WHKA Web Care Campaign Proposal

Prepared By

Web Care Committee

of

Webmasters (Hong Kong) Association

Background

- The rapid development of the Internet has brought us many benefits, such as:
    - New ways of doing business
    - Improvement in our quality of life

- However, some underprivileged, especially the disabled, the elderly, the sick and the poor as well as some women are facing difficulties in sharing the benefits the Internet has brought us due to the limitations in web accessibility.

WHKA Believes

- We believe all people should have equal opportunity to enjoy the benefits of advanced information technology

- We believe information technology should brings us together, not separate us

- We believe it is not just ours, but all people's responsibility to narrow the digital divide

WHKA Believes

- We believe if we do not act, the digital divide will widen, leading to economical, political and social problems;

- thus, we come together and take the lead;

- We hope the concept of **Web Care** can be planted into everyone's heart through the Web Care Campaign.

The Web Care Committee

- WHKA Web Care Committee was formed on Feb 15, 2001 through the co-ordination of:
  - **Ms Elizabeth Quat**

    Founder & President of WHKA

    General Manager, Sales & Marketing of Asia Logistics Technologies Limited
  - **Mr. William Tang,**

    Chairman, WHKA Web Care Committee

    COO of ecomhere Limited

- We have met over 15 organizations to find out the web accessibility problems & needs of the needy communities and come up with the following plans.

香港人口統計數字

人口總數	*6,860,000*
自閉症（70%有弱智）	6,860
聽覺受損	39,902
弱智	137,200
精神病患	92,455
肢體傷殘	71,613
視障	75,462
殘疾人士總數	423,492
People age 50 & above	1,400,000
Total:	1,823,492

Present Challenges
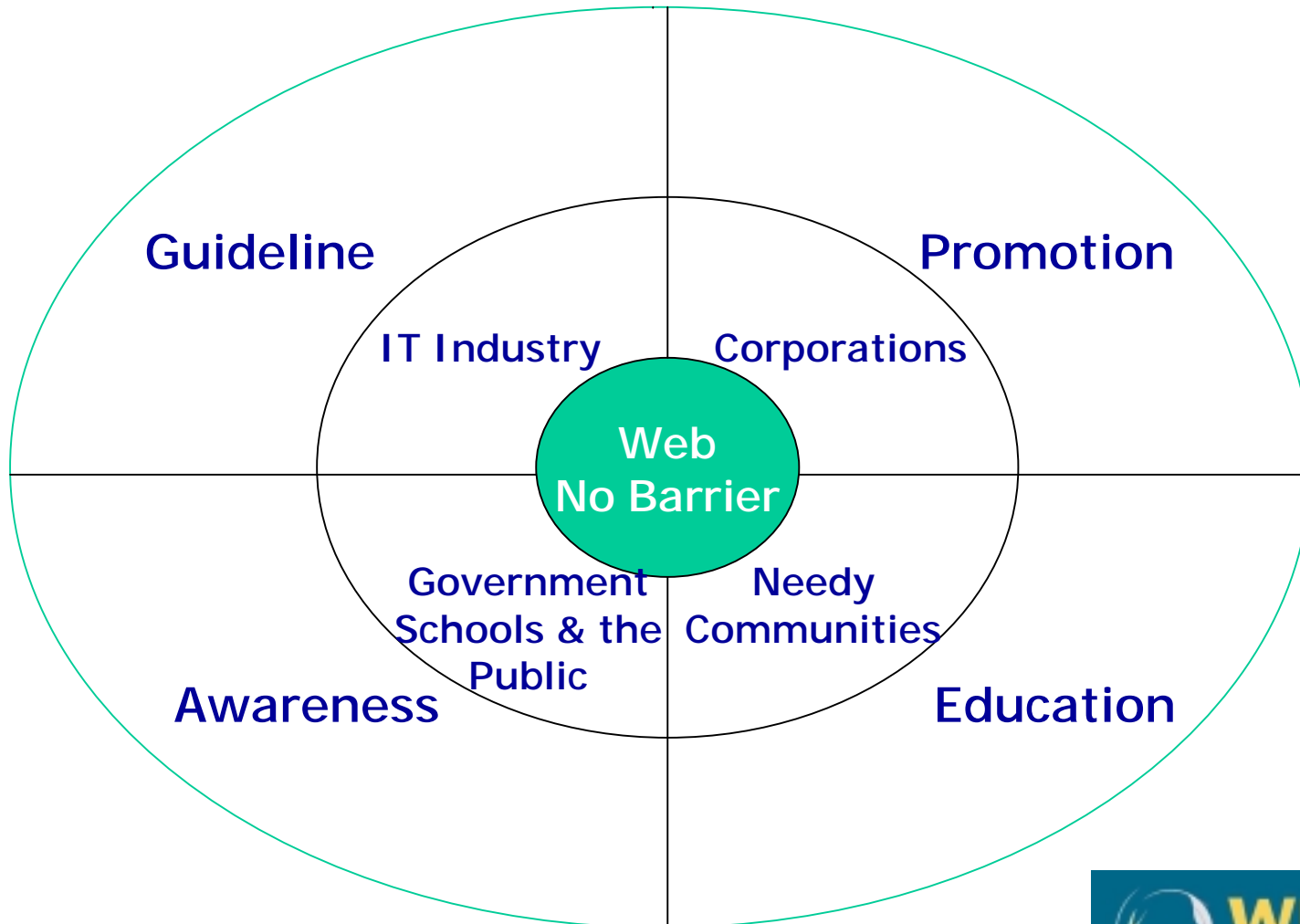
The present challenges of barrier free web access:

