



# Engaging the young generation in the fight against corruption

Public Integrity Network – Capacity Development Program  
ADB/OECD Anti-Corruption Initiative  
February 2021

Lawrence CHIU  
Chief International Liaison and Training Officer  
Independent Commission Against Corruption (ICAC)  
Hong Kong, China

# ICAC's three-pronged strategy

The Commissioner

Administration  
Branch



Operations

Law  
enforcement



Corruption  
Prevention

Systemic  
prevention



Community  
Relations

Community  
education

# “Ethics-for-All” approach

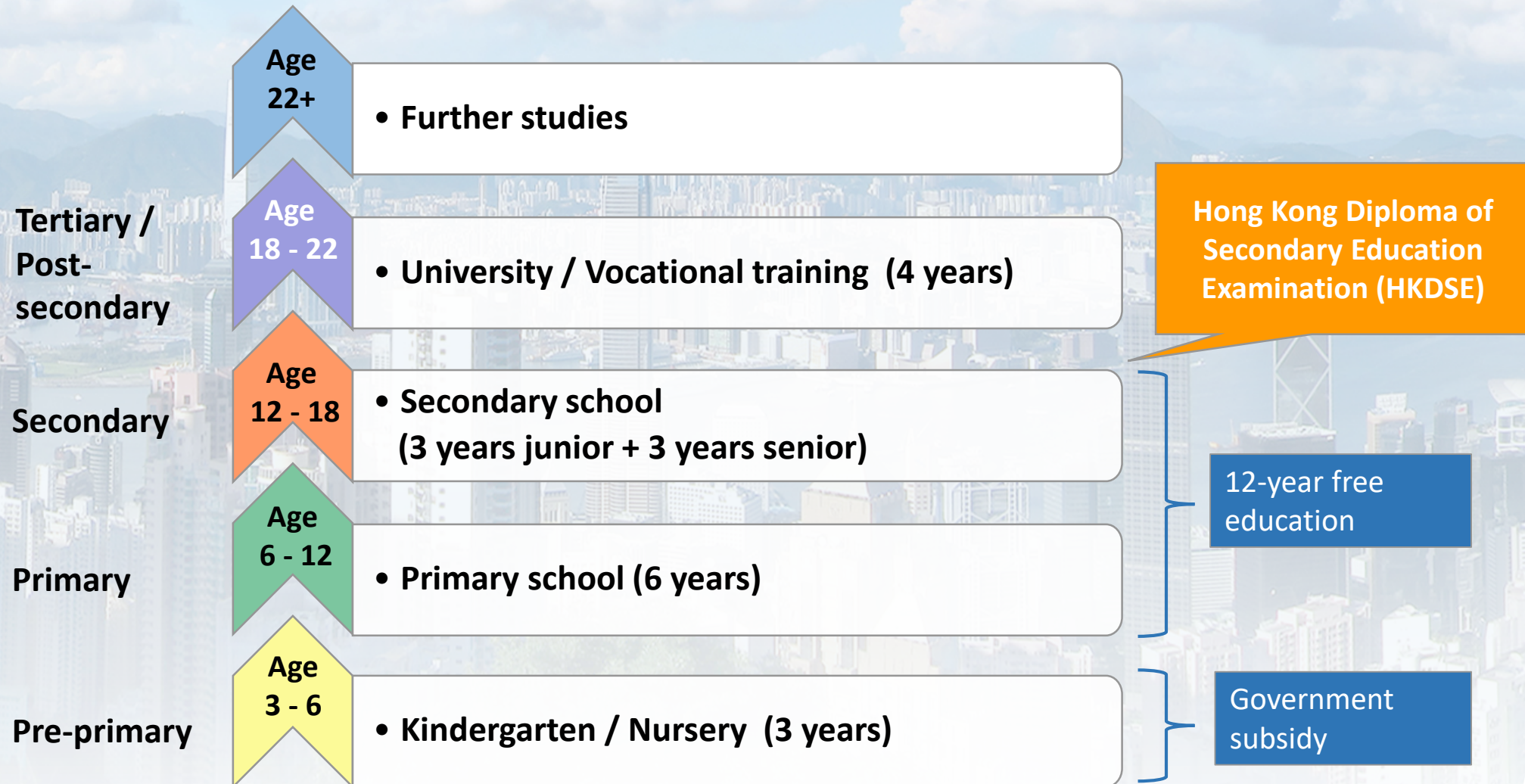


**Tailor-made  
services for  
different segments  
of the community**

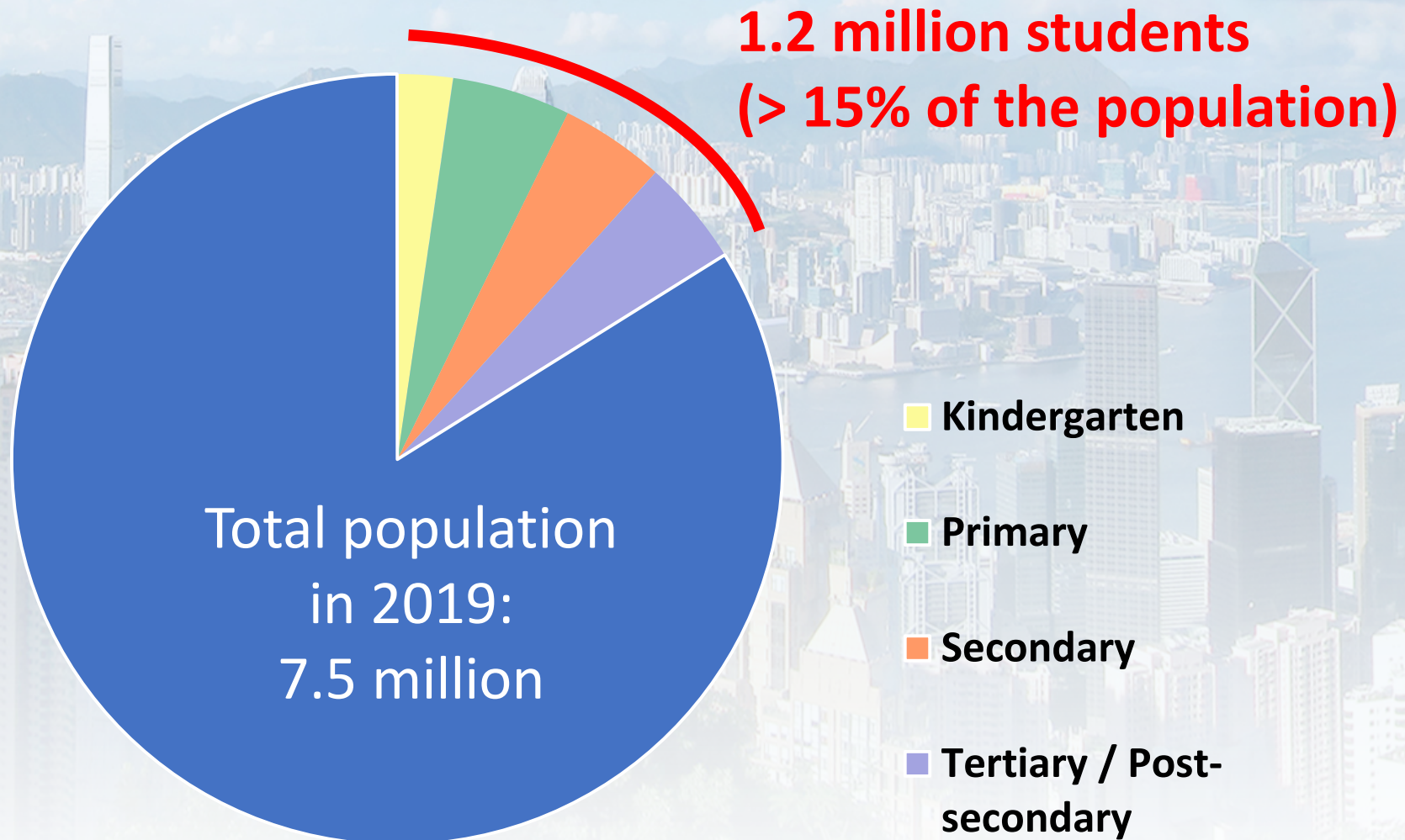
# Outline

- **Education system in Hong Kong, China**
