PART IV PROMOTION & EDUCATION



PART IV PROMOTION AND EDUCATION

In 2023, the CCAC continued to carry out the long-term promotion plan entitled "All for Integrity" and further promoted and spread the messages about integrity and the fight against corruption among young people according to the plans mentioned in the Policy Address. In addition, the CCAC stepped up efforts in disseminating its promotional content through videos. As the epidemic situation stabilised, more offline promotional activities were launched so as to seek further cooperation and interaction with different sectors of society and to strive to enhance the effectiveness of integrity education in the community.

As regards its regular education work, in 2023, the CCAC held a total of 605 seminars, talks and activities of different types, which recorded 29,728 participants who were public servants, employees of private entities, teenagers, students of higher education institutions, secondary schools, primary schools and kindergartens and the general public. The statistics are shown in the following table:

Statistics of education on corruption prevention in 2023

Topic	Target	No. of sessions	No. of participants
Seminars on Integrity and Observance, Public Procurement, Noble Character and Righteous Conduct, Declaration of Assets and Interests	Public servants	70	3,434
E-learning Course entitled "Uphold Your Integrity"	Public servants	4	997
Seminar on the law of Prevention and Suppression of Bribery in the Private Sector	Private entities, public departments, education institutions	35	1,840
Seminars/activities on integrity awareness	Civic associations, public departments, education institutions	51	1,260
Seminars/activities on integrity education	Teenagers, students of higher education institutions, secondary schools, primary schools and kindergartens	445	22,197
Total		605	29,728

I. Education on corruption prevention for the public sector

Building a clean and efficient public service team is conducive to the governance of the SAR Government. Therefore, the CCAC has been working closely with public entities and regularly organising integrity seminars of different topics so as to strengthen training for public servants. In addition to continuously launching learning content of different topics on its dedicated webpages, it has also been launching the e-learning course entitled "Uphold Your Integrity" in collaboration with the Public Administration and Civil Service Bureau (SAFP), which aims to, through different educational contents, encourage public servants to positively play their parts in enhancing the probity culture and efficiency of the public administration.

(1) Seminars on integrity for public servants

The CCAC continued to hold seminars on integrity of different topics for public servants and public departments, including "Integrity and Observance", "Noble Character and Righteous Conduct", "Public Procurement" and "Declaration of Assets and Interests", so as to consolidate the probity culture of public departments and the integrity awareness of personnel. A total of 70 seminars were held for 3,434 public servants from 15 departments/institutions in 2023.

(2) Strengthening training for public servants

The CCAC attaches great importance to the training for public servants. In addition to providing support for the "Essential Training Programme for Public Servants" and the "Targeted Training Courses" launched by the SAFP, in 2023, a lecture entitled "Noble Character and Righteous Conduct" was added to the promotion training for senior public servants (to be promoted to Grade 5). Not only the training hours have been increased but the content has been more in-depth and targeted. The common scenarios as well as the ways of handling regarding the conduct of public servants were included. Conducted through group discussions and other interactive ways and complemented by videos and the sharing of real cases, the seminar aimed to deepen public servants' understanding of the relevant legislation so as to avoid the occurrence of inappropriate conduct at work and reduce the risk of inadvertent violation of the laws.

(3) Ongoing update of the "Webpage on information about integrity for public servants" and launch of an e-learning course

The CCAC has been continuously updating the column of "Academy of Integrity" on the "Webpage on information about integrity for public servants" where videos of different topics adapted from cases detected by the CCAC are regularly uploaded, with a view to introducing to public servants the provisions

about exclusiveness under the legal regime of public service and those about other commonly seen duty-related crimes, such as abuse of power, document forgery, embezzlement and breach of secrecy.

Moreover, the CCAC continued to launch the e-learning course entitled "Uphold Your Integrity" in collaboration with the SAFP. In 2023, it updated the course content and added newspaper clippings, situation cases and new videos to it, so as to deepen students' understanding of the laws and provisions relevant to honesty and upright conduct of public servants, to allow them to better grasp the methods of handling conflict of interest and other challenges against integrity and to strengthen their awareness of integrity and law-abidingness. In 2023, a total of four sessions of the aforesaid e-learning course were launched, recording 997 participants from 31 departments/institutions.

II. Education on corruption prevention for the private sector

The CCAC strives to establish partnership with private entities in preventing corruption. Through strengthening communication with the sectors and carrying out relevant corruption prevention education, including the organisation of talks, seminars, training and online resources, it aims to deepen the sectors' understanding of the law of *Prevention and Suppression of Bribery in the Private Sector* and to help enterprises build the culture of integrity management.

