

PART IV
PROMOTION & EDUCATION



PART IV

PROMOTION & EDUCATION

I. Integrity education

The CCAC proactively carried out integrity education to raise awareness of probity in the community. In 2015, a total of 463 seminars and symposia were organised, with 25,540 participants including public servants, associations' members, employers and employees of business institutions, teenagers, primary and secondary students.

Statistics of seminars and symposia in 2015

Topic	Target	No. of sessions	No. of participants
Noble Character, Righteous Conduct, Integrity and Observance, Public Procurement, Declaration of Assets and Interests	Public servants	95	4,810
Seminars on the law <i>Prevention and Suppression of Bribery in the Private Sector</i>	Private entities, public sector, education institutions	62	3,045
Integrity Awareness	Associations, education institutions	7	259
Integrity Education	Teenaged students	299	17,426
Total		463	25,540

Number of participants of seminars from 2005 to 2015



(1) Integrity education for public servants

The CCAC has constantly attached importance to building professional ethics of public servants. In 2015, it continued to organise seminars systematically for public servants. A total of 95 seminars were conducted with 4,810 participants, covering the themes of professional ethics and code of conduct, public procurement as well as declaration of assets and interests, etc.

Statistics of seminars for public servants in 2015

Subject	Department	Target	No. of sessions	No. of participants
Noble Character, Righteous Conduct	Human Resources Office	Staff	3	90
	Judiciary Police	Criminal Investigator of 1 st Class	3	95
	Cartography and Cadastre Bureau	Staff	4	140
	Housing Bureau	New recruit	2	160
	Social Security Fund	Staff	2	110
	Government Head Office Auxiliary Bureau	Staff	6	240
	Fire Services Bureau	Staff	1	80
	Pension Fund	Staff	1	30
	Macao Trade and Investment Promotion Institute	Staff	1	60
	Academy of Public Security Forces	Staff	3	324
	Macao Customs Service	Promoted to Principal Customs Officer	2	76
	Education and Youth Affairs Bureau	New recruit	1	100
	Macao Prison	Promoted to Officer	1	16
	Fuel Safety Committee	Staff	1	15
	Health Bureau	New recruit	2	500
	Environmental Protection Bureau	Staff	4	240
	Police School of Public Security Police Force	Staff	3	170

Promotion Training Course	Civic and Municipal Affairs Bureau	Staff	4	140
	Public Administration and Civil Service Bureau	Staff	27	945
Integrity and Observance	Public Administration and Civil Service Bureau	Staff	14	490
	Civic and Municipal Affairs Bureau	New recruit	3	180
	Health Bureau	Health Inspector	2	90
	Academy of Public Security Forces	Trainee	2	284
	Macao Customs Service	New recruit	1	37
Integrity and Observance, Declaration of Assets and Interests	Academy of Public Security Forces	Trainee	1	163
Public Procurement	Cartography and Cadastre Bureau	Procurement staff	1	35
Total			95	4,810

(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 2015 for civil associations, private entities and education institutions. The seminars were designed to accommodate various trades and industries and institutions in order to enhance interaction and exchanges with the participants. In addition, the CCAC also co-organised seminars on the topic of “Corruption Prevention in the Private Sector” with public departments to explain to the staff members of public departments and relevant personnel as well as staff of institutions about the law of corruption prevention in private entities. In 2015, a total of 62 seminars were held, registering 3,045 participants.

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

Statistics of seminars for private sector in 2015

Category	Entity	Target	No. of sessions	No. of participants
Private entities	ARUP Group Limited	Staff	1	30
	Tai Fung Bank Ltd.	Staff	1	100
	China Telecom (Macao) Co., Ltd.	Staff	2	60
	Bank of Communications Co., Ltd. Macau Branch	Staff	1	30
	Lei Va Hong Limited	Staff	1	30
	Ricacorp (Macao) Properties Limited	Staff	1	80
	Chun Wo Development Holdings Limited	Staff	4	140
	Hotel Royal	Staff	3	240
	Four Star Company Limited	Staff	3	60
	L'Arc Hotel Macau	Staff	2	60
	Delta Asia Bank Ltd.	Staff	2	45
	Macau Industrial and Commercial Bank of China (Macao) Limited	Supervisor and staff	1	250
	Macau International Airport Co., Ltd.	Staff	1	80
	Companhia de Electricidade de Macau (CEM)	Staff	1	40
Public departments	Labour Affairs Bureau	Estate agent	1	30
	Social Welfare Bureau	Subsidised institution	3	240
	Transportation Infrastructure Office	Staff, supplier	2	70
	Tertiary Education Services Office	Higher education student association, civil association and tertiary education student	2	169
	Education and Youth Affairs Bureau	Staff of subsidised institution, management of school	4	300
Education institutions	Institute of Tourism Studies	Tour guide	26	991
Total			62	3,045

