

堅決反貪 從未改變
Stand Firm against Corruption.
Our Mission Continues.

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。
- 加強結合大眾與新媒體宣傳及面對面的倡廉教育活動。
- 善用與社會各界建立的伙伴合作關係，籌劃及推展各項倡廉活動。

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 mass and new media publicity and face-to-face education.
- 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。為滿足不同對象的需要，社關處結合使用面對面接觸及網上平台，以加強宣傳教育活動的成效。

座落於社區核心位置的分區辦事處亦接受公眾的貪污舉報和查詢。為鼓勵市民挺身舉報貪污，社關處加強網上網下宣傳，消除大眾對舉報貪污的誤解及回應市民的關注。年內，分區辦事處接獲的貪污投訴（不包括選舉投訴）佔廉署整體投訴 15%，處理的公眾查詢則超過 1 800 宗。

社關處的架構及各分區辦事處的詳情見附錄一及九。

公營機構

為建立和鞏固公營機構的誠信文化，社關處繼續為公務員、公共機構職員及其管治團體成員提供誠信培訓。

社關處推展下列工作，以加強政府的誠信領導：

- 透過舉辦簡介會，接觸所有新任命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；
- 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，包括為各級公務員舉辦有關普通法下公職人員行為失當罪的專題研討會，以及為助理誠信事務主任舉辦小組簡介會；及
- 派員出席各政府決策局／部門的防貪小組會議，鼓勵他們為職員訂立誠信培訓周期及善用《公務員學有所“誠”資源網》。

CRD has established seven Regional Offices (ROs) in the territory to conduct education work for different segments of the community. To address the needs of different targets, CRD made integrated use of face-to-face and online platforms to augment the effectiveness of its publicity and education programmes.

ROs also served as focal points in the community for receiving corruption reports and enquiries from the public. To encourage members of the public to come forward to report corruption, messages aiming at dispelling misunderstanding and addressing common public concern about lodging corruption complaints were promulgated in various online and offline events and publicity of CRD. In the year, 15% of the non-election related corruption complaints lodged with the Independent Commission Against Corruption (ICAC) were received by ROs. During the year, ROs also handled over 1 800 enquiries.

The detailed information of CRD's structure and ROs is at Appendices 1 and 9 respectively.

PUBLIC SECTOR

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

To enhance ethical leadership in the Government, CRD:

- organised briefings on anti-corruption law and integrity management to reach all newly appointed 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;
- continued to partner with the Civil Service Bureau to assist Ethics Officers appointed by government bureaux/departments (B/Ds) under the Ethical Leadership Programme to promote integrity culture across the civil service, including organising thematic seminars on the common law offence of *Misconduct in Public Office* for civil servants at different ranks and small-scale briefings for Assistant Ethics Officers; and
- attended Corruption Prevention Group meetings of government B/Ds to promote the adoption of an integrity training cycle and the use of *Integrity Management e-Learning Platform for Civil Servants*.

社關處推出為期兩年的“誠·公·SUCCESS”公共機構誠信推廣計劃，於二零二一年十月舉辦誠信領導會議，以鞏固公共機構的誠信文化，80間公共機構的240名高層管理人員和管治團體成員出席。社關處又主動向所有公共機構推廣廉署的服務，藉此加強公共機構職員及成員的防貪教育，鼓勵他們落實誠信管理，亦出席個別公共機構舉行的防貪聯絡會議，推廣該計劃。

CRD launched a two-year Integrity Promotion Campaign for Public Bodies under which a Conference on Ethical Leadership was organised for 240 senior management and board members of 80 public bodies in October 2021 to entrench the organisations' integrity culture. CRD also approached all public bodies to offer ICAC services with a view to strengthening corruption prevention education for their staff and members and encouraging the practice of integrity management, and participated in Corruption Prevention Liaison meetings with individual public bodies to promote the Campaign.

