

第六章
CHAPTER 06

社區關係處

COMMUNITY RELATIONS
DEPARTMENT

法定職責

- 教育公眾認識貪污的禍害。
- 爭取公眾支持肅貪倡廉的工作。

策略

- 採用“全民誠信”教育策略，為社會不同界別提供適切的倡廉教育。
- 加強結合媒體宣傳與面對面的倡廉教育活動，並增加使用新媒體。
- 善用與社會各界建立的伙伴合作關係，以籌劃及推行各項倡廉活動。

組織

社區關係處（社關處）由一名處長執掌，轄下設有兩個科。

STATUTORY DUTIES

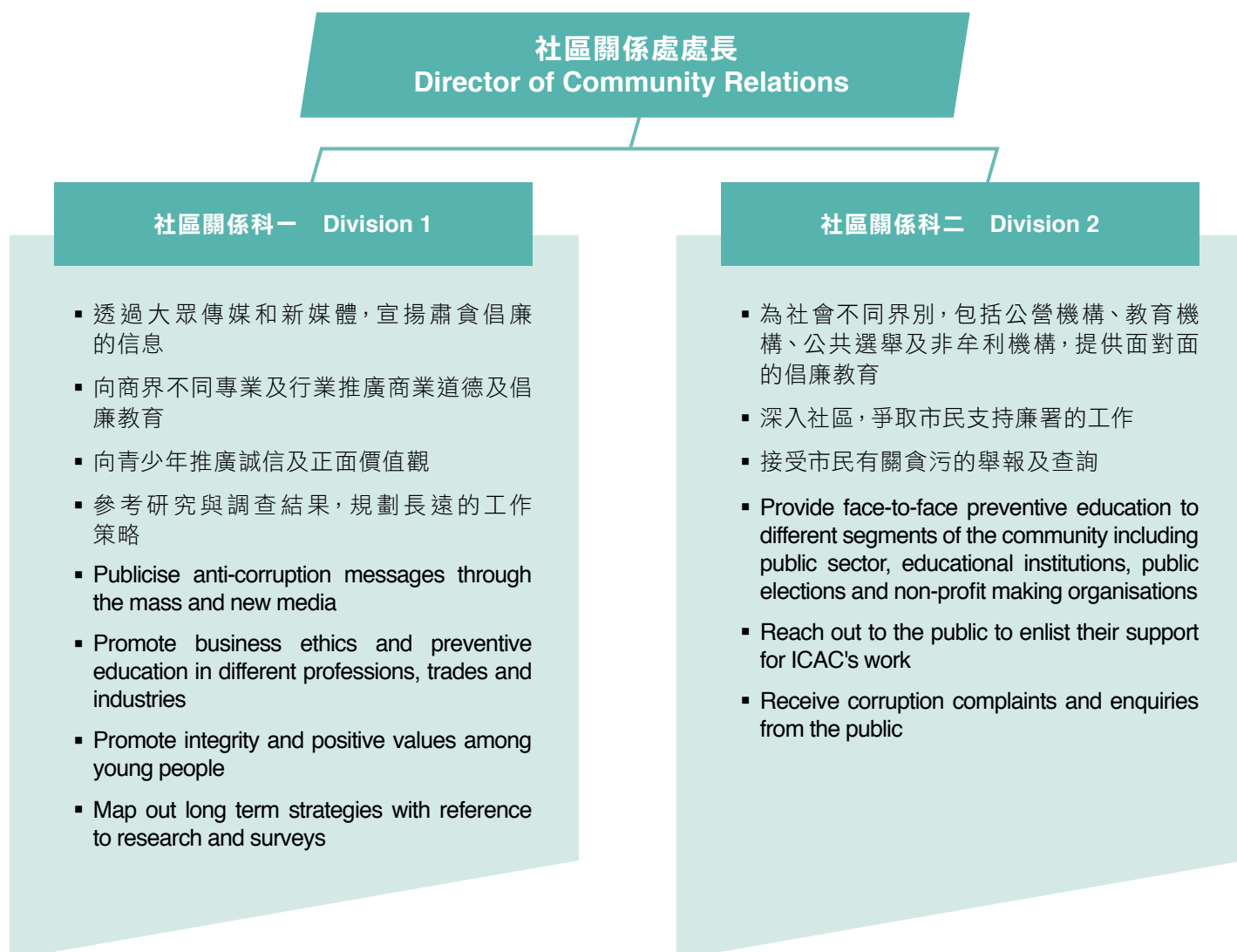
- Educate the public against the evils of corruption.
- Enlist public support in the fight against corruption.

STRATEGIES

- Adopt an “Ethics for All” approach to tailor preventive education programmes for different segments of the community.
- Enhance integration of media publicity and face-to-face education, with increased use of new media.
- Leverage strategic partnership with different sectors in mapping out and executing these programmes.

STRUCTURE

The Community Relations Department (CRD) is headed by a Director and operates through two divisions.



社關處設有七個分區辦事處，向社會不同界別提供倡廉教育。年內，因應新型冠状病毒病疫情，社關處在推行宣傳教育計劃時整合運用面對面接觸及網上平台，竭盡所能持續倡廉。同時，分區辦事處繼續接受貪污舉報和處理有關貪污問題的查詢。社關處的架構及各分區辦事處的詳情見附錄一及十一。

CRD has established seven Regional Offices (ROs) in the territory to conduct education work for different segments of the community. In the face of coronavirus pandemic in the year, CRD strived to sustain its anti-corruption momentum by customising the formats of its publicity and education programmes through the integrated use of face-to-face and online platforms. ROs continued to serve as focal points in the community for receiving corruption reports and handling enquiries about corruption. The detailed information of CRD's structure and ROs is at Appendices 1 and 11 respectively.

