

**For information on
12 May 2014**

**Legislative Council Panel
on Information Technology and Broadcasting**

Progress Report on Digital Inclusion

Purpose

This paper updates Members on progress of the Government's digital inclusion initiatives.

Background

2. To bridge digital divide and leverage the capabilities of information and communications technology (ICT) to enhance the quality of life of special need groups, the Government continues with the strategy of rendering targeted support to different needy groups to help them lead a smarter living. Besides persons with disabilities, the elderly and students of limited means, we are extending our support to other community groups in need, such as ethnic minorities. Our digital inclusion programme comprises the following initiatives —

- (a) Digital Inclusion Mobile Applications for underprivileged groups;
- (b) Web Accessibility Campaign for persons with disabilities;
- (c) IT Star Award Scheme for the elderly;
- (d) Outreaching Service for institutionalised and “hidden” elderly;
and
- (e) Internet Learning Support Programme for students of limited means.

Progress of these initiatives is detailed in the following paragraphs.

Digital Inclusion Mobile Applications for Underprivileged Groups

3. With mobile penetration rate at 238%¹, Hong Kong is well-positioned to develop into a centre of excellence for mobile applications (apps). Many locally-developed mobile apps have gained regional and international recognition. Nevertheless, due to small market, low commercial value and special user requirements, mobile apps that cater for the special needs of needy groups are limited in number. To harness Hong Kong's strength in mobile technologies to achieve social inclusion, we launched a funding scheme in 2012-13 to support the development of mobile solutions for underprivileged groups, with an aim of helping them enhance their quality of life and integrate into the community.

4. Through open invitation of proposals² in October to December 2012, we received a total of 45 proposals covering different underprivileged groups. After evaluating their functionalities, practicality, feasibility and cost-effectiveness in consultation with an advisory committee (see **Annex A** for composition), we selected seven proposals for funding support, as follows —

Mobile Apps	Target Users	Use
Stories for Social Skills Made Easy	Autistic children	Provide 100 social stories as training kits for social skills
Searching & Exploring with Speech Augmented Map Information (SESAMI)	Visually impaired	Provide speech augmented information on outdoor map and indoor venue facilities including shopping malls, MTR stations
Barrier-Free Travel Guide	Physically handicapped	Provide bilingual information on accessibility facilities in over 150 local tourists spots

¹ Information as at December 2013 from the Office of the Communications Authority

² An open invitation was issued on the web and over 440 non-profit making organisations were alerted to this invitation.

Mobile Apps	Target Users	Use
“Learn Smart” Teaching Material Publishing Platform	Children with cognitive disabilities	Provide over 60 training kits on self-care ability and a publishing platform for sharing relevant educational resources
eElderly Activity Search	Elderly	Facilitate searching and locating events and activities in over 190 elderly centres
Auditory and Speech Training App	Children with hearing impairment	Provide training kits on Cantonese speech recognition ability
Hong Kong Easy	Ethnic minorities	Provide 1 000 common Chinese vocabularies in daily life and their Cantonese pronunciation

Detailed information on these apps and the lead organisations are set out at **Annex B**.

5. Development of these apps took place from April to October 2013. All these apps have been launched and available for free use since late 2013. The seven service organisations concerned are actively promoting these apps to the respective target user groups through their service networks. Besides, together with individual organisations, we have also organised a wide range of promotional activities including press conferences, seminars and training classes, leaflets, online promotions, advertorials, etc. to foster awareness of these mobile apps. In particular, we organised a two-day exhibition at the Hong Kong ICT Fair on 19-20 April 2014 to showcase the apps, recording around 1 500 visits.

6. The seven apps have been well-received. For instance, the learning educational kits for autistic children has recorded over 4 000 downloads in the first four months after launch. Many parents of children with hearing impairment also considered that the Cantonese speech recognition training kits could effectively arouse the learning interests of their children. The apps also received industry recognition. It is noteworthy that the “Searching & Exploring

with Speech Augmented Map Information” app for visually impaired persons has won a bronze award at the Hong Kong ICT Awards 2014.