- **Our tactics in integrity education for youth:**
  - **Instilling positive values**
  - **Co-creating and engaging**
  - **Aligning with school curriculum**
  - **Collaborating with stakeholders**
- **Challenges and ways ahead**

# Education system in Hong Kong, China



# Young generation in Hong Kong, China



# Our beliefs



**Young people are our future**

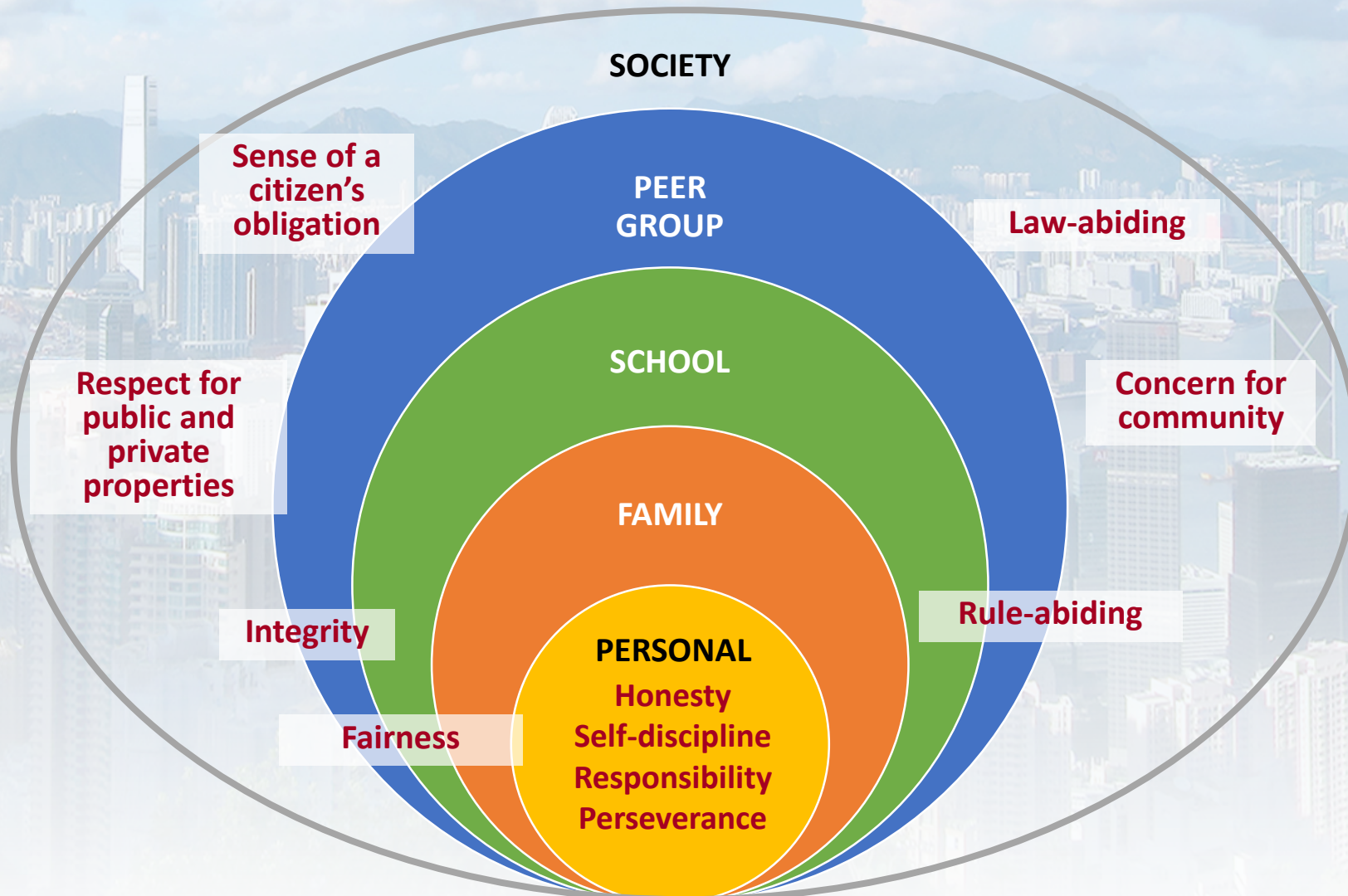


**Young people with positive values  
resist corruption temptations better**



**Training in integrity and ethical leadership  
should begin at young ages**

# Positive values



# Our mission

- To **promote moral education** among young people
- To educate young people against the evils of corruption and **enlist their support** in the fight against corruption