(1) Talks on integrity for the private sector

The CCAC organises seminars or talks relating to the law of *Prevention and Suppression of Corruption in the Private Sector* and introduces the provisions of the law according to the needs of individuals or institutions from different sectors. It also provides professional training courses related to the law at the invitation of education institutions in Macao. In 2023, the CCAC held a total of 35 talks for different private institutions, which recorded a total of 1,840 participants who were mainly employees of banks, integrated resort enterprises, small and medium enterprises, subsidised institutions and intermediaries of real estate agencies.



The CCAC designs targeted seminar content for different institutions

(2) Launch of a thematic integrity promotion programme entitled "Strategies for Integrity"

The CCAC proactively developed different promotion methods and channels so as to popularise the law of *Prevention and Suppression of Bribery in the Private Sector* in society. In 2023, it first cooperated with *Macao Daily News* to launch a thematic programme to promote integrity entitled "Strategies for Integrity" on the aforesaid law. Featuring content closely related to the daily life of the general public, these real-life videos aim to point out the situations where inadvertent violation of law tend to happen and to convey the relevant messages about integrity, thus seeking to achieve the goal of promoting the public's knowledge of the law and their sense of law-abidingness. In 2023, 15 videos under different themes were launched in the aforesaid programme, and the cumulative hit rate reached 350,000.

(3) Promoting the law of Prevention and Suppression of Bribery in the Private Sector through different channels

In 2023, the CCAC uploaded learning videos of different topics at its dedicated webpage of the law of *Prevention and Suppression of Bribery in the Private Sector* in a timely manner, so as to remind private enterprises and their employees of the situations they need to be aware of, with a view to avoiding violation of the law. Moreover, advertisements put up inside bus compartments and WeChat infographics were displayed through comics to introduce the relevant legal provisions.

III. Integrity education for teenagers

The CCAC continued to promote integrity and honesty and other correct moral values to teenagers, students of higher education institutions, secondary schools, primary schools and kindergartens. In 2023, the CCAC placed emphasis on launching the promotion work for the plan "All for Integrity" targeting at young people. It launched some integrity education activities of different themes so as to allow young people to attach equal importance to learning and thinking and to encourage them to actively participate in the work of integrity building of Macao and live with integrity.

Statistics of integrity education work for teenagers in 2023

Programme	No. of sessions	No. of participants
Seminar on Honesty for Higher Education Students	15	796
Education Programme on Honesty for Teenagers	121	6,914
A Talk on Honesty for Graduates	24	1,636
"New Generation of Integrity" – Education Programme on Honesty for Primary Students	180	5,459
Special education activity "Spend the Children's Day with the Messenger Bear William 2023 – The Battle of Integrity among Children"	16	1,839
Promotion Plan for Story Time with the Messenger Bear William: Stories about Integrity for Children	8	241
"Love Integrity" – "Integrity Week" Series for Primary Schools	19	3,393
Integrity Study Tour – Integrity Experience Programme for Young People	62	1,919
Total	445	22,197

(1) Integrity and honesty education for higher education students

1. Thematic seminars on integrity and honesty education for higher education students

The CCAC has all along been maintaining liaison and collaboration with higher education institutions of Macao and continuously holds the "Seminars on Honesty for Higher Education Students". Based on the law of Prevention and Suppression of bribery in the Private Sector, the seminars feature videos that introduce

the elements constituting active bribery and passive bribery, so that students may reflect on the harmful impact of corruption on society and individuals and develop a zero-tolerance attitude towards corruption. In 2023, two higher education institutions participated in the seminars. A total of 15 sessions were held, with the participation of 796 students.

2. Providing internship opportunities to young students to participate in integrity promotion

To strengthen the honesty education for young students and develop cooperation with higher education institutions, the CCAC continues to provide internship opportunities for students of higher education institutions of Macao. In 2023, a total of seven year-three students from two education institutions joined the internship. The internship periods lasted from four to eight weeks depending on the course requirements of the institutions. During the internship, the interns disseminated the messages of integrity and honesty to secondary and primary school students and the general public with the CCAC workers in school campuses and the two branch offices. Moreover, the interns also assisted in filming short videos, conceiving promotional scripts for infographics and activity planning proposals, in order to show their commitment to support the integrity education work of the CCAC.

