



## 2014「愛·節能」創意寫作比賽

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### 「愛·節能」創意寫作比賽

#### 通知

##### 一、比賽宗旨

「愛·節能」創意寫作比賽旨在激發中小學生使用電子平臺進行中文寫作的興趣，提高學生中文溝通和交流的能力，鼓勵學生進行創造性思維，培養學生創新精神和實踐能力，積極促進他們對全世界共同關心的能源問題的認知，增強節能「從我做起」的使命感和責任感，與全世界分享自己的節能經驗。參與此次活動的學生在中文寫作水平得到提高的同時，更增強了文化素養、科學知識，對宣傳普及能源知識，踐行節能低碳生活，起到非常重要的作用。

##### 二、主要舉辦機構

- 主辦機構：雅典娜 e 學園
- 媒體夥伴：香港教育城
- 支持機構：香港小童群益會
- 受惠機構：香港小童群益會

##### 三、比賽主題

當今世界，能源的發展是全世界、全人類共同關心的問題，也是社會經濟發展的重要問題。節約能源是一種重要的社會意識，是盡可能的減少能源的消耗、增加能源的利用率的一系列行爲。本次比賽以「愛·節能」為主題，圍繞節約電、天然氣、煤氣、煤和汽油這幾個能源類別進行寫作，發揮想像力、展現創意寫作才能、分享節能經驗。

##### 四、參賽對象

香港中、小學或國際學校的在校學生，年齡一般不超過 20 歲。並誠邀中國大陸、澳門、臺灣和海外各地對中文學習、寫作有興趣的學生參加，增加交流機會。

##### 五、比賽分組

本次比賽分為母語組（中文為第一語言）和非母語組（中文為非第一語言）兩個組別。



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### 六、作品要求

本次比賽的特色之一是要要求參賽者根據所寫文章填寫「文章提要」中的文章題目、主旨、文體等，以及填寫「作品內容」中的各段段落大要、重點詞彙、重點句子，目的是讓參賽者在寫作比賽中能將平時中文學習中的各項知識融會貫通，全面溫故語文基礎知識、提升語文綜合能力，進而為中文寫作水平的提高夯實根基。

#### 所有參賽者需完成：

- ①不超過 A3 紙大小的原始作品（文章+插圖）；
- ②登陸比賽官網，上載原始作品檔案；
- ③登陸比賽官網，輸入比賽文章文字內容和要求的其他各項文字內容；

#### 所有參賽入圍者需遞交：

- ①以郵寄或其他方式遞交不超過 A3 紙大小的原始作品（文章+插圖）原稿到本次比賽組委會；
- ②登陸比賽官網，上載文章朗誦視頻。

#### ► 文章

- (1) 主題鮮明、層次清楚、文字流暢，遣詞用句準確，語言生動，創意性強；
- (2) 文體不限，題目自擬，題材圍繞節約電、天然氣、煤氣、煤和汽油這幾個能源類別進行創作；內容突出節能「由我做起」的切實行動、具體措施或是想法、建議等。
- (3) 使用中文（繁體/簡體）寫作，須是原創，不得抄襲。
- (4) 字數要求：

#### 母語組

年級	字數	選材範圍
小學一年級至三年級	100~250 字	家庭中的節能
小學四年級至六年級	250~450 字	交通、運輸工具的節能
中學一年級至三年級	450~550 字	公共場合及設施的節能
中學四年級至六年級	550~750 字	工廠及生產中的節能



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### 非母語組

年級	字數	選材範圍
小學一年級至三年級	80~150 字	家庭中的節能
小學四年級至六年級	150~350 字	交通、運輸工具的節能
中學一年級至三年級	250~450 字	公共場合及設施的節能
中學四年級至六年級	350~550 字	工廠及生產中的節能

#### ➤ 插圖

- (1) 文章中要求配有插圖；
- (2) 插圖可為手繪、剪貼畫、照片等；
- (3) 須為原創，與文章主題、內容相關；
- (4) 配圖充分展現想像力和創造力思維，以圖說文，圖文並茂。