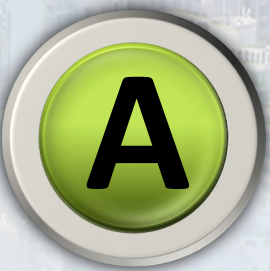
# Our tactics



**I**nstilling positive values



**C**o-creating and engaging



**A**ligning with school curriculum

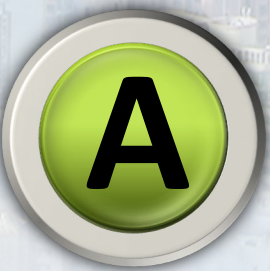


**C**ollaborating with stakeholders

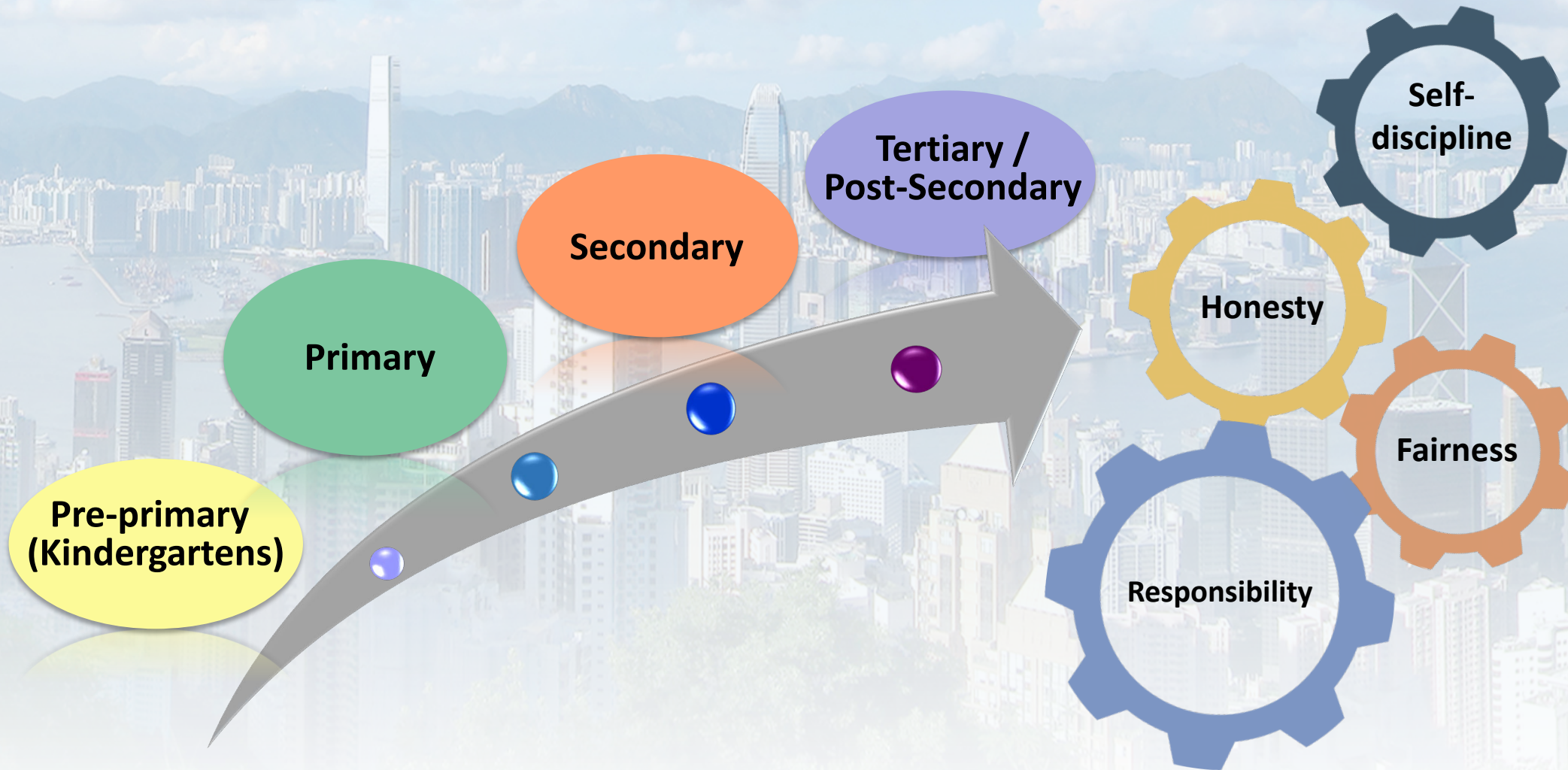
# Our tactics



**I**nstilling positive values



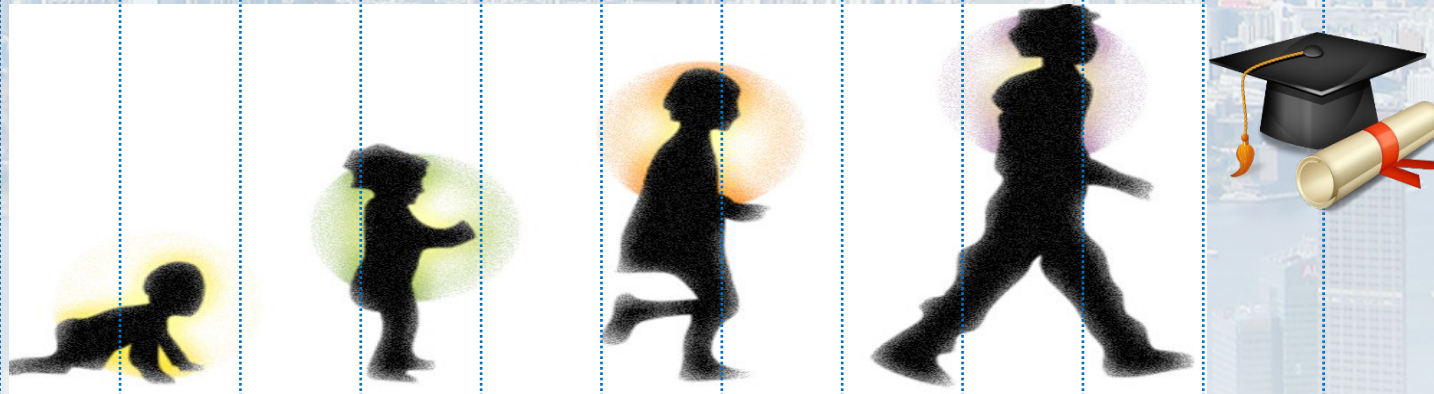
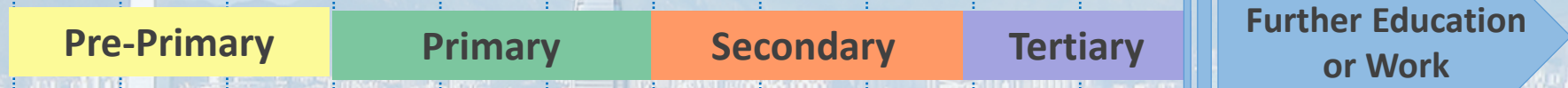
# Instilling positive values at different developmental stages



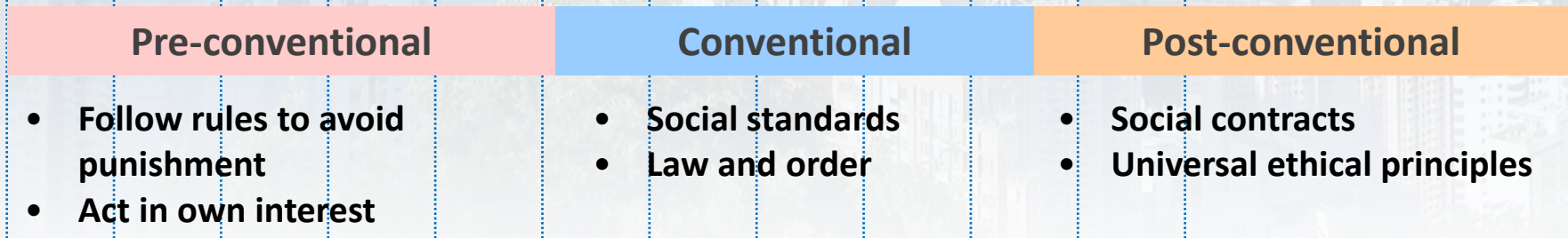
# Key developmental stages

Age Birth 2 4 6 8 10 12 14 16 18 20 22

Education levels



Stages of moral development (Kohlberg's Theory)



# Instilling core values at different developmental stages

## Tertiary / Post-secondary

- Corruption temptations & ethical dilemmas in workplace
- Professional/work ethics

## Secondary

- Evils of corruption
- Anti-corruption legislation
- Ethical decision-making

## Pre-primary and Primary

- Virtues of honesty, fairness, responsibility, self-discipline, etc.