公營機構誠信

為建立和鞏固公營機構的誠信文化，社關處繼續為公務員和公共機構職員提供誠信培訓。

社關處推展下列工作，以加強政府的誠信領導：

- 透過個別探訪及小組簡介會，接觸所有主要官員及政治委任制度下獲任命的官員，介紹反貪法例及有關誠信管理的議題；
- 在公務員培訓處分別為首長級及高級公務員舉辦的“高層領導培訓課程”和“公共行政領袖實踐課程”中，加入有關誠信領導的培訓環節；以及
- 繼續與公務員事務局合作，協助“誠信領導計劃”下由政府決策局／部門委任的誠信事務主任向公務員推廣誠信文化，包括為誠信事務主任舉辦以政府採購工作為題的網上專題研討會，以及為前線公務員舉辦專題研討會，剖析普通法下的公職人員行為失當罪。

PUBLIC SECTOR INTEGRITY

To foster and entrench the probity culture in the public sector, CRD continued to provide integrity training for civil servants and staff of public bodies.

To enhance ethical leadership in the Government, CRD:

- organised individual visits and group briefings on anti-corruption laws and integrity management to reach all the incumbent Principal Officials and Officials appointed under the Political Appointment System;
- conducted briefing sessions on ethical leadership in the Advanced Leadership Enhancement Programme and the Leadership In Action Programme organised by the Civil Service Training and Development Institute for directorate and senior government officers; and
- continued to partner with the Civil Service Bureau to assist Ethics Officers appointed by government bureaux and departments (B/Ds) under the Ethical Leadership Programme to promote integrity culture across the civil service, including organising a thematic webinar on government procurement for Ethics Officers and a seminar on the common law offence of misconduct in public office for frontline civil servants.

年內，社關處在公務員培訓處的公務員易學網推出《公務員學有所“誠”資源網》，以配合或補足各政府決策局／部門現有的誠信培訓工作。社關處亦繼續派員出席各政府決策局／部門的防貪小組會議，鼓勵他們善用《公務員學有所“誠”資源網》作為誠信培訓工具，並為轄下職員訂立誠信培訓周期。此外，社關處就為期兩年的公營機構誠信推廣計劃編製全新的培訓短片及誠信推廣資料套。

CRD launched the *Integrity Management e-Learning Platform for Civil Servants* on the Cyber Learning Centre Plus website hosted by the Civil Service Training and Development Institute to complement or supplement existing integrity training efforts for B/Ds. CRD representatives also attended the Corruption Prevention Group meetings of B/Ds to promote the *Platform* and the adoption of a training cycle in their integrity training. New training videos and an integrity promotion package for public bodies were also being produced under the two-year Integrity Promotion Campaign for Public Sector.

二零二零年為公營機構提供的誠信培訓 Integrity Training for Public Sector in 2020

公務員 Civil Servants

政府決策局 / 部門
Government
Bureaux / Departments



為 **60 多** 個政府決策局／部門
逾 16 000 名公務員舉辦
約 250 場誠信培訓研討會

About 250 integrity training seminars
for **over 16 000** civil servants from
over 60 government bureaux and
departments

公職人員 Public Servants

公共機構
Public Bodies



為提供公共服務（包括運輸、健康護理、
專上教育和其他公用事業）的公共機構
超過 5 500 名職員舉辦

約 110 次倡廉教育研討會

Around 110 preventive education seminars
for **over 5 500** staff members of public
bodies providing public services in
transportation, health care, tertiary
education and other public utilities



廉政公署首長級人員在簡介會上與主要官員及政治委任官員分享誠信相關議題

ICAC directorate officers addressing integrity-related issues at a briefing for Principal Officials and Officials appointed under the Political Appointment System



副廉政專員及廉政公署首長級人員在不同的領導培訓課程中與高級公務員探討誠信領導議題

ICAC Deputy Commissioner and ICAC directorate officer discussing ethical leadership with senior government officers at various leadership development programmes



為“誠信領導計劃”下的誠信事務主任舉辦的網上專題研討會

The thematic webinar for Ethics Officers under the Ethical Leadership Programme





全新推出的《公務員學有所“誠”資源網》配有動畫、短片及資訊圖，以提升學習趣味

The newly launched *Integrity Management e-Learning Platform for Civil Servants* using animation, videos and infographics to enhance learning fun

商界誠信

香港商業道德發展中心(中心)由社關處成立，致力推動商業道德和專業操守，作為抵禦貪污的第一道防線。

BUSINESS SECTOR INTEGRITY

The Hong Kong Business Ethics Development Centre (HKBEDC) was established under the auspices of CRD to promote business and professional ethics as a first line of defence against corruption.