二零二一年為公營機構提供的誠信培訓
Integrity Training for Public Sector in 2021

公務員 Civil Servants



政府決策局 / 部門
Government
Bureaux / Departments

為 **70 多** 個政府決策局／部門
逾 42 000 名公務員舉辦
約 650 場誠信培訓研討會

About 650 integrity training seminars
for **over 42 000** civil servants from
over 70 government B/Ds



公職人員 Public Servants



公共機構
Public Bodies

為提供公共服務（包括運輸、醫療護理、
專上教育和其他公用事業）的公共機構

超過 9 800 名職員舉辦
約 190 場倡廉教育研討會

Around 190 preventive education seminars
for **over 9 800**
employees of public bodies providing public
services in transportation, health care,
tertiary education and other public utilities

執行處首長及社關處助理處長在領導培訓課程中與高級公務員探討誠信領導議題

Head of Operations and Assistant Director of Community Relations discussing topics of ethical leadership with senior government officers in leadership development programmes



公共機構的高層管理人員及管治團體成員出席誠信領導會議，並參觀廉政公署展覽廳

Senior management, board members or their representatives from public bodies attending the Conference on Ethical Leadership and taking the occasion to visit the ICAC Exhibition Hall

一系列專為公共機構製作的多媒體宣傳教育資源，包括專題網站、網上課程、培訓短片、動畫，以及誠信推廣資料套等

A series of brand new multi-media education and publicity products tailored for public bodies, including a thematic website, e-learning modules, training videos, animation, integrity promotion package, etc.



商界

香港商業道德發展中心(中心)由社關處創立，其工作由本港十個主要商會督導。中心致力與商界合作推廣商業和專業道德。

中心一直鼓勵商業機構採用廉署防貪教育服務，包括為商界從業員提供誠信培訓及協助公司制定和推行倡廉政策。隨著網上學習越趨普及，中心推出全新的 **BEDC 頻道**，恆常地為不同行業舉辦網上誠信培訓課程，方便商業機構參與廉署的培訓。年內，中心透過 **BEDC 頻道** 接觸約 400 名保險中介人和公司董事。

BUSINESS SECTOR

Established under the auspices of CRD and guided by 10 major chambers of commerce in Hong Kong, the **Hong Kong Business Ethics Development Centre (HKBEDC)** strives to promote business and professional ethics in collaboration with the business community.

HKBEDC remained steadfast in encouraging business organisations to adopt ICAC's corruption prevention and education services, including ethics training for business practitioners and formulation and implementation of a probity policy. To capitalise on the prevalent trend of digital learning and enhance the accessibility of the business sector to ICAC's training, HKBEDC launched a new **BEDC Channel** to offer regular online integrity training for different industries, with about 400 insurance intermediaries and company directors reached in the year.

二零二一年為商界提供防貪教育服務

Corruption Prevention and Education Services for Business Sector in 2021

超過
Over **2 900** 間
工商機構
Business Organisations



超過
Over **67 000** 名
工商界及專業人士
Business Practitioners and
Professionals

在建造業誠信推廣計劃下，中心除了為建造業專業人員製作網上學習教材外，亦為工程監督人員舉辦誠信培訓工作坊，以及推出一系列宣傳品，向前線工人推廣“拒絕提供非法介紹費”的信息。

為加強向中小企和初創企業推廣誠信，中心推出“誠信「型」商系列之破解貪污 12 迷思”專題網頁，並透過熱門網上平台和策略伙伴廣告宣傳。

Under the Ethics Promotion Programme for the Construction Industry, HKBEDC developed online learning resources for construction professionals, arranged integrity workshops for site supervisory staff and produced a series of publicity materials to widely disseminate the “Don't Bribe for Jobs” message to frontline workers.

HKBEDC also stepped up the publicity of integrity messages to small and medium enterprises and start-ups through a publicity campaign. A thematic webpage entitled “Busted! 12 Myths about Corruption” was launched and widely publicised on popular online platforms and through HKBEDC’s networks with strategic partners.



製作“誠信「型」商系列之破解貪污 12 迷思”專題網頁，協助中小企和初創企業減低貪污風險

“Busted! 12 Myths about Corruption” thematic webpage aiming to help small and medium enterprises and start-ups mitigate corruption risks

向建造業前線工人推廣“拒絕非法回佣與介紹費”的宣傳品

Publicity materials promoting “Say NO to Illegal Referral Fees and Rebates” message to frontline construction workers



香港商業道德發展中心講者透過網上和面對面培訓向上市公司董事及高級管理人員推廣企業誠信管治

Speakers from the Hong Kong Business Ethics Development Centre promoting ethical corporate governance to directors and senior management of listed companies through online and face-to-face training



香港商業道德發展諮詢委員會定期舉行會議，就香港商業道德發展中心的工作提供意見

Members of the Hong Kong Business Ethics Development Advisory Committee meeting regularly to give advice on Hong Kong Business Ethics Development Centre's ethics promotion initiatives

