



Managed by



The Hong Kong Youth Moral Education Foundation 香港青少年道德教育基金

Learning Programme Teenage Etiquette

青少年禮儀學習計劃

The Teenage Etiquette Learning Programme is the first mission of The Hong Kong Youth Moral Education Foundation. The programme is created for the training of **Social and Dining Etiquette** to all teenagers in Hong Kong. Since youngsters are our future, educating them is the society's responsibility. This training will significantly enhance their sense of morality, respecting and caring of other people. Since the **polarization between the rich and the poor** is reaching a severe circumstance in Hong Kong, it will be, unsurprisingly, almost impossible for a poor family to afford a fine dinner and let their children learn the proper table manners. This programme will eventually compensate the shortage of resources provided to the teenagers by schools and families in this aspect.



The importance of this programme is that each Hong Kong student will have an equal opportunity to learn all the basics of etiquette. The programme plans to complete the training of all students in the **New Senior Secondary** level (F.4 to F.6) for one-third of all secondary schools in Hong Kong within a school year, which will theoretically take three years to cover all secondary schools in Hong Kong, and recurring every three years, year after year.

The operating cost of this programme substantially depends on the donation from all kindhearted patrons. Their benignity will be acknowledged by publishing their personal or corporate names in the **Programme Handbook**. Corporations which contribute up to a certain amount of sponsorship will also receive a privilege of free advertising in the handbook. This handbook will be distributed to every trained students as their reference guide to etiquette. The publication is scheduled to reach **tens of thousands of families** each year of which the readers include the students themselves as well as their family members.

青少年禮儀學習計劃是香港青少年道德教育基金的首項任務，目的是為培育全港青少年的**社交及餐桌禮儀**而舉辦的。由於青少年是我們社會將來的棟樑，教育他們是社會的一大責任，本計劃的使命是要大大提高青少年的道德意識，令他們學習怎樣去尊重和愛護別人，同時亦希望填補學校及家庭對年青人在此範疇提供的不足。

曾經有志願團體作家訪活動，訪問一位中學同學的基本願望是什麼，由於他是住在新界區的，他的答案竟然是能到港島區乘搭電車遊覽，由此可見，香港的**貧富懸殊**狀況已經到了一個很嚴重的階段，現時香港有很多家庭的經濟環境實在是非常困難，只能勉強供給年幼成員基本的需要，更談不上承擔一頓豐富的西餐讓其學習基本的禮儀文化，及享受固中樂趣。

本計劃的重點是要一視同仁，讓全港青少年都能學習到基本的禮儀學，以秉承有教無類的精神。此計劃預算在一個年度之內，提供全港三份之一的**新高中**級別同學的訓練，於三年內則覆蓋所有高中，於第四年則重複第一年的工作，週而復始，循環運作，背負著一個任重道遠的理念。

贊助此計劃所有的經費將有賴各界善長仁翁的鼎力支持，為答謝這些有心人士的捐助，他們私人或機構名字將會展示在此計劃的**禮儀手冊**內，而捐出較多款項的機構將可免費在手冊內刊登廣告，此手冊將會免費派發給所有受訓同學，內容大部份都是有關禮儀的參考資料，預計每年將會傳到**數萬個家庭**裡，以供各同學及家長閱讀。





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Teenage Etiquette Learning Programme

青少年禮儀學習計劃

Sponsorship

The sponsorships make our programme possible. Sponsors can choose to sponsor under their personal or corporate names under four categories:

- ◆ Standard Sponsor HK\$5,000
- ◆ Premium Sponsor HK\$10,000
- ◆ Golden Sponsor HK\$25,000
- ◆ Platinum Sponsor HK\$50,000

Reward to Sponsors

The sponsors' benignity will be acknowledged by publishing their personal or corporate names in the **Etiquette Handbook**. A Platinum Sponsor will also be entitled to a Full-Page of Free Advertising in the handbook while a Golden Sponsor will be entitled to a Quarter-Page of free advertising in the handbook for a full cycle period. This handbook will be distributed to all trained students as their reference guide to etiquette. The publication is scheduled to reach tens of thousands of families each year of which the readers include the trained students themselves as well as their family members.

Advertisement Specifications

Full page

- ◆ 148mm (w) x 210mm (h) – Trim
- ◆ 158mm (w) x 310mm (h) – Bleed

Quarter page

- ◆ 64mm (w) x 95mm (h) – Non-bleed

Facts and Figures

- ◆ Total number of secondary schools in Hong Kong – 457
- ◆ Approximate number of students under the New Senior Secondary level (F.4 – F.6) per school – 500
- ◆ Targeted number of schools being served per year – 150
- ◆ Targeted number of students being trained per year – 75,000
- ◆ Targeted total number of students who receive the Etiquette Handbook within a cycle – 228,500
- ◆ Total published copies of the Etiquette Handbook delivered per training cycle (3 years) – 230,000

Sponsorship Confirmation Form

Company Name:				
Contact Person:				
Company Address:				
Telephone:				
Email:				
Sponsoring Amount:	<input type="checkbox"/> HK\$5,000	<input type="checkbox"/> HK\$10,000	<input type="checkbox"/> HK\$25,000	<input type="checkbox"/> HK\$50,000