

PART IV
PROMOTION & EDUCATION



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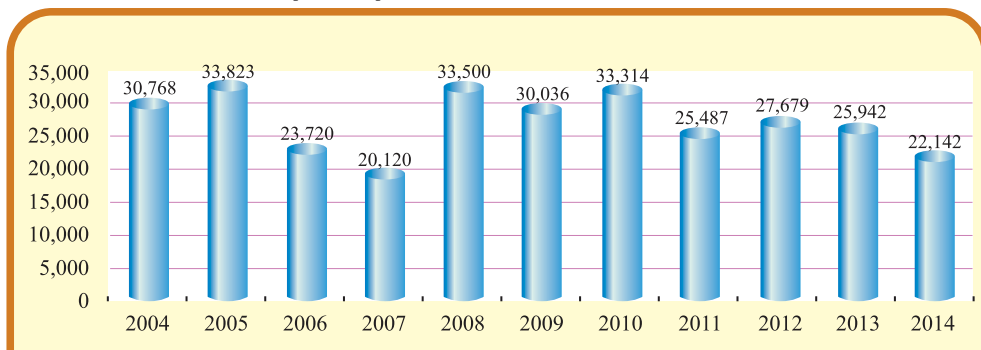
I. Integrity education

In 2014, a total of 386 seminars and symposia were organised, with 22,142 participants which covered different sectors including public servants, civic association members, employers and employees of private entities, teenagers, secondary and primary students.

Statistics of seminars and symposia in 2014

Topic	Target	No. of Sessions	No. of Participants
“Noble Character, Righteous Conduct”, Integrity and Observance, Public Procurement, Declaration of Assets and Interests	Public servants	89	5,028
Seminars on the law <i>Prevention and Suppression of Bribery in the Private Sector</i>	Private entities, public sector, education institutions	42	1,885
Integrity Awareness	Associations, education institutions	9	324
Integrity Education	Teenaged students	246	14,905
Total		386	22,142

Number of participants of seminars from 2004 to 2014



(1) Integrity education of public servants

In 2014, the CCAC continued to organise seminars systematically for public servants, a total of 89 seminars were conducted with 5,028 participants, covering a variety of themes including professional ethics and code of conduct, public procurement, declaration of assets and interests, etc.

Statistics of seminars for public servants in 2014

Subject	Department	Target	No. of Sessions	No. of Participantss
Noble Character, Righteous Conduct	Land, Public Works and Transport Bureau	New recruits	1	110
	Fire Services Bureau	Staff	1	80
	Health Bureau	Staff	2	500
	Macao Customs Service	Superintendent	1	14
	Academy of Public Security Forces	Promoted to Sergeant / Divisional Officer	2	192
	Macao Prison	Promoted to Deputy Sergeant	1	20
	Marine and Water Bureau	Staff	1	60
Promotion Training Course	Civic and Municipal Affairs Bureau	Staff	5	175
	Public Administration and Civil Service Bureau	Staff	27	945
	Macao Customs Service	Assistant Superintendent	1	6
Integrity and Observance	Judiciary Police	New recruits	4	485
	Civic and Municipal Affairs Bureau	New recruits	5	190
	Transport Bureau	Staff	6	485
	Public Administration and Civil Service	Staff	18	900
	Education and Youth Affairs Bureau	Staff	1	80

	Academy of Public Security Forces	Promoted to Deputy Sergeant	1	77
	Macao Customs Service	Assistant Superintendent	1	6
	Macao Prison	Promoted to Sergeant	1	11
Integrity and Observance, Declaration of Assets and Interests	Macao Prison	Staff	1	60
	Public Security Police Force	New recruits	1	260
	Macao Customs Service	New recruits	1	47
Advanced Course on Integrity Awareness	Public Administration and Civil Service	Procurement staff	9	690
Public Procurement	Cultural Affairs Bureau	Staff	1	30
Total			89	5,028

(2) Corruption prevention education in the private sector

The CCAC continued to organise seminars on the law *Prevention and Suppression of Bribery in the Private Sector* in 2014 for civil associations, private entities and education institutions. The contents of seminars were designed to accommodate the needs of different industries and institutions to enhance interaction and exchanges with participants. Besides, the CCAC co-organised seminars on “Corruption Prevention in Private Sector” with public departments for the staff of public departments and related personnel, as well as the staff of those related organisations. In 2014, a total of 42 seminars of the relevant topic were held, registering 1,885 participants.

