

PART IV

PROMOTION & EDUCATION



PART IV

PROMOTION & EDUCATION

To fight corruption through the two-pronged approach highlighting both combating and prevention, the CCAC places emphasis on a variety of integrity and promotion education work. Through organising themed seminars, compiling teaching materials, producing advertisement, holding campus activities and competitions, the CCAC aims at developing the community relations, exercising the function of Integrity Volunteer Team, calling on and encouraging the public to participate in integrity building.

I. Integrity education

In 2016, the CCAC continued to hold a wide range of seminars and symposia for public servants, association members, business institutions, teenagers, secondary and primary students. A total of 401 sessions were held, registering 20,213 participants.

Statistics of seminars and symposia in 2016

Topic	Target	No. of sessions	No. of participants
Integrity, Public Procurement, Declaration of Assets and Interests	Public servants	113	6,302
Seminar on the law <i>Prevention and Suppression of Bribery in the Private Sector</i>	Private entities, public sector, education institutions	68	3,509
Integrity Awareness	Associations, education institutions, government departments	13	438
Integrity Education	Teenagers and tertiary students	207	9,964
Total		401	20,213

Number of participants of seminars from 2006 to 2016



(1) Integrity education for public servants

The basis of integrity building involves the nurturing of a team of civil servants who uphold integrity. In 2016, the CCAC continued to systematically hold a total of 113 themed seminars covering the topics of integrity, public procurement, declaration of assets and interests for public servants from different departments. They registered a total of 6,302 participants.

Statistics of seminars for public servants in 2016

Subject	Department	Target	No. of sessions	No. of participants
Noble Character, Righteous Conduct	Cultural Affairs Bureau	Staff	2	200
	Judiciary Police	Principal criminal investigator and staff	4	161
	Macau Productivity and Technology Transfer Center	Staff	3	112
	Police School of Public Security Police Force	Sergeant and constable	7	640
	Social Security Fund	Staff	1	25

	Financial Intelligence Office	Staff	1	20
	Marine and Water Bureau	New recruit and frontline staff	1	80
	Macao Customs Service	Deputy customs inspector	1	35
	Statistics and Census Bureau	Staff	2	160
	Gaming Inspection and Coordination Bureau	Frontline inspector and surveillance staff stationed in casino	3	195
	Macao Economic Services	Staff	2	90
	Health Bureau	Staff	2	400
	Environmental Protection Bureau	Staff	3	80
	Correctional Services Bureau	Chief and new recruit	5	150
Promotion Training Course	Civic and Municipal Affairs Bureau	Staff	4	140
	Public Administration and Civil Service Bureau	Staff	19	665
	Academy of Public Security Forces	Promoted to sergeant/divisional fire officer/principal constable/principal fireman	3	200
Integrity and Observance	Land, Public Works and Transport Bureau	New recruit	1	69
	Judiciary Police	New recruit	1	82
	Civic and Municipal Affairs Bureau	New recruit	5	240
	Transport Bureau	New recruit	2	130
	Public Administration and Civil Service Bureau	New recruit	18	720
	Education and Youth Affairs Bureau	New recruit	1	100
	Macao Post	New recruit	1	20

Declaration of Assets and Interests	Academy of Public Security Forces	Trainee	3	506
Public Procurement	Land, Public Works and Transport Bureau	Staff	1	50
	Cultural Affairs Bureau	Procurement staff	2	200
	Transport Bureau	Staff	2	150
	Identification Services Bureau	Staff	2	50
	Social Welfare Bureau	Procurement staff	1	60
	Macao Monetary Authority	Staff	1	60
	Public Security Forces Affairs Bureau	Chief and staff	2	120
	Infrastructure Development Office	Engineering and procurement staff	1	70
	Fire Services Bureau	Procurement staff	1	80
	Consumer Council	Staff	1	20
	Financial Services Bureau	Staff	1	90
	Statistics and Census Bureau	Procurement staff	1	40
	Labour Affairs Bureau	Staff	2	92
	Total		113	6,302

(2) Corruption prevention education in the private sector

To popularise the law *Prevention and Suppression of Bribery in the Private Sector*, the CCAC continued to organise and co-organise talks in 2016. The CCAC introduced to the associations, private entities and education institutions about the spirit and content of the law in an interactive and targeted way. A total of 68 sessions of seminars were held, registering 3,509 participants.

