

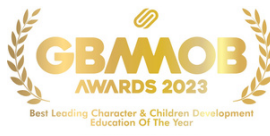


JEMS



CHARACTER ACADEMY

PROGRAMMES 2026-2027



www.jems.com.hk



Building Character. Raising Leaders.
Since 2009

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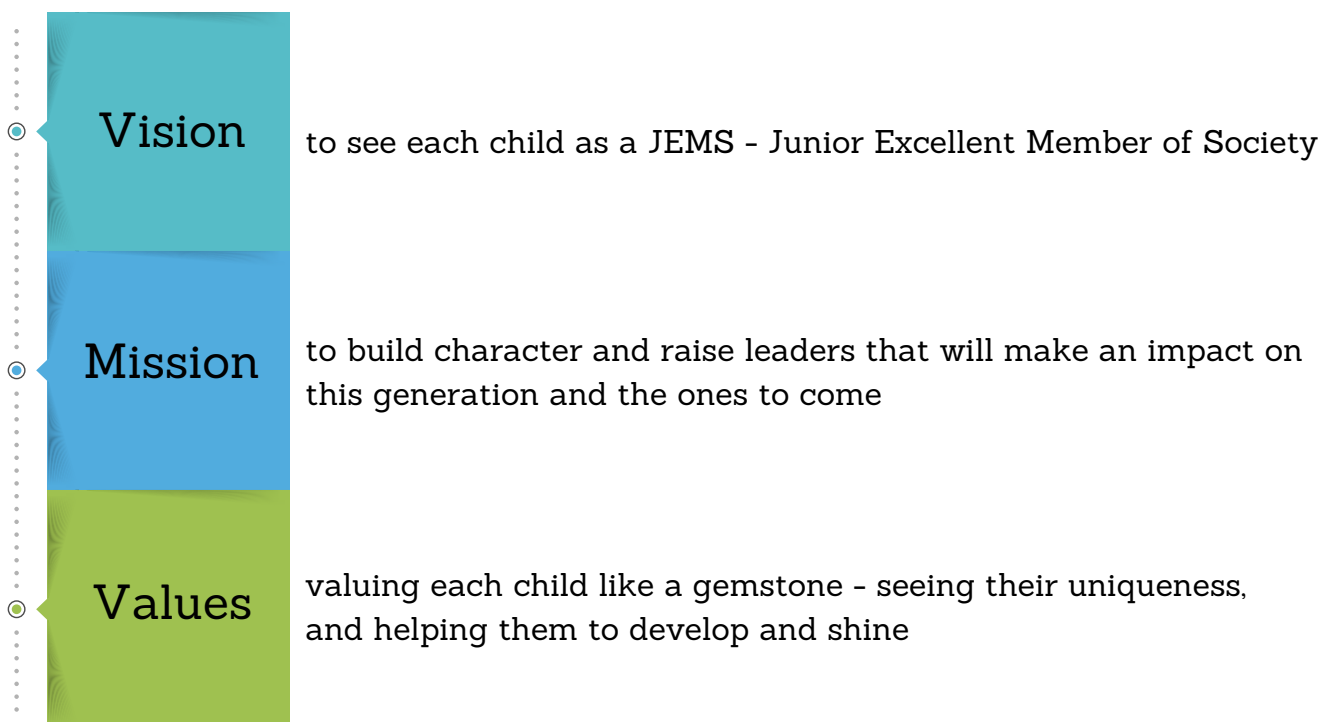
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About JEMS Character Academy

With 16 years of experience in the field of Character Education, JEMS Character Academy works with children up to the age of twelve to develop character and equip them with knowledge, skill and mindset which would enable them to succeed in all aspects in life. JEMS is widely recognised as a leading institution for providing quality character education programmes in Hong Kong.



About our Founder




Christine Ma-Lau founded JEMS Character Academy in 2009 out of her passion for seeing children as 'Junior Excellent Members of Society' with strong character values who know how to make wise choices in life. Additionally, she is:

- Founder & Co-chairperson, Character Education Foundation
- Adjunct Professor, The Education University of Hong Kong
- Author, 'Thankful Theo'
- Graduate, University of Pennsylvania, Graduate School of Education



We believe Character is...

.....○.....○.....○.....