3. "UNI Volunteer Service Project - Integrity promotion programme for higher education students"

To encourage higher education students to actively participate in promoting integrity, the Branch Office in Taipa launched "UNI Volunteer Service Project – Integrity promotion programme for higher education students" for the first time in the first half of 2023. The first phase of the programme was organised in collaboration with the Moon Chun Memorial College of the University of Macau. After completing legal training and guide training at the integrity education base, 12 higher education students who joined the programme took part in integrity promotion work between February and April, including providing assistance in 20 sessions of guided activities and production of the CCAC's multimedia programmes. Through the application of knowledge about integrity they had learnt, the interns conceived new media promotion projects on their own. They also shared and promoted the messages about integrity with their friends through social media so that they may practise the results of the training and exert their efforts in promoting integrity.

Given that the first phase of the project achieved satisfactory results, to continuously encourage higher education students to participate in the work of integrity building and to deepen the cooperation between the CCAC and local higher education institutions, the CCAC once again launched the relevant project and recruited new interns between November and December in 2023. Applications from over 110 higher

education students were received. The target of the new session of the integrity promotion programme for higher education students was expanded to cover all the higher education students in Macao. Moreover, the period of the activity was also extended to half a year (January to June 2024) and the quota was increased to 44 persons.

4. "Integrity Study Tour – Integrity Experience Programme for Young People"

Positioned as an integrity education base for young people, the Branch Office in Taipa launched the "Integrity Study Tour – Integrity Experience Programme for Young People" in early 2023. This brand-new experiential education activity targeted at higher education students and secondary school students and the education institutions and schools organised their students to take part in it at the Branch Office in Taipa. To cater to the course arrangements of different higher education institutions and schools, the



The brand-new experiential education activity - "Integrity Study Tour"

CCAC will, according to their needs, customise "experiential" activity content and adjust the activity time for them and, through multi-media interactive facilities, allow teachers and students to experience and learn simultaneously. During the activity, the functions of the CCAC, the relevant laws and case studies will be presented. Moreover, students will be allowed to visit the multi-media exhibition hall of the education base and some interactive facilities with "CCAC's characteristics" will be introduced to teachers and students, such as the display of the development of integrity building of Macao through the interactive projection technology, the 3D display of gears and weapons, demonstration of the use of the commonly seen gears and weapons, the simulated statement taking room, the identification parade room and the evidence display cabinet with a touch screen, so as to allow teachers and students to learn the knowledge about integrity in a relaxing and fun-filled environment and thus heighten their awareness of integrity and law-abidingness. In 2023, a total of 62 sessions of the aforesaid activity were held at the Branch Office in Taipa, which recorded the participation of 1,919 students.

(2) Integrity and honesty education for secondary and primary school students

1. Education Programme on Honesty for Teenagers

The "Education Programme on Honesty for Teenagers" has been carried out in secondary schools for many years and has gained the supports and cooperation of schools. The CCAC sends its personnel to introduce the topics related to honesty to the secondary school students. The topics have been designed according to the different developmental stages. Through diversified approaches including video clips of real cases, daily life examples and current affairs, the secondary school students are guided to discuss and think about the importance of integrity, which will help teenagers build good characters.

In 2023, there were 21 schools joining the "Education Programme on Honesty for Teenagers". A total of 121 seminars were held, which recorded the participation of 6,914 students.

2. Theme-based seminars entitled "A Talk on Honesty for Secondary School Graduates"

The theme-based seminars entitled "A Talk on Honesty for Graduates" introduce to secondary graduates about the practical integrity guidelines so as to enable them to clearly understand the anti-corruption laws currently in force in Macao and corruption prevention knowledge before they graduate from school and step into the society and hence they will understand and abide by the law. In 2023, a total of 24 seminars were held for 1,636 students from 15 schools.

3. "Integrity Week" for primary schools

The CCAC persisted its efforts to send workers to school campuses to hold the "Love Integrity" – "Integrity Week" series in primary schools. In order to flexibly tie in with the teaching arrangements of the schools, activities were held during lunch breaks or lessons to disseminate the integrity and honesty messages amongst primary students in the format of booth games, curricular activities, stories and video clips of honesty, VR games, quiz games on exhibition panels, etc. The activity was popular among the students and had a positive effect.

In 2023, the CCAC held the "Love Integrity" – "Integrity Week" series for primary schools in Luso-Chinese Technical and Vocational School, Luso-Chinese School in Taipa, Pui Ching Middle School and Colégio Dom Bosco (Yuet Wah). A total of 3,393 students participated in the activities.