## Post-conventional

- Reflective approach to internalise the core values

## Conventional

- Interactive and participatory activities

## Pre-conventional

- Cartoon characters, story books, multi-media packages

## Pre-primary and Primary level

- Value-based TV animation
- Cartoon series
- Virtues of honesty, fairness, responsibilities etc.

**"Piggy Lulu"**



**Flying Rabbit**  
**"Gee-dor-dor"**  
*(literally "Quick-witted")*



# Pre-primary and Primary level

## Interactive 3D colouring worksheets



# Pre-primary and Primary level

## Interactive 3D colouring worksheets

Tutorial



(Video: 00:48)

Rendered animation



(Video: 01:00)

# Pre-primary and Primary level



## “Reading for Integrity” Project



Picture books



Worksheets for kids

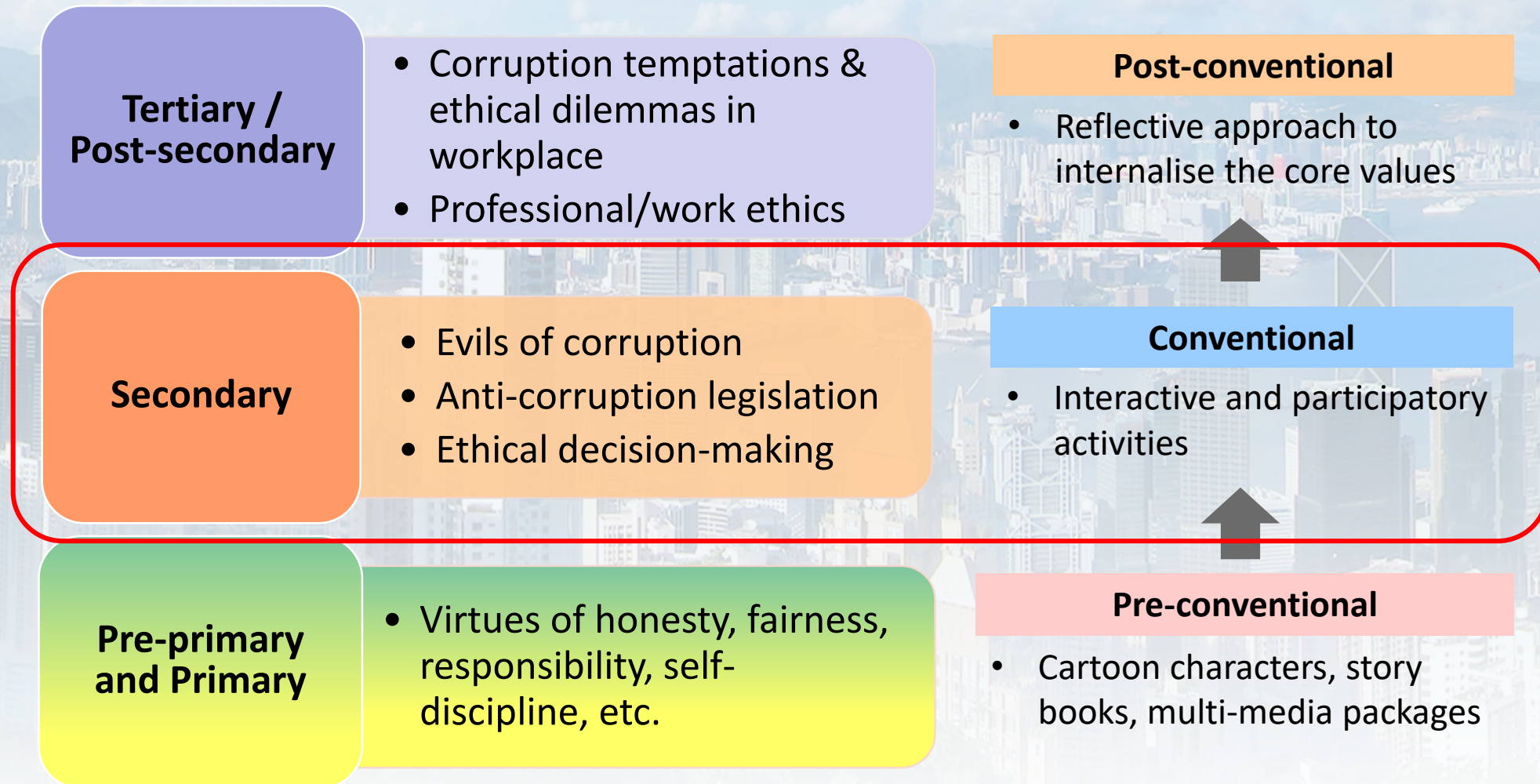


Reading club activities



Virtual reading gala

# Instilling core values at different developmental stages



## Secondary level

### Interactive dramas for secondary school students



## Secondary level

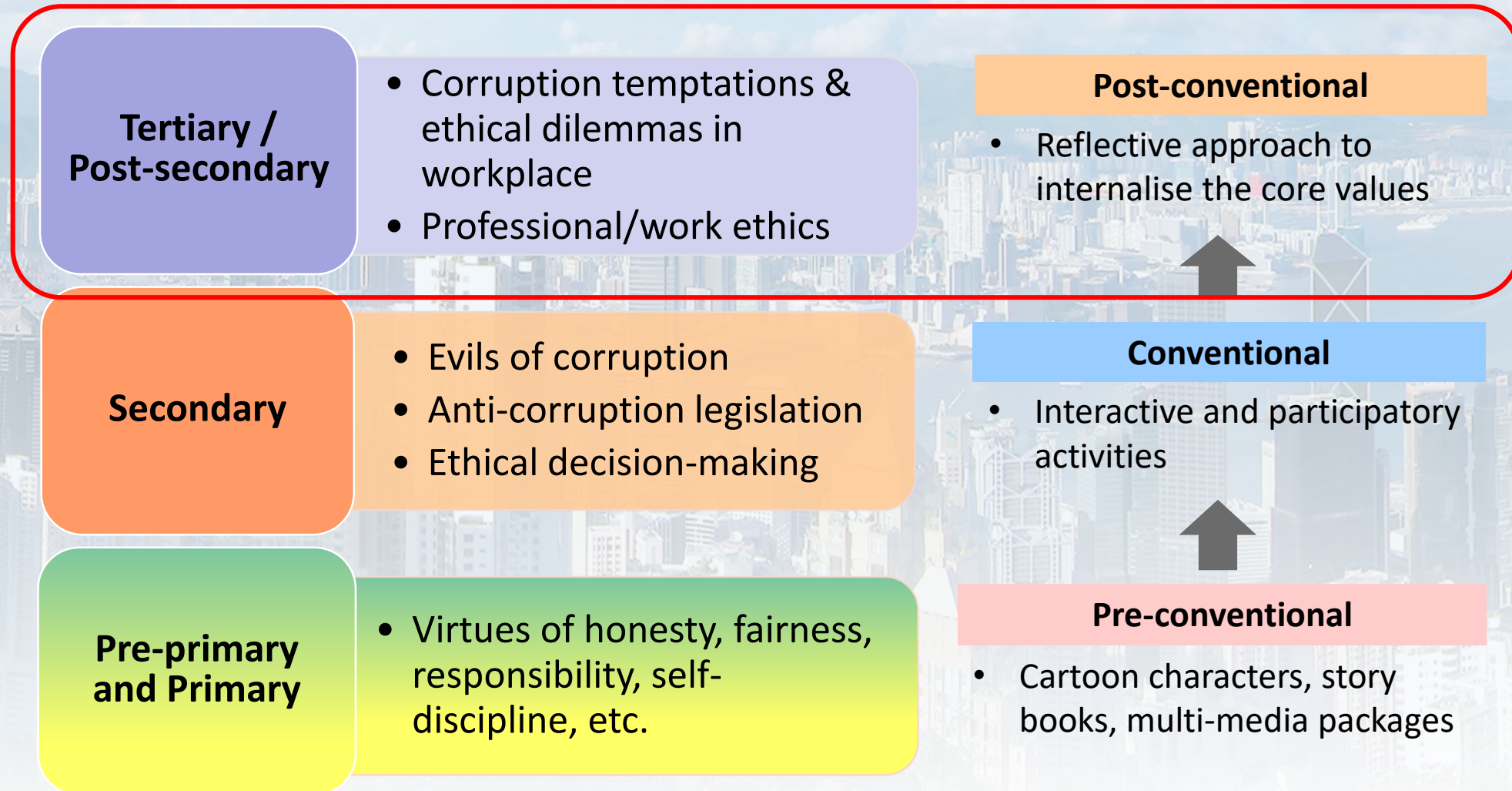
### Interactive dramas for secondary school students



[https://www.news.gov.hk/en/categories/admin/html/2015/07/20150709\\_131930.shtml](https://www.news.gov.hk/en/categories/admin/html/2015/07/20150709_131930.shtml)

(Video)

# Instilling core values at different developmental stages



## Tertiary / Post-secondary level

- Workshops on personal ethics
- Talks on preventing corruption



# Tertiary / Post-secondary level

## Resolving ethical challenges

**Manipulating  
survey data**



**Plagiarism**



**Signing attendance  
for friends**



**Allowing friends to stay  
overnight in student dorm  
without permission**



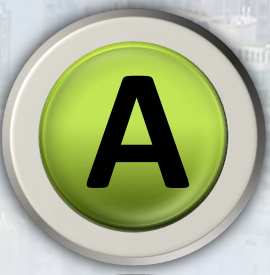