7. We launched a new round of the funding scheme in early January 2014. In addition to a general briefing on the invitation for proposals, we organised a matchmaking event entitled 「當 NGO 遇上 IT 人」 on 14 February 2014 for social service organisations to meet with ICT companies directly and individually with a view to helping NGOs generate innovative and practical IT solutions for better service delivery. Some 60 participants from 19 service organisations and 20 ICT companies had fruitful exchanges on how to leverage technology to provide social services. According to participants’ feedback, the event was an effective platform for service organisations to appreciate how they can take advantage of ICT in designing social services as well as for ICT companies to understand the service needs of underprivileged groups and garner business opportunities.

8. By the close of the invitation of proposals on 10 March 2014, we received 41 proposals covering various special need groups including the elderly, persons with disabilities, low-income families, ethnic minorities, disadvantaged women, the unwell, persons with learning difficulties, etc. Evaluation is currently in progress. We aim at finalising the selection by June 2014, with a view to launching a new batch of apps for free use in early 2015. The estimated expenditure for the new round of projects is around \$3 million.

Web Accessibility Campaign

9. The Internet has become an indispensable means of social and business transactions. For persons with disabilities and special needs, the Internet enables them to take care of daily chores, maintain social networks and lead a more independent life, thus engendering social integration. Since 2011, the Government has been implementing a Web Accessibility Campaign (the Campaign) to drive adoption through a multi-pronged strategy outlined below.

Government Leadership

10. The Government champions web accessibility through early adoption, thus setting an example for other organisations. As early as 1999, all government websites were required to incorporate accessibility features. In 2012, we upgraded the requirement to Level AA standard of the Web Content

Accessibility Guidelines Version 2.0 promulgated by the World Wide Web Consortium. As at April 2014, 417 of 460 government websites (91%) have met these more stringent requirements. The remaining 43 websites, which are generally accessible though not yet up to the latest standard, will be revamped by 2015 and will conform to the Level AA requirements upon completion. We have also encouraged statutory and public sector organisations to follow suit. About 41% of them, at **Annex C**, have incorporated key web accessibility features in their websites, representing an increase of 10% in comparison with 2013. We will continue to provide necessary support to help the other organisations to adopt web accessibility.

Fostering Awareness

11. We have organised over 50 seminars and workshops in the past three years for public organisations, business enterprises, non-governmental organisations and tertiary students to foster awareness and share know-how on web accessibility, of which 31 were held in 2013-14. A total of over 5 000 participants attended these events. We will continue to arrange sector specific workshops to appeal for support from organisations whose websites are frequently used by persons with disabilities.

Promulgating Resources

12. We built up a thematic web accessibility portal (<http://www.webforall.gov.hk>) to provide guidelines, technical references, best practices, service provider list and other practical resources to facilitate organisations to implement web accessibility. In line with market trend and industry needs, this year we have enriched the portal contents by compiling a handbook on mobile apps accessibility for reference by app developers in view of the increasing popularity of mobile apps. We have also developed templates of accessible webpages to facilitate quick adoption of barrier-free design by non-governmental organisations as well as small and medium enterprises with limited technical resources. The portal recorded a total of 2.8 million page views and 195 000 downloads of various resources since the launch of the Campaign in 2011. We will keep in view further demands for customised support.

Nurturing Expertise

13. To inculcate web accessibility as part of the skill set and professional ethics of ICT practitioners, we requested local tertiary institutions to include web accessibility in their ICT curricula and provided them with teaching materials. The institutions responded positively to our request and encouragement. We will produce a 30-minute video on various web accessibility features and criteria for use by educators and trainers.

Encouraging Adoption

14. To encourage adoption of web accessibility by business and non-governmental organisations, since 2012-13 we have been joining hands with the Equal Opportunities Commission to organise a Web Accessibility Recognition Scheme to applaud enterprises and organisations for making their websites accessible, with a view to incentivising adoption. Free assessment, training and advisory services as well as sample coding are provided to participating organisations to help them enhance their websites and mobile apps up to the required accessibility standards. In the second round of the Scheme concluded in April 2014, 136 accessible websites met the stipulated accessibility criteria, nearly doubling that in the previous year. With the increasing popularity of mobile devices, we have extended the scheme from websites to mobile apps. A total of 31 mobile apps were awarded. As shown in **Annex D**, the awardees come from different sectors ranging from transportation, media, banking, academia, commercial services, medical, non-governmental organisations, etc. In the years ahead, we will continue to encourage more organisations from different sectors to take part. In particular, we will place more attention to those websites frequently used by persons with disabilities.