青年及德育

社關處繼續致力培育年輕一代的誠信核心價值，在為不同成長階段青少年而設的恆常誠信教育活動中，加入法治、守法、誠實、責任感等重要價值觀。

在幼稚園和小學的德育工作方面，社關處延續自二零一九至二零學年推出的“童·閱·樂”繪本傳誠計劃，包括製作網上英文繪本及舉辦培訓工作坊，支援幼稚園和小學教師向學生灌輸道德觀念。

YOUTH AND MORAL EDUCATION

CRD continued to nurture the core value of integrity amongst the younger generation. Messages of the importance of rule of law, law-abidingness, honesty, responsibilities, etc. were incorporated into regular integrity promotion and education programmes tailored for young people of different developmental stages.

For the kindergarten and primary levels, the momentum of the “Reading for Integrity” Project initiated in 2019-20 academic year was maintained through the launch of online English picture books and provision of training workshops to support teachers in inculcating moral values in kindergarteners and primary school students.

涵蓋不同德育主題的網上英文繪本

Online English picture books bearing different moral themes



小學教師參與培訓工作坊，透過廉政公署製作之繪本向兒童推廣正面價值觀

Primary school teachers attending a training workshop on how to utilise ICAC's picture books to promote positive values to kids



製作德育工作紙，向幼稚園學童和小學生推廣正面價值觀

Moral education worksheets promoting positive values to kindergarten and primary students

為加強向小學生推廣正面價值觀，社關處在二零二一至二二學年推出“i Junior 小學德育計劃”。計劃首階段的“學生參與活動”，反應十分踴躍。社關處向參與學校提供以“自律守規”為主題的物資，讓學校籌辦校內和網上活動。

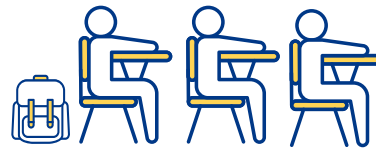
To step up CRD's efforts in promoting positive values among primary school students, the “i Junior Programme” was newly launched in 2021-22 academic year. The first phase of the Programme – the Student Participation Scheme, received favourable responses. Materials and resources on the theme of “self-discipline” and “rule-abidingness” were provided to participating schools for their conduct of both on-campus and online activities.

i Junior 小學德育計劃

學生參與活動 STUDENT PARTICIPATION SCHEME



約 **140** 間小學參與
about **140** Participating Primary Schools



接觸超過 **80 000** 名學生
reaching over **80 000** Students



i Junior 領袖向同學宣揚自律守規的重要性

i Junior Leaders promoting the importance of self-discipline and rule-abidingness to their fellow schoolmates



為“i Junior 小學德育計劃”的“學生參與活動”提供物資和網上資源
Activity materials and web resources for “Student Participation Scheme” of “i Junior Programme”

社關處繼續鼓勵高中生和大專生以創意方式在同學間傳揚廉潔信息。在二零二零至二一學年，參與“高中 iTeen 領袖”計劃及“廉政大使”計劃的學生籌辦約 140 項活動，向超過 36 000 名同學推廣誠信價值觀。此外，iTeen 領袖和廉政大使亦分別透過“工作影子日”和實習計劃，親身體驗廉署的反貪工作。二零二一年十二月，社關處與廉署訓練學校首次合辦“iPLUS 領袖訓練營”，讓參加者更深入了解廉署的工作、香港的反貪法例、法治與守法的重要性。

CRD continued to engage senior secondary and tertiary students to promote integrity messages to their peers through creative means. Students joining the [iTeen Leadership Programme](#) and [ICAC Ambassador Programme](#) organised around 140 activities, spreading probity messages to over 36 000 fellow schoolmates in 2020-21 academic year. Moreover, job shadowing and internship programmes were offered to selected iTeen Leaders and ICAC Ambassadors for them to gain first-hand experiences in the fight against corruption. In collaboration with the ICAC Training School, CRD organised the first-ever iPLUS Training Camp for iTeen Leaders in December 2021 to further enhance their understanding on the work of the ICAC, the anti-corruption laws in Hong Kong, as well as the importance of the rule of law and law-abidingness.