4. "New Generation of Integrity" – Education Programme on Honesty for Primary Students

In 2023, the Branch Office of the CCAC in Areia Preta held a total of 180 sessions of the "New Generation of Integrity" – Education Programme on Honesty for Primary Students for 5,459 students from 25 schools.

In order to maintain the effectiveness of the programme and enable the contents of the teaching materials to keep up with the current situations of society, the CCAC updated the teaching materials of the programme for primary three (theme: Integrity without Greed), primary five (theme: Fair Election) and primary six (theme: Justice and Friendship). The newly produced puppet plays, animations and micro movies were introduced in the 2023/2024 academic year. All updated contents were originally created by the CCAC. The CCAC made reference to front-line teaching staff's opinions on the programme in order to make the materials better fit the practical needs of teaching. For example, the contents regarding "internet" were introduced to the updated version of the materials for primary six under the theme of "Justice and Friendship" in order to encourage students to think whether "cyber judgement" could manifest justice or not.

Special education activity "Spend the Children's Day with the Messenger Bear William 2023 – The Battle of Integrity among Children"

In order to celebrate the Children's Day and disseminate the values of integrity and honesty among primary students, the CCAC organised "Spend the Children's Day with the Messenger Bear William 2023 – The Battle of Integrity among Children" in 16 local schools for over 1,800 students between 29th May and 15th June 2023. During the event, the instructors from the CCAC, together with the Messenger Bear William, a cartoon character of the CCAC, held an "integrity training camp", where the primary one and two students were able to understand the significance of fair competition through watching an animated story of a skating competition, having a discussion on the story and participating in competitions so as to cultivate correct values including honesty, law observance and fair competition. The students actively participated in the activity and therefore it achieved the desired effect.

The thematic animated video originally made by the CCAC together with the complementary teaching materials will serve as the basis for a teaching plan which will be uploaded to the CCAC's Resource Database for Integrity Education for parents and teachers. In addition, the theme song of the event entitled "Fair Contest" created by the CCAC and sung by a group of little members of the Integrity Volunteer Team were filmed and uploaded to the CCAC's YouTube channel for the public.

IV. Promotion actions "All for Integrity" targeting at young people

In 2023, apart from constantly holding regular integrity education actions targeting at teenagers, the CCAC prioritised the promotion targeting at young people in accordance with the long-term promotion plan "All for Integrity". Through innovative experiential and learning activities on integrity, the CCAC established a closer tie with young people in order to deepen their understanding of the CCAC, enhance their awareness of integrity and gain their support of integrity building.

(1) Organising "Integrity Cup" Invitational Debate Competition

In order to further promote and disseminate the messages of integrity and fight against corruption among young people, the CCAC organised the "Integrity Cup" Invitational Debate Competition in February 2023, which enabled students of local higher education institutions to have a deeper understanding of integrity building work and relevant knowledge and to thoroughly think about the significance and value of integrity building to society.

Six local higher education institutions, including the University of Macau, the Macao Polytechnic University, the Macau University of Science and Technology, the Academy of Public Security Forces of Macao, the University of Saint Joseph and the City University of Macau sent representatives to participate in the competition. The representatives debated the topics including "the enhancement of quality of integrity of local young people mainly depends on the government", "in order to build a clean society, promotion and education are more important than legislation and punishment" and "compared with draconian laws, transparency of administration is more beneficial to corruption prevention" in three sessions. The participating students said they gained a deeper understanding of the work of integrity building and the relevant laws in the process of preparing for the competition. They believed that integrity building needs participation of all residents and everyone should take action proactively.

The activity, broadcast live on the CCAC's YouTube channel and the Facebook page of the co-organising unit, attracted more than 500 online and offline viewers.

(2) Organising award ceremony of "Micro-Movie Production Competition on Honesty – When Integrity Touches My Heart"

The CCAC held the "Micro-Movie Production Competition on Honesty – When Integrity Touches My Heart" with an aim to encourage young people to reflect on topics related to honesty through micro-movie production and share their thoughts with the public about honesty and integrity through images, so that they would influence and encourage their peers through creative works and actively contribute their strength to integrity building of Macao.

The competition was divided into two categories: secondary group and tertiary group. A total of 128 entries were received. The participating students were from ten tertiary institutions of Macao, the Chinese mainland and the Taiwan region and 19 non-tertiary institutions of Macao. Many of the entries reflected the significant impact of factors like home education, campus atmosphere and interaction with peers on the development of positive values in young people's lives, which coincided with the orientation of the education actions jointly taken by the CCAC and families, schools and society in recent years.