IT Star Award Scheme for the Elderly

15. Over the years, the Government has been making targeted efforts to encourage wider ICT adoption among the elderly. We supported the development of a one-stop elderly portal (www.e123.hk) to provide information of interest to the elderly, as well as arranged computer literacy programmes and various ICT-related activities for them. In 2012-13, we launched a Smart Elderly Awards Recognition Scheme to show appreciation to seniors who use ICT actively in their daily life. Some 2 000 seniors who accomplished the stipulated

usage requirements were awarded. In 2013-14, we initiated a new round of the recognition scheme to identify elderly persons whose exemplary use of ICT had made a difference to themselves and others. Of the 115 nominations received, 12 seniors were selected as Smart Elderly IT Stars whose real-life stories of exemplary ICT use were shared through social media and relevant websites. We will arrange further publicity to promote and share their stories, with a view to enticing more elderly persons to use ICT to enrich their lives.

Outreaching Services for Institutionalised and “Hidden” Elderly

16. In 2013, some 61 000 of the elderly population are institutionalised, and quite a sizeable number of seniors who live on their own seldom take part in social activities. Use of ICT is one possible means of helping them to connect with their relatives and friends and broaden their social circles. Through an open invitation for proposals, we have commissioned three elderly service organisations, namely the Po Leung Kuk, the Evangelical Lutheran Church Social Service — Hong Kong and the Hong Kong Sheng Kung Hui Welfare Council Limited, to implement ICT outreach programmes for institutionalised and “hidden” elderly. With relevant expertise and service networks, the three selected organisations will reach out to these seniors and tailor-make activities to help them use tablets and arouse their interests in ICT. We aim at reaching around 1 000 seniors through these activities, which have commenced in March 2014 and will last until the end of the year. Details are set out at **Annex E**.

Internet Learning Support Programme

17. We launched the “i Learn at Home” Internet Learning Support Programme (the Programme) in July 2011 to assist students from low-income families to undertake web-based learning at home. At present, two Implementers, namely the Boys’ & Girls’ Clubs Association of Hong Kong (BGCA) and WebOrganic, are providing the following support services to eligible families in the eastern and western parts of Hong Kong respectively —

- (a) affordable computers suitable for learning purpose with flexible payment options;
- (b) Internet service at concessionary pricing;
- (c) free training to students on proper and safe use of the Internet for

- learning purpose;
- (d) free training to help parents provide guidance and support to their children on web-based learning;
- (e) free technical and user support; and
- (f) counselling services for Internet-related issues such as Internet addiction, cyber-bullying, etc.

Current Progress

18. We reported the findings and recommendations of the mid-term review of the Programme at Panel meeting on 10 June 2013. We have since worked with the Implementers to refine the implementation arrangements to enhance the efficacy and cost-effectiveness of the Programme in meeting the learning needs of the service recipients, which have taken effect in the 2013/14 school year. Under the refined arrangements, the Office of the Government Chief Information Officer (OGCIO) has taken the lead to source discounted computer equipment and Internet service offers with more product varieties for eligible families to meet their needs, and put together a common repertoire comprising more than 20 models of computer products ranging from desktop, notebook and tablet computers to printers as well as Internet services of different bandwidths to cater for different requirements. With more diversified and economical choices at standardised pricing, the offers are well-received by service recipients. The sales of broadband packages during the first seven months of the 2013/14 school year have increased by 108% from the same period in the 2012/13 school year.

19. In line with the recommendations of the mid-term review, the Implementers have strengthened technical and user support, which is the most cherished of all Programme services given that such support is difficult to source and could be expensive. The enhanced services, which include onsite support where warranted, are welcome by service recipients, and the utilisation of technical support services recorded a five-fold increase in the first seven months of the 2013/14 school year as compared to the same period in the 2012/13 school year.

20. OGCIO has been actively promoting the Programme to all stakeholders through different channels. While some eligible families may not have immediate needs for Programme services such as replacement of computers or renewal of Internet services, we seek to foster awareness of the Programme so that eligible families and those surrounding them know how to get timely support as and when the need arises.