“iTeen 領袖”參加“iPLUS 訓練營”

iTeen Leaders participating in the iPLUS Training Camp



“iTeen 領袖”舉辦校園活動，向同學宣揚廉潔信息

iTeen Leaders organising on-campus activities to spread probity messages to their fellow schoolmates



“廉政大使”發揮創意，透過面對面倡廉活動和網上平台，向同學推廣誠信價值觀

ICAC Ambassadors unleashing their creativity in organising face-to-face and online integrity promotion activities for their peers

“廉政大使”和“愛·廉結”會員參加“廉政大使計劃”結業禮暨“愛·廉結”周年聚會

ICAC Ambassadors and i-League members attending the Closing Event of the ICAC Ambassador Programme cum Annual Gathering for i-League members



來自 17 間大專院校約 110 名“廉政大使”參與領袖培訓

About 110 ICAC Ambassadors from 17 tertiary education institutions attending the leadership training



暑期實習生參與由廉政公署訓練學校舉辦的培訓活動

Voluntary Summer Helpers participating in the training programme conducted by the ICAC Training School

此外，社關處又舉辦廉政互動劇場及有關個人誠信和反貪法例的廉政講座，向中學生和大專生宣揚誠信和廉潔信息。

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

● 廉政互動劇場向中學生宣揚反貪和誠信信息

Interactive drama disseminating anti-corruption and integrity messages to secondary students



社關處繼續出版《拓思》德育期刊，並將各項德育教材上載至德育資源網，支援教育工作者。

CRD continued to publish the *ICAC Periodical* and upload moral education materials onto the [Moral Education website](#) to render support for educators.

● 《拓思》德育期刊定期為教育工作者提供德育教育資源

ICAC Periodical providing educators with food for thought on moral education regularly



二零二零至二一學年的青年及德育活動
Youth and Moral Education Activities
in 2020-21 Academic Year

傳誠廉潔核心價值
PASS ON THE CORE VALUE
OF INTEGRITY

接觸約 Reaching **91 500** 名

中學生及大專生
Secondary and Tertiary Students



地區團體

社關處自二零一五年推出“全城·傳誠”全港大型倡廉計劃以來，持續不斷地宣揚廉潔，讓誠信文化在香港社會薪火相傳。年內，社關處舉辦了多項宣傳活動，以鞏固香港的誠信文化和廉潔核心價值。重點項目包括以“點亮我誠”為題的宣傳短片、社交媒體貼文和一系列網上網下宣傳活動，以及在“香港書展 2021”設置攤位和舉辦講故事環節。

社關處繼續與地區諮詢委員會、地區團體及非政府機構等不同組織合作，向社會各階層人士宣揚廉潔信息。社關處在 18 區舉辦的“點亮我誠”青年傳誠活動，旨在爭取公眾，尤其是青少年支持廉政工作，並鞏固社區的廉潔文化。

此外，社關處人員出席多個地區諮詢委員會會議、探訪地區領袖，並與地區團體保持緊密聯繫，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。

DISTRICT ORGANISATIONS

Since the launch of the “All for Integrity” Territory-wide Programme in 2015, CRD has incessantly strived to sustain and pass on the probity culture in Hong Kong. This year, CRD rolled out an array of publicity events to entrench the core value of integrity among citizens. Highlights included the launch of a promotional video, social media posts and a series of online and offline publicity on the theme of “Shine with Integrity”, as well as staging an activity booth and storytelling event in the Hong Kong Book Fair 2021.

CRD maintained staunch partnership with a variety of organisations, including district consultative committees, district organisations, and non-governmental organisations to promulgate integrity messages to people at all levels of our society. “Shine with Integrity” Youth Integrity Projects were rolled out in 18 districts to enlist the support of the public, in particular the younger generation, in the anti-corruption cause and fortify the culture of probity in the community.

In addition, CRD officers attended meetings of various district consultative committees and paid visits to district leaders to further introduce ICAC’s anti-corruption strategies and gauge public views and concern on work of the Commission.

深入社區 宣揚廉潔 Community Engagement

獲得超過
SECURED THE SUPPORT OF OVER

700 個

合辦及協辦機構支持
CO-ORGANISERS AND
ASSISTING ORGANISATIONS

透過一系列活動

接觸超過
REACHED OUT
TO OVER

693 000 名

市民和
PEOPLE
AND OVER

1 200 間

機構
ORGANISATIONS

THROUGH A SERIES OF ACTIVITIES

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、電台節目等途徑，向不同種族人士及新來港人士推廣反貪信息。社關處亦透過相關非政府機構的網絡，向不同種族人士宣傳備有多種語言的專題網頁。

CRD also 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. The [multi-language thematic webpage](#) for people of diverse race was actively promoted through the networks of relevant non-governmental organisations.



