行，為期三日。平機會向博覽入場人士派發超過1 100份刊物，並送出超過420份紀念品。參加者對平機會的反應正面，接近82%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 second time, the EOC participated in the Hong Kong International Dental Expo and Symposium organised by the Hong Kong Dental Association at Hong Kong Convention and Exhibition Centre from 22-24 January 2021. During the 3-day Expo, the EOC distributed over 1 100 publications and 420 souvenirs to visitors. Again, positive feedback was received, with almost 82% of the respondents stated that they knew more about equal opportunities after visiting the EOC's booth.



刊物及其他通訊資料

在2020-21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。其中一份是《平等點·線·面》期刊，以多角度深入探討平等議題。公眾可從平機會網站瀏覽這本期刊，另外平機會亦安排了兩萬份期刊的精簡版隨《晴報》向市民派發，又將五千份發送予主要持份者。

平機會亦定期向大約8 000名訂閱了《平機會電子通訊》的人士發出該刊物，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。

Publications and Other Communication Materials

In 2020-21, 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 periodical is available for access on the EOC website, while a four-page teaser was distributed as an insertion in 20 000 copies of the free daily *Sky Post*, and another 5 000 copies sent 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.

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