香港商業道德發展中心推出新標誌，展示誠信營商是企業成功的重要元素

The new logo of the Hong Kong Business Ethics Development Centre underpinning ethics as a pivotal element of business success

二零二零年透過面對面及網上方式為商界提供防貪教育服務

Corruption prevention and education services for business sector through face-to-face and online means in 2020



2 200

工商機構
Business
Organisations



41 000

工商界及專業人士
Business Practitioners and
Professionals

二零二零年為中心成立 25 周年，是一個重要的里程碑。中心再接再厲，繼續透過舉辦連串活動，加強推廣商業道德，包括推出內容及功能均進一步提升的更新版網站 (<https://hkbedc.icac.hk>)、舉行實時網上串流直播的紀念活動，以及展開推廣中心及其服務的宣傳計劃。此外，中心亦更新其標誌，並推出官方 [LinkedIn 專頁](#)，以鞏固中心的品牌及擴闊與商界的接觸面。

The year 2020 marked the 25th Anniversary of HKBEDC. Riding on this important milestone, HKBEDC continued to step up its promotional work through a series of activities including launching a revamped website (<https://hkbedc.icac.hk>) with enhanced functions and enriched content, hosting a [livestreamed commemorative event](#) and rolling out a publicity campaign to promote HKBEDC's brand and services. To strengthen its brand identity and widen its exposure in the business community, HKBEDC also redesigned its logo and launched an official [HKBEDC LinkedIn page](#).



更新後的香港商業道德發展中心網站，為不同專業及行業的人士提供更豐富及實用的誠信資源

The revamped website of the Hong Kong Business Ethics Development Centre providing enriched and practical ethics resources for practitioners and professionals of different trades

在“誠信創未來”保險業道德推廣計劃下，社關處為保險中介人推出了一套有關防貪法例及專業道德的網上持續專業培訓單元

An online Continuing Professional Development module on anti-corruption laws and professional ethics for insurance intermediaries rolled out under the “Integrity for Success” Ethics Promotion Campaign for the Insurance Industry

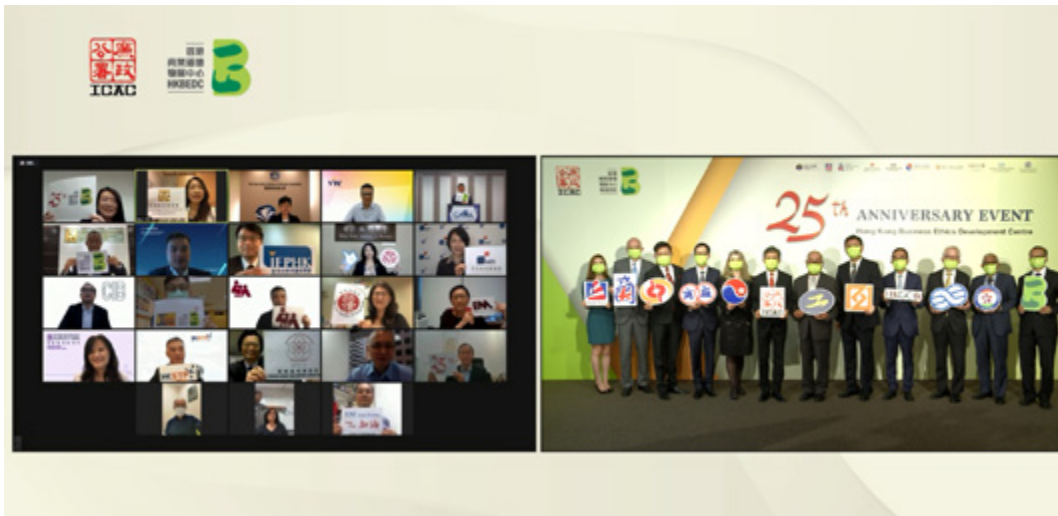


全新製作的培訓影片，探討保險從業員所面對的貪污風險

New training videos featuring corruption risks encountered by insurance practitioners

中心透過“誠信創未來”保險業道德推廣計劃，向本地 3 200 多間保險公司推廣其服務。在保險業監管局及 12 個業內團體支持下，中心繼續舉辦防貪及專業道德研討會，接觸約 7 500 名保險從業員。另外，中心於年內製作保險業道德資源網站，提供專業道德相關資源，供保險公司及中介人參考和使用。中心亦在本地一份免費報章刊登一系列專題文章，以提高業內持份者的誠信意識。

Under the “Integrity for Success” Ethics Promotion Campaign for the Insurance Industry, HKBEDC promoted its services to over 3 200 insurance companies in Hong Kong. With the support of the Insurance Authority and 12 industry organisations, HKBEDC continued to arrange anti-corruption and ethics seminars, reaching about 7 500 insurance practitioners. Furthermore, an [Ethics Promotion Website for the Insurance Industry](#) was produced in the year to provide a collection of ethics-related resources for reference and use by insurance companies and intermediaries. A series of [feature articles](#) were also published on a free local newspaper to raise the ethical awareness of different industry stakeholders.

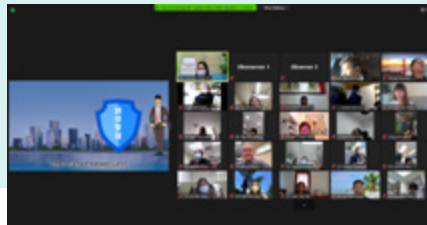


合作伙伴及香港商業道德發展諮詢委員會成員參與香港商業道德發展中心舉行的 25 周年網上直播紀念活動
Supportive work partners and members of the Hong Kong Business Ethics Development Advisory Committee attending the Hong Kong Business Ethics Development Centre's 25th Anniversary livestreaming event



社區關係處人員在疫情下為商業機構安排網上研討會

Speakers of the Community Relations Department conducting an online seminar for business organisations during the pandemic



社區關係處處長與香港總商會的多位年青行政人員分享常見的貪污問題和如何建立商業誠信文化

Director of Community Relations sharing common corruption concerns and ways to promote an ethical corporate culture with young business executives from the Hong Kong General Chamber of Commerce