(3) Integrity education for teenaged students

The CCAC has constantly attached great importance to integrity education for teenaged students. In 2015, the CCAC organised a wide range of activities for Macao primary and secondary students, aiming to promote the awareness of honesty and law-abidingness in a diversified way so that the correct value of honesty and law-abidingness could be built for teenagers. A total of 299 seminars were organised for primary and secondary students, registering 17,426 counts of students.

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, gaining great support and cooperation from the education sector. In this year, the CCAC designed different themes for students of different stages and sent representatives to schools to explain to secondary students on the topics of honesty. The CCAC discussed with teenaged students the importance of honesty and law-abidingness by various means such as showing short films, daily life examples and current affairs in order to guide the teenaged students to build a positive character. In this year, there were a total of 20 schools participating in this programme, registering 10,236 students in 113 sessions of seminars.

Statistics concerning the “Education Programme on Honesty for Teenagers” in 2015

School	No. of sessions	No. of participants
Luso-Chinese Technical and Vocational School	5	588
Fong Chong School of Taipa	3	260
Tong Sin Tong School	1	70
Luso-Chinese Secondary School of Luís Gonzaga Gomes	6	530
Pui Ching Middle School	4	1,840
Pui Va Middle School	2	325
Pooi To Middle School	10	1,339
The Workers’ Children High School (Secondary Section)	1	270

Choi Nong Chi Tai School	2	315
Salesian College	8	249
Xin Hua School	3	117
Yuet Wah College	11	1,807
Sheng Kung Hui Choi Kou School (Macao)	3	332
Saint Joseph Diocesan College (2 nd and 3 rd School)	1	30
Santa Rosa de Lima College (Chinese Section)	29	1,066
Santa Rosa de Lima College (English Secondary)	4	94
Sacred Heart Canossian College (English Section)	2	304
The Affiliated School of the University of Macau	13	393
Keang Peng School	1	202
Macao Baptist College	4	105
Total	113	10,236

2. “A Talk on Integrity for Secondary School Graduates”

The seminar entitled “A Talk on Integrity for Secondary School Graduates” seeks to introduce to secondary graduates practical integrity guidelines in order that they are able to grasp the legal knowledge of anti-corruption and corruption prevention before leaving their campus and stepping into the society. Such knowledge enables them to abide by the law and live a positive and healthy life. In 2015, nine schools participated in the seminar. A total of 22 sessions were held with 1,696 students.

**Statistics of the seminar entitled
“A Talk on Integrity for Secondary School Graduates” in 2015**

School	No. of sessions	No. of participants
Luso-Chinese Technical and Vocational School	1	140
Luso-Chinese Secondary School of Luís Gonzaga Gomes	1	99
Pui Va Middle School	1	195
Pooi To Middle School	1	150
Chan Sui Ki Perpetual Help College	1	106
Salesian College	3	124
Yuet Wah College	3	518
Santa Rosa de Lima College (Chinese Section)	8	292
Santa Rosa de Lima College (English Secondary)	3	72
Total	22	1,696

3. “Integrity Week” for secondary schools

The CCAC holds the “Integrity Week” with Macao secondary schools regularly, featuring a series of special events under the theme of “Integrity and Honesty”.

In 2015, the CCAC co-organised the “Integrity Week” with five schools including Chan Sui Ki Perpetual Help College, Fong Chong School of Taipa, Pooi To Middle School, Xin Hua School and the Affiliated School of the University of Macau. During the period of “Integrity Week”, the CCAC sent representatives to schools to conduct themed seminars, displayed exhibition panels and arranged quiz games. Moreover, the CCAC also cooperated with the schools to organise diversified activities, aiming to integrate the themes of integrity, law-abidingness and fair competitions into students’ campus life.