兒童在“香港書展2021”的廉署攤位參與各項活動

Children participating in activities in the ICAC booth at Hong Kong Book Fair 2021

在香港書展“名人講故事”環節中，小朋友全神貫注聽故事，學習正面價值

Young children immersing themselves in a storytelling session promoting positive values at Hong Kong Book Fair



地區組織主動舉辦書法活動，向所屬會員宣揚廉潔信息

A district organisation taking the initiative to organise calligraphy activity to disseminate integrity messages to its members

載有“舉報貪污”和“點亮我誠”信息的宣傳品透過廉署及伙伴合作機構的網絡派發

“Shine with Integrity” publicity material being distributed through networks of the ICAC and partnering organisations to widely convey “report corruption” and probity messages



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。社關處舉辦了多項培訓課程，包括短片製作及編輯工作坊、手工藝工作坊及具有體驗元素的迎新活動，以鼓勵會員持續參與及增加其歸屬感。另外，社關處亦通過專題網站、Facebook 群組及《友·共鳴》期刊，與會員緊密聯繫，並發放社關處防貪教育工作的最新消息。

為迎接二零二二年“廉政之友”成立 25 周年，“廉政之友”青年屬會會員加入活動工作小組出謀獻策。其他青年屬會會員亦繼續協助籌劃地區“傳誠之旅”，在全港各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. Training courses such as video production and editing workshops, handicraft workshops and orientation programmes with experiential elements were organised for members to enhance their participation and sense of belonging. Moreover, a dedicated website and a Facebook group were maintained whilst newsletters were published regularly to keep close ties with members and update them on CRD's latest anti-corruption work.

To prepare for the 25th Anniversary of the ICAC Club in 2022, CRD formed a working group with Youth Chapter members to curate a series of anniversary programmes. Young members also assisted in organising Anti-corruption Walks at district level to disseminate integrity and law-abiding messages across the territory.



青年屬會會員參與團隊建設活動，並透過角色扮演，了解社區關係處的工作

Youth Chapter members joining team-building activities and learning about the work of CRD through role play



“廉政之友”製作“倡廉拼豆杯墊”，於倡廉活動派發給市民

Club members producing coasters with integrity messages for distribution in publicity events



“廉政之友”學習短片製作及編輯技巧，於協助籌辦倡廉活動時一展所長

Club members acquiring video production and editing skills to render assistance in integrity promotion programmes



“廉政之友”青年屬會會員和廉署暑期實習生參加培訓，協助籌辦“傳誠之旅”，在地區和學校推廣守法循規和“全城·傳誠”信息

ICAC Club Youth Chapter members and Voluntary Summer Helpers recruited under the ICAC Ambassador Programme attending training to prepare themselves for organising “Anti-corruption Walks” which aim at promoting the importance of law-abidingness and “All-for-Integrity” messages in districts and schools

樓宇管理

為配合政府近年推出多項樓宇維修及改善工程的資助計劃，社關處採取主動出擊策略，積極接觸成功申請資助計劃的人士，以及出席市區重建局、民政事務總署及其他政府部門舉辦的專題簡介會，加強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，亦設有專題網站提供各類參考資料，協助大廈管理組織實踐誠信樓宇管理。

廉署運用網上及面對面的渠道，透過探訪、講座及研討會等活動，接觸超過 3 300 位來自大約 950 個業主立案法團和大廈管理組織的相關人士。此外，社關處又藉着多元化的宣傳，包括海報展覽、問答遊戲、教育宣傳單張、專題文章等，接觸超過 13 500 人次。

因應物業管理業新發牌制度，社關處在物業管理業監管局（物監局）的支持下推出“誠信專業 物業管理”推廣計劃，加強向物業管理公司及物業管理從業員推廣誠信。社關處除了利用海報和單張向各級物業管理人員宣揚防貪信息外，亦分別透過專業團體的持續專業

BUILDING MANAGEMENT

To tie in with different government subsidy schemes for building maintenance and works launched in recent years, CRD stepped up efforts in educating flat owners on anti-corruption laws and corruption prevention measures by proactively approaching successful scheme applicants and joining briefings organised by the Urban Renewal Authority, Home Affairs Department and other government departments. Apart from the Clean Building Management Enquiry Hotline, CRD maintained a [dedicated website](#) which contained a depository of reference materials to assist building management bodies in upholding clean management.