 <p>A Muscle - the more it is exercised, the more it develops. I.e. daily gratitude develops a thankful heart</p>	 <p>A Balance - virtues overused can be negative. I.e. courage has to be balanced by caution</p>	 <p>The Roots of a Tree - they can't be seen but are what makes the tree stand strong and flourish</p>
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Benefits of JEMS

- Development of essential character values
- Growth of social and emotional skills
- English-language immersion
- Engaging lessons leading to practical life application



What Students, Parents and Teachers Say

“JEMS has taught me so much - how to treat others, how to be a kind, charitable person, and how to stay on the right path.”

JEMS Graduate, Yat

“Jack has learnt to face problems and overcome his fear. He was able to lead class meditation at school. It is a big deal to Jack as he didn't like to do any of these last year. Jack was able to listen to other people's opinion better. He is more able to work in a team setting.”

JEMS Parent, Gigi P

“We have received feedbacks from teachers that our P2 students have improved and show less emotional outbursts in school and our P6 students have matured and show leadership qualities in various areas during the course of the programmes.”

Fukien Secondary School
Affiliated School

What our School and Organisation Partners say

"I want to write you a message of gratitude. My girl enjoyed the Character Camp very much. She talked a lot with me about love, honesty, and resilience (never give up)! Thank you for building these into my little girl's heart!"

Vinelle Leung - Head of AISL Foundation
(for AISL Harrow Schools)

Please rate your overall camp experience - 100% on "★★★★★"

Please rate the performance of the camp's instructors (5 is excellent and 1 is poor). - 100% on "★★★★★"

How likely are you to recommend this camp to a friend? - 100% on "Very likely"

Harrow International School Hong Kong
Christmas Character Camp

I am delighted to endorse the exceptional work of Story Jungle and JEMS Character Academy's collaborative English storytelling programmes. In my extensive experience teaching and observing literacy teaching activities in schools, I have found their Story-Telling approach highly fruitful. Their expertise and dedication are highly commendable, and I am confident their work would bring new impetus, elevating diverse students' English skills while nurturing their character development through the transformative power of storytelling.

Professor Carol Chan,
Honorary Professor, Faculty of Education, The University of Hong Kong

"The JEMS Character Academy workshops were thoughtfully designed and highly engaging. The topics and themes were age-appropriate and meaningful, and the language used effectively connected with our students. The facilitators created an interactive and lively learning environment that captured students' attention throughout.

The presentation decks were clear and visually appealing, supporting the delivery of relevant and practical content. The sessions were delivered with great consistency by seasoned facilitators who demonstrated strong classroom management and rapport with students. Overall, the workshops provided a valuable and enjoyable learning experience for our students."

Ethan Stone - Assistant Director of Li Ren –
Wellbeing & Inclusion, The ISF Academy

JEMS Journey in Numbers

2009

the year we were established

36

number of students in our first cohort

\$1M

amount we have raised over the years for local charity partners

16

years of self-developed character education curriculum

13,000

number of students we have delivered quality programmes to

15

local charities we have supported over the years

95%

parents strongly agreed that their children enjoyed classes at JEMS

10

years we have run programmes at St. Paul's Co-educational College Primary School

100%

of parents who attended JEMS for 7 years or more reported their children grew in empathy

85

number of student-led charity events we have hosted

90%

parents reported that their children grew in 5 or more areas of character

10

years we have partnered with Hong Kong University internship programme



Best Education Centre of the Year 2023



Best Leading Character & Children Development Education of the Year 2023

JEMS Character Academy curriculum is developed internally, focusing on developing the 5Cs in children and complies with the Education Bureau's curriculum framework on Values Education.



The 5Cs of Character

JEMS' unique 5C model of character that offers holistic development on values, skills and decision making.



Core values -



respect, courage, gratitude



Confidence -



uniqueness, emotions, responsibility



Compassion -



empathy, kindness, generosity



Connectedness -



family, friends, teamwork



Consistency -



goal setting, perseverance, resilience



Primary cultivated values and attitudes:

1. Perseverance
2. Respect for Others
3. Sense of Responsibility
4. National Identity
5. Commitment
6. Integrity
7. Compassion
8. Law-abidingness
9. Empathy
10. Diligence
11. Other Positive Values and Attitudes

Congratulatory Words for our 15th Anniversary



Congratulations to JEMS Character Academy on reaching this incredible milestone of 15 years! Your dedication to promoting character development in the community is truly inspiring. Wishing you continued success in many more years to come!