Among these, Chan Sui Ki Perpetual Help College organised a debate competition entitled “Imposing heavier punishment facilitates corruption prevention”. Xin Hua School and Fong Chong School of Taipa held a four-panel comic competition and an illustration competition under the theme of “Honesty and Integrity”. The Affiliated School of the University of Macau organised both four-panel comic competition and slogan competition. Pooi To Middle School organised a writing competition entitled “Short Essay about Integrity”. By participating in all these creative and writing activities, students were able to reflect on the importance of probity in the society, which deepened their knowledge and regard of personal integrity and conduct. During the period of the activities, civic education teachers also discussed with students about the value of integrity and honesty through the short films and worksheets enclosed in the teaching material kit entitled *Learn and Think* for secondary students published by the CCAC.

4. Visiting primary schools to promote the new edition of teaching material kit entitled *Honesty and Integrity* for primary students

It has been years since the textbook and teaching material kit entitled *Honesty and Integrity* for primary students were launched in 2005. Therefore, the CCAC revised the content of the textbook and teaching material kit and launched the new edition in 2014. The teaching material kit, featuring interactive teaching tools and audio-visual materials, was designed based on the current situation of Macao society in order to facilitate educators to teach.

Because the third edition of the teaching material kit was launched, the CCAC visited nine primary schools of Macao in 2015. They were Macao Choi Nong Chi Tai School, Bishop Luís Versiglia Memorial School, Pooi To Middle School (Primary Section), Kwong Tai Middle School (Primary Section), Fukien School, Saint Joseph Ka Ho School, Sir Robert Ho Tung’s Luso-Chinese Primary School, Luso-Chinese Primary School in Northern District and Pui Ching Middle School (Primary Section). While introducing the content of the teaching material kit to the school principals

and teachers, the CCAC took the chance to listen to the opinions of the schools. Statistics showed that over 70% of the schools were using the newly edited teaching materials in 2015.

Upon summarising the opinions from schools, all of them said that the newly edited teaching kit provided the teachers with more materials for moral education, the audio-visual material could match the need of the class and the extended learning activities could help consolidating the knowledge of students. Some schools also suggested the CCAC to launch integrity and honesty teaching material for junior primary students. The visit enabled the CCAC to receive a lot of valuable opinions from schools which are very beneficial to the future promotion and education work of the CCAC.

5. “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 held continuously. The message of honesty and law-abidingness was disseminated to primary students through interactive approaches. There were 29 schools participating in the programme and a total of 151 sessions were held, registering 4,988 students.

Statistics of students participating in the “New Generation of Integrity – Education Programme on Honesty for Primary Students” in 2015

School	No. of sessions	No. of participants
Luso-Chinese Primary School in Flora	5	59
Our Lady of Fatima Girl’s School	1	200
Estrela do Mar School (Branch School)	1	28
Luso-Chinese Primary School in Northern District	4	44
Luso-Chinese School in Taipa	4	50

Sir Robert Ho Tung's Luso-Chinese Primary School	3	55
Ilha Verde School	9	290
Pui Ching Middle School	22	987
Pooi To Middle School (Praia Grande Branch)	4	99
Pooi To Middle School (Primary Section)	6	164
Pooi To Middle School (Taipa Primary Branch)	2	65
Chan Sui Ki Perpetual Help College	12	542
Salesian College (Primary Section)	8	288
Sheng Kung Hui Choi Kou School (Macau) (Primary Section)	2	61
Dom João Paulino's School	2	31
The Workers' Children High School (Primary School)	6	224
Sacred Heart Canossian College (English Section)	2	90
Sacred Heart Canossian College	4	118
Lin Fong Pou Chai School	4	110
Zheng Guanying Public School	2	34
The Affiliated School of the University of Macau	4	126
Chong Tak School	9	285
Fong Chong School of Macau	6	200
Fukien School	9	268
Primary School Affiliated to Hou Kong Middle School	4	107
Keang Peng School (Primary Section)	10	350
Saint Joseph Diocesan College (1 st School)	1	25

Santa Maria Mazzarello School	1	36
Saint Joseph Ka Ho School	4	52
Total	151	4,988

6. The activity “Celebrate Children’s Day with the Messenger Bear William”

This year’s “Celebrate Children’s Day with the Messenger Bear William” featured the brand-new “story boxes” for storytelling, where the CCAC’s personnel explored the theme of honesty and discipline with Primary one to Primary three pupils, either in their schools or in the “Paradise of Integrity” located within the Branch Office in Areia Preta.

