

Facilitate Internet Learning for Needy Students

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Office of the Government Chief Information Officer
The Government of the Hong Kong Special Administrative Region

Work Focus in Digital Inclusion

- Building an inclusive, knowledge-based society in Hong Kong
 - one of the five action areas in 2008 Digital 21 Strategy
 - key focus is to bring the benefit of ICT to underprivileged groups of the community
 - elderly, people with physical disabilities and children of low-income families are the current priorities



The Internet Learning Initiative for Students in Need



Background

- **The drive for the Internet learning initiative**
 - Increasing uses of the Internet and electronic tools in learning activities
 - **2009-10 Policy Address**
 - To provide convenient and suitable Internet learning opportunities for students in need
 - Tripartite collaboration between the community, business sector and the Government



Survey on usage of Internet amongst low-income families with children

□ Survey findings

- About 87% of the low-income families with children have access to Internet at home (as compared to 30% for those without children).
- Education is the primary motivator for these families to get online.
- Reasons for not getting on-line are mainly cost considerations, concerns on possible downsides, lack of knowledge and technical support.



Holistic approach to help the needy students

□ 2010-11 Budget

- Two-pronged approach to support low-income families with school children -
 - Cash subsidy scheme
 - Five-year facilitation programme

- \$500 million was earmarked as the start-up capital for these two measures.



The two-ponged approach: Cash subsidy scheme

- Granting annual cash subsidy for Internet access charge at each school year on a household and non-accountable basis
- To reduce directly the financial burden of needy families in gaining access to the Internet for e-learning at home
- Subsidy amount initially set at \$1,300/\$650, to be reviewed annually based on latest market prices of Internet access services



The two-ponged approach: Five-year facilitation programme

- To help the families to acquire economical and suitable computers and Internet services for e-learning at home
- To provide tailor-made education and technical support to the students and their parents on safe and healthy use of Internet
- Implement through a non-profit-making organisation with funding support from Government based on agreed and annually reviewed business plan
- Openly inviting proposals now

上網學習計劃邀請建議書

**RFP for
Internet Learning
Support Programme**



Request for Proposal (RFP)- Internet Learning Support Programme

The screenshot shows the website of the Office of the Government Chief Information Officer. The header includes the logo and name of the office, along with a search bar and site map. A navigation menu on the left lists various services. The main content area displays the RFP details, including the reference number, department, subject, description, contact information, closing date, and submission instructions. A blue box highlights the URL: <http://www.ogcio.gov.hk/eng/tender/erfp100518.htm>. A blue arrow points from the URL box to the breadcrumb navigation: [Tender Notices/Expression of Interest/Sponsorship](#) > [Request for Proposal](#) > [Request for Proposal \(RFP\) Details](#).

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RFP Reference: OGCIO 61/61/63

Department: Office of the Government Chief Information Officer

<http://www.ogcio.gov.hk/eng/tender/erfp100518.htm>

Subject: Request for Proposal to Implement the Internet Learning Support Programme

Description: Interested organisations are invited to submit proposals to implement the Internet Learning Support Programme to facilitate students from low-income families in need with Internet learning by making available affordable Internet access services and computers as well as training and technical support to the families in a cost effective manner.

Contact: Internet Learning Support Programme Office via email (email address: ilearning@ogcio.gov.hk) or via fax at 2802 4549 (Attn.: Internet Learning Support Programme Office)

Closing Date/Time: 12:00 noon (Hong Kong Time) 5 July 2010 (Monday)

Submission of Proposals: Proposal completed in TWO hardcopies and ONE softcopy on a CD-ROM must be delivered by hand in sealed envelope and marked with words "RESTRICTED - Proposal to Implement the Internet Learning Support Programme" to the following address by 12:00 noon (Hong Kong Time) on 5 July 2010. Late proposal will not be considered.

Office of the Government Chief Information Officer
15/F., Wanchai Tower
12 Harbour Road, Wan Chai
Hong Kong
(Attn.: Internet Learning Support Programme Office)

Related Materials: [RFP Document](#) (You may also send a request to the email address ilearning@ogcio.gov.hk for a soft copy.)



Facebook Page - RFP for Internet Learning Support Programme

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簡報會資料可在這裏下載 -
Briefing materials can be downloaded from here http://www.ogcio.gov.hk/eng/tender/download/ILSP_Briefing.pdf

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政府就支援上網學習計劃邀請建議書 - Proposals invited for implementation of Internet Learning Support Programme

政府資訊科技總監辦公室邀請有興趣的團體就支援上網學習計劃提交建議書。辦公室發言人說：「財政司司長在二○一一年度財政預算案建議以雙管齊下的方式，幫助低收入家庭的中、小學生上網學習。建議包括向...

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Information

Location:
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Benefit of engaging a non-profit-making organisation

- Operate as business entry with maximum flexibility
- Ability to engage private sponsorship and professional support
- Knowledge and understanding on the needs of the target group
- Business skills to develop the required products and services
- Ability to work with a portfolio of ISPs and IT suppliers
- Partnership network with community organisations in service delivery



Target Beneficiaries

- Primary and secondary full-time students from families eligible for -
 - Comprehensive Social Security Assistance (CSSA) scheme; or
 - Financial assistance under the Student Financial Assistance Agency (SFAA)

- Around 410,000 students from 300,000 families in 2011-12 school year

- Estimate an addition 112,000 students from 82,000 families in the following four years



Government Funding Support

- The Legislative Council Finance Committee approved in May 2010 to create a commitment of \$500 million for the two-pronged approach, including-
 - \$280 million for disbursement of cash subsidy in 2010-11 school year
 - \$220 million for implementation of the five-year facilitation programme



Rollout Schedule

Cash subsidy

- Subsidy for 2010-11 school year to be disbursed to eligible families from late August 2010 onwards
- Subsidy for subsequent years will be disbursed in the beginning of each school year



Rollout Schedule

Five-year facilitation programme

- To conclude the funding and operation agreement by end of 2010 with the selected organisation
- Roll out services as soon as possible in 2011, and no later than beginning of the 2011-12 school year
- Annual review and forward business plan and major mid-term review after 3 years of implementation



Other Digital Inclusion Initiatives for the Underprivileged Groups



Other Digital Inclusion Initiatives

□ District Cyber Centres Scheme



District Cyber Centres Alliance
地區數碼中心聯網

- an allied support network among the computer centres operated by different community organisations in supporting the ICT training, Internet access and technical support needs of different underprivileged groups in the districts (www.dcca.hk)



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Other Digital Inclusion Initiatives

□ Be NetWise - Internet Education Campaign



- a one-year education campaign to promote the safe and healthy use of the Internet among young students and their parent and teachers

(www.be-netwise.hk)



Other Digital Inclusion Initiatives

□ Elderly Portal



- an elderly friendly, easy-to-use, one-stop entry portal for the elderly to encourage the elders to integrate into the society and lead an active and healthy life, and to help eliminate intergenerational digital divide

(www.eElderly.hk / www.e123.hk)



Thank You



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