The CCAC also disseminated the message of corruption prevention through TV commercials, radio advertisement, outdoor advertisement, bus advertisement, TV programmes, special column in newspapers and publications.

Statistics of seminars on corruption prevention in the private sector in 2014

Category	Entity	Target	No. of Sessions	No. of Participants
Private entities	ADA Administration of Airports Ltd.	Staff	4	190
	L'Arc Hotel Macau	Staff	2	80
	Tai Fung Bank Ltd.	New recruits	1	70
	Shun Tak-China Travel Ship Management (Macao) Limited	Staff	2	80
	HN Group Limited	Staff	1	30
	Delta Asia Bank Limited	Staff	3	130
	Macao International Airport Company Limited	Staff	1	80
	CEM	New recruits	1	50
Public Departments	Education and Youth Affairs Bureau	Staff of subsidised institutions, Management of schools	3	190
	Transportation Infrastructure Office	Staff, Suppliers	2	65
	Supplementary Course for Estate Agent's License	Students	4	260
Education Institutions	Institute for Tourism Studies	Tour guides	18	660
Total			42	1,885

(3) Integrity education for teenaged students

In 2014, the CCAC organised a wide range of integrity education activities for secondary and primary students of Macao, with a total of 246 sessions and 14,905 counts of student participants.

1. Integrity education for secondary students

1.1 “Education Programme on Honesty for Teenagers”

The CCAC has been implementing the “Education Programme on Honesty for Teenagers” in secondary schools for many years which is greatly supported by the education sector. The CCAC designs different themes to suit teenaged students of different stages and representatives from the CCAC are sent to secondary school to explain topics concerning honesty and integrity, in order to guide the teenaged students to build a positive character. In 2014, there were a total of 13 schools participating in this programme, with 5,546 participants in 58 sessions of seminars.

**Statistics of seminars of education programme
on honesty for teenagers in 2014**

School	No. of Sessions	No. of Participants
Fong Chong School in Taipa	1	190
Pui Ching Middle School	3	1,500
Pui Va Middle School	2	578
Pooi To Middle School	1	105
The Workers’ Children High School (Secondary Section)	2	525
Sheng Kung Hui Choi Kou School (Macau)	3	361
Diocesan College of Saint Joseph (2 nd and 3 rd School)	3	414
Santa Rosa de Lima’s College (Chinese Section)	18	583
Sacred Heart Cannossian College (English Section)	2	312
Kwong Tai Middle School	5	132
The Affiliated School of the University of Macau	14	419
Keang Peng School (Secondary Section)	2	398
Macao Conservatory-School of Dance	2	29
Total	58	5,546

1.2 “A Talk on Integrity for Secondary School Graduates”

The CCAC has organised a seminar entitled “A Talk on Integrity for Secondary School Graduates”. Through introducing the practical integrity guidelines, students can clearly understand the current anti-corruption and corruption prevention laws before they graduate and take their first step into society. In 2014, graduates of 6 secondary schools participated in this activity. A total of 8 sessions were held with a total of 1,781 counts of student participants.

Statistics of seminars of “A Talk on Integrity for Secondary School Graduates”

School	No. of Sessions	No. of Participants
Chan Sui Ki Perpetual Help College	1	84
Diocesan College of Saint Joseph (2 nd and 3 rd School)	2	344
The Workers’ Children High School (Secondary Section)	2	476
Pui Va Middle School	1	212
Pui Ching Middle School	1	500
Pooi To Middle School	1	165
Total	8	1,781

1.3 “Integrity Week”

The CCAC co-organised with secondary schools regularly the “Integrity Week” and a series of special events under the theme of “integrity and honesty” were held at the schools for secondary students.

In 2014, the CCAC co-organised “Integrity Week” with the Affiliated School of the University of Macau, Xin Hua School and the Diocesan College of Saint Joseph. During the period, the CCAC dispatched representatives to the school to conduct themed seminars. The programme also featured panel exhibition in the campuses and quiz games, in order to integrate the themes of integrity, law-abidingness and fair competition into the students’ school life.

Moreover, the Affiliated School of the University of Macau held a 4-panel comic competition and a drama competition under the title “Integrity and Good Personality”, the Diocesan College of Saint Joseph held a composition competition and a drama competition with the theme of “Integrity and Good Conduct” and the Xin Hua School held a 4-panel comic competition entitled “Integrity and Honesty”. During the period of the activity, the teachers of civil education had also made use of the short films and worksheets in the teaching kit for secondary students *Learn and Think* published by the CCAC, to explore topics such as the value of integrity and honesty with the students.