Mr. SZE Chun Fai, Jeff, JP
Under Secretary for Education
The Government of the HKSAR

I heartily wish to extend my warmest greetings and congratulations to JEMS Character Academy for your 15th Founding Anniversary - a highly respectable achievement and commitment in instilling positive character traits and values in young people's lives, building a stronger foundation for our society and future generations beyond classroom and academics. Wishing JEMS many more years of success to come."



Leung Lai Mei Lucilla
Former Headmistress
St. Paul's Co-educational College Primary School



Congratulations to JEMS Character Academy on reaching your 15th anniversary! Your tireless dedication to promoting character development and leadership skills to our young generations is truly commendable. Thank you for making a positive impact on our communities and helping to shape the leaders of tomorrow.

Here's to many more years of success and making a difference in the lives of our youth. Congratulations once again on this remarkable achievement!

Dr Sylvia Chan May-kuen, MH
Principal
Ying Wa Primary School

JEMS Events and Charity Fundraisers



Schools We Have Worked With

University

- Hong Kong Baptist University
- The University of Hong Kong
- The Education University of Hong Kong

Private

- Alliance Primary School, Kowloon Tong
- Bloom KKCA Academy
- Diocesan Girls' Junior School
- Hong Kong (Ascot) Preschool & Playschool
- Pooi To Primary School
- St. Stephen's College Preparatory School
- The ISF Academy
- Tsung Tsin Primary School And Kindergarten
- Victoria Educational Organisation

Direct Subsidy Scheme (DSS)

- Fukien Secondary School Affiliated School
- Lingnan University Alumni Association (HK) Primary School
- St. Charles School
- St. Paul's Co-educational College Primary School
- Ying Wa Primary School

International

- Canadian International School
- Fairchild Nursery and Kindergarten
- German Swiss International
- Harrow International School (and AISL Outdoors)

Government & Aided

- Baptist (Sha Tin Wai) Lui Ming Choi Primary School
- Baptist Lui Ming Choi Primary School
- C.C.C Kei Tsz Primary School
- C.C.C Kei Wan Primary School (Aldrich Bay)
- Canossa Primary School (San Po Kong)
- Cho Yiu Catholic Primary School
- Fung Kai No.1 Primary School
- Heep Yunn Primary School
- HHCKLA Buddhist Chan Shi Wan Primary School
- Immaculate Heart of Mary School
- Kowloon True Light Middle School
- Maryknoll Convent School (Primary Section)
- S.K.H. Tsing Yi Chu Yan Primary School
- S.K.H. Yan Laap Memorial Primary School
- Tai Po Baptist Public School
- Tsz Wan Shan Catholic Primary School
- Yaumati Catholic Primary School (Hoi Wang Road)



Organisations We Have Worked With

- Acorn Playhouse HK
- Big Bang Academy
- China Daily
- DAB Central & Western District
- Kindred Studio
- KPMG
- Moskiddo
- Oxford University Press
- Securities and Futures Commission
- Story Jungle
- The Hong Kong Academy for Gifted Education
- Tiger Enterprise Corporation
- UBS
- VDO English
- Yum China



Charities We Have Worked With

- Aberdeen Kai-fong Welfare Association
- Arts with the Disabled Association Hong Kong
- Crossroads Foundation
- Dialogue In The Dark (HK) Foundation
- Eye Care Charitable Foundation
- Food Angel
- Make-A-Wish Hong Kong
- Muscular Dystrophy Association
- Orbis International
- Playright Children's Play Association
- Po Leung Kuk - 1982 Board of Directors Day Care Centre for the Elderly
- Soap Cycling
- Society for Community Organisation
- St. James' Settlement
- The Ebenezer Foundation
- The Hong Kong Society for the Deaf
- YWAM Gateway
- YWAM Tuen Mun



Where our students are from and go:

We are thankful for the range of students who come to JEMS and we are always proud of how they shine wherever they go.