Deploying both online and face-to-face channels, the ICAC reached out to over 3 300 people from around 950 owners' corporations and building management bodies through visits, talks and seminars. Also, more than 13 500 counts of people were reached through various publicity drive including poster exhibitions, quizzes, educational leaflets, feature articles, etc.

Supported by the Property Management Services Authority, CRD launched the Professional Property

發展課程向行政人員，以及大專院校的物業管理課程向大專生和接受職業訓練的學員提供誠信培訓。

Management with Integrity Programme to step up integrity promotion to property management companies and practitioners alongside the implementation of a new licensing regime in the industry. Anti-corruption messages were disseminated to property management staff at all levels through posters and leaflets, while integrity training was delivered to executives through continuing professional development programmes of professional bodies, as well as to tertiary and vocational school students undertaking property management programmes at tertiary education institutions.



業主及物業管理人員參加反貪法例地區研討會

Flat owners and building management personnel attending a briefing on anti-corruption laws in a district seminar

社區關係處人員向參與物業管理業監管局指明課程的物業管理從業員進行講解

A CRD officer speaking to a group of property management practitioners in a Property Management Services Authority Specified Course



全新宣傳海報向物業管理人員推廣專業誠信管理

A new poster promoting messages of integrity and professionalism to property management staff

廉潔選舉

《2021年完善選舉制度(綜合修訂)條例》刊憲後，社關處隨即調整有關選舉委員會界別分組一般選舉及立法會換屆選舉的教育及宣傳策略，擴大宣傳範圍以涵蓋《選舉(舞弊及非法行為)條例》的主要條文及新訂罪行，並向參與選舉活動的新持份者作出推廣。

在教育工作方面，社關處為參與選舉活動的新持份者、政治團體成員、選舉委員會界別分組及立法會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、票站工作人員等舉辦法例簡介會及活動；又向不同服務對象派發相關參考資料，包括專為候選人編製的資料冊及須知、選民資料套及各類宣傳單張，藉此提醒相關人士法例的規定。社關處除設有專題網站，就廉潔選舉提供最新資訊，亦設立查詢熱線提供諮詢服務。

至於宣傳工作方面，社關處利用多元化渠道，在多個網上網下平台傳遞廉潔選舉信息，並提醒各持份者必須守法循規。社關處又多管齊下，通過全新一輯電視及電台廣告、專題文章、海報、大眾傳媒、資訊娛樂頻道等不同途徑，全力宣揚廉潔選舉。此外，社關處在全港各區進行“快閃”宣傳活動，並在地區層面展開海報宣傳活動，深入社區，宣傳廉潔選舉。

CLEAN ELECTIONS

Upon the gazettal of the *Improving Electoral System (Consolidated Amendments) Ordinance 2021*, CRD promptly adjusted its education and publicity strategies for the Election Committee Subsector Ordinary Elections and Legislative Council General Election to extend the coverage of clean election messages, including major provisions and new offences under the *Elections (Corrupt and Illegal Conduct) Ordinance*, to new stakeholders in the elections.

On the education front, CRD arranged briefings and activities for new stakeholders, members of political parties, specified bodies of Election Committee subsectors, functional constituencies of Legislative Council, election helpers, district organisations, post-secondary students and elderly electors, as well as staff of polling stations. A wide range of reference materials, including tailor-made information booklets and guidelines for candidates, information packages for electors and various kinds of leaflets were distributed to respective targets to remind them of the legislative requirements. **Dedicated websites** were set up to provide updated information on clean elections and an enquiry hotline was in operation throughout the election periods.

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. CRD also engaged multifarious means, such as a new **television and radio advertisement**, feature articles, posters, mass media and infotainment channels to hammer home the clean election messages. To maximise the reach to the community, CRD staged Flash Roadshows across the territory and launched a poster campaign at district level.