21. The take-up of Programme services has improved since the above refinements were put in place. As compared to the same period in the 2012/13 school year, utilisation of Programme services has surged by 46% during the first seven months of the 2013/14 school year. By March 2014, some 85 000 (28%) families out of the estimated 300 000 eligible families have enrolled in the Programme, with some 28 000 (33% of those enrolled and 9% of estimated eligible families) having used Programme services since Programme launch.

Programme Monitoring

22. To facilitate effective monitoring, we have drawn up a new set of Key Performance Indicators (KPIs) and implementation benchmarks. Almost all the KPIs for the period running from September 2013 to March 2014 have been accomplished. Besides, we have been closely monitoring the cost-effectiveness of service delivery. With the concerted efforts of the Implementers, the average cost per service has improved to \$496 in 2013-14.

23. As at 31 March 2014, of the \$220 million Programme funds, \$75.8 million (35%) have been used. For delinquent instalment payments resulting from hire purchase of computer equipment and broadband services, the amount of cumulative potential doubtful debts is about \$683,000 (3.6% of the total value of instalment purchases), of which about \$211,000 (1%) has been written off³. Both Implementers have put in place appropriate measures and processes to handle such cases and minimise similar occurrences. A summary of Programme performance is set out at **Annex F**.

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Implementer	Potential Doubtful Debt		Write-off	
	Value Involved	Number of Cases	Value Involved	Number of Cases
BGCA (since 19 May 2013)	\$1,000	4	\$0	0
eInclusion (up to 18 May 2013)	\$154,000	131	\$139,000	101
WebOrganic	\$317,000	259	\$72,000	29

Performance Targets

24. We have set out the performance targets at **Annex G** to guide our efforts in formulating and implementing digital inclusion initiatives. We will gauge the latest progress on various fronts by making reference to the Thematic Household Survey to be conducted by the Census and Statistics Department in 2014. We will also assess the accessibility of the 50 websites most frequently used by persons with disabilities. We will report the findings in our next progress report to the Panel.

Advice Sought

25. Members are invited to note the above progress update on our digital inclusion initiatives.

**Office of the Government Chief Information Officer
Commerce and Economic Development Bureau
May 2014**

**Advisory Committee on the Funding Scheme for the Development of
Digital Inclusion Mobile Apps**

Chairperson:

Deputy Government Chief Information Officer (Policy and Community), OGCIO

Members:

Mr Allen CHAN Kam-yuen, MH Member, Rehabilitation Advisory Committee

Mr CHEUNG Kin-fai, MH Chairperson, Hong Kong Joint Council for
People With Disabilities

Dr Vincent NG To-yee ICT Professional

Mr Emil CHAN Ka-ho ICT Professional

Commissioner for Rehabilitation, Labour and Welfare Bureau

Chief Systems Manager (Digital Inclusion), OGCIO

Senior Systems Manager (Strategy Development), OGCIO

Secretary:

Senior Systems Manager (Digital Inclusion), OGCIO

Digital Inclusion Mobile Apps

Mobile Apps	Lead Organisation	Target Users	Funding amount (HK\$)	Downloads since Launch (up to 31.3.2014)
Stories for Social Skills Made Easy	SAHK	Autistic children	210,000	4 079
Searching & Exploring with Speech Augmented Map Information (SESAMI)	Hong Kong Blind Union	Visually impaired	393,000	566
Barrier-Free Travel Guide	Hong Kong Federation of Handicapped Youth	Physically handicapped	285,000	1 304
“Learn smart” teaching material publishing platform	Hong Kong Lutheran Social Service	Children with cognitive disabilities	178,000	488
eElderly Activity Search	Hong Kong Society for the Aged	Elderly	377,000	783
Auditory and Speech Training App	Hong Kong Society for the Deaf	Children with hearing impairment	216,000	419
Hong Kong Easy	Yang Memorial Methodist Social Service	Ethnic minorities	338,000	574
Total			1,997,000	--

