

**PART IV**  
**PROMOTION & EDUCATION**





## PART IV

### PROMOTION & EDUCATION

In the light of the pandemic and suspension of classes in 2020, most of the seminars and public events had to be cancelled and postponed in the first half of the year. However, the CCAC, with the aim to promote the idea “To act with Virtue, to live with Integrity”, disseminated the awareness of integrity and honesty to all citizens of Macao by different means. With the use of online resources, the CCAC was able to further strengthen and take initiative to keep up with its promotion and education efforts of the work of integrity.

#### **I. Education on corruption prevention for public and private sectors**

In 2020, the CCAC held a total of 303 seminars and talks on different topics, which recorded 17,232 participants who were mainly public servants, employees of private companies, ordinary citizens, teenagers, students of higher education institutions, secondary and primary schools. The statistics are shown in the following table:

Statistics of seminars and talks in 2020

Topic	Target	No. of sessions	No. of participants
Integrity and Observance, Noble Character and Righteous Conduct, Public Procurement, Declaration of Assets and Interests	Public servants	75	2,974
Seminar on the law of <i>Prevention and Suppression of Bribery in the Private Sector</i>	Private entities, public departments, educational institutions	34	1,706
Integrity Awareness	Associations, educational institutions, government departments	7	250
Education on Integrity	Teenage students	187	12,302
<b>Total</b>		<b>303</b>	<b>17,232</b>

**(1) Seminars on integrity for public servants**

In order to consolidate the probity culture of the public departments and the awareness of integrity of the public servants, the CCAC continues to hold seminars on integrity with different topics including “Integrity and Observance”, “Noble Character and Righteous Conduct”, “Public Procurement” and “Declaration of Assets and Interests”. A total of 75 seminars were held for 2,974 public servants from 21 departments/institutions in 2020.

## **(2) Launch of “Webpage on information about integrity for public servants”**

In order for the public servants to easily grasp the legal provisions on honesty and integrity, the CCAC, in November 2020, launched the “Webpage on information about integrity for public servants” where the information about integrity and uprightness for public servants was fully compiled. In the webpage, more interactive elements including lighthearted animations, video clips on real cases, questions and answers, comics and infographics are introduced which facilitate the public servants to understand the in-depth concepts of duty-related crimes, enhance their alertness to corruption and conflict of interests, and remind them of the upholding of integrity.

## **(3) Seminars on integrity for the private sector**

In 2020, the CCAC continuously organised talks for civic associations, private entities and educational institutions on the law of *Prevention and Suppression of Bribery in the Private Sector*, where the legal provisions were introduced and explained with cases and examples which were selected and tailor-made for the individuals and organisations in different circles. A total of 34 talks were held for 1,706 participants who were employees of banks, hotels, small and medium-sized enterprises and subsidised institutions.

## **II. Integrity education for teenagers**

In collaboration with the education sector, the CCAC keeps up its effort to promote integrity and honesty culture and instill correct moral values to teenagers, students of higher education institutions and secondary and primary schools through diversified approaches. In 2020, the CCAC organised multi-faceted education and publicity activities to 12,302 teenagers, students of secondary and primary schools to promote correct moral values.

## Statistics of seminars and activities for teenagers in 2020

Programme	No. of sessions	No. of participants
Integrity and Honesty Seminar for Higher Education Students	6	320
Education Programme on Integrity for Teenagers	80	4,994
A Talk on Integrity for Secondary School Graduates	16	840
New Generation of Integrity – Education Programme on Honesty for Primary Students	71	2,398
“Integrity Week” in Secondary Schools	2	640
“Get through the Pandemic with William” – a live broadcasting event	1	310
“Love Integrity” – “Integrity Week” Series in Primary Schools	11	2,800
<b>Total</b>	<b>187</b>	<b>12,302</b>

### (1) Integrity and honesty education for higher education students

#### 1. Integrity and Honesty Seminar for Higher Education Students

In 2020, the CCAC continued to organise the Integrity and Honesty Seminar for Higher Education Students basing on the law of *Prevention and Suppression of Bribery in the Private Sector*, where a video clip was presented and the elements of active corruption and passive corruption were introduced. The seminar aims to encourage students to reflect on the harmful effects of corruption on society and individuals and help them develop a zero-tolerance attitude towards corruption. In 2020, a total of six seminars were held for 320 students from three higher education institutions.

## **2. Touring exhibition for higher education institutions**

In order to strengthen the integrity education for teenage students, between September and December 2020, the CCAC organised a touring exhibition in the campuses of four Macao higher education institutions, including the University of Macau, Macau University of Science and Technology, Macao Polytechnic Institute and the Macao Institute for Tourism Studies. Through display panels and comics of real cases, the CCAC disseminated the message of integrity and law-abidingness to teaching staff and students about the topics of clean election, business ethics, introduction of laws related to corruption in public and private sectors, ombudsman's work, an introduction to the CCAC and case sharing.

