

**“To strategically re-organize or re-build the consumer education programme in order to strengthen the engagement of secondary students in advocating consumer protection”**

**Consumer Culture Study Award (CCSA)  
Consumer Education Division  
31 July, 2021 (SAT)**



# Background of CCSA

(Please see reading materials *Part I* for activity brief)

**SITUATION**

## Introduction

- Council's **signature and flagship youth education programme** (see CCSA thematic website, <https://consumer.org.hk/ccsa>)
- Proactive education platform **in collaboration with the Education Bureau (EDB) for secondary school students since 1999**

## Objectives

- Traditional Category: **Consumer Culture Study (CCS)**  
To encourage students **to select a consumption topic** they have interest in for in-depth studies, and hopefully they can gain insights into **positive consumer values and attitudes**
- Thematic Award: **Innovative Design for Sustainable Consumption (SC) (newly launched in 2018)**  
To encourage students **to use their STEM knowledge and skills** for exploring initiatives related to **fostering a sustainable consumption environment**

## Key Figures

- Accumulative number of participating students, schools and teams for CCSA1-22:  
**Over 80,000 students from 368 schools with more than 16,800 teams**
- For CCSA22 (*Ongoing programme*):  
**Over 2,000 students from 59 schools with more than 650 teams**

## Schedule and Resource of CCSA

(Please see reading materials *Parts I & II* for activity brief and CCSA-related teaching materials)

Key Dates	CCSA Extension Activities* & Milestones
September to October	Promotion & Recruitment
October to November	Briefings, Lectures & Guided Workshops
December to February	Consultation I: <i>Selection of Topic</i> Consultation II & III: <i>Comments on Research Methodology &amp; Content Writing</i>
March	Report Submission
March to May	Adjudication
Early June	Release of Results
Late July	Award Presentation Ceremony



CCSA Workshops and Consultations



CCSA Award Presentation Ceremony

***Annual Budget for CCSA: About HK\$700K***

\*CCSA minisite (<http://edu.consumer.org.hk>) had been strategically used and recommended as useful references to participants in all CCSA-related activities.

## Evaluation of CCSA

(Source: CCSA20&21)

^CCSA has succeeded in facilitating students' self-reflection of their own values and attitudes through real-life experiences and meaningful discussions ...

- ✓ “我在消化獎中重新了解了甚麼是「衝動」和「消費」.....我最深刻的經歷是寫自己的個人經歷，因為我能重新思考，在思考自己的人生究竟有沒有衝動的時候，發現了平時不會發現的現象，更加反思了自己。”
- ✓ “消費是基於消費者的心態而去作出的舉動。這次考察歷程令我有這個新的領悟，因為我們組的報告包含了三個不同人的深入訪談，我從對答中得出原來消費者的心態是對消費行為做成很大影響。”

^Students also found enjoyment in the process of enquiry and self-exploration ...

- ✓ “我做過不少報告，但這卻是第一次會令我覺得做一個報告也可以很有趣，研究別人、自己的消費習慣，竟可以有這麼多新奇的發現。”

**\*95% of respondents:**  
CCSA to be useful or very useful



**\*80% of respondents:**  
Extension activities of CCSA to be useful or very useful



**\*89% of respondents:**  
Continuous participation in CCSA



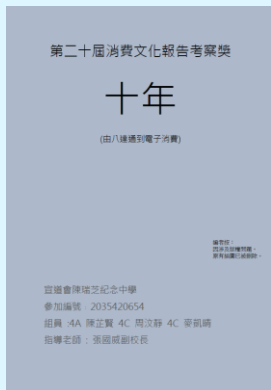
^ Qualitative analysis of the students' feedback collected from Wa Ying College (CCSA20)

\* Quantitative analysis of the students' feedback collected from participating teachers (CCSA21)

# Learning Impact of CCSA

(Please see reading materials *Part III* for selected students' projects)

## OPPORTUNITIES



### CCSA20 - 十年 (由八達通到電子消費)

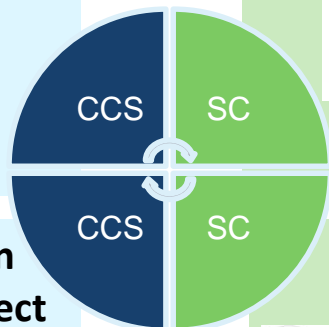
From Octopus to e-payment, the students' report illustrated **the change of consumer rights, the consumer choices and the consumer responsibilities** over the past 10 years - how does the integration of big data and consumption disrupt the consumers' privacy and autonomy?