#### ➤ 視頻

- (1) 比賽入圍的參賽者須遞交對所寫文章的朗誦視頻，時間不超過 5 分鐘；
- (2) 視頻呈現參賽者良好精神面貌，著裝整潔、手勢和儀態自然；
- (3) 使用標準粵語或普通話進行朗誦，發音準確，語速適當，語調正確，感情真摯；
- (4) 可看原文稿件朗讀，鼓勵脫稿朗誦，以取得更高分數；
- (5) 朗誦場地不限，視頻製作形式和創意不限，參與人不限，但朗誦者必須為參賽者本人；
- (6) 遞交的視頻作品要求聲音和畫面播放流暢、清晰，以便評審評閱。

**注：比賽及作品詳細要求請參看本次比賽的「參賽指引與條款」。**

### 七、參賽方式

參賽者可以從「雅典娜 e 學園」APP 中或是登陸本次比賽官方網站（見下方鏈接）進行報名資料登記。<http://www.athenaspace.com/CEC2014>

### 八、比賽報名、作品提交、截稿及頒獎日期

- 報名日期：即日起至 2014 年 7 月 11 日
- 作品提交日期：即日起至 2014 年 7 月 11 日
- 截稿日期：2014 年 7 月 11 日
- 頒獎日期：2014 年 8 月 30 日（於香港特別行政區）

**注：海外參賽者請以 GMT+8 時間為準。**



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### 九、評判辦法

本次比賽將會有母語組和非母語組不同的評分標準，兩組分開評判，並邀請業內專家進行權威評審、公正評判。

### 十、獎勵辦法

本次比賽對參賽獲獎者、獲獎者的指導教師、以及積極組織學生參賽并取得好成績的學校和機構等都會在頒獎禮上進行不同程度的獎勵。鼓勵學校組織學生進行專門輔導，共同研習和寫作。比賽獲獎作品將會製作成專欄，公佈在本次比賽的官方網站中。「雅典娜 e 學園」本次比賽官方網站會稍後公佈比賽獎項等詳情。

### 十一、聯繫及諮詢方式

電郵：[cec2014@athenaspace.com](mailto:cec2014@athenaspace.com)

電話：(852) 6018-3828

WhatsApp/微信：(852) 6018-3828

地址：香港灣仔告士打道 50 號馬來西亞大廈 601 室

聯繫人：宋婷 老師

**注：下載本次比賽海報、通知、參賽指引與條款請登陸網址：**

<https://athenaspace.com/site/?pageCode=CEC2014/minisite&type=info>

「愛·節能」創意寫作比賽組委會

2014 年 3 月 28 日



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### "Love • Save Energy "Creative Essay Competition Announcement

#### 1. Purpose and Objective

"Love • Save Energy " Creative Essay Competition intends to enhance the interest of primary and secondary school students to utilize digital platforms for improving the basic ability of communication in Chinese language. The objectives are to develop innovative thinking, creativity, and initiative to take ownership on saving energy. The goal is to cultivate their perception and practices on world energy issues, develop a sense of **"It Begins with me"** as a personal value and responsibility. Through our digital platform, students could share their experience with that of other cities and countries. We anticipate all the students who participate in this event will improve their writing skills, literacy level, and scientific knowledge. This competition would play a role to increase the global awareness and disseminate the concept to everyone about the development of an energy-efficient and low-carbon lifestyle.

#### 2. Key Organizers

- Event Organizer: Athena Space
- Media partners: Hong Kong Education City
- Supporting Organization: Boys' & Girls ' Clubs Association of Hong Kong
- Beneficial Organization: Boys' & Girls ' Clubs Association of Hong Kong

#### 3. Topic

Energy consumption is the common concern of the world today. It affects many aspects of human, social, and economic development. Energy conservation is an important social consciousness. A total alignment of programs and actions are developing to reduce energy consumption and increase energy utilization. This Creative Essay Competition **"Love • Save Energy"** revolves around the ideas of saving electricity, natural gas, coal gas, coal, and gasoline. Students may demonstrate their creativity, imagination, and sharing of personal energy-saving experience.



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### 4. Participants

We welcome all students of primary schools, secondary schools, and international schools in Hong Kong to participate. We also sincerely invite the students of the same grades from the mainland of China, Macau, Taiwan, and other overseas countries to join and share their respective experience.

### 5. Groups

The Competition will be established in two language Groups, Chinese as the mother-tongue language (Chinese as the first language) and Non-Chinese mother-tongue language (Chinese is not the first language).