### **(2) Integrity seminars for secondary students**

#### **1. Education Programme on Integrity for Teenagers**

The “Education Programme on Integrity for Teenagers” has been implemented in secondary schools for many years, gaining support and cooperation from the schools. In 2020, the CCAC continued to send staff to give talks and discuss with secondary students on topics related to integrity with cases and examples selected and tailor-made for different age groups. The seminar guides them to think about the importance of integrity through different approaches including video clips, daily life examples and current issues with an aim to inspire them to develop righteous character. In 2020, there were 16 schools which had joined the programme and a total of 80 seminars were held for 4,994 students.

#### **2. A Talk on Integrity for Secondary School Graduates**

In order for the secondary students to have a better understanding of the anti-corruption laws in force in Macao and the corruption prevention knowledge before they graduate from secondary schools, the CCAC organises the seminar entitled “A Talk on Integrity for Secondary School Graduates” for

the new graduates. The seminar aims to enhance students' legal knowledge and encourage them to abide by the law and avoid falling into the traps of corruption after graduation through case studies and explanation of the laws in an easily understandable way. In 2020, there were eight schools which had joined the programme and a total of 16 seminars were held for 840 students.

### **(3) “Integrity Week” in secondary schools**

Every year, the CCAC co-organises the “Integrity Week” with different secondary schools in Macao, where a series of theme-based activities with the topic of “integrity and honesty” is held in the campuses which enables the students to have an in-depth understanding and reflection on such topic.

In 2020, the CCAC co-organised the “Integrity Week” with Luís Gonzaga Gomes Luso-Chinese Secondary School, where the “Integrity – Slogan Design Competition” was held in the school. The CCAC set up display panels and arranged quiz games in the school in order to facilitate them to better understand the integrity work of Macao. The CCAC also sent staff to the school to hold themed seminars and had interaction and discussion with the students. Through different topics, the students were able to understand that integrity and honesty were essential parts of good moral character.

### **(4) “New Generation of Integrity” – Education Programme on Honesty for Primary Students**

The renovation of the Branch Office of CCAC at Areia Preta was completed in January 2020 and the Commissioner Against Corruption officiated at the reopening ceremony on 6<sup>th</sup> March. The teaching area and the reception rooms for citizens were reopen to the public with a brand new look. The area at the ground floor which serves for the purposes of primary school education and reception of visitors and associations is renamed as “Galaxy of Integrity”. Moreover, the



area is equipped with multi-media facilities and intelligent teaching elements, which fully enhances the effectiveness of promotion and education. The “New Generation of Integrity – Education Programme on Honesty for Primary Students” resumed following the resumption of school in June. This year, a total of 71 sessions were held, recording 2,398 participating students from 13 schools.

To further attract the primary students by way of teaching activities, the CCAC commissioned the science and research team of the Macau University of Science and Technology to design an AI robot based on the cartoon character of the CCAC, “William”, with an aim to integrate the AI technology with the everyday integrity education activities. The AI robot, William, is placed at the Branch Office of CCAC at Areia Preta, which assists in receiving visitors and provides support to the teaching staff at classes.

#### **(5) “Love Integrity” – “Integrity Week” series in primary schools**

In 2020, the CCAC officially rolled out the “Love Integrity”–“Integrity Week” series in primary schools. During the week, activities were held during lunch breaks or in classes in accordance with the teaching arrangements of the schools to disseminate the message of integrity and honesty amongst primary students in the formats of booth games, curricular activities, short stories of integrity, video clips, VR games and quiz games on panel gallery. In 2020, the “Love Integrity”– “Integrity Week” series was held in Fu Luen School and Pui Ching Middle School.

#### **(6) Strengthening online education activities**

##### **1. “Get through the Pandemic with William” – a live broadcasting event for the Children’s Day**

Every year, the CCAC arranges for a special teaching activity during the period of the Children’s Day at schools. This year, considering that the primary schools of Macao had not resumed classes during the said period due to the pandemic, on 30<sup>th</sup>

May, the CCAC organised a live broadcasting event for the Children’s Day – “Get through the Pandemic with William” targeting at primary students. It was a multi-faceted programme featuring the teaching of parent-child aerobics on the topic of “integrity” and the showing of puppet animation and interactive quiz games so as to enable the children who stayed at home to receive integrity education and learn the importance of honesty and law-abidingness. The activity was co-organised with four local schools, including Sacred Heart Canossian College (English Section), Colégio Dom Bosco (Yuet Wah), Our Lady of Fatima Girls’ School and Pui Ching Middle School, where the activity was promoted to the parents by the schools. The activity recorded over 300 participants watching online.