青年及德育

社關處繼續透過舉辦度身訂造的活動，協助不同求學階段的青少年培養誠信核心價值。

為向幼稚園學童及小學生宣揚正面價值觀，社關處在二零一九至二零學年推出“童·閱·樂”繪本傳誠計劃，除製作涵蓋不同德育主題的一套四冊繪本系列外，亦舉辦一連串網上培訓及宣傳活動，包括為1 200多名教師籌辦工作坊和研討會，又為超過1 800名學生及家長舉辦“親子讀書會”活動。此外，社關處亦透過製作教案和工作紙，接觸來自550多間幼稚園及小學超過125 000名的學童。為加強計劃的成效，社關處舉辦“閱讀嘉年華”，吸引超過11 000名幼童及家長網上參與。

YOUTH AND MORAL EDUCATION

CRD continued to instil the core value of integrity amongst young people at different stages of education through tailored programmes.

The “Reading for Integrity” Project was launched in 2019-20 academic year to promote positive values among kindergarteners and primary school students. In addition to the production of four picture books with different moral themes, CRD organised a series of online training and publicity activities, including workshops and seminars for over 1 200 teachers as well as reading activities for over 1 800 kids and parents. Lesson plans and worksheets were also developed, reaching over 125 000 students from over 550 kindergartens and primary schools. To reinforce the impact, a “Reading Gala” was organised and participated by over 11 000 kids and parents online.

涵蓋誠實、誠信、自律及守紀等不同德育主題的一套四冊繪本系列

A set of four picture books promoting moral values, such as honesty, integrity, self-discipline and rule-abidingness



教師運用繪本向幼童灌輸正面價值觀

Teacher using a picture book to promote positive values to kids



幼童投入讀書會活動
Kids joining reading activities



教師參與網上培訓工作坊
Teachers attending an online training workshop



“閱讀嘉年華”包含網上啟動禮、名人講故事及親子手作活動
The “Reading Gala” comprising an online ceremony, story-telling by celebrity and parent-child handicraft activities

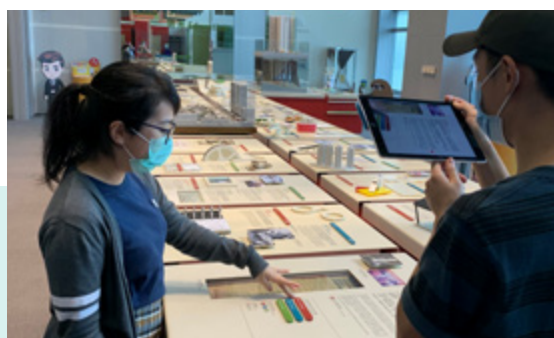
中學及大專院校雖然因新型冠狀病毒病疫情而長時間停課，社關處仍繼續推行多項青年參與活動，以宣揚廉潔信息。在二零一九至二零學年，參與“高中 iTeen 領袖”計劃的高中生及大專院校的“廉政大使”於網上平台以創意方式向 14 000 多名中學生及大專生傳遞廉潔信息。經甄選後參加廉署暑期實習計劃的“廉政大使”親身體驗向社區宣揚廉潔價值觀的工作。社關處亦為二零二零至二一學年新招募的“高中 iTeen 領袖”及“廉政大使”安排網上培訓工作坊，讓學生掌握必要的知識和技能以推行倡廉活動。

As for the secondary and tertiary levels, CRD continued to implement various youth engagement programmes to promote probity messages despite prolonged class suspension due to coronavirus pandemic. Students joining the **iTeen Leadership Programme** in secondary schools and **ICAC Ambassadors Programme** in tertiary education institutions were engaged in spreading integrity messages to their fellow schoolmates through creative means on e-platforms, reaching over 14 000 secondary and tertiary students in 2019-20 academic year. Selected ICAC Ambassadors also joined the ICAC's summer internship programme to experience first-hand the promotion of probity values in the community. To equip the students with the necessary knowledge and skills in organising integrity promotion projects, online training sessions were offered to newly recruited iTeen Leaders and ICAC Ambassadors in 2020-21 academic year.



大專院校的“廉政大使”製作多項網上宣傳品，向同學宣揚廉潔信息

Online publicity materials created by ICAC Ambassadors of tertiary education institutions to disseminate integrity messages to their schoolmates



暑期實習生透過 Facebook 舉辦虛擬的廉政公署展覽廳參觀活動

Voluntary Summer Helpers conducting a virtual tour to the ICAC Exhibition Hall on Facebook

暑期實習生運用創意，協助製作防貪教育宣傳品

Voluntary Summer Helpers assisting in the production of creative preventive education products



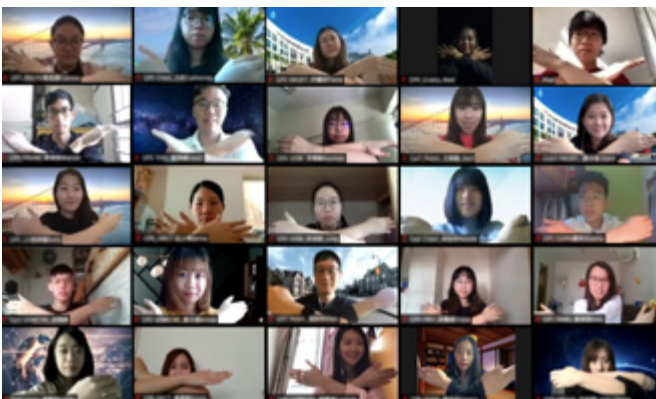
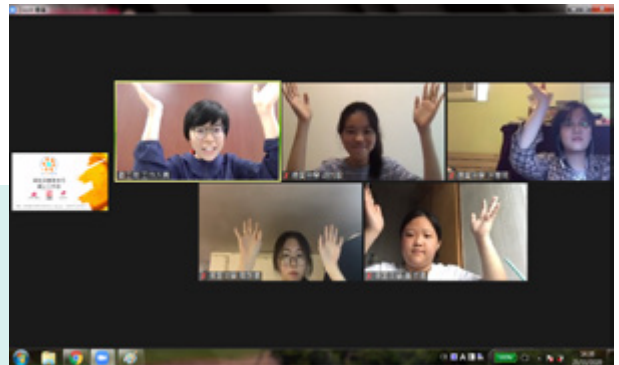