Kindergarten	Braemar Hill Nursery School Victoria Kindergarten Causeway Bay Kiangsu & Chekiang Nursery St. Catherine International Kindergarten Chinese International School (Kg Sect) Rightmind Kindergarten Ling Liang Kindergarten	Tutor Time International Kindergarten Sheng Kung Hui Kindergarten Mighty Oaks International Nursery and Kindergarten The Peak Pre-School Victoria (South Horizons) International Kg Little Dalton Kindergarten Kentville Kindergarten
Primary	ISF Academy Diocesan Girls' Junior School Diocesan Boys' School Primary Division Canadian International School Chinese International School German Swiss International School International Montessori School	Quarry Bay School (ESF) Hong Kong International School Singapore International School St. Paul's Co-educational College Primary School St. Stephen's College Preparatory School Kiangsu and Chekiang Primary School
Secondary	Harrow School (UK & HR) Wycombe Abbey School Cheltenham Ladies' College Shanghai American School ISF Academy Diocesan Girls' School Diocesan Boys' School Ying Wa Girls' School	Hong Kong International School Singapore International School St. Paul's Co-educational College St. Stephen's College Canadian International School Chinese International School German Swiss International School South Island School (ESF)
College/ University	Cambridge University London School of Economics King's College London University of Toronto University of Southern California University of Chicago University of British Columbia	Brown University Pitzer College - Claremont California Durham University Wesleyan University

Schools listed in random order and are not exhaustive



IN-HOUSE PROGRAMMES

FOR PN-P6 STUDENTS



ANNUAL PROGRAMMES

JEMS Annual Programme brings students on a year-long journey to develop their character in their personal identity, helps them build solid relationships and empowers them to make a difference in the community.

Character Topics for PN-K3 students include:

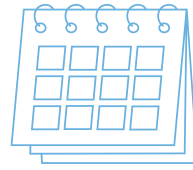
- I am special
- I am responsible
- I keep trying
- I share with others
- I care for my community

Character Topics for P1-P6 students include:

- I am confident in my strengths and despite my weaknesses
- Self-control is the way to go
- I am responsible for my time, thoughts and emotions
- Teamwork makes the dream work
- Compassion in action



Weekly Classes



September - June



Monthly character theme



Post-class update email



Grade-leveled small-classes



Parent-teacher conferences



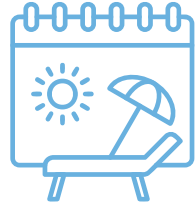
Graduation event



HOLIDAY PROGRAMMES



Workshops and camps



Holidays



Character theme



Post-class update email



Multi-grade small-classes

JEMS Holiday Programme offer workshops and week-long camps for students to dive deep into character topics.

Character Workshops for PN-K3 students include:

- I know my feelings
- I am honest
- I make good choices
- I am a good friend

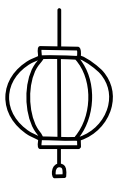
Character Topics for P1-P6 students include:

- I choose and build friendships
- I can withstand peer pressure
- I am a leader
- I express gratitude

Programmes take place at:



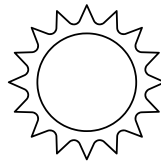
Christmas



Chinese
New
Year



Easter



Summer





SCHOOL PROGRAMMES FOR STUDENTS

- KINDERGARTEN
- PRIMARY
- SECONDARY & UNIVERSITY





SCHOOL PROGRAMMES - KINDERGARTEN



Programme Components:



Storytelling



Teamwork
Games



Experiential
Learning



Science
Experiments



Role
Plays



Scavenger
Hunts



Hands-on
Object
Lessons



Arts & Crafts



Relationship
building



Kindergarten School Programmes

Assembly Talk



Sample Topics:

Building character
How to be responsible
Making friends

Max: 300 students

Grade-wide Workshop



Sample Topics:

Uniqueness
Emotions
Responsibility
Friendship

Max: 100 students

Meet The Author: Christine Ma-Lau



Storytelling of 'Thankful Theo' by author, Christine Ma-Lau. Participants take part in reflective activities to think about what they are thankful for.

Max: 160 students

Parent-Child Workshops



Sample Topics:

Feelings (range of emotions)
Anger (feeling and regulation)
Confidence (understanding your uniqueness)
Family (with different family members)

Max: 20 parent-child pairs

Extra-Curricular Courses & Holiday/Short-Term Camps



- Development of essential character values
- Growth of social and emotional skills
- English-language immersion

Schools can choose the topics from our different series for a holiday/short-term camp for an immersive student learning experience.