# Our tactics



**I**nstilling positive values



**C**o-creating and engaging



# Co-creating and engaging

- Participatory projects
- Students' active involvement



# Primary level

## Multi-media Project

- Video production competition
- Campus participation scheme



全城·傳誠  
All for Integrity

**「傳誠特務 i」**  
小學多媒體參與計劃

截止報名日期：2016 年 9 月 15 日  
截止遞交作品日期：2017 年 3 月 17 日  
查詢電話：2826 3374 廉政公署青年及德育組  
電郵：ymeo@crd.icac.org.hk  
網站：<http://www.me.icac.hk/icac/spyi/index.html>

主辦機構：ICAC  
協辦機構：教育局 Education Bureau  
支持機構：QSD 宣道小學校長協會、香港直轄區學校議會、香港資助小學校長會、祥和小學議會



## Secondary level

### iTeen Leadership Programme

- Student leaders promoting integrity in schools
- Assistance from ICAC and teachers



## Tertiary level

### ICAC Ambassador Programme in universities



## Tertiary level

### ICAC Ambassador Programme

- Student leaders put creative ideas into action
- Mentors from ICAC
- Summer internship



# Tertiary level

## i-League

- Former and current ICAC Ambassadors
- They are engaged in our anti-corruption work



# Tertiary level

## i-League



(Video: 01:47)

# Co-creating and engaging

- Tapping young people's creativity and talents
- Co-create multimedia products with young people



# Co-creating and engaging

- Engaging young people when planning and implementing projects
- Sense of ownership



# Co-creating and engaging

- Sharing life experience with students
- Joining working groups in projects
- Being members of the ICAC's advisory committee



# “i-Relay” Youth Integrity Project

Exchange Programme



Team Competition



Youth Summit



# “i-Relay” Youth Integrity Project



<https://youtu.be/mmvoHeosYac>

(Video: 04:09)

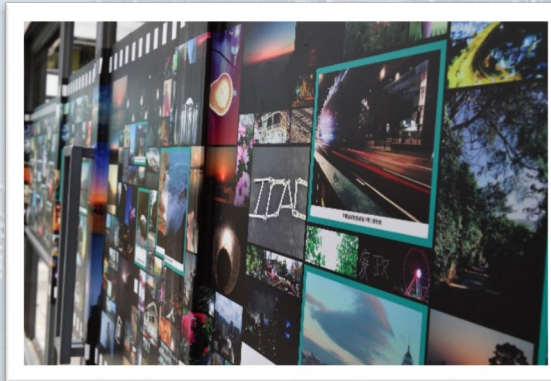
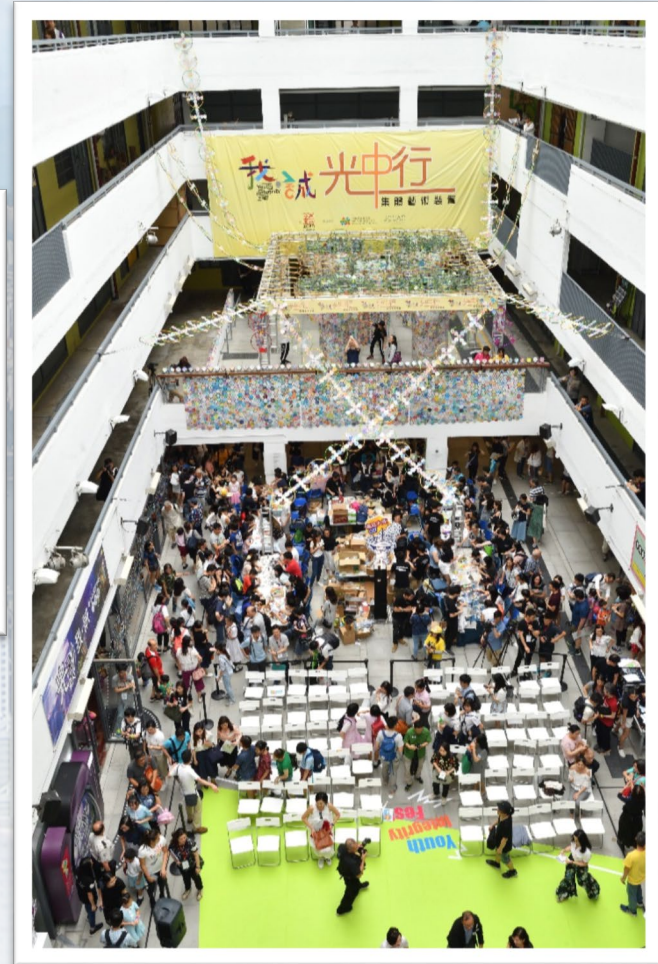
# “Youth Integrity Fest” Programme