**Statutory and Public Sector Organisations
Adopting Web Accessibility**

1. Airport Authority Hong Kong
2. Chinese Medicine Council of Hong Kong
3. Clothing Industry Training Authority
4. Engineers Registration Board
5. Equal Opportunities Commission
6. Fish Marketing Organization
7. Hong Kong Applied Science and Technology Research Institute
8. Hong Kong Council on Smoking and Health
9. Hong Kong Cyberport Management Company Limited
10. Hong Kong Education City Limited
11. Hong Kong Examinations and Assessment Authority
12. Hong Kong Export Credit Insurance Corporation
13. Hong Kong Internet Registration Corporation Limited
14. Hong Kong Mortgage Corporation Limited
15. Hong Kong Note Printing Limited
16. Hong Kong Productivity Council
17. Hong Kong Tourism Board
18. Legal Aid Services Council
19. Legislative Council
20. Minimum Wage Commission
21. Occupation Deafness Compensation Board
22. Planners Registration Board
23. Pneumoconiosis Compensation Fund Board
24. Quality Education Fund
25. Road Safety Council
26. Secretariat of the Organising Committee of the Hong Kong Awards
for Industries
27. Urban Renewal Authority
28. Vegetable Marketing Organization



**Web Accessibility Recognition Scheme
List of Awardees by Sectors**

Awardees	No.	
Academia		
<ul style="list-style-type: none"> • Chinese University of HK • Christian Alliance SW Chan Memorial College • City University of HK • Hang Seng Management College • HK Institute of Education • HK Polytechnic University • Lingnan University 	<ul style="list-style-type: none"> • Open University of HK • Tsuen Wan Catholic Primary School • Tung Wah College • TWGHs Kwan Fong Kai Chi School • University of HK • Vocational Training Council 	13
Commercial		
<p><u>Newspaper</u></p> <ul style="list-style-type: none"> • Mingpao.com • AM730 Media Ltd <p><u>Transport</u></p> <ul style="list-style-type: none"> • Kowloon Motor Bus Co. (1933) Ltd • MTR Corporation Ltd • New World First Ferry Services Ltd • "Star" Ferry Company, Ltd <p><u>Bank</u></p> <ul style="list-style-type: none"> • Bank of East Asia Ltd • HK and Shanghai Banking Corporation Ltd <p><u>Others</u></p> <ul style="list-style-type: none"> • 3TECH Engineering Ltd • Fuji Xerox (HK) Ltd • Green PR Ltd • Guang Yi Company Ltd • Konica Minolta Business Solutions (HK) Ltd • Leapy Promotion Enterprise • The Link Management Ltd • New World TMT Ltd • NWS Holdings Charities Foundation Ltd • Wiselink Training & Consultancy Ltd • A.S. Watson Group • Hutchison Telecommunications HK Holdings Ltd • New World Department Store China Ltd 	<p><u>Insurance</u></p> <ul style="list-style-type: none"> • Ageas Insurance Company (Asia) Ltd <p><u>Hotel</u></p> <ul style="list-style-type: none"> • Regal Hotels International Ltd • Sino Group of Hotels <p><u>Real Estate</u></p> <ul style="list-style-type: none"> • Centaline Property Agency Ltd <p><u>Social Media</u></p> <ul style="list-style-type: none"> • Baby-Kingdom.com Ltd <p><u>IT</u></p> <ul style="list-style-type: none"> • Arcotect Ltd • Automated Systems Holdings Ltd • BEST-VIEW Media Ltd • DoctorHunting.com Ltd • edward-designer • Freedom Communications Ltd • iBase Technologies Ltd • IBM China/HK Ltd • KanHan Technologies Ltd • Market Pro Associates • Micro 2000 Ltd • Microsoft HK • Mint Asia Ltd • NewTrek Systems Ltd • Object Valley (Asia Pacific) Ltd • SOCO Ltd • Xenyo Ltd 	43