15-20 students/class

Kindergarten Extra-Curricular Courses & Holiday/Short-Term Camps:



VIRTUES SERIES

Be an adventurous explorer and grow in respect, responsibility, perseverance, bravery, care, teamwork and more. Children set out on a safari camp to explore animals of good character and how they can apply the character virtues in their daily lives.

Topics:

Bravery, Creativity, Carefulness, Empathy, Determination, Generosity, Kindness, Manners, Care, Patience, Perseverance, Responsibility, Self-control, Teamwork, Tenacity



FABLES SERIES

There is power in storytelling. Children are introduced to fables and learn character values through some of the classics. Fables such as 'Lion and Mouse', 'Bundle of Sticks', and 'The Boy Who Cried Wolf' will be used to highlight values like acceptance, teamwork, and honesty.

Topics:

Acceptance, Confidence, Contentment, Diligence, Flexibility, Focus, Friendship, Gratitude, Honesty, Jealousy, Perseverance, Teamwork



FEELINGS SERIES

By learning about feelings, students deepen their understanding of themselves and enhance their interpersonal skills. Students learn to build their 'emotional dictionary' and the different strategies to deal with these feelings - to stop, think and go to do the right thing.

Topics:

Anger, Bravery, Confidence, Curiosity, Disappointment, Embarrassment, Excitement, Frustration, Happiness, Hope, Jealousy, Love, Sadness, Thankfulness, Worry



SCIENCE SERIES

Using hands-on STEM experiments as analogies, students learn about important life lessons such as how to manage anger and not be like an erupting volcano, find friends and mix like a rainbow, and have resilience to 'float' above difficult situations.

Topics:

Acceptance
Anger
Family
Kindness
Making Friends
Resilience
Responsibility
Teamwork



STORY ADVENTURE SERIES

Through exploring story books, students embark on an adventure to learn about positive values and attitudes such as respecting others and showing integrity. This programme complies with the Education Bureau's curriculum framework on Values Education.

Topics:

Compassion
Commitment
Diligence
Empathy
Integrity
Respect for Others
Respect for Rules
Sense of Responsibility



ROLE MODELS SERIES

Positive role models inspire and encourage the building of character. Students learn about the life stories of historical and modern role models. Character values will be highlighted through the role models in the series.

Topics:

Courage
Compassion
Fairness
Hard Work
Leadership
Perseverance
Persistence
Resilience



CLASSICAL MUSIC SERIES

With a combination of stories, classical music, and learning activities, students learn about a classical piece of music, learn character-based lyrics to the song and learn life applications of the character virtue in each lesson.

Topics:

Attentiveness
Dependability
Obedience
Self-Control
Truthfulness



SCHOOL PROGRAMMES - PRIMARY



Programme Components:



Storytelling



Teamwork
Games



Experiential
Learning



Science
Experiments



Role Plays



Video
Presentations



Hands-on
Object
Lessons



Presentations



Reflective
Writing



Primary School Programmes

Prefect / Leadership Training



Sample Topics:
 Empathetic Leadership
 Conflict and Mediation
 Effective Communication
 PERMA Model for Well-being

Max: 160 students

Assembly Talk



Sample Topics:
 Battle Bullying
 Friendship
 Growth Mindset
 Emotions

Max: 300 students

Grade-Wide Workshop



Sample Topics:
 Confidence to Battle Bullying
 Emotion Detectives
 The 7Cs of Resilience
 Character Leadership

Max 100 students

Grade-Wide Series Self-Directed Learning



These Grade-Wide Workshops on Self-Directed Learning (SDL) is vital for empowering students to take charge of their education.

Session 1: Goal-Setting
 Session 2: Time Management
 Session 3: Motivation

Max: 160 students

Extra-Curricular Courses & Holiday/Short-Term Camps



Sample Topics:
 "I've Got Potential"
 E-F-G (Emotions, Friendships, Growth)
 Resilience and Growth Mindset
 Gratitude and Giving
 Battle Bullying
 Leadership and Teamwork
 STEM: Developing Good Character
 Emotions Town
 How to: Prioritise and Manage Time
 Balanced Excellence: Perfection & Self-kindness

Max: 30 students/class



SCOLAR
語常會



Grade-Wide Series - Character Values through English Storytelling

This grade-wide storytelling programme creates an engaging, collaborative learning experience. Students build comprehension by reading and expanding an evolving narrative, while role-play deepens understanding and vocabulary.

