



**Guidelines for Promoting Accredited Programmes and Programmes
undergoing Accreditation**

1. The guidelines below are intended to provide guidance to operators and qualifications granting bodies who would like to promote their programmes accredited by, or undergoing accreditation by, the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) under the Accreditation of Academic and Vocational Qualifications Ordinance (AAVQO) (Cap. 592) for Qualifications Framework recognition and registration on the Qualifications Register.
2. Operators and qualifications granting bodies that would like to promote their programmes accredited by, or undergoing accreditation of HKCAAVQ under Cap. 592 shall adopt and comply with these guidelines.
3. These guidelines are not applicable to new degree programmes that are in the process of seeking approval from the Secretary for Education (SED) under the Post Secondary Colleges Ordinance (Cap. 320). Institutions registered under Cap. 320 should refrain from promoting or advertising new degree programmes that have not been approved by SED.
4. An operator or qualification granting body may announce that a programme is accredited by HKCAAVQ only when the accreditation status of the programme has been so determined by the HKCAAVQ.
5. Promotional material refers to material in any form (including the electronic form), either paid or unpaid for communication, addressed to the public or a section of it (including the internet users), the purpose of which is to promote the programme with a view to increase the recruitment level of it or/and the interests of the operator or qualifications granting body concerned.
6. Information contained and conveyed in any promotional material must be accurate and consistent with the related documents submitted to HKCAAVQ for accreditation.

7. No promotional material may contain any descriptions, claims, or illustrations which directly or by implication mislead about the recognition or accreditation status of the programme being promoted.
8. When referring to the accreditation status determined by HKCAAVQ in the promotional material, the following statement may be used: “(Title of the programme) is accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications for a period from [month/year] to [month/year] (validity period of the relevant programme).”.
9. When promoting a group of programmes accredited by HKCAAVQ, the following statement may be used: “(Number of relevant accredited programmes) programmes are accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications. Programme titles and respective validity periods of the accreditation status are at (weblink).”.
10. Any claim about accreditation status granted by the HKCAAVQ must be about an accredited programme and must not be related to the relevant operator or qualification granting body concerned. Statement such as “(Name of the operator/ qualification granting body) is accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications” is incorrect and misleading.
11. Operators should not use the logo of HKCAAVQ in any publications, advertisements or other promotional materials.
12. If an operator or qualification granting body is undergoing an accreditation exercise with HKCAAVQ but wishes to promote the programme before the accreditation process is completed, the following two conditions must be fulfilled:
 - (a) The operator or qualification granting body must have received the interim report from the accreditation panel of HKCAAVQ, in which there must not be any pre-conditions stipulated; and
 - (b) The promotional material of the programme must contain the following statement: “The accreditation status of the programme is subject to the final approval of the Hong Kong Council for Accreditation of Academic and Vocational Qualifications.”
13. If an operator or qualification granting body wishes to advertise that a qualification is recognised under the Qualifications Framework (QF), the

“Guidelines for Advertisements relating to the QF” will apply (available on the website of the Qualifications Register (<http://www.hkqr.gov.hk>)).

HKCAAVQ

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