The CCAC also popularised and promoted the above law through TV advertisement, radio commercials, outdoor advertisement, bus advertisement, TV programmes, special column in newspapers and promotional publications.

Statistics of seminars for private sector in 2016

Category	Entity	Target	No. sessions	No. of participants
Private entity	Tai Fung Bank, Ltd. (Branch)	New recruit	1	100
	China Construction Bank Macau Branch	Staff	1	40
	Bank of China Macau Branch	Staff	2	420
	Future Bright Group	Staff	4	120
	L'Arc Hotel Macau	Staff	2	55
	FWD Life Insurance Company (Macau) Limited	Staff	1	70
	Sime Darby Motor Group (HK) Limited	Staff	2	40
	Huawet Services (Hong Kong) Co. Ltd. Macau Branch	Staff	2	120
	Delta Asia Bank Ltd.	Staff	2	40
	Sofitel Macau at Ponte 16	Staff	2	42
	China Travel Service (Macao) Ltd.	Staff ranked above vice manager	1	40
	The Macao Water Supply Company Limited	New recruit	1	40
	Directel Macau Limited	Sales and office staff	2	30
	Luso International Banking Ltd.	Staff	1	400
	Macau International Airport Co., Ltd	Staff	1	80
	Macau Pass S.A.	Chief	1	20
	Transportes Urbanos de Macau (Transmac)	Office staff	3	65
	Companhia de Electricidade de Macau (CEM)	Staff	1	40
	SEMAC Security Company	Clerk and management	1	50

Public department	Education and Youth Affairs Bureau	Association member/ high and middle-ranked staff/ teaching staff	4	320
	Tertiary Education Services Office	Student association of tertiary education institution, civil association and tertiary student	2	200
	Transportation Infrastructure Office	Contractor	3	138
	Labour Affairs Bureau	Estate agent	3	90
	Social Welfare Bureau	Subsidised institution	2	160
Education institution	Institute for Tourism Studies	Tour guide	22	749
	Students' Union of Macau University of Science and Technology	Student	1	40
Total			68	3,509

(3) Integrity education for teenaged students

Providing integrity education to teenaged students enables the sustainable development of integrity building. The CCAC has constantly insisted on launching and improving the relevant work. In 2016, the CCAC organised a variety of activities for university, secondary and primary students in order to educate the teenagers with the correct values of integrity, honesty and law-abidingness.

1. Seminar on integrity for tertiary students

In order to strengthen the awareness of integrity and law-abidingness of tertiary students, the CCAC, for the first time, held the seminar on the law *Prevention and Suppression of Bribery in the Private Sector* for the graduating students of four tertiary education institutions in October 2016. Taking the above law as the basis of the seminar, the CCAC aimed at introducing to the students through themed videos about the major components of active bribery and passive bribery. In the seminar, the students were also reminded to keep alert on possible corruption traps that they might encounter in their workplaces and strictly adhere to the values of integrity and

righteousness.

Statistics of “Seminar on Integrity for Tertiary Students” in 2016

Institution	No. of sessions	No. of participants
Institute for Tourism Studies	3	120
University of Macau	1	80
Macao Polytechnic Institute	1	30
Macao University of Science and Technology	1	300
Total	6	530

2. Education Programme on Integrity for Teenagers

The “Education Programme on Integrity for Teenagers” has been gaining the support and coordination from schools. Over the years, many secondary schools of Macao have constantly launched the programme. The CCAC sent its staff to the schools to explain to the secondary students about the themes of honesty and integrity. By various means such as showing short films on real cases and referring to daily life examples and news, the staff led the secondary students to discuss and think about the importance of honesty and integrity in the society.