## **2. Enriching the “Resources Database of Integrity Education”**

To provide the teachers with timely and suitable integrity education materials, the CCAC earlier launched the “Resources Database of Integrity Education”. To tie in with the arrangement of suspension of classes for secondary and primary schools due to the pandemic early this year, the CCAC prepared two lesson plans for secondary students which were uploaded at the “Resources Database of Integrity Education” for use by teachers. The lesson plans featured some news about the pandemic, through which the students were able to, by means of real cases, reflect the impact of such dishonest and irresponsible acts of providing false whereabouts and failing to obey the isolation measures on the individuals and the society.

Moreover, some selected excellent entries collected in the “Integrity Lesson Plan Design Collection Activity” were added in the moral education column of the “Resources Database of Integrity Education”. A number of excellent winning entries of the activity, which are classified by different stages of education (secondary and primary schools and early childhood) are presented and regularly updated for the browsing and use by education workers.

For the primary students and children, the CCAC has enriched the column of “Integrity Stories for Children” of the database. More stories about honesty and non-greed coupled with illustrations, audio animated stories and quiz games are created for primary students so as to facilitate the teachers to produce online teaching resources. Parents can also broadcast online stories for children to learn at home.

## **(7) Competitions and other activities**

To tie in with the policy address and further strengthen and encourage teenage students’ more participation in integrity education, in 2020, the CCAC organised two publicity activities targeting at two different groups, including the “Integrity Lesson Plan Design Collection Activity” and the “Dissemination of Integrity in Schools” – Training of teenage ambassadors of honesty and integrity in practice project in schools.

### **1. Integrity Lesson Plan Design Collection Activity**

To further promote the society’s concern about integrity education, foster educational and professional exchanges and raise the quality of teaching design on integrity, the CCAC launched the “Integrity Lesson Plan Design Collection Activity” in January 2020. Through the lesson plan collection activity, the CCAC aims at encouraging the education workers to draw on their teaching experiences to produce teaching resources catered to students of secondary and primary schools and kindergarten.

The activity was divided into the Open Group and the Student Group. The lesson plans are expected to embody the theme of integrity such as honesty, non-greed, fair competition, law-abidingness and defending justice. The activity gained much support from the teachers and students in different schools and elicited good response. The CCAC received a total of 68 entries from 24 schools and higher education institutions, from which a total of 23 Excellent Lesson Plans and 38 Commendable Lesson Plans were selected by a professional jury panel in July 2020.

The CCAC held the awards ceremony in the Luso-Chinese Technical and Vocational School on 29<sup>th</sup> August, during which teachers and students who won in the activity were awarded. The winning entries have been uploaded to the webpage of the CCAC for references by teachers.

## **2. “Dissemination of Integrity in Schools” – Training of teenage ambassadors of honesty and integrity in practice project in schools**

In order to disseminate the message of integrity and honesty to teenagers and encourage them to take the initiative to spread the awareness of integrity in campuses and everyday life, the CCAC held the “Dissemination of Integrity in Schools” – Training of teenage ambassadors of honesty and integrity in practice project in schools for the first time targeting at Form 3 to Form 5 full-time students of Macao. Participants may take part in the activity in groups of three to five persons, who will then receive training in order to become teenage ambassadors of honesty and integrity. Subsequently, they will design and launch appropriate integrity activities in their schools basing on the characteristics of the respective schools and teaching content.

The enrolment of the activity started in September 2020, attracting 13 schools to form groups to participate in. The CCAC finally registered 20 groups and held the launch ceremony and a series of training activities in October, including the seminar for introducing the CCAC, a visit to the Branch Office of CCAC at Areia Preta and a two-day team training programme. A total of 87 teenage ambassadors of honesty and integrity completed the training.

Between January and March 2021, the teenage ambassadors of honesty and integrity will launch their own designed integrity activities in their schools aiming at spreading integrity to their classmates and disseminating the message of integrity and honesty to the campuses and everyday life.

### (8) Launch of “Integrity education WeChat account”

To strengthen the liaison with the teachers from different schools, the CCAC has specially created a dedicated account on WeChat and has invited teachers to join the WeChat group, through which the latest lesson plans and activities can be sent to them. The WeChat account facilitates the education workers to obtain the latest education resources on integrity and honesty and enables the CCAC to have a better exchange with the education sector and the youngsters.