This multi-faceted approach empowers students to shape the story and spark their imagination.



Programme Highlights:



Grade-wide storytelling highlighting a character value and emotional literacy word



Story-specific bulletin board creation with students' work



Ambassador training and video recording



Highlight video for school

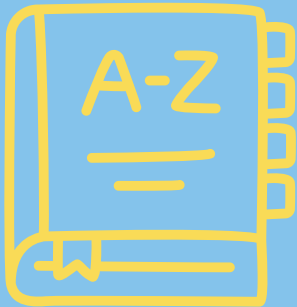


Whole school approach to growing in character and love of English reading

Grade	Book	Character Highlight	Emotion Highlight
P1	The Stray Dog by Marc Simont	Care	Sad
P2	Buddy Bench by Patty Bronzo	Empathy	Hurt
P3	The Empty Pot by Demi	Diligence	Discouraged
P4	Salt in his Shoes by Deloris Jordan	Resilience	Frustrated
P5	Pickles to Pittsburgh by Judi Barrett	Responsibility	Threatened
P6	Dear Mr. Falker by Patricia Polacco	Respect	Conceited

A-Z CHARACTER ENGLISH

Grow in Character and Leadership Strengths from A to Z, while exploring fun stories from nature and practical applications for daily living! In collaboration with Dr. Ling Hua Loon, this program combines his curriculum that has been used in Singapore and Malaysia with JEMS' activities.



	Focus
A-Z	Adaptability - The Oystercatcher Story
	Balance - The Kangaroo Story
	Commitment - The Emperor Penguin Story
	Determination - The Bluebird Story
	Encouragement - The Morning Glory Story
	Focus - The Rabbit & Stoat Story
	Guidance - The Banded Mongoose Story
	Humility - The Nightingale Story
	Inspiration - The Sunflower Story
	Joy - The Dolphin Story
	Kindness - The Saguaro Cactus & Nurse Plant Story
	Learning - The Honey Bee Story
	Maturity - The Bamboo Story
	Neatness - The Acorn Woodpecker Story
	Optimism - The Red-crowned Crane Story
	Perspective - The Starling Story
	Quality - The Sociable Beaver Story
	Reflection - The Cow Story
	Skilfulness - The Goat Story
	Trust - The Great White Shark & Pilot Fish Story
	Unity - The Zebra Story
	Vision - The Weaver Story
	Watchfulness - The Prairie Dog Story
	X-factor - The Cucumber & Zucchini Story
Youthfulness - The Bald Eagle Story	
Zeal - The Salmon Story	

CONFIDENT CREATORS: TUBLOCK AND CHARACTER

Session	Focus
1	Introduction to Tublock
2	Teamwork - the 5 Cs (collaboration, consideration, creativity, communication, courage)
3	Introduction to Stop Motion
4	Perseverance - introduction & role models
5	Script planning
6	Character Strengths - myself and my story characters
7	Building Animation Scenes from Storyboards
8	Production of Stop-Motion Animation
9	Group Presentation



Dive into the world of stop-motion animation while exploring the concept of positive psychology and character strengths. Through this program, students will have the opportunity to identify and understand their own character strengths, fostering personal growth and self-awareness. They will learn about the fundamentals of stop-motion animation, including techniques such as frame-by-frame movement and the use of Tublock, a popular stop-motion animation tool. As they immerse themselves in the creative process, students will develop confidence, teamwork skills, and perseverance.

The program culminates in a presentation where students showcase their stop-motion animation masterpiece, celebrating their achievements.