On 15th April 2023, the CCAC held an award ceremony to announce the results and award the winning teams. The CCAC also invited some students to share their views on integrity and honesty with the audience in order to exert a positive influence from the perspective of young peers.



The award ceremony of "Micro-Movie Production Competition on Honesty – When Integrity Touches My Heart"

(3) "Dissemination of Integrity in Schools" – Training of Teenage Ambassadors of Integrity and Practice Plan in Schools

In the 2023/2024 academic year, the CCAC held "Dissemination of Integrity in Schools" – Training of Teenage Ambassadors of Integrity and Practice Plan in Schools again, which recruited 98 Form 2 to Form 5 students from 12 local schools who, together with their instructors, attended the inauguration ceremony of the event in October and participated in the relevant training activities, including a seminar on the CCAC's functions and a guided activity about anti-corruption work in Macao entitled "A Tour of Integrity". The ambassadors of integrity were arranged to visit not only the headquarters and the integrity education base of the CCAC but also several buildings of different ages and travel spots which were related to the integrity building of Macao, so that they would see for themselves the history and development of corruption fighting.

In addition, between November and December, the ambassadors of integrity participated in training activities, including courses on activity planning skills and social media promotion strategies, an online course on legal knowledge and a course on simulated investigation, so as to prepare for the integrity promotion activities to be carried out in their schools in 2024 and thus assist the CCAC in further cultivation of positive values such as integrity and honesty in schools.

(4) Holding "Uniting for Integrity – 'Integrity' Sports Competition Day"

The CCAC organised the "Uniting for Integrity – 'Integrity' Sports Competition Day" in collaboration with the Education and Youth Development Bureau and the Sports Bureau of Macao on 15th October 2023 successfully. The event aimed to promote the messages of integrity and fair competition in a light-hearted and innovative way through young people's hobbies so that they would gain a further knowledge of integrity building and the CCAC's functions and would be encouraged to take real action to support integrity building.



"'Integrity' Sports Competition Day" promoted the message of integrity through team sports competitions

The team sports competitions received overwhelming response and attracted teams from six higher education institutions, 24 secondary schools and nine youth associations of Macao to participate. A total of 60 participating teams comprising 300 young people jointly completed the team competitions on the theme of integrity including challenges of vision, fitness and knowledge of integrity building. In addition, the event also featured fringe activities such as "fitness challenges for investigators" and several experiential activities on the theme "CCAC's investigators", which attracted over 200 residents to participate.

(5) Special thematic activities of integrity promotion for youth associations

In addition to receiving visitors from various youth associations of Macao, the Branch Office in Taipa also launched promotion activities with the "characteristics of CCAC" on different topics which were designed according to young people's preference as well as tailor made down-to-earth and interesting learning experience for them.

In 2023, the Branch Office in Taipa held two promotion activities for young people including a workshop called "Enjoy a Real Coffee Treat at the CCAC – Youth Integrity Promotion Activity" and a thematic activity entitled "What Investigators Actually Do". Beginning with the making of the "coffee of integrity" by the young people themselves as a lead-in, in the workshop, the CCAC explained to them its functions and the laws relevant to corruption fighting in order to encourage them to come forward to report corruption cases when encountering such situations and enable them to understand the true meaning of the "coffee of integrity". The activity also featured a "coffee brewing session", where the participants brewed the coffee by themselves as well as chatted about integrity while drinking coffee in a cheerful atmosphere.

The thematic activity "What Investigators Actually Do" was mainly about the training of investigators and simulation of their practical work. After the participants completed a series of challenges of legal knowledge of corruption prevention and fitness and attended the talk on investigators' practical work, they might play the AR game especially developed by the CCAC, in which they played the role of investigators who were carrying out investigation of corruption cases, which enabled them to feel the harms of corruption from a different perspective.

V. Integrity and honesty education for families and parents

Home education is significant for the growth of teenagers, especially nurturing of morality and shaping of behaviour. Also, it is an indispensable part of the promotion of fostering a culture of integrity and honesty in society. Therefore, in 2023, the CCAC carried out actions of integrity and honesty education targeting at families and parents, including launching a dedicated webpage to provide parents with teaching resources such as short videos and guidelines for solving problems and cooperating with parent-teacher associations of schools, civic associations and public libraries to carry out promotion plans with a view to encouraging parents to set a good example in home education to nurture the next generation of Macao with integrity.