在全港十八區舉行“快閃”宣傳活動，向市民大眾推廣廉潔選舉信息

Flash Roadshows promoting clean election messages to the general public in 18 districts



社關處人員在地區簡介會主講，教育市民維護廉潔選舉的法規和介紹廉署服務

A CRD officer delivering a presentation in a Regional Briefing to educate members of the public on the legislation governing clean elections and introduce ICAC services

全新一輯海報推廣廉潔選舉文化

A new poster set promoting clean election culture



為候選人、助選成員及選民製作的廉潔選舉參考資料

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



提供廉潔選舉資訊的專題網站

Dedicated websites providing information on clean elections

在多個網上平台、資訊娛樂頻道、公共運輸網絡和戶外廣告平台作宣傳

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



媒體宣傳

社關處繼續善用多媒體平台，以擴闊反貪及宣傳教育工作的接觸面。為提高廉署廣告宣傳片的成效，社關處運用嶄新的平台向市民展現廉署堅定不移、無畏無懼、不偏不倚的反貪信念，亦通過其他戶外媒體及數碼平台廣泛向社會各階層傳播廉潔信息。

MEDIA PUBLICITY

CRD continued to make good use of multi-media platforms to expand the reach of its anti-corruption education and publicity efforts. To reinforce the impact of ICAC's Announcement in the Public Interest, new platforms were explored and deployed to vividly project to citizens the relentless, fearless and impartial efforts of the ICAC in its graft-fighting mission. Together with other out-of-home media publicity channel and digital platforms, integrity messages were widely disseminated to all walks of life.



數碼屏幕廣告將廉潔信息結合實時的天氣資訊

Advertising digital panels displaying integrity messages adjacent to the real-time weather forecast

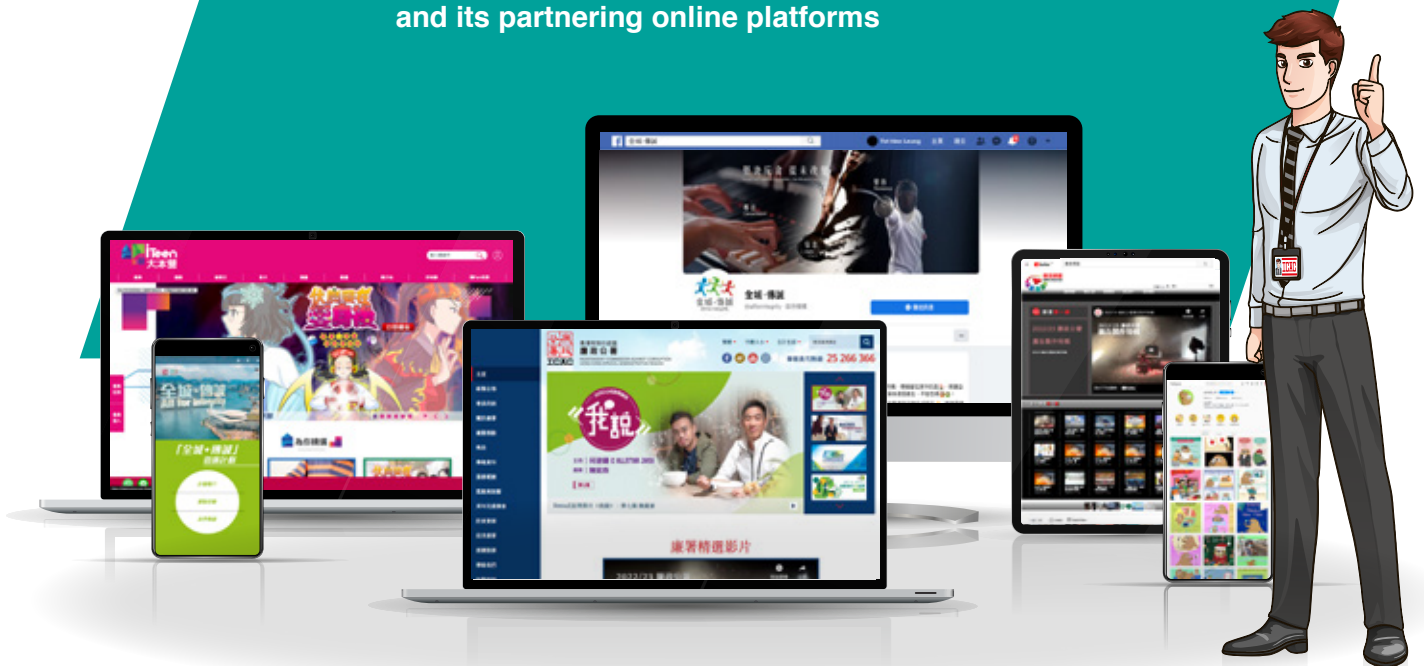
年內，社關處推出糅合擴增實境元素的“iTeen 四人組”全新漫畫，務求以生動有趣的方式吸引青少年。又繼續透過自二零二零年推出為期兩年的“青年製造”多媒體共創計劃，與青年人共同創作社交媒體的宣傳內容，包括製作網絡劇集、傳記式網絡專訪、網絡社會實驗和動畫系列等，並在“全城·傳誠”Facebook 專頁、“Greedy 堅”Instagram 帳戶和廉署 YouTube 頻道發布。