1.4 “Act on Integrity”

In 2014, the CCAC organised 12 sessions of “Act on Integrity” performances for Form 1 to Form 6 students of eight secondary schools, with a total of 2,083 counts of student participants. The performances took place in form of forum theatre to explore with the students the topic of “fairness”. Everyday scenarios of the teenagers were showcased in the drama so as to draw their attention to circumstances in their daily lives where corruption can be easily induced to prevent themselves from falling into legal pitfalls.

Statistics of activities of “Act on Integrity”

School	No. of Sessions	No. of Participants
Luso-Chinese Technical and Vocational School	1	140
Pooi To Middle School	3	392
The Workers’ Children High School (Secondary Section)	1	248
Yuet Wah College	1	250
Diocesan College of Saint Joseph (2 nd and 3 rd School)	1	90
Diocesan College of Saint Joseph (5 th School)	2	206
The Affiliated School of the University of Macau	2	740
Macao Conservatory-School of Dance	1	17
Total	12	2,083

2. Integrity education for primary students

2.1 Publication of new edition of teaching materials *Honesty and Integrity* for primary students

It has been years since the textbook and teaching kits entitled *Honesty and Integrity* was launched in 2005. Based on the current situation of Macao society, the CCAC carried out a comprehensive update of the teaching materials with interactive teaching aids and audio-visual teaching materials to facilitate the educators to conduct the relevant teaching activities, so that the effectiveness of integrity education of primary students could be further enhanced.

2.2 “New Generation of Integrity – Education Programme on Honesty for Primary Students”

The “New Generation of Integrity – Education Programme on Honesty for Primary Students”, targeting at Primary three to Primary six students, was continuously held. The value of honesty and law-abidingness was brought to the primary students through interactive approaches. In 2014, there were a total of 28 primary schools participating in the programme and a total of 143 sessions were held, with 4,855 students.

Statistics of “New Generation of Integrity” in 2014

School	No. of Sessions	No. of Participants
Luso-Chinese Primary School in Flora	3	32
Our Lady of Fatima Girl’s School	1	200
Luso-Chinese School in Taipa	6	83
Pooi To Primary School (Taipa Branch)	2	66
Sir Robert Ho Tung’s Luso-Chinese Primary School	5	87
Mateus Ricci College (Primary Section)	3	93
Shá Lei Tau Cham Son School	1	24
Escola Ilha Verde	1	9
Estrela do Mar School (Branch School)	3	97
Hoi Fai School	3	99
Pui Ching Middle School	18	810
Pooi To Middle School (Primary Section)	3	77
Pooi To Middle School (Praia Grande Branch)	3	95

Chan Sui Ki Perpetual Help College	9	405
The Workers' Children High School (Primary Section)	6	217
Salesian College (Primary Section)	4	133
Xin Hua School (Primary Section)	4	91
Sheng Kung Hui Choi Kou School (Macao) (Primary Section)	5	134
Sacred Heart Cannossian College (Chinese Section)	6	212
Sacred Heart Cannossian College (English Section)	14	633
Kwong Tai Middle School (Primary Section)	2	58
Escola Oficial Zheng Guanying	2	38
The Affiliated School of the University of Macau	4	122
Chong Tak School	9	221
Macao Baptist College (Primary Section)	8	194
Fukien School	4	105
Primary School Affiliated to Hou Kong Middle School	4	170
Keang Peng School (Primary Section)	10	350
Total	143	4,855

2.3 “Celebrate Children’s Day with William” special activity

During the period of Children’s Day of 1st June in 2014, the CCAC arranged for the first time the special activity “Celebrate Children’s Day with William” on campus for Primary one to Primary three students to explore the topic of integrity and honesty with them. The activity received satisfactory response and a total of 640 primary students participated.

**Statistics of special activity
“Celebrate Children’s Day with William” in 2014**

School	No. of Sessions	No. of Participants
Estrela do Mar School (Primary Section)	3	85
Dom João Paulino’s School	1	17
Sacred Heart Cannossian College (Chinese Section)	7	206
Fukien School	3	81
Primary School Affiliated to Hou Kong Middle School	11	251
Total	25	640

(4) Integrity education for general public

The CCAC continued to carry out its work of corruption prevention and integrity education to the general public to enhance the awareness of corruption prevention and anti-corruption and carry out the function of social supervision, as well as to encourage them to report any corruption or bribery acts in order to safeguard a clean society. In 2014, the CCAC held 9 sessions of integrity awareness seminars for civil associations, public departments and institutions, with a total of 324 participants.