Statistics of students participating in “Celebrate Children’s Day with the Messenger Bear William” in 2015

School	No. of sessions	No. of participants
Luso-Chinese School in Taipa	2	55
Xin Hua School	3	91
Primary School Affiliated to Hou Kong Middle School	6	150
Hoi Fai School	1	170
Dom João Paulino School	1	40
Total	13	506

(4) Integrity education for the general public

The CCAC continues to promote the message about anti-corruption among the public in order to raise their awareness on graft fighting, through which citizens are

encouraged to play a social monitoring role by reporting corrupt acts and safeguarding the justice and integrity in our society. In 2015, the CCAC held a total of seven integrity awareness seminars targeting civil associations, public departments and institutions. They registered a total of 259 participants.

Statistics of seminars for civil associations, public departments and educational institutes in 2015

Civil associations / institutions / public departments and their activities	No. of sessions	No. of participants
Betania Elderly Home in Ilha Verde	1	8
Mong-Há Neighbourhood Association & Service Centre	1	45
Macao Polytechnic Institute - Professional Certificate in Baccarat Game	2	79
University of Saint Joseph	1	27
Part-time surveyors of Statistics and Census Services	2	100
Total	7	259

(5) “Promoting Honesty” video contest for secondary school students

In October 2015, the CCAC launched a video contest entitled “Promoting Honesty” for secondary school students, aiming to encourage students to reflect on the importance of honesty and integrity in their everyday life and to promote these values conveyed in the creative works.

The video contest featured two categories of participants, namely Junior Secondary Group and Senior Secondary Group. Video clips could be created individually or by students in small groups. Participants were required to, via the

use of video cameras, cameras or mobile phones, shoot a short video with such optional themes as “fair competition”, “values about money”, “honesty and loyalty”, “incorruptibility” or “trustworthiness”. The results will be announced in 2016.

II. Promotion in the community

(1) Complaints, reports and requests for consultation received by the Branch Offices

The Branch Office in Areia Preta and the Branch Office in Taipa provide a convenient channel for citizens to lodge complaints, reports and seek consultation. In 2015, the two Branch Offices received a total of 699 complaints/reports, requests for consultation and simple enquiries.

Numbers of complaints, reports and requests for consultation received by the Branch Offices in 2015

No. of complaints / reports		No. of requests for consultation	No. of simple enquiries	
Lodged in person	Lodged in writing		Made in person	Made by phone
51	24	65	338	221
Subtotal: 75		Subtotal: 624		
Total: 699				

(2) Developing community relations

In order to gain public support for the fight against corruption, the CCAC promotes the message about anti-corruption in the community and gathers citizens’ opinions and suggestions on its work, which enables it to make timely adjustments to its working strategies and to respond to the society’s expectation on anti-graft work more effectively.

In 2015, the CCAC visited the Family Service Centre of General Union of Neighbourhood Associations of Macao (UGAMM) and the Fai Chi Kei Neighbourhood Residents' Mutual Assistance Association respectively, where citizens' opinions on Macao's anti-corruption initiatives were collected and the possibility of cooperation was discussed. The CCAC also actively participated in community activities, including the "International Children's Day" bazaars held by the Macao Federation of Trade Unions (FAOM) and the UGAMM respectively. At the carnivals, through funny booth games, the CCAC promoted the awareness on integrity and law-abidingness among citizens, particularly teenagers and children, so that these positive values would take root in their minds easily.

(3) The activity "Build a Corruption-Free Community Together"

In order to continuously promote the values of integrity, honesty and law-abidingness to the public, the CCAC organised an event entitled "Build a Corruption-Free Community Together" on 17th October 2015 at the park of Iao Hon Market, in collaboration with the Youth Committee of FAOM, the Youth Affairs Committee of UGAMM, the Macao New Chinese Youth Association and the Fu Lun Youth Association of Macau. In addition to booth games, the activity also featured a few performances aiming to deliver the messages about integrity, honesty, fairness and sense of justice, which attracted a number of citizens.

(4) Other awareness raising initiatives

To instil the awareness of integrity into all walks of life in Macao, the CCAC actively promotes the message about anti-corruption through different channels. In 2015, the CCAC continued to spread the information relevant to integrity building by publishing print and electronic advertisements, publishing articles for the column "Clean Administration Forum" in local Chinese newspapers periodically, and sending staff to disseminate information relevant to anti-corruption work on Macao TDM's TV programme "Enquiry and Reply".

III. Integrity Volunteer Team

In 2015, the Integrity Volunteer Team continued to provide great support to the CCAC in awareness promotion campaigns, such as the booth games, promotional publication photographing and the outdoor promotional activities, where the volunteers spread the messages about integrity and law-abidingness to the public through their voluntary work.