- Large-scale project to promote integrity
- Tapping young people’s creativity

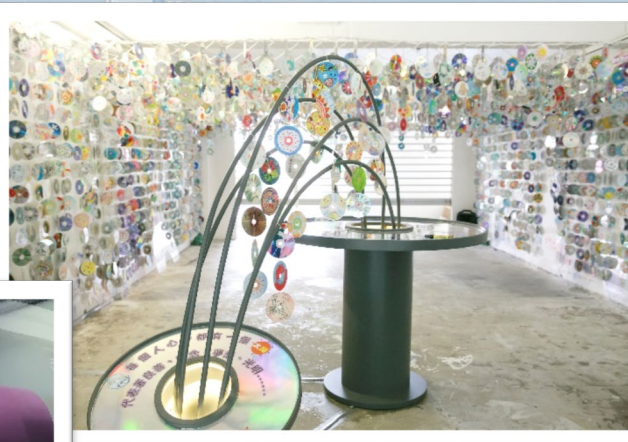


# “Youth Integrity Fest” Programme

Primary schools:  
Collaborative art activities



Secondary schools:  
Photo collage



# “Youth Integrity Fest” Programme

ICAC Ambassadors:  
Handicraft stalls  
Stage performances



# “Youth Integrity Fest” Programme



Handicraft stalls



[https://youtu.be/jW\\_85bnW6KM](https://youtu.be/jW_85bnW6KM)

(Video: 01:13)

# “Youth Integrity Fest” Programme

- Virtual reality (VR)
- Augmented reality (AR)



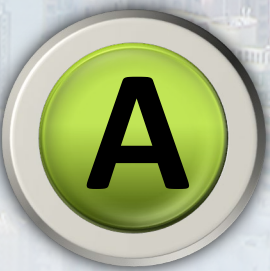
# Our tactics



**I**nstilling positive values



**C**o-creating and engaging



**A**ligning with school curriculum



# Learning to Learn 2+ — The Hong Kong School Curriculum

A broad and balanced curriculum with diversification and specialisations (choices) for academic, professional and vocational development according to students' needs

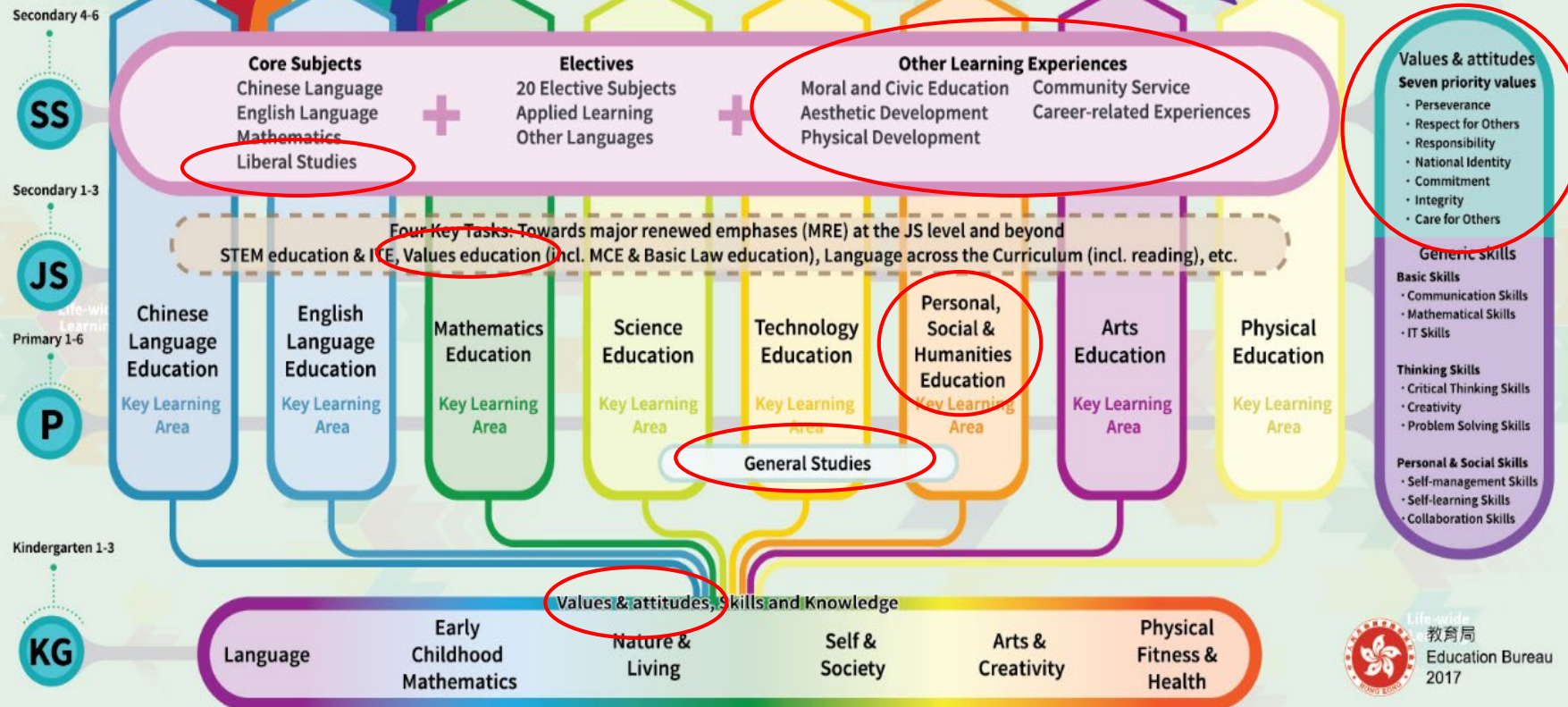
Nurturing  
lifelong & self-directed  
learning capabilities