“高中 iTeen 領袖”籌辦網上及校園活動，向同學推廣廉潔資訊

iTeen Leaders of secondary schools organising online and on-campus activities to promote probity messages to fellow schoolmates

邀請來自約 60 間中學超過 470 位“高中 iTeen 領袖”參與演講及溝通技巧的網上工作坊

Online presentation and communication skills training being offered to over 470 iTeen Leaders from around 60 secondary schools



邀請來自 20 所大專院校約 150 位“廉政大使”參與網上領袖培訓活動

Online leadership training being offered to about 150 ICAC Ambassadors from 20 tertiary education institutions



以現場演出或實時網上串流直播的互動劇場表演，向中學生宣揚反貪及廉潔信息

Interactive drama in the format of live show or livestreaming performance to disseminate anti-corruption and integrity messages to secondary students



此外，社關處舉辦廉政互動劇場及個人誠信和反貪法例的廉政講座，向中學生和大專生宣揚廉潔信息。

Moreover, interactive drama performances as well as talks on personal ethics and anti-corruption laws were arranged for secondary and tertiary students to hammer home integrity messages.

二零一九至二零學年的青年及德育活動

Youth and Moral Education Activities in 2019-20 Academic Year



社關處出版的《拓思》德育期刊已推出三十周年，社關處繼續透過此期刊及德育資源網 (<https://me.icac.hk>) 向教育工作者提供支援。

社關處亦委託研究機構進行一項焦點小組討論研究，以深入探討青年人在現時的社會氛圍下對廉潔的看法及其原因。有關研究結果將有助社關處日後在制訂宣傳策略和誠信推廣計劃時，適當地加入防貪、正面價值觀及尊重法治等概念。

CRD continued to publish the *ICAC Periodical* which commemorated its 30th Anniversary in the year and maintain the Moral Education website (<https://me.icac.hk>) to render support for educators.

CRD also engaged a research agency to conduct a focus group study on youth attitudes towards probity and the reasons behind youngsters' beliefs in the current social ambience. The findings would serve as a useful reference for CRD to suitably incorporate the concepts of anti-corruption, positive values and rule of law in formulating publicity strategies and integrity promotion programmes in future.



舉行網上閱讀活動，紀念《拓思》德育期刊出版 30 周年
E-reading programme to mark the 30th Anniversary of the *ICAC Periodical*

社區宣傳及公眾參與

社關處自二零一五年底推出“全城·傳誠”全港大型倡廉計劃以來，持續向市民宣揚廉潔信息，讓誠信文化得以在香港社會傳承。年內，社關處為該計劃舉辦了多項嶄新的宣傳活動，以鞏固香港的誠信核心價值，並爭取市民的支持，攜手締造廉潔社會。重點項目包括出版一本傳誠刊物介紹有關廉署歷史及重大案件的地標、進行巴士及港鐵宣傳活動，及於社交媒體宣傳。此外，社關處展開十八區“反貪之旅”的籌備工作，並積極邀請“廉政之友”青年屬會會員參與策劃及推行相關項目。

“反貪之旅”導賞路線的網上版本已率先在“全城·傳誠”更新版網頁推出。

COMMUNITY PUBLICITY AND PUBLIC ENGAGEMENT

Since the launch of the “All for Integrity” Territory-wide Programme in late 2015, CRD has continued to pass on the values of integrity and sustain the probity culture in the society of Hong Kong. This year, CRD rolled out a series of publicity initiatives in creative formats under the Programme to reinforce integrity as one of the core values of Hong Kong and enlist the society's joint efforts in sustaining a clean community. Highlights included publication of a *booklet* promoting leisure tour spots related to the history and significant cases of the ICAC, bus and MTR publicity campaigns and social media posts. Moreover, CRD initiated the Anti-corruption Walks in 18 districts by engaging Youth Chapter members of the ICAC Club in planning and implementing the activities. *Online version of the Walks* was debuted in the revamped “All for Integrity” mini-website.

年內，社關處繼續與 18 區區議會、地區團體、志願機構、政府部門及商會等不同機構合作，向市民宣揚廉潔信息。社關處人員亦出席多個地區諮詢委員會會議、造訪地區領袖，並與地區團體保持緊密聯繫，進一步介紹廉署的反貪策略，同時蒐集市民對廉署工作的意見和關注。

During the year, CRD continued to collaborate with different organisations, including 18 District Councils, district organisations, voluntary associations, government departments and business chambers, to promulgate integrity messages to the public. To further introduce ICAC's anti-corruption strategies and gauge public views and concern on the work of the ICAC, CRD officers also attended meetings of various district consultative committees, paid visits to district leaders and maintained close contact with district organisations in the year.