## III. 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 continue to exert their function by providing convenient channels for citizens to lodge complaints, report cases and seek consultation. In 2020, the two Branch Offices received a total of 588 complaints/reports, requests for consultation and simple enquiries, representing an increase of 51 counts compared with 537 counts received in 2019. Details are as follows:

#### Statistics of reports or requests from residents in 2020

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
28	15	81	256	208
Subtotal: 43		Subtotal: 545		
<b>Total: 588</b>				

## **(2) Developing community relations**

### **1. Participating in community activities**

In 2020, the CCAC sustained its efforts in actively participating in different community activities in order to develop the network of community relations. The CCAC participated in the “51<sup>st</sup> Caritas Macao Charity Bazaar” where booth games were set up. Also, the CCAC organised its staff and volunteers to participate in the “Virtual Walk for a Million”.

### **2. Visiting civic associations and receiving visits**

In 2020, the CCAC visited many civic associations, higher education institutions and secondary schools, where their opinions and suggestions on integrity building of Macao, particularly those on integrity education were collected. In July, the CCAC visited the Chinese Educators Association of Macau and the Macao Catholic Schools Association and was warmly received by the two educational associations. Both parties exchanged ideas on integrity education. The two associations assured the CCAC’s achievement on integrity education and would continue to support and cooperate with the relevant work of the CCAC.

The CCAC also visited four local higher education institutions and two secondary schools, including the University of Macau, the Macau University of Science and Technology, the Macao Polytechnic Institute, the Macao Institute for Tourism Studies, Macao Choi Nong Chi Tai School and Macau Pui Ching Middle School. The CCAC introduced to the leadership of the schools and the institutions as well as the coordinators of moral education about this year’s work plans and activities on integrity education targeting at teenage students and enlisted the support and participation of the schools and institutions.

Moreover, in order for the leadership of the schools and the teaching staff to know about the new look of the Branch Office in Areia Preta after renovation and learn about the latest integrity education activities of the CCAC, the CCAC arranged the leadership of the schools to pay a visit to the Branch Office. The schools which paid the visits included Hou Kong Middle School, Fu Luen School, Saint Paul School, Santa Rosa de Lima Secondary School, Yuet Wah College, Keang Peng School and Escola de Santa Teresa Macau. The leadership of the schools recognised the efforts of the CCAC on the work of integrity education and welcomed its measure of establishing the Resources Database of Integrity Education for use by teachers.

### **3. United Nation’s International Anti-Corruption Day**

In line with the United Nation’s International Anti-Corruption Day on 9<sup>th</sup> December, between 9<sup>th</sup> and 18<sup>th</sup> December, the CCAC offered an array of publicity activities to arouse the society of Macao to concern and attach great importance to the issue of corruption. The activities included producing the “United Nation’s International Anti-Corruption Day” promotional video clips, holding touring exhibitions in the community and flash quiz games at Areia Preta Urban Park and Central de Taipa Park, producing theme-based infographics, showing advertisements or promotional video clips on radio channels, mobile applications, buses and public screens of public departments.

### **4. Launch of “All for Integrity (I) – Chapter on Public Servant” WeChat quiz games**

To tie in with the CCAC’s 2020 promotion plan of “All for Integrity (I) – Chapter on Public Servant”, between June and October, the CCAC held two quiz games on its official WeChat account in order to deepen public understanding of the concepts of “public servant” and “those equivalent to public servants”. The two games attracted a total of 23,213 participants.

## **5. Media publicity**

To widely disseminate the message of suppression and prevention of corruption to the society, the CCAC continues its efforts in promoting its channels to lodge complaints and other integrity related messages by way of various approaches such as different types of advertisements, press releases, internet and new media in order to encourage the public to report and prevent corruption and increase integrity awareness. In order to extensively use the internet as a promotion channel and stay abreast of the times, this year the CCAC stepped up efforts to do promotion through its WeChat account. Infographics such as “Integrity Trivia Series” and “Honesty Reading Series” were offered in the formats of comics, animations or video clips in a lighthearted way in order to vividly put across anti-corruption messages amongst citizens and deepen their understanding of the work of the CCAC and the integrity work of Macao.

### **(3) Integrity Volunteer Teams**

To increase the strength of the volunteer team, in 2020, the CCAC recruited volunteers twice. New volunteers under the “Integrity Volunteer Team – Parent-Child Volunteer Group” and the “Integrity Volunteer Team” were recruited. A total of 278 volunteers from different strata of the society were enrolled in these two recruitments.

The Integrity Volunteer Team continued to assist the CCAC in various integrity education and publicity activities, including assisting the CCAC in booth games of the “Caritas Macao Charity Bazaar”, participating in the touring exhibition of “United Nation’s International Anti-Corruption Day” in the community and the “Virtual Walk for a Million” as well as affixing CCAC’s posters in street promotion boards of Macao and residential buildings near the Branch Office of CCAC at Areia Preta.