In the year, CRD launched a new “iTeen Four” Comics with augmented reality elements to capture the attention of youngsters in an entertaining way. CRD also continued the productions under the “Multi-media Youth-for-Youth Co-creation Project”, a two-year initiative launched in 2020 to co-create social media contents together with youngsters. Components of the project comprised web drama series, documentary-style interviews, social experiments and animation series, which were released on the “All for Integrity” Facebook Fanpage, Greedy Kin Instagram Account and the ICAC YouTube Channel.

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錄得 **超過 790 萬** 瀏覽人次

Over 7.9 million aggregate visits to the ICAC and its partnering online platforms



新推出的日式風格動畫“伏魔要在變身後”，引起青少年對反貪信息的共鳴

The latest Japanese anime style animation series, “Cheat-Mon Hunters”, promoting anti-corruption messages in a format that resonates with the younger generation



糅合擴增實境元素的全新“iTeen 四人組”漫畫項目讓讀者透過手機與動漫人物進行互動

The new “iTeen Four” Comics, which was developed using the latest augmented reality technology, allowing readers to interact with cartoon characters through their mobile devices



AR 漫畫場景體驗

AR 漫畫場景體驗

iTeen 四人組立體活化！閱讀本漫畫時，見到有 **AR** 圖案，可以用智能手機或平板電腦對以下網址 <https://iteencamp.icac.hk/games> 掃描AR圖，3D漫畫場景即時現身體驗！

《平行世界的iTeen四人組》番外篇

在沒有廉政公署的平行時空，一模一樣的iTeen四人組，他們的生活會是怎樣？即上<https://iteencamp.icac.hk>，收睇水滸風濤分篇！



由“愛·廉結”會員參與編劇與創作的新一輯網絡處境喜劇“又睇你識唔識Law”，探討在職青年日常工作中可能面對的貪污風險及誘惑

The latest season of “iSir Academy”, for which i-League members were involved in script writing, illustrating possible corruption risks and temptations that young working adults may face in their daily work

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看法。二零二一年的調查透過住戶面訪方式進行，成功訪問 1 714 名年齡介乎 15 至 74 歲的市民。

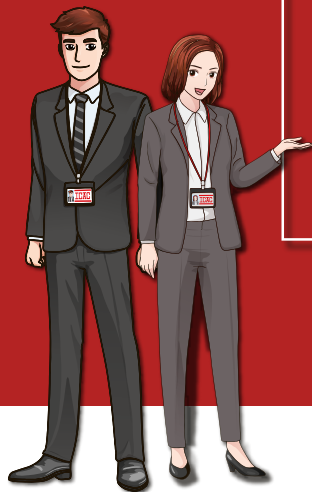
調查結果顯示，市民對貪污的容忍度繼續維持於極低水平。以 0 分（代表完全不可以容忍貪污）至 10 分（代表完全可以容忍貪污）的評分方法計算，受訪者對貪污的容忍度平均分僅為 0.7 分。幾乎全部受訪者（97.3%）認為維持廉潔對香港的整體發展重要。調查亦顯示貪污在本港非常不普遍。

ICAC ANNUAL SURVEY

CRD kept on monitoring the community's attitude towards corruption and its perception of the ICAC through engaging independent polling agencies to conduct opinion surveys on an annual basis. In the 2021 face-to-face household survey, 1 714 citizens aged between 15 and 74 were interviewed.

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 given by respondents of the survey was 0.7. Almost all respondents (97.3%) considered that keeping a corruption-free society is important to the overall development of Hong Kong. The survey also showed that experience of corruption was very uncommon in Hong Kong.

二零二一年廉署周年民意調查 2021 ICAC Annual Survey



對貪污接近零容忍
Nearly **zero tolerance** of corruption

98.3% 受訪者在過去一年內沒有親身遇過貪污
Respondents **had not come across corruption personally** in the past year

97.3% 受訪者認為保持社會廉潔對香港發展重要
Respondents considered keeping Hong Kong **corruption-free** is important to the development of Hong Kong