Statistics of seminars for associations, public departments and private institutions in 2014

Associations / Public Departments / Private Institutions and related activities	No. of Sessions	No. of Participants
Macao New Chinese Youth Association – Elderly Health Ambassador	2	51
12 th and 28 th Group of the Scout Association of Macau	1	30
Belilios Public School (Hong Kong)	1	20
Lok Moon Family Service Centre of the Women’s General Association of Macau	1	30
Bosco Youth Service Network	1	60
Macao Polytechnic Institute – Certificate Programme of Baccarat Game	2	98
Civic and Municipal Affairs Bureau – Family of Good Citizens series of activity	1	35
Total	9	324

II. Promotion in the community

(1) Complaint, report and consultation received by the Branch Offices

The Branch Office in Areia Preta and the Branch Office in Taipa provide a convenient channel for complaint, report and consultation. In 2014, the two branch offices received a total of 679 complaints/reports, requests for help/consultation and simple enquiries.

Number of complaints, reports and requests for help and consultation received by the Branch Offices in 2014

Complaints / Reports		Requests for Help / Consultation	Simple Enquiries	
In person	Written complaints		In person	By telephone
53	20	53	334	219
Subtotal: 73		Subtotal: 606		
Total: 679				

(2) Expanding community relations

While strengthening the anti-corruption and integrity promotion work in the community to enhance the awareness of the general public in combating and preventing corruption, the CCAC also attaches great importance to the collection of public opinions and suggestions concerning the work of the CCAC.

In 2014, the CCAC visited associations such as the Lok Moon Family Service Centre of the Women's General Association of Macao, Seak Pai Van Community Service Station of the General Union of Neighbourhood Associations of Macao, Lazarus Youth Centre, Mutual Help Association of the Neighbours of Tamagnini Barbosa, Fai Chi Kei Family and Community Service Centre of the Macao Federation of Trade Unions to exchange views on the work of the CCAC, and to explore the possibility of cooperation in organising integrity building activities, so as to work together to promote awareness of honesty and integrity.

(3) Short Story Collecting Activity about Integrity for Primary Students

The CCAC and the General Association of Chinese Students of Macao (AECM) co-organised "Short Story Collecting Activity about Integrity for Primary Students" to encourage primary students' creative writing by exploring stories of honesty and

integrity of their own or those of others surrounding them, so as to guide teenagers in their thinking and to establish correct moral values.

The response to the activity was so overwhelming that a total of 300 entries were received from 28 schools. The judge panel, comprising famous local writer, Chan Im Wa, children's arts artist, Li Chitwan, local novel writer and children's play writer, Joe Tang, and two representatives of the organisers selected 30 entries of distinction and 60 entries of merit.

Besides, the CCAC selected 39 articles from the awarded entries and compiled the book entitled *Stories of Honesty – Selection of Short Stories on Integrity and Honesty of Primary School Students* to share the stories of integrity and honesty created by primary school students with society, so as to guide teenagers to have in-depth reflection upon the theme and strengthen their awareness of honesty and law-abidingness.

(4) Other education and promotion work

In 2014, the CCAC continued to enhance the integrity awareness of the general public by publishing print and electronic advertisement, publishing articles in the column “Clean Administration Forum” in all local Chinese press regularly, sending staff to disseminate information concerning the work of the CCAC on the TV programme “Enquiry and Reply” of TDM, publishing the semi-annual *CCAC Bulletin* and other publications, so that more information about integrity could be widely spread.

III. Integrity Volunteer Team

The Integrity Volunteer Team provided great assistance in the promotional work of the CCAC in promoting a clean society in 2014, including the volunteer work in the booth games and outdoor promotion activities of the CCAC to disseminate the message of upholding probity and law-abidingness to the community and the general public.

In recognition of the selfless devotions of the members of the Integrity Volunteer Team, the CCAC made special arrangements for the outstanding volunteers to visit the Independent Commission Against Corruption of Hong Kong to deepen their understanding of anti-corruption work outside Macao. Moreover, the CCAC also organised events such as training sessions and gatherings to strengthen the team spirit and sense of belonging of the volunteers.