### CCSA21 - 21世紀嶄新可持續發展的消費模式

The students adopted an innovative and creative **“SCAMPER” approach** to design their unique smart cabinet, encouraging consumers to reuse their own containers for purchasing the personal care products which aims to **explore new initiative to foster sustainable consumption.**

## DIFFICULTIES



### CCSA22 - How does the regulations on health supplements in Hong Kong affect consumers?

The students walked through the current regulations towards the monitoring system on health supplements and attempted to make suggestions to improve the current nutrition labelling scheme, **going astray in the discussion of consumption.**



### CCSA22 - 廁膠筒&廁紙販賣機

The students designed a toilet paper vending machine with reusable toilet plastic rolls to replace the traditional one – **the discussion was too concentrated on the operation of vending machine and such initiative may hardly change consumers' behaviour in achieving sustainable consumption due to the cost issue.**

## Fine-tuning of Project Requirements

(Please see reading materials *Part IV* for more description of themes generated)

- ❖ 消費與個人成長
- ❖ 線上/電子消費的故事
- ❖ 不一樣的消費體驗
- ❖ 從消費到社群關懷

Themes generated to serve as useful reference\*



- ❖ **Written report:**  
**<10,000 words**
- ❖ **Non-written reports:**  
**A summary <1,000 words**  
of the design concept or main theme

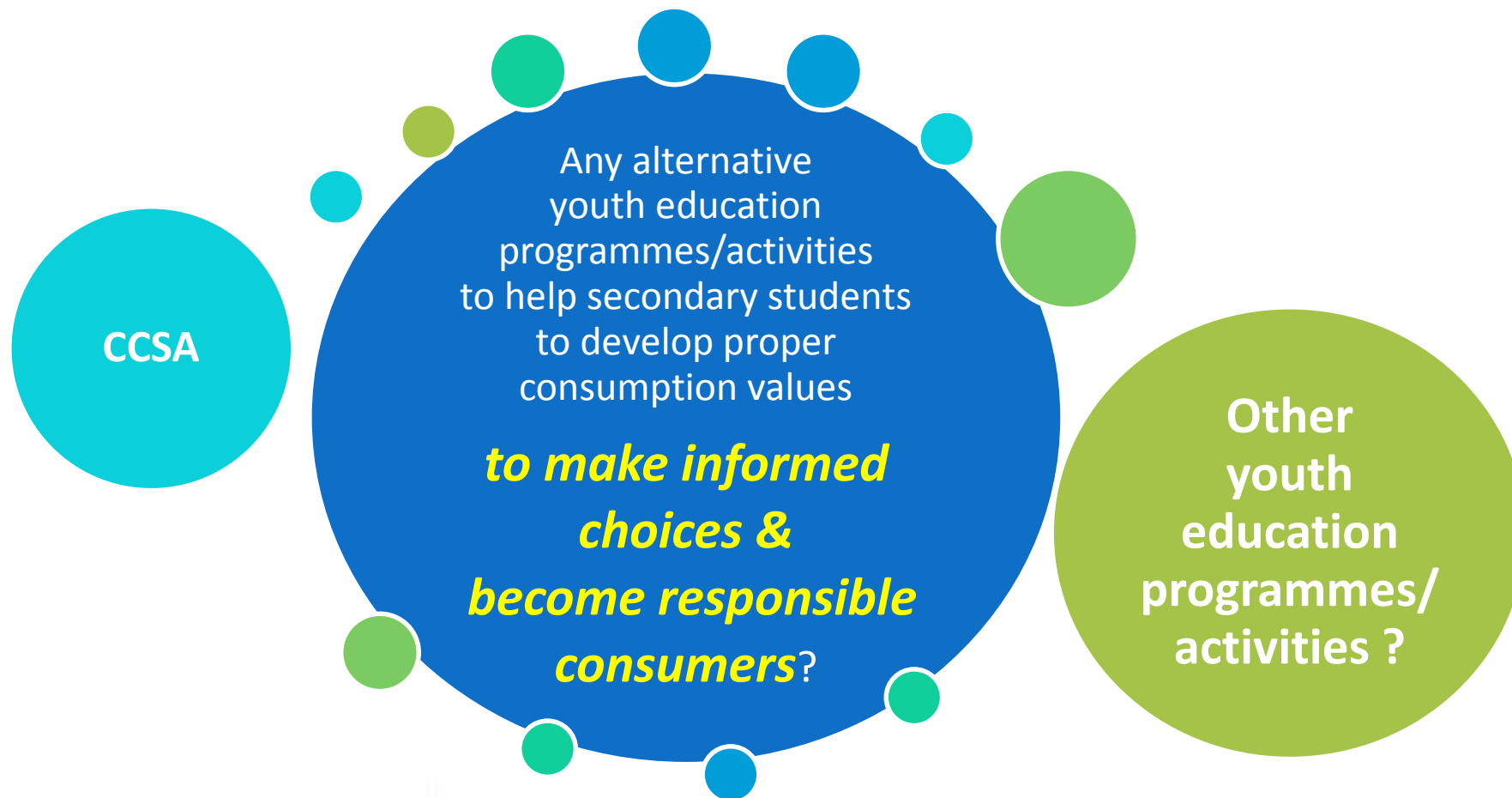
Word limit set to help students stay focused on the quality of their culture studies^



*\*As some new project schools or teams might have difficulties in coming up with a consumer topic/issue in CCS category and need more guidance in fulfilling the project requirements, several themes are therefore generated.*

*^To help students stay focused on the quality of their culture studies and to benchmark against the requirements of similar award schemes for secondary students, fine-tuning of some project submission requirements is proposed for implementation in 2021/22 school year.*

## Actions to be called – Open Discussion



**THANK YOU**