2020 年社區參與活動

Community Engagement Activities in 2020



為加深區議員對廉署工作及誠信管理的認識，社關處為區議員及其助理安排參觀廉署，並向所有區議員派發載有反貪法例重點的宣傳單張。

To enhance the understanding of District Council members on the work of the ICAC and integrity management, visits to ICAC Headquarters were organised for District Council members and their assistants while a [leaflet](#) containing the gist of related anti-corruption laws was also distributed to all District Council members.

社關處繼續與政府部門及非政府機構合作，透過防貪講座、宣傳品、專題文章及電台節目等多種項目，積極向不同種族人士及新來港人士推廣廉潔信息。一個專為不同種族人士而設的專題網頁亦已推出，網頁以英語及八種其他語言載錄關於“在香港何謂賄賂”的資訊及舉報貪污的渠道。

CRD continued to partner with government departments and non-governmental organisations to disseminate anti-corruption messages to people of diverse race and new arrivals through corruption prevention talks, publicity materials, feature articles and radio programmes. A [thematic webpage](#) featuring information on “What is bribery in Hong Kong” and corruption reporting channels in English and eight other languages was launched for people of diverse race.



向區議員解釋反貪法例的單張

The leaflet introducing anti-corruption laws concerning District Council members



為不同種族人士而設的專題網站

Thematic Website for People of Diverse Race



推介有關廉政公署歷史及重大案件地標的“全城·傳誠”刊物

The “All for Integrity” publicity booklet featuring landmarks related to the history of the ICAC and cases of significance



宣傳十八區“反貪之旅”導賞路線的專題網頁，向市民宣揚廉潔信息

Webpage publicising routes of Anti-corruption Walks in 18 districts to disseminate probity messages to members of the public



區議員到訪廉政公署大樓，了解反貪法例及參觀廉政公署設施

District Council members visiting the ICAC Building to learn about the anti-bribery laws and tour around various ICAC facilities



廉政之友

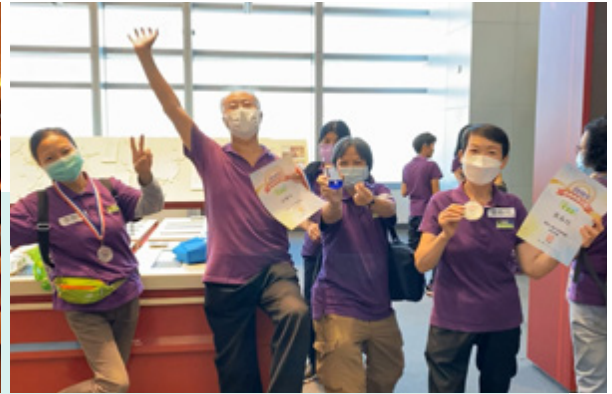
擁有超過 3 000 名會員的“廉政之友”，一直致力推動社會各階層市民參與倡廉工作。受疫情而採取的社交距離措施影響，社關處改為舉辦較小型的培訓課程及聚會，以鼓勵會員繼續參與倡廉活動及維持其歸屬感。社關處亦透過專題網站、Facebook 群組及《友·共鳴》期刊，保持與會員的緊密聯繫及發放社關處防貪教育工作的最新消息。社關處更在“廉政之友”周年頒獎典禮上，嘉許提供義務工作以協助廉署宣揚廉潔信息的會員。

繼於二零二零年年初成功為本地青年人籌劃及舉行西九龍“反貪之旅”，“廉政之友”青年屬會會員亦加入社關處各分區辦事處轄下的工作小組，協助籌劃全港各區的“反貪之旅”，廣泛地在社區宣揚廉潔及守法的信息。

ICAC CLUB

With a membership of over 3 000, the [ICAC Club](#) engaged members of the public from different strata of the community in the anti-corruption cause. In spite of the social distancing measures due to the pandemic, training courses and gatherings of smaller scale were organised to keep enhancing members' participation and sense of belonging. A dedicated website and a Facebook group were set up whilst a newsletter was issued regularly to maintain close ties with members and update them on the latest development of CRD's anti-corruption work. ICAC Club members who had provided dedicated voluntary service were commended in an [Annual Award Presentation Ceremony](#) for their support and assistance in spreading integrity messages.

Riding on the successful experience of planning and implementing the [Kowloon West Anti-corruption Walk](#) for local youth in early 2020, Youth Chapter members joined working groups under respective ROs of CRD to plan the Anti-corruption Walks in different districts in Hong Kong for wider dissemination of the integrity and law-abiding messages across the territory.



“廉政之友”出席周年頒獎典禮，就協助推廣廉潔信息而接受嘉許，並分享他們參與反貪工作的熱誠

ICAC Club members attending the Annual Award Presentation Ceremony to receive commendation for their efforts in probity promotion and sharing their zest in participating in the anti-corruption cause



“廉政之友”學習手工藝，製作宣傳紀念品

ICAC Club members learning handicraft skills for producing giveaway items

青年屬會會員舉辦西九龍“反貪之旅”，向青年參加者介紹廉署的反貪歷史及工作

Youth Chapter members organising the Kowloon West Anti-corruption Walk to introduce anti-graft history and work of the ICAC to youth participants



青年屬會會員參加培訓工作坊，學習籌辦防貪宣傳活動的技巧

Youth Chapter members participating in the Capacity Building Workshop to get equipped with skills for organising anti-corruption publicity projects