Fostering  
whole-person development

## SEVEN LEARNING GOALS

### FIVE ESSENTIAL LEARNING EXPERIENCES

Moral and Civic Education Intellectual Development Community Service Physical and Aesthetic Development Career-related Experiences



# Aligning with school curriculum

- Developing moral education packages and programmes which align with school curriculum

## Pre-Primary

- Ethics (Right & wrong)
- Positive values (Respect and care for others)
- Learning through play

## Primary

- General Studies
- Reading to Learn
- Moral & Civic Education

## Secondary

- Life and Society
- Liberal Studies
- Applied Learning Courses
- Other Learning Experiences

## Tertiary

- General Education
- Professional ethics
- Whole person development programmes

# Pre-primary and Primary level

| Developmental objectives          | Emphases of Assessment   |
|-----------------------------------|--|
| <b>Moral Development (Ethics)</b> | <ul style="list-style-type: none"><li>• Children establish initial concepts of right and wrong, and demonstrate positive values</li><li>• Children are confident of themselves and develop an optimistic and positive attitude towards living</li><li>• Children live in harmony with others, respect the differences between others and themselves, and establish good relationships with others</li><li>• Children have a basic understanding of their roles and responsibilities in different aspects of life in the family, school, society, country and the world</li></ul> |

Kindergarten Education Curriculum Guide, Education Bureau (2017)

# Pre-primary and Primary level

- Multi-media packages
- Electronic books



## Pre-primary and Primary level

- Kids playing out stories in the cartoon activity package



# Pre-primary and Primary level

## “Gee-Dor-Dor” Activity Packages / Story Books

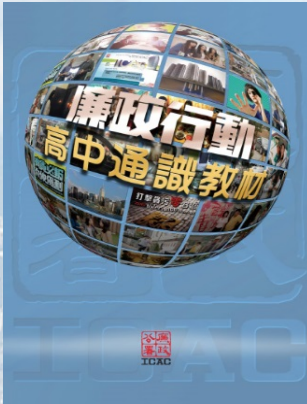


# Pre-primary and Primary level

Teaching  
resources for  
class activities



## Secondary level



Liberal Studies Teaching Package  
(Senior secondary level)

Teaching Resources on “Clean Elections”  
(Senior secondary level)



“Life and Society” Teaching Package  
(Junior secondary level)

## Secondary level

### Liberal Studies Teaching Package

- To support teaching and learning of the themes “Rule of Law” and “Quality of Life” under the Liberal Studies curriculum
- The ICAC drama series “ICAC Investigator” is used as teaching aids



## Secondary level

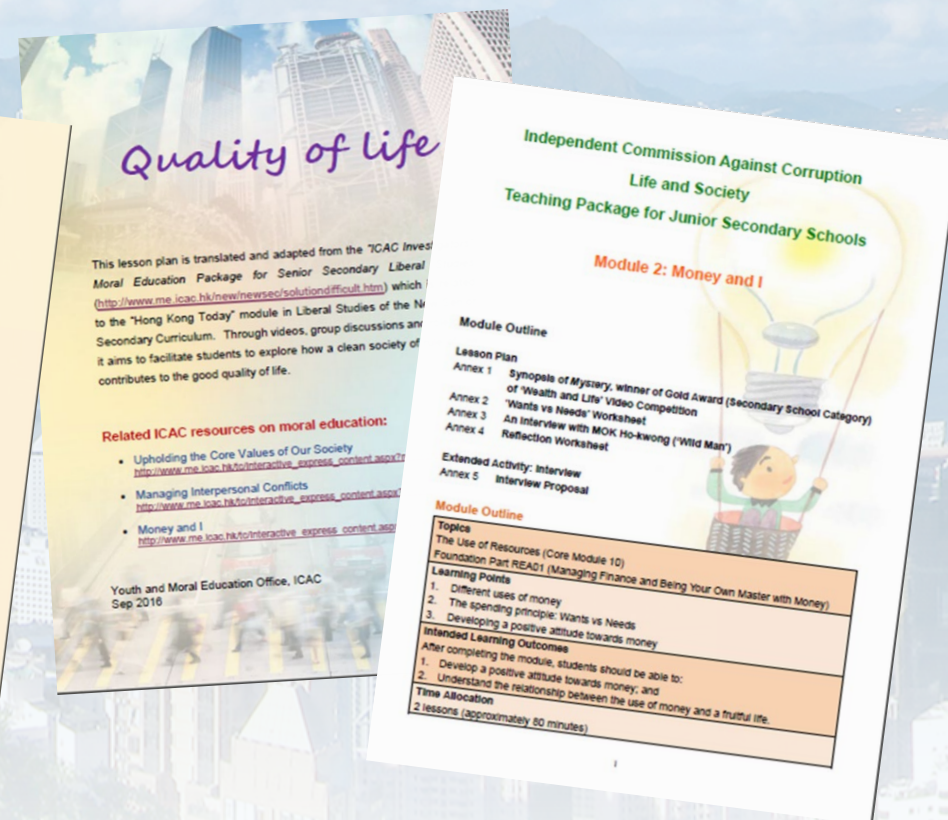
**Visits to ICAC as “Other Learning Experiences”  
in the senior secondary curriculum**