(1) Cooperating with parent-teacher associations, civic associations and public libraries to carry out integrity education actions for families and parents

In 2023, the CCAC actively cooperated with different institutions and organisations in promoting parent-child education on integrity by making use of the book *Story Time with the Messenger Bear William:* Stories about Integrity for Children originally written by the CCAC with a view to encouraging parents to guide their children to develop positive values in life through reading the book together.

The CCAC, for the first time, jointly organised the parent-child promotion activity exclusively for kindergarten entitled "Listen to the Stories and Learn Integrity – Story Time with the Messenger Bear William" with the parent-teacher associations of non-tertiary education institutions, aiming to enable children to understand the influence of being responsible on individuals and groups through listening to stories and situation experiencing. The event also featured handicraft making sessions, which enabled the children to train their manual dexterity and deepen their impression and memory of the stories, so that their morality and physical function would grow in a balanced way.

Apart from the cooperation with the parent-teacher associations, the CCAC jointly organised with civic associations the promotion activity entitled "To Grow Integrity in the Community 2023", in which the associations organised activities suitable for their members, where the book *Story Time with the Messenger Bear William: Stories about Integrity for Children* was promoted in order to instil integrity education in the community and families and assist children in developing positive values.

In addition, in May 2023, the CCAC also promoted the storybook Story Time with the Messenger Bear William: Stories about Integrity for Children through parent-child reading activities held by eight local public libraries, where the staff promoted the book among parents and children. At the same time, the relevant articles were published by the Macao Public Library in the publication for children named Germination.

(2) Launching "Integrity in Families" – Video Series on Parent Education for Integrity

The CCAC specially produced the "Integrity in Families" – Video Series on Parent Education for Integrity with a view to extending integrity education to families.

The video series on parent education for integrity entitled "Integrity in Families" which featured the daily lives of a family of four aimed at guiding parents to exchange views and have discussion with their children on the topics of responsibilities, fair competitions, integrity, materialistic values and values about money, among others. In addition, the CCAC invited several social workers who had a wealth of experience in the field of parent education to draw conclusions about the content of the video clips in order to help parents understand the key points and encourage them to set a good example as well as grow side by side with their children on the road of integrity.

Four video clips, which were uploaded to the "Resource Database for Integrity Education", were coupled with relevant ideas for discussion and practical parenting advices for use by parents.

VI. Cooperation with the education sector

The CCAC has all along been attaching importance to the cooperation with the education sector. In recent years, it has even been consolidating the foundation of integrity education in an orderly and systematic way and creating more exchange platforms that form a good mode of cooperation for mutual promotion. It has provided favourable conditions for sustainably increasing the effectiveness of integrity education among teenagers in Macao.

(1) Holding the "Awards Ceremony of Panel of Advisors for Teaching Materials on Integrity cum Thematic Sharing Session"

In May 2023, the CCAC held the "Awards Ceremony of Panel of Advisors for Teaching Materials on Integrity cum Thematic Sharing Session" where certificates of appreciation were presented to the members of the panel of advisors who gave support to the CCAC in preparing, reviewing lesson plans and using them for trial teaching in the 2021/2022 academic year. During the ceremony, the representatives of the awarded members were invited to share views about their experience in preparing lesson plans on integrity. Moreover, the CCAC also invited representatives of the expert members of the panel of advisors to discuss with the participants of the education sector about integrity education for teenagers through the topic of "Integrity Education for Teenagers in the Era of Artificial Intelligence – Opportunities and Challenges" with a view to establishing connection with local education workers and continuously improving the work of integrity education among teenagers.



The CCAC and the education sector established a good mode of cooperation for mutual promotion

In addition, the CCAC organised a visit to the integrity education base in Taipa for the members of the "panel of advisors for teaching materials on integrity" in June with a view to enhancing their knowledge and understanding of the work of the CCAC and the integrity education facilities for young people, thus facilitating them to prepare lesson plans on integrity and carry out integrity education activities in the future.

Established in 2021, the "panel of advisors for teaching materials on integrity" is formed by a panel of advisors and a panel of experts. The former is comprised of Macao non-tertiary education serving teachers while the latter is comprised of representatives from education associations and higher education institutions. In the 2023/2024 academic year, nearly 100 members of the panel are serving teachers covering the areas of secondary and primary education, kindergarten and special education from more than 30 schools in Macao.

(2) Continuously updating the "Resource Database for Integrity Education"

In the 2022/2023 academic year, the CCAC received 32 lesson plans prepared by the members of the "panel of advisors for teaching materials on integrity", with 12 of them having been reviewed by the expert members of the panel of advisors and uploaded to the "Resource Database for Integrity Education". Other lesson plans will also be subsequently uploaded according to the plan for the viewing and use by education workers.