樓宇管理

為配合政府推出的“樓宇更新大行動 2.0”、“消防安全改善工程資助計劃”及“優化升降機資助計劃”，社關處繼續與市區重建局及民政事務總署合辦專題簡介會，向業主講解反貪法例和防貪措施。社關處除設立誠信樓宇管理諮詢熱線外，亦設有[專題網頁](#)及製作宣傳品，協助有關資助計劃申請人實踐誠信樓宇管理。

年內，廉署繼續透過探訪、講座及研討會等活動，接觸業主立案法團和大廈管理組織，講解相關反貪法例和防貪措施。雖然面對面的聯絡因新型冠狀病毒病疫情而減少，但社關處藉着海報展覽、問答遊戲及派發宣傳單張等活動，仍接觸近 14 000 人次。

BUILDING MANAGEMENT

To tie in with the Government's Operations Building Bright 2.0, Fire Safety Improvement Works Subsidy Scheme and Lift Modernisation Subsidy Scheme, CRD continued to educate flat owners on anti-corruption laws and preventive measures through briefings in collaboration with the Urban Renewal Authority and the Home Affairs Department. In addition to the Clean Building Management Enquiry Hotline, CRD maintained a [dedicated webpage](#) and produced publicity materials to assist applicants of various subsidy schemes to uphold integrity in building management.

During the year, the ICAC continued to reach out to owners' corporations and building management bodies through visits, talks and seminars, explaining the anti-corruption laws and corruption preventive measures. Although the number of face-to-face liaison activities was reduced because of the impact of coronavirus pandemic, about 14 000 counts of people were successfully reached through a marketing drive of poster exhibitions, quizzes and distribution of promotional pamphlets, etc.



宣傳廉潔樓宇管理的海報系列

Poster set on clean building management



廉署特別為物業管理業編製的培訓教材及服務小冊子

ICAC training package and service pamphlet customised for the property management sector

隨着物業管理業的新發牌制度於二零二零年八月一日實施，業界進入了重要的新里程。社關處與物業管理業監管局緊密合作，以提升物業管理公司及從業員的防貪意識；又於專上教育學院為從業員舉辦的“指明課程”中加入反貪法例及誠信等課題。

The year 2020 was a milestone for the property management services industry in view of the implementation of a new licensing regime starting from 1 August 2020. CRD worked closely with the Property Management Services Authority to raise the anti-corruption awareness of property management companies and practitioners. With CRD's efforts, anti-corruption law and integrity elements were incorporated into the Property Management Services Authority's Specified Courses for practitioners organised by tertiary education institutions.

廉潔選舉

繼於二零一九年推出為期四年的“維護廉潔選舉”多元化推廣計劃，以維護公共選舉廉潔公正，社關處就二零二零年立法會換屆選舉推出一連串倡廉宣傳活動。但受新型冠狀病毒病疫情影響，有關選舉押後至二零二一年舉行。

CLEAN ELECTIONS

Following the launch of a four-year multi-faceted “Support Clean Elections” campaign in 2019 to uphold the integrity and fairness of public elections, CRD continued to conduct a wide range of education and publicity activities for the 2020 Legislative Council (LegCo) Election which was subsequently postponed to 2021 due to the coronavirus pandemic.



舉行十八區“快閃宣傳活動”，向市民大眾推廣廉潔選舉信息

“Flash Roadshows” in 18 districts to promote clean election messages to the general public

新一輯海報推廣廉潔選舉文化

A new poster set to promote clean election culture



向候選人、助選成員及選民宣揚廉潔選舉信息的參考資料

Reference materials to promote clean election messages to candidates, election helpers and electors



提供廉潔選舉資訊的專題網站

A dedicated website to provide information on clean elections

在教育工作方面，社關處除為政治團體成員、功能界別下的訂明團體、助選成員、地區組織、大專生及年長選民等舉辦法例簡介會及活動外，亦派發不同參考資料，包括專為候選人編製的資料冊及須知、選民資料套，以及各類宣傳單張，提醒相關的持份者法例的要求及維護廉潔選舉的重要性。此外，社關處設立專題網站提供廉潔選舉的資訊，及提供電話熱線解答市民查詢。然而，由於立法會換屆選舉延期舉行，為逾 30 000 名票站工作人員舉辦的培訓活動，以及為長者中心會員及安老院舍員工舉辦的講座因而取消。

On the education front, CRD arranged briefings and activities for members of political parties and specified bodies of functional constituencies, election helpers, district organisations, post-secondary students and elderly electors. A wide range of reference materials, including tailor-made information booklet and guidelines for candidates, information package for electors and various kinds of leaflets were distributed to remind the relevant stakeholders of the legislative requirements and the importance of upholding clean elections. CRD also set up a [dedicated website](#) to provide information on clean elections and operated a hotline to answer enquiries. Subsequent to the postponement of LegCo Election, the training for over 30 000 staff of polling stations, talks for members of elderly centres and staff of elderly homes that were originally planned were cancelled.

至於宣傳工作方面，社關處透過多元化渠道，在多個網上及網下平台宣揚廉潔選舉信息，並提醒持份者在參與選舉活動時必須守法循規。此外，社關處亦以多管齊下的方式，包括透過電視及電台廣告、專題文章和海報等，及善用大眾傳媒、資訊娛樂頻道等不同平台，大力宣傳廉潔選舉。為擴闊接觸面，社關處在全港各區舉行“快閃宣傳活動”，並在社區層面展開海報宣傳活動。社關處於政府公布立法會換屆選舉延期舉行後，已暫停相關宣傳活動。

On the publicity front, diversified channels on online and offline platforms were engaged to disseminate clean election messages and remind election stakeholders to abide by the law. Multifarious means, such as television and radio advertisements, feature articles, posters, mass media and infotainment channels, were deployed to hammer home clean election messages. To maximise the reach to the community, CRD also conducted “Flash Roadshows” across the territory and launched a poster campaign at district level. Upon the announcement of postponement of LegCo Election, the publicity campaign was suspended.