## Pre-primary / primary level



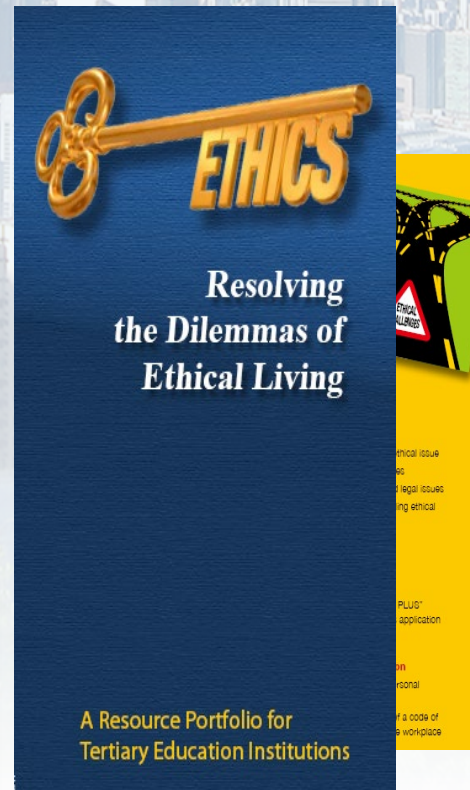
## Secondary level



Lesson plans for classroom teaching

# Tertiary level

## Personal Ethics Module for General Education curriculum or programmes



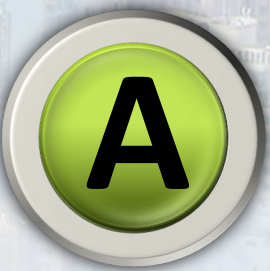
# Our tactics



**I**nstilling positive values



**C**o-creating and engaging

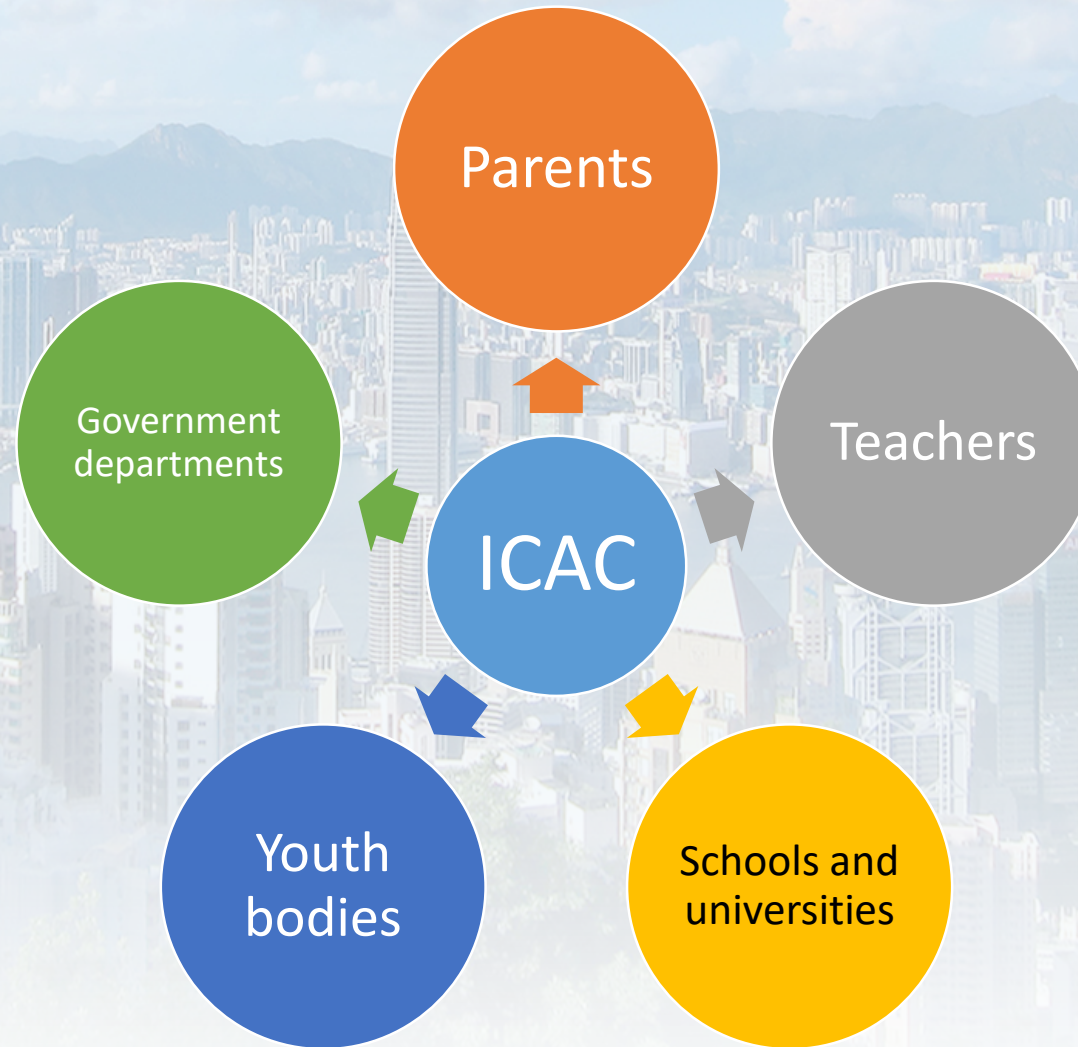


**A**ligning with school curriculum



**C**ollaborating with stakeholders

# Our partners



# Educating parents

- Parenting guidebooks
- Short videos
- Parenting activities with parents-teachers associations and local organisations



# Building network with teachers



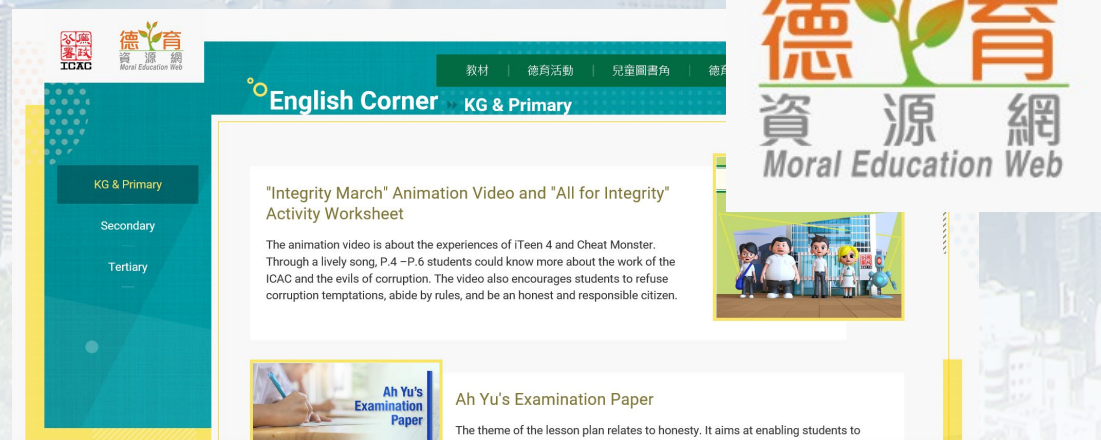
Seminars for teachers



Moral education periodicals



Teachers conducting pilot teaching to facilitate product development



Website on moral education

# Enlisting support of key stakeholders

- School principals, teachers, curriculum development officers in production of education materials



# Enlisting support of key stakeholders

- Youth organisations for creating synergy in projects



# Our tactics



**I**nstilling positive values



**C**o-creating and engaging



**A**ligning with school curriculum

**C**ollaborating with stakeholders

# Challenges

- **COVID-19 pandemic**
- **Complex political and social environment**
- **Reforms in education system and curriculum**
- **Ever-changing youth culture**
- **Competition with other content providers**

An aerial photograph of the Hong Kong skyline, showing a dense cluster of skyscrapers and buildings. The city is surrounded by green, forested hills. In the background, the sea is visible with many small boats. The sky is blue with scattered white clouds. A semi-transparent white rectangular box is overlaid on the upper half of the image, containing the text.

**International Liaison and Training Group  
Independent Commission Against Corruption  
Hong Kong, China**

**ICAC Corporate website: [www.icac.org.hk](http://www.icac.org.hk)  
Contact: [ilt@adm.icac.org.hk](mailto:ilt@adm.icac.org.hk)**