In addition to lesson plans, the CCAC has also been constantly enriching the content of the "Resource Database for Integrity Education", which includes moral education teaching materials, video clips, integrity stories for children and publications. For example, in 2023, online teaching resources about integrity including the puppet show entitled "Rainbow Bread" under the theme of honesty and trustworthiness and

the animation entitled "Animals Voting for Their Leader" under the theme of fair and clean elections were successively incorporated in the column of "Stories about Integrity for Children".

Statistics showed that the hit rate of the website of the education resource database exceeded 1.82 million in 2023.

VII. Media publicity

The CCAC has sustained its efforts in promoting the message of anti-corruption and raising public awareness of integrity with a combination of online and offline approaches through various media and channels, including press releases, various kinds of advertisements, internet, leaflets and publications.

(1) Launching video clips about integrity in various online platforms

In order to tie in with the general public's current habit of obtaining information, the CCAC has been continuously producing various multi-media short-video programmes about integrity which are then broadcast on the WeChat official account, video channel and YouTube channel, among others. The short-video programme entitled "Corruption Cases", which is produced by the CCAC every month, provides explanation on real cases handled by the Anti-Corruption Bureau and the Ombudsman Bureau in order to enhance the public's understanding of the functions of the CCAC, corruption crimes, ombudsman actions and relevant laws. Also, the programme entitled "Strategies for Integrity" which was based on the theme of the law of *Prevention and Suppression of Bribery in the Private Sector* was rolled out. The two programmes, which were not only launched on the CCAC's social media platforms, but also broadcast on the latest news webpage, mobile application and social media platform of *Macao Daily News*, achieved satisfactory results, with a hit rate totalling more than 715,000. In addition, in order to facilitate viewing by more residents, the aforesaid programmes, coupled with the "Video Series for Learning about CCAC", are broadcast on television screens on buses of the two public bus companies of Macao.

Moreover, the CCAC continued to launch the one-minute self-produced short video entitled "CC A See" on various online platforms of the CCAC on a monthly basis, with a view to promoting to the public, especially young audience, the functions of the CCAC and the message of anti-corruption, among others, in a light-hearted and interesting way.

(2) Continuously promoting anti-corruption message on online platforms

The CCAC has been continuously using various means of online promotion channels such as the WeChat official account and YouTube channel to comprehensively promote the message of integrity to all sectors of the society in order to instil the awareness of integrity and law-abidingness in their daily lives. In 2023, the CCAC launched 114 infographics on WeChat, where it provided to the public the information on anti-corruption work, ombudsman actions and relevant legislations of the CCAC through comics, animations and video clips, among others, in a light-hearted way. Throughout the year, they were viewed and shared more than 54,000 times. In 2023, the number of videos launched on the YouTube channel and the WeChat official account was 54 and 39 respectively, achieving positive results in publicity.

The WeChat quiz game "Embark on the road to integrity", which aimed at encouraging the public to know and support the anti-corruption work of the CCAC, recorded over 16,000 participants.

(3) Producing a special programme for radio advertising to fight against corruption

In order to widely disseminate the message of integrity to the public in a holistic way, in 2023, the CCAC particularly produced a special programme entitled "Everything you need to know about integrity" for radio advertising to fight against corruption. The programme, which consisted of 15 episodes, aimed at introducing the functions of the CCAC, channels for filing complaints, bases used in the investigation of cases and relevant legislations related to prevention of corruption in the public and private sectors, among other key features, in a straightforward and brisk way such that integrity information can be disseminated through radio channels. The relevant special programme was broadcast on Macao Radio and Radio Vilaverde Lda.

VIII. Promotion in the community

(1) Branch offices

1. Complaints, reports and requests for consultation received from residents

In 2023, the Branch Office in Areia Preta and the Branch Office in Taipa received a total of 483 reports/complaints, requests for consultation and simple enquiries. Among them, there were 58 counts of reports/complaints and requests for consultation having made appointments through the online appointment platform in advance. Details are as follows:

Statistics of reception of residents at the two Branch Offices in 2023

No. of complaints/reports		No. of requests for	No. of simple enquiries		
Lodged in person	Lodged in writing	consultation	Made in person	Made by phone	
22	19	58	198	186	
Subtotal: 41		Subtotal: 442			
Total: 483					

In 2023, the Branch Office in Areia Preta received a total of 261 complaints/reports and enquiries, of which 61 were complaints/reports and requests for consultation while 200 were simple enquiries.