In 2016, the CCAC integrated part of the themes of some seminars, aiming that the students would be able to understand the importance of fairness and integrity on the development of the society and build the attitude of zero tolerance to corruption. A total of 12 secondary schools participated in the programme, registering 2,310 students.

Statistics of “Education Programme on Integrity for Teenagers” in 2016

School	No. of sessions	No. of participants
Luso-Chinese Technical and Vocational School	1	170
Macau Baptist College	5	837
Luso-Chinese Secondary School of Luís Gonzaga Gomess	1	71
Pooi To Middle School	1	142
Salesian College	4	122
Santíssimo Rosário School	1	50
Saint Joseph Diocesan College (2 nd and 3 rd School)	1	150
Santa Rosa de Lima College (Chinese Section)	5	175
Santa Rosa de Lima College (English Section)	3	106
Sacred Heart Canossian College (English Section)	2	272
Zheng Guanying Public School	1	10
Keang Peng School	1	205
Total	26	2,310

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

To enable the secondary students to better understand the current law of anti-corruption of Macao and the knowledge of corruption prevention before stepping into the society, the CCAC held the seminar entitled “A Talk on Integrity for Secondary School Graduates” for the graduating students of secondary schools. In the seminar, cases were given and the relevant law was explained in an easily understandable way so that students were able to better grasp the knowledge of the law, abide by the law and reject to fall into the trap of corruption in the workplaces. In 2016, the CCAC held five sessions of seminars for four schools, registering 651 graduating students.

Statistics of the seminar entitled “A Talk on Integrity for Secondary School Graduates” in 2016

School	No. of sessions	No. of participants
Luso-Chinese Technical and Vocational School	1	120
Pooi To Middle School	1	147
Choi Nong Chi Tai School	1	139
Sacred Heart Canossian College (English Section)	2	245
Total	5	651

4. “Integrity Week” for secondary students

The CCAC held the “Integrity Week” with secondary schools. By holding a series of activities with the theme of “Integrity and Honesty” in the campuses, the CCAC aimed that the students would be able to make planning and participate in the activities so that they would have a deeper reflection on the topic of integrity.

In 2016, the CCAC held the “Integrity Week” with three schools, namely Sacred Heart Canossian College (English Section), Zheng Guanying Public School and Salesian College. Salesian College took the theme of “Clean Election” to organise a group presentation activity and the theme of “the importance of integrity” to organise a comic drawing activity. In addition, Sacred Heart Canossian College (English Section) held the inter-class debate and comic drawing activities. Zheng Guanying Public School also held the comic drawing activity. Through a series of activities, the students were able to reflect on the importance of integrity in the society, improve their own knowledge and attention on integrity. Moreover, the teachers who taught civic education in schools also discussed with their students about the value of integrity by using the teaching material, short films and worksheets about integrity

entitled *Learn and Think* which was published for secondary students by the CCAC.

5. Publishing the new teaching material kit for secondary students entitled *Think before You Act*

In October 2016, the CCAC launched the new series of teaching material about integrity targeting at secondary students entitled *Think before You Act* based on the teaching material about integrity entitled *Learn and Think* which also targeted at secondary students. It served as the supplementary teaching material of civic education in schools.

Targeting at junior secondary students, the teaching material *Think before You Act* featured four units about integrity, namely Values of Money, Fairness and Justice, Spirit of Law-abidingness, Honesty and Righteousness. The teaching material, designed to be related to our daily life, involved situational thinking, current affairs analysis and interactive discussions which enabled the students to reflect on different themes. It also provided a variety of teaching media such as videos, pictures, PowerPoint and worksheets, aiming to increase the motivation of students to participate in classes.

The teaching material kit also featured a teachers' kit and a multimedia CD, providing some choices for teachers to use based on the students' needs and the arrangement of teaching hours.