在多個網上平台、資訊娛樂頻道、公共運輸網絡和平面廣告平台宣傳廉潔選舉信息

Publicity on online platforms, infotainment channels, public transport network and printed advertisement sites

媒體宣傳

社關處繼續善用多媒體宣傳廉潔信息及爭取市民支持。為廣泛宣揚倡廉信息，社關處利用不同平台的特性，開發生動有趣兼具視覺效果的互動內容，並採用結合戶外媒體（如公共運輸網絡）、社交媒體和數碼平台的宣傳策略，使廉潔信息能深入社會各階層。

MEDIA PUBLICITY

CRD continued to use multi-media platforms to publicise anti-corruption messages and enlist public support. Leveraging the characteristics of different platforms, CRD went all out to develop dynamic, interactive and visually enticing content to spread integrity messages. A strategic mix of out-of-home media publicity with public transport networks, social media and digital platforms enabled high infiltration of the messages to all walks of life.

《廉政行動 2019》劇集於九月重播

Re-broadcast of *ICAC INVESTIGATORS 2019* in September



七天於電視和網上平台總收視達 **123 萬** 人次
Seven-day viewership of **1.23 million** on terrestrial television and online platforms

多個宣傳頻道錄得 **70 萬** 觀看人次
0.7 million views through various publicity channels



在“青年製造”多媒體共創計劃下，社關處邀請網絡紅人和青少年參與廉署網上節目“又睇你識唔識 Law”的網絡劇製作，闡釋日常生活中的貪污風險

Popular Key Opinion Leaders and youngsters from the community being engaged in web drama productions for iSir Academy under the “Multi-media Youth-for-Youth Co-creation Project” to depict corruption risks in daily life





在“青年製造”多媒體共創計劃一傳記式專訪系列中，年青藝人分享他們追求正向人生、創優求進的親身體驗

Young artistes sharing their experiences in pursuing positive values in life and striving for excellence in the Docu-Interview Series of the “Multi-media Youth-for-Youth Co-creation Project”

小學生參與“青年製造”多媒體共創計劃一“誠信挑戰”項目的短片已於“Greedy 堅”Instagram 帳戶發布

Primary school students participating in the Integrity Challenge Programme of the “Multi-media Youth-for-Youth Co-creation Project” released on the Greedy Kin Instagram Account



多媒體平台宣傳防貪信息

Multi-media Platforms to Promote Anti-corruption Messages

廉署及其伙伴的網上平台在二零二零年共錄得 **超過 620 萬** 瀏覽人次

Over 6.2 million visits to the ICAC and partner online platforms in 2020





透過巨型橫額宣傳廉政公署對肅貪倡廉的堅定決心與承諾

Giant banner to raise visibility for the ICAC's determination and unyielding commitment in the fight against corruption

社關處推出為期兩年的“青年製造”多媒體共創計劃，與青年人共同創作社交媒體的宣傳內容。計劃包括聯同多名網絡紅人、不同背景的青少年和年輕上班族共同製作網絡劇、傳記式網絡專訪和網絡社會實驗等，並透過“全城·傳誠” Facebook 專頁、“Greedy 堅” Instagram 帳戶和廉署 YouTube 頻道發布。

The “Multi-media Youth-for-Youth Co-creation Project” was launched to enable the ICAC to collaborate with youngsters to co-create social media contents. CRD partnered with a number of Key Opinion Leaders, youngsters of different backgrounds and working youth in the production of web dramas, documentary-style interviews and social experiments, which were released on the “All for Integrity” Facebook Fanpage, Greedy Kin Instagram Account and the ICAC YouTube Channel.

廉署周年民意調查

社關處繼續委託獨立的民意調查機構進行周年民意調查，以了解市民對貪污問題所持的態度及對廉署工作的觀感。因應新型冠狀病毒病疫情，除了慣常的面對面訪問形式外，獲選住戶亦可選擇以電話方式進行訪問。本年的調查成功訪問了 1 530 名市民。

ICAC ANNUAL SURVEY

CRD kept on monitoring the community's attitude towards corruption and its perception of the ICAC through engaging an independent polling agency to conduct opinion surveys on an annual basis. In response to the coronavirus pandemic, options to participate in the survey either through the customary face-to-face interviews or by telephone were offered to selected households. In total, 1 530 persons were interviewed.

調查結果顯示，市民對貪污的容忍度繼續維持於極低水平。以 0 分（代表完全不可以容忍貪污）至 10 分（代表完全可以容忍貪污）的評分方法計算，受訪者對貪污的容忍度平均分僅為 0.4 分。幾乎全部受訪者（98.0%）認為維持廉潔對香港的整體發展重要。另外，絕大部分（93.2%）的受訪者表示廉署值得支持。調查亦顯示，受訪者遇過貪污的情況在本港非常不普遍。

Public tolerance of corruption remained extremely low. Using a 0 to 10 rating scale, of which 0 represents total rejection and 10 total tolerance of corruption, the mean score was 0.4. Almost all respondents (98.0%) considered that keeping a corruption-free society is important to the overall development of Hong Kong and a vast majority (93.2%) of the respondents considered the ICAC deserving their support. The survey also showed that experience of corruption was very uncommon in Hong Kong.