Regarding the Branch Office in Taipa, a total of 222 complaints/reports and enquiries were received. Among them, 38 were complaints/reports and requests for consultation while 184 were simple enquiries.

2. Integrity education in the community

In 2023, the two Branch Offices of the CCAC received visits from 35 various entities, including schools, civic associations, institutions and organisations. A total of 48 sessions of seminars on integrity education for the community and visits took place in the Branch Offices, recording 1,055 participants. The two Branch Offices deepened the visitors' understanding of the work of the CCAC mainly through legal seminars and guided activities in a light-hearted and interesting way.

Moreover, in collaboration with the Mong Ha Elderly Centre of the Macao Federation of Trade Unions, the North District Integrated Service Centre of the Macao Federation of Trade Unions and the Community

Service Centre of Praia do Manduco of the General Union of Neighbourhood Associations of Macao, the Branch Office in Areia Preta held the integrity promotion activity in the community entitled "A Chat on Integrity with Friends" targeting at adults and the elderly. The activity, which featured the performance of a light-hearted short play, aimed at promoting the work of the CCAC to the public and allowing them to understand the legal knowledge in relation to ombudsman actions and corruption prevention which were closely related to them so that they were able to protect their own rights and avoid breaking the law. Participating members of the civic associations and volunteers believed that the activity enhanced their understanding of the integrity building work of Macao. A total of three sessions of the activity were organised, recording 205 participants.

(2) A series of activities for International Anti-Corruption Day

Every year, the United Nations marks the 9th December as "International Anti-Corruption Day". The CCAC specially carried out a series of promotional and thematic activities including a dedicated webpage, video clips, radio advertising and seminars on prevention of corruption. On the day of "International Anti-Corruption Day", a thematic activity entitled "Action against corruption activities, let's go!" was held to urge all walks of life to attach importance to and alert on corruption issues.

The thematic activity entitled "Action against corruption activities, let's go!" was held at the Branch Office in Taipa and its neighbouring community. A Macao youth civic association and the teenage ambassadors of integrity were invited to participate in the activity. Through a seminar, they were able to gain knowledge of the origin of "International Anti-Corruption Day" and the anti-corruption work of the CCAC. Afterwards, the participants made use of the legal knowledge and the criminal investigative thinking acquired in the seminar to "act as" investigators of the CCAC and went to the community to investigate corruption crimes. As a result, the young people were able to have an in-depth understanding of the work of the CCAC and realise the importance of integrity on the society.

(3) Expansion of community relations

1. Visiting civic associations and receiving visitors

In order to establish closer connection with the civic associations in the neighbourhood, in 2023, the CCAC visited the Macao New Chinese Youth Association and the Fu Lun Youth Association of Macau, where it introduced the publicity and education work of the CCAC, obtained the opinions of the civic associations about integrity work and discussed with them the room for cooperation on integrity education. In addition, the two Branch Offices also received various foreign delegations, introduced and showed them the CCAC's integrity education work in the community.

2. Participating in community activities

The CCAC set up booth games at both the "International Children's Day Bazaar 2023" and the "54th Caritas Macau Charity Bazaar" in order to disseminate the messages of integrity and law observance among residents and teenagers. In addition, the CCAC also organised for its staff and volunteers to participate in in-person and virtual "Walk for a Million of Macao 2023" with a view to participating in various community activities proactively.

3. Activities of integrity volunteers

In 2023, the Integrity Volunteer Team assisted the CCAC with the organisation of 16 publicity activities of different nature and played an active role in contributing themselves in the integrity work. At present, the total number of members of the volunteer team reaches 393.

In order to promote the professional development of the volunteers, the CCAC provided different training sessions for them so that they could make use of their strengths to assist in the publicity work of the CCAC. In 2023, the CCAC successively organised training sessions for the volunteers entitled "Storytelling skills – Drama workshop", "Workshop for video production" and "Balloon twisting workshop", among others. With the skills acquired in the training sessions, some volunteers were able to participate in some publicity activities in the community, namely drama performances and the filming of videos produced by the CCAC, among others. Members of Parent-Child Volunteer Group also recorded nursery rhymes about integrity for the CCAC.

Regarding visits and team training, in 2023, the "Integrity Volunteer Team" visited the Civil Protection Operations Centre, the National Security Education Exhibition and the Maritime Inspection Building of the Macao Customs Service, which facilitated the volunteers to gain in-depth knowledge of the country and the work carried out by government departments.