SCHOOL PROGRAMMES - SECONDARY & UNIVERSITY

香港教育大學
The Education University
of Hong Kong



Character Talks and Workshops:

Topics:

- Building emotional intelligence and resilience
- Grades or character: Which one matters more?
- Preparing for an unknown future: Essentials in life
- Character strengths & leadership
- Character-based leadership skills for the workforce
- Resilience & Respect

PROGRAMMES FOR PARENTS



Parenting Talk

Topics:

- How to Help Children Manage Emotions for Better Connection and Communication (如何幫助孩子管理情緒以實現更好的關係和溝通)
- Nurturing Resilient Minds: Promoting Children's Health and Well-being (培育堅韌的心靈：促進兒童健康與幸福)

Participants: up to 300

Preferred location: school hall



Parenting Workshop

Topics:

- Building Strong Communication with Your Child
- Establishing Boundaries for Success
- Identifying Your Child's Strengths and Potential

Participants: up to 45 participants

Preferred location: classroom/hall

Content: hands-on, interactive, discussion-based workshop



PROGRAMMES FOR TEACHERS



Teacher Training in Character Values Education

Topics:

- How To Integrate Character Education Into Lesson Design
- How To Foster Good Character in the School Environment
- The Vital Role of Character Education in Hong Kong's Education

Participants: up to 120

Preferred location: school hall

Content: hands-on, interactive,
discussion-based workshop



Teacher Team Building

Team Building Themes:

- Teacher's Emotions and Wellbeing
- Get To Know Your Teammates
- Effective Communication within A Team

Participants: up to 120

Preferred location: school hall

Content: Team Building Session for teachers to work together and execute their duties efficiently



Character Education Consultation

Consultation on:

- Whole-school approach to Character Education
- Character Curriculum Implementation
- Creating a Unique Curriculum

For: character education department heads and/ or senior management and/ or teachers

Content: bespoke consultation for whole-school character education design



CORPORATE PROGRAMMES



Holiday Camps for Employees' Children



This 1.5 day programme (total of 10 hours) customised for Yum China, China's largest F&B operator, includes three interactive and hands-on three-hour sessions for employees' children and a one-hour parent-child review workshop. Held in Shanghai, Hangzhou, and Sanya, and will continue to be implemented in other provinces in China.



Hour	Topics
3	Time Management <ul style="list-style-type: none"> • Punctuality and Timeliness • Prioritisation • Avoid Procrastination • Break Down Tasks and Planning
3	Emotional Management <ul style="list-style-type: none"> • The Importance of Emotions • Understanding One's Own and Others' Emotions • Emotions Management and Regulation
3	Wellness Management <ul style="list-style-type: none"> • Exploring the Relationship Between Happiness and Gratitude • Enhancing Well-Being Through the Expression of Gratitude
1	Parent-Child Review Workshop <ul style="list-style-type: none"> • Review and Sharing • Certificate Presentation



100%

Students participating in the course understand gratitude in their daily lives.

100%

Parents strongly recognise that students have gained valuable insights and are applying them in their subsequent life and learning experiences.

{少年品格} 成长营



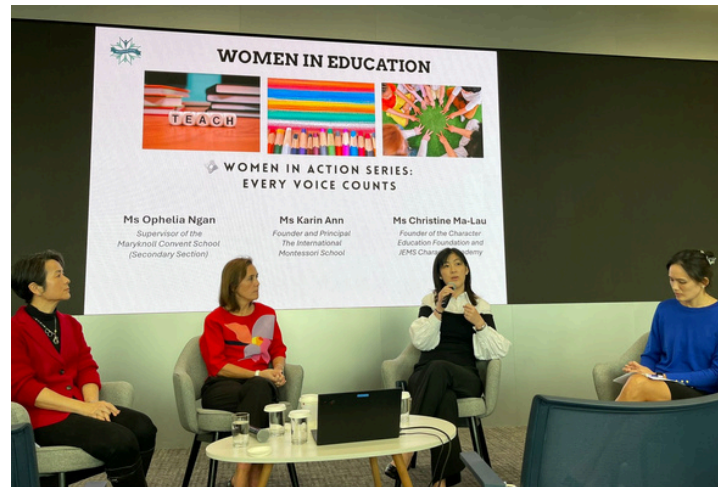
Parenting and Leadership Talks/ Roundtable Discussions

We have been honoured to be invited to speak on the topics of character development, education, parenting and leadership at many corporate events including ones hosted by UBS, SFC, KPMG, Oxford University Press and many more.



UBS Asian Investment Conference 2024
The Keys to Next-Gen Success

Securities and Futures Commission Talk Women in Education



Oxford University Press
Parenting Video Recording



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JEMSCharacterAcademy



JEMSCharacterAcademy



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