Awardees		No.
Public Organisations		
<ul style="list-style-type: none"> • Airport Authority HK • Alice Ho Miu Ling Nethersole Hospital • Castle Peak Hospital • Consumer Council • Engineers Registration Board • Fish Marketing Organization • HK Council on Smoking and Health • HK Cyberport Management Company Ltd • HK Education City Ltd • HK Examinations and Assessment Authority • HK Housing Society • HK Internet Registration Corporation Ltd • HK Mortgage Corporation Ltd • HK Note Printing Ltd 	<ul style="list-style-type: none"> • HK Trade Development Council • Hospital Authority New Territories West Cluster • North District Hospital • Occupational Deafness Compensation Board • Pneumoconiosis Compensation Fund Board • Pok Oi Hospital • Prince of Wales Hospital • Secretariat of the Organising Committee of the HK Awards for Industries • Tuen Mun Hospital • Urban Renewal Authority • Vegetable Marketing Organization • HK Productivity Council • HK Tourism Board • Planners Registration Board 	28
IT Professional / Trade Bodies		
<ul style="list-style-type: none"> • HK ACM SIGGRAPH Professional Chapter • HK Computer Society 	<ul style="list-style-type: none"> • HK Institution of Engineers 	3
Legislators		
<ul style="list-style-type: none"> • Office of the Hon Charles Mok 	<ul style="list-style-type: none"> • Office of the Hon Elizabeth Quat 	2
NGOs		
<ul style="list-style-type: none"> • Amity Mutual Support Society • Barrier Free Access (HK) Ltd • Community Business Ltd • Distinctive Learning Society • HK Blind Sports Federation • HK Blind Union • HK Council of Social Service • HK Federation of Handicapped Youth • HK Lutheran Social Service • HK Society for Rehabilitation • HK Society for the Aged • HK Society for the Deaf 	<ul style="list-style-type: none"> • HK Wheelchair Aid Service Ltd • Jockey Club Arts Accessibility Service Centre, Arts with the Disabled Association HK • Jockey Club Digital Inclusion Centre • POLCCF Dialysis Centre Ltd • Rehabaid Society • Richmond Fellowship of HK • SAHK • Scout Association of HK – The Friends of Scouting • Yang Memorial Methodist Social Service 	21
Total		110

ICT Outreach Services for Institutionalised and “Hidden” Elderly

Implementation agencies	<ul style="list-style-type: none"> • Po Leung Kuk • Evangelical Lutheran Church Social Service – Hong Kong • Hong Kong Sheng Kung Hui Welfare Council Limited
Implementation period	March – December 2014
Geographical coverage	All 18 districts across the territory
Number of residential care homes to be visited	31 elderly homes
Number of institutionalised elderly to be reached	880 institutionalised elderly
Estimated number of “hidden” elderly to be reached	80 hidden elderly
Key Activities	<ul style="list-style-type: none"> • Elderly/Youth volunteer recruitment and training • Visits to elderly homes and hidden elderly with volunteers <ul style="list-style-type: none"> – training and sharing – trial use of tablets and different mobile applications – customised photo books – competitions on tablet usage (at elderly homes) • Roadshows • Fun Days • Appreciation Ceremony • Surveys

Internet Learning Support Programme

1. Performance as reported by Implementers (1 September 2013 to 31 March 2014)

Service Items	Key Performance Indicator for Individual Implementer (September 2013 to March 2014)	Progress as at 31 March 2014		
		BGCA	Web-Organic	Total
(A) Key Performance Indicators (KPIs)				
1. Cumulative number of eligible families enrolled since launch	$\geq 44\ 000$	45 989	39 823	85 812
2. Number of eligible families newly enrolled in the period	$\geq 6\ 000$	8 402	7 123	15 525
3. Number of eligible families served in the period	$\geq 3\ 000$	6 697	5 491	12 188
4. Number of eligible families first served in the period	$\geq 1\ 500$	4 938	3 857	8 795
(B) Other Indicators				
5. Total number of services provided to eligible families in the period	N.A.	22 118	13 557	35 675
6. Number of training services provided for eligible parents and students in the period	N.A.	5 995	5 676	11 671
7. Number of social support services rendered in the period	N.A.	5 654	1 711	7 365
8. Number of technical support services rendered in the period	N.A.	8 766	4 163	12 929
9. Number of computers sold in the period	N.A.	714	477	1 191
10. Number of Internet packages sold in the period	N.A.	921	1 496	2 417

**2. Performance since Programme Launch as reported by Implementers
(11 July 2011 to 31 March 2014)**

Service Items	Progress as at 31 March 2014		
	BGCA/ eInclusion	WebOrganic	Total
1. Number of eligible families enrolled	45 989	39 823	85 812
2. Number of eligible families served	14 864	13 396	28 260
3. Number of training services provided for eligible parents and students	27 487	18 484	45 971
4. Number of social support services rendered	19 119	10 684	29 803
5. Number of technical support services rendered	12 726	8 429	21 155
6. Number of computers sold	4 190	3 749	7 939
7. Number of Internet packages sold	1 927	4 342	6 269