6. Organising civic education teachers from secondary schools to participate in exchange activity in Hong Kong

Due to the launching of the new teaching material about integrity for secondary students entitled *Think before You Act*, the CCAC organised the civic education teachers from secondary schools of Macao to participate in an exchange activity at the Hong Kong Independent Commission Against Corruption (ICAC) on 2nd December.

A total of 38 teacher representatives from 25 secondary schools participated in the visiting activity. All the school representatives said that the activity deepened their understanding of the integrity education work for teenagers in Hong Kong and Macao. They also had a better understanding of the education resources about integrity provided by the CCAC, which benefited them to effectively promote integrity education in their schools.

7. Education on integrity for primary students

Launched in 2004 and targeted at Primary three to Primary six students, the “New Generation of Integrity – Education Programme on Honesty for Primary Students” was popular in schools and among primary students over some ten years. It has also become one of the brand programmes of promotion and education launched by the CCAC. A total of 126 sessions were held, registering 4,569 students from 24 primary schools in 2016.

Statistics of students participating in the “New Generation of Integrity – Education Programme on Honesty for Primary Students” in 2016

Education Institution	No. of sessions	No. of participants
Luso-Chinese Primary School in Flora	6	72
Our Lady of Fatima Girl’s School	3	450
Estrela do Mar School (Branch School)	3	110
Luso-Chinese Primary School in Northern District	3	29
Luso-Chinese School in Taipa	2	33
Sir Robert Ho Tung’s Luso-Chinese Primary School	2	38
Tong Nam School (Primary Section)	3	70
Hoi Fai School	6	191
Pui Ching Middle School	26	1,118

Pooi To Middle School (Taipa Primary Branch)	2	51
Chan Sui Ki Perpetual Help College	12	553
The Workers' Children High School (Primary School)	2	96
Salesian College (Primary Section)	4	125
Sheng Kung Hui Choi Kou School (Macao) (Primary Section)	5	173
Saint Joseph Diocesan College (1 st School)	4	120
Dom João Paulino's School	4	59
Santa Rosa de Lima College (Chinese Section)	4	122
Kwong Tai Middle School Macau (Branch School)	4	147
Lin Fong Pou Chai School	4	120
Zheng Guanying Public School	2	37
Chong Tak School	8	280
Choi Nong Chi Tai School	1	45
Fukien School	6	180
Keang Peng School (Primary Section)	10	350
Total	126	4,569

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

In 2016, the CCAC, together with the Messenger Bear William, celebrated the Children’s Day with Primary One to Primary Three students in their schools.

Through storytelling and fun games, it explored the theme of honesty with these school kids in a joyous atmosphere. The activities received overwhelming response and attracted 1,904 primary students.

Statistics of students participating in “Celebrate Children’s Day with the Messenger Bear William” in 2016

School	No. of sessions	No. of participants
Luso-Chinese School in Taipa	2	46
Estrela do Mar School	2	59
Hoi Fai School	1	120
Pui Ching Middle School	10	419
Xin Hua School (Kindergarten and Primary School)	2	90
Sacred Heart Canossian College (Chinese Section)	3	250
Sacred Heart Canossian College (English Section - Primary Section)	6	252
Zheng Guanying Public School	1	16
The Affiliated School of the University of Macau	9	295
Primary School Affiliated to Hou Kong Middle School	6	294
Premier School Affiliated to Hou Kong Middle School	2	63
Total	44	1,904

(4) Integrity education for the general public

In 2016, the CCAC held a total of 13 integrity awareness seminars for civil associations and institutions, which recorded a total of 438 participants. The seminars aimed to promote probity and law-abidingness, raise citizens’ awareness

and encourage them to play a social monitoring role.