### 6. Submission Formats

**The submission for this Competition has four components:**

- The Original Creative Artwork is developed on a piece of paper, which is not bigger than A3 size. The artwork will consist of text words and Graphic Design.
- Upload of the Original Creative Artworks to the Official website of this Competition.
- Submit Essay Outline and Content into the Official website of this Competition.

**Qualified finalists would be required to:**

- Post the Original Creative Artworks to the office address of Athena Space.
- Upload the Oral Presentation Video to the official website of this Competition.

#### ➤ **The Essay**

- (1) A clear theme, well structured, the fluent reading, right choice of vocabulary, vivid style, and creative.
- (2) No restriction on types of Essay Style. Students may propose any topic, and the contents are the discussion around saving electricity, natural gas, coal gas, coal and gasoline. The content should illustrate creative ideas, actions, and experience, reflecting "Save Energy begins with me".
- (3) All text contents are written in Chinese, either traditional or simplified characters. Any identified plagiarized artworks will be disqualified.
- (4) Number of Characters:



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### Chinese Mother-tongue

Grade	Word count	Topic
Primary L1-3	100-250	Saving at home
Primary L4-6	250-450	Saving in transportation vehicles
Secretary L1-L3	450-550	Saving in public places & facilities
Secretary L4-6	550-750	Saving in production & product design

### Non-Chinese Mother-tongue

Grade	Word count	Topic
Primary L1-3	80-150	Saving at home
Primary L4-6	150-350	Saving in transportation vehicles
Secretary L1-3	250-450	Saving in public places & facilities
Secretary L4-6	350-550	Saving in production & product design

#### ➤ **Graphic Design**

- (1) Every Original Creative Artwork is required to include text contents and Graphic Designs.
- (2) The Graphic Design could be done by hand-drawing, clip arts, and photos.
- (3) All the Graphic Design must be originals created by the student, and they should be matched or associated with the topic and text content.
- (4) The overall design of the Creative Artwork should reflect the imagination and innovative thinking, and to illustrate the visual impact of the idea.

#### ➤ **Oral Reading Presentation Video**

- (1) Qualified finalists are required to record an Oral Reading of the Essay in a video not longer than five minutes.
- (2) The participant should present an outlook of positive energy, properly dressed, proper oral reading and gesture in the video.
- (3) The oral reading could be conducted in Cantonese or Mandarin (Putonghua), with the right pronunciation, speeds, and with a sincere behavior.
- (4) The Participant may read from a script on hand. However, higher marks will be given to the oral reading from the hearts without holding any scripts on hand.



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- (5) The Participant may choose any places to record the oral reading. It could be creative; friends and family may accompany the participant in the Video. The Oral Reading must be done only by the Participant in the Video.
- (6) Please make sure the recorded sound and images of the Video are clear and no defect.

- **Please read the details in the Submission Guideline**

### 7. Enrollment

Please login the Athena eLearning App or the official website of this Competition at:  
<http://www.athenaspace.com/CEC2014> for all the enrollment details.

### 8. Time Table

- Registration : April 15 to July 11, 2014
- Submission: April 15 to July 11, 2014
- Submission Deadline : Mid-night July 11, 2014
- Award Presentation : August 30, 2014 at The Hong Kong SAR

- **GMT+8 Hours is applied for overseas participate**

### 9. Assessment & Judges

This competition will establish two assessment criteria for Chinese Mother-tongue and Non-Chinese Mother tongue teams. Experts are invited to conduct professional assessments.

### 10. Awards

This Competition will offer attractive awards and recognitions to the top winners, teachers, and schools or tutor centers. There will also awards for the school and teacher with the highest enrollment. We encourage the students to study in class groups and submit the applications together. The winning submissions will also be made into eBook Apps. We will announce more details in the official website of this Competition.





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### 11. Contacts

Email: [cec2014@athenaspace.com](mailto:cec2014@athenaspace.com)

Tel: (852) 6018-3828

WhatsApp/WeChat : (852) 6018-3828

Address : Room 601, Malaysia Building, 50 Gloucester Road,  
Wanchai, Hong Kong

Contact: Ms. Song Ting

P.S. There are posters, event announcement, guidelines and polices for this Competition available for downloads at our Competition Website:

<https://athenaspace.com/site/?pageCode=CEC2014/minisite&type=info>

**By The Organizing Committee of:  
"Love · Save Energy" Creative Essay Competition  
March 28, 2014**