3. Service cost

Items	1 April 2013 to 31 March 2014			11 July 2011 to 31 March 2013		
	BGCA	WebOrganic	Total	eInclusion	WebOrganic	Total
Total number of services ¹ provided to eligible families	31 256	19 254	50 510	25 387	18 085	43 472
Total costs ² incurred (HK\$'000)	11,566	13,500	25,066	24,776	24,642	49,418
Average cost-per-service³ (HK\$)	370	701	496	976	1,363	1,137

¹ The total number of services includes six baseline services rendered to eligible families, i.e. computer equipment purchase, Internet service subscription, student training, parent training, user support and social support.

² Total costs exclude the direct revenue and costs from the sales of computer equipment and Internet packages.

³ At the Implementers' request, we have since the 2013/14 school year included group discussions, talks, mentorship activities and advisory services in the calculation of service costs. Hence, the cost-per-service figures for the two service periods are not directly comparable.

4. Expenditure⁴ as reported by Implementers

Implementer	2011-12 (HK\$ million)	2012-13 (HK\$ million)	2013-14 (HK\$ million)	Total (HK\$ million)
BGCA / eInclusion				
— Programme implementation	10.9	12.5	8.0	31.4
- Sale of Internet Access	1.8	2.2	0.0	4.0
- Sale of computers	4.3	3.1	0.1	7.5
- Training and Technical Support	2.0	6.3	7.2	15.5
- Programme Support	2.8	0.9	0.7	4.4
— General Administration	4.0	2.4	0.9	7.3
<i>Total (BGCA/eInclusion)</i>	14.9	14.9	8.9	38.7
WebOrganic				
— Programme implementation	11.1	9.7	10.0	30.8
- Sale of Internet Access	(0.3) ⁵	1.2	0.6	1.5
- Sale of computers	4.0	0.3	0.1	4.4
- Training and Technical Support	5.9	6.3	8.8	21.0
- Programme Support	1.5	1.9	0.5	3.9
— General Administration	2.2	1.7	1.3	5.2
<i>Total (WebOrganic)</i>	13.3	11.4	11.3	36.0
<i>Grand Total</i>	28.2	26.3	20.2	74.7

⁴ The above reflects the actual expenditures of the implementation agencies. “Accounts payable” and “Accounts receivable” are not included. For expenditures reported under BGCA/eInclusion, expenditures up to 18 May 2013 were incurred by eInclusion while expenditures starting from 19 May 2013 were incurred by BGCA.

⁵ Subscription of Internet access services through WebOrganic requires an upfront 1-year prepayment. Since “Accounts payable” was not included, there was net revenue from sale of Internet access in WebOrganic during 2011-12.

Digital Inclusion Performance Targets

Targets	Timeframe	Current Status
<p>Students from Low-income Families</p> <p><i>Facilitating Internet Learning</i></p> <ul style="list-style-type: none"> • Access to Internet at home among students from low-income families is on par with students in the mainstream community 	2014	Difference in Internet adoption has been reduced to only 1% ¹
<p>Elderly</p> <p><i>Encouraging adoption</i></p> <ul style="list-style-type: none"> • 25% of the elderly have used a computer • 23% of the elderly have used the Internet 	2014 2014	pending survey by C&SD ²
<p>Persons with Disabilities</p> <p><i>Promoting Web Accessibility</i></p> <ul style="list-style-type: none"> • All tertiary institutions have incorporated web accessibility in their ICT curricula • 80% of government websites have validated to W3C WCAG 2.0 AA standard • 50% of top 50 non-government websites frequently visited by persons with disabilities have incorporated key web accessibility features 	2013 2013 2014	Achieved Achieved pending survey by OGCI ³

¹ According to the Thematic Household Survey conducted by the Census and Statistics Department (C&SD) in 2012, 96% of low-income families with school-age children had computers connected to the Internet at home, while the adoption among the mainstream families with school-age children was 97%. The latest figures will be collected in the Thematic Household Survey to be conducted by the C&SD in 2014.

² The latest figures will be collected in the Thematic Household Survey to be conducted by the C&SD in 2014.

³ OGCI will identify 50 websites frequently visited by persons with disabilities through survey with respective user groups, and conduct assessment on the accessibility of these websites by the end of 2014.