Statistics of seminars for civil associations, public departments and educational institutes in 2016

Category	Civil Association / institution / public department & activity	No. of sessions	No. of participants
Civil associations	Richmond Fellowship of Macao	2	54
	Youth Centre of Macao Federation of Trade Unions	1	20
	Fountain of Love and Joy Integrated Family Service Centre of Caritas Macau	1	21
	Centre for Citizenship Education of General Union of Neighbourhood Associations of Macao	2	48
Educational institutions	Macao Polytechnic Institute (Professional Certificate in Baccarat Game)	2	82
Part-time workers of public departments	Statistics and Census Services (part-time surveyors)	3	75
Private sector	Macao Science Centre (employees)	1	100
Public departments	Macao Customs Services (personnel to be promoted to the rank of Sub-inspector)	1	38
Total		13	438

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

In October 2015, the CCAC started to launch a video contest entitled “Promoting Honesty” for secondary school students. The objective of the contest was to allow students to promote the message of integrity and law-abidingness by vividly conveying the themes of “fairness”, “incorruptibility”, “values about money” as well as “honesty and loyalty” through the lens. A total of 89 entries from 18 schools were collected. The judging panel, consisting of the representatives of the CCAC and professionals from the local film and television industry, shortlisted 15 videos from

each group and awarded each group the Champion, 1st runner-up, 2nd runner-up and the Merit Award. On 28th May 2016, the CCAC held an award ceremony, where the judging panel gave comments on the entries and the two Champions shared their experiences in creating the videos.

II. Promotion in the community

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

As always, the Branch Office in Areia Preta and the Branch Office in Taipa provide convenient channels for residents to lodge complaints, report cases and seek consultation. In 2016, the two Branch Offices received a total of 752 complaints/reports, requests for consultation and simple enquiries.

Numbers of complaints, reports and requests for consultation received by the Branch Office in Areia Preta and the Branch Office in Taipa in 2016

No. of complaints / reports		No. of requests for consultation	No. of requests for consultation	
Lodged in person	Lodged in writing		Made in person	Made by phone
52	29	117	350	204
Subtotal: 81		Subtotal: 671		
Total: 752				

(2) Developing community relations

In 2016, the CCAC continued to conduct its district liaison through expanding its community relations and collecting opinions and suggestions from residents on its work, which enabled it to effectively respond to the aspirations of the community on integrity building. The CCAC participated in the “International Children’s Day”

bazaar held by the Macao Federation of Trade Unions, the 47th Caritas Macau Charity Bazaar held by Caritas Macau, the “Anti-crime and Anti-drugs Carnival 2016” held by the Junior Police Call of the General Association of Chinese Students of Macao, and the Voter Registration Fun Day held by the Public Administration and Civil Service Bureau, where the clean election message was promoted through booth games and display panels. The CCAC also visited the Fountain of Love and Joy Integrated Family Service Centre of Caritas Macau, the Joy Family Integrated Service Centre of the Salvation Army, the Centre for Citizenship Education of the General Union of Neighbourhood Associations of Macao, the Kin Wa Family Service Centre of the Social Service Division of the Methodist Church of Macao, the Fu Lun Elders’ Centre of Macao, the S.K.H. Gambling Counseling and Family Wellness Centre and the Community Centre of the Association of Residents of ZAPE.

(3) The variety show entitled “Spreading Integrity in the City”

On 15th October 2016, the Youth Committee of the Macao Federation of Trade Unions, the Youth Affairs Committee of General Union of Neighbourhood Associations of Macao, the Fu Lun Youth Association of Macao and the Association of Volunteer Social Service of Macao joined hands to organise a variety show entitled “Spreading Integrity in the City”. Featuring performances, booth games and display panels, the variety show extensively promoted the values of integrity, honesty and law-abidingness, which attracted a number of citizens.

(4) Media publicity

The CCAC continued to extensively spread the information in relation 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 the fight against corruption on Macao TDM’s TV programme “Enquiry and Reply”.

III. Integrity Volunteer Team

Since its formation, the Integrity Volunteer Team has been continuously providing support to the CCAC in awareness promotion events. In 2016, the Integrity Volunteer Team participated in the campaigns, booth games, advertising photography and outdoor promotional activities organised by the CCAC to show their support for integrity building of Macao.