- Lack of awareness among IT professionals & corporations

- No guideline, education, encouragement, nor incentive for barrier free web production

- Insufficient promotion to the public, esp. to the needy communities on the benefits of using Internet

- Very limited resources have been allocated to this area

- Inadequate training courses available to the needy communities

Present Challenges

The present challenges to offer Internet training to the needy:

- Lack of well trained volunteer tutors and assistants

- Different organizations offer different training programs, no unified standard for proper recognition and smooth transfer

- No future development plan on the path of upgrade training

- Not enough hardware and training facilities

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The Web Care Campaign Blueprint

Guideline

Promotion

IT Industry

Corporations

Web
No Barrier

Government
Schools & the
Public

Needy
Communities

Awareness

Education

WHKA

Two Major Focuses

- The Committee has set up two teams, each with its own focus:

  - The Education & Promotion Team
    - Focuses on arousing public interest of the topic and encourages public participation in the campaign.

  - The Guidelines & Technology Team
    - Focuses on developing standard web production guidelines and web accessibility testing tools for Chinese websites, and with the vision to encourage the IT industry to study and launch more products & services for the needy.

Supporting Organizations

- HKSAR Government & Public Bodies:
    - Information Technology & Broadcasting Bureau
    - Information Technology Services Department
    - Home Affairs Department
    - Equal Opportunities Commission (TBC)
    - Hong Kong Productivity Council
    - Hong Kong Tech Centre
    - Hong Kong Public Libraries

- LegCo Members:
    - The Hon. C. K. Sin
    - The Hon. James P.C. Tien, J.P.
    - The Hon. S. Y. Choi

Supporting Organizations

- Needy Community Organizations:
  - Hong Kong Blind Union
  - The Hong Kong Society for Rehabilitation
  - Hong Kong Seniors IT Advocates
  - Pegasus Organization
  - The Hong Kong Council of Social Service
- Chambers & Associations:
  - Hong Kong IT Federation
  - Hong Kong General Chamber of Commerce
  - Hong Kong Article Numbering Association
  - Chinese Executives Club of HKMA

Supporting Organizations

- Universities:
  - City University of Hong Kong
  - Hong Kong Polytechnic University
- Media: (Details to be confirmed)
  - Printed Media – Ming Pao
  - Radio - Commercial Radio
  - TV - TVB
  - Other media – International Data Group – Asia
- Project & Event Management:
  - PCC Skyhorse Ltd.

Web Care
2-year Campaign
Period

June 1, 2001 – May 31, 2003

Action Plan

- **Web Care Booklet**
  - **100,000** copies of "**Web Care Booklet**" will be published as a general guideline for corporations. It will state the major web assess problems with related solutions, and provide tips & tactics for website production. A "**Technical Guidebook**" for web producers will be produced at the next stage.

- **Web Care Award**
  - A "**Web Care Award**" program will be organized to award companies which provide barrier free Internet service, in recognition of their effort.

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Action Plan

- **Unified Internet Training Program**
  - A "**Unified Internet Training Program**" is planned to unify and standardize the training materials of Internet training for the needy conducted by different organizations and a set of "Internet Self Learning Kit" is also in the pipeline.

- **IT Volunteers Recruitment Campaign**
  - An "**IT Volunteers Recruitment Campaign**" is planned to recruit people from all relevant sectors, and train & assign them to help the needy.

Action Plan

- **Train the Trainers Program**
  - A "**Train the Trainers Program**" will be developed & organized to train the IT volunteer team members to be tutors and training assistants for Internet training courses organized by the needy supporting groups.

- **Seminars & Road Shows**
  - More than **65 Seminars & Road Shows** are planned to organize with trade & student associations to promote web care to the IT industry, corporations and students within 2 years.

Action Plan

- **Proposal**
  - A "**Proposal**" on the importance of the reduction of digital divide will be submitted by WHKA to HKSAR Government by 14 May 2001

- **Support Letter**
  - A "**Support Letter**" signed by supporting companies will be sent to HKSAR's Chief Executive Mr. Tung Chee-hwa when the campaign kicks off

- **Above the Line Advertising**
  - More **"Above the Line Advertising"** to further promote to the public will be arranged in support of the campaign if budget allows.

Web Care Campaign
Proposed Schedule

Campaign Schedule

A. Web Care Booklet

➢ First draft finished by end of May 2001

➢ Production – June 2001

➢ Launch – July 2001

B. Web Care Award

➢ Confirmation of Supporting Organizations & Committee – End of April 2001

➢ Web Site submission by 4 Organizations – 7 June 2001

➢ Invitation send to Selected Companies – 15 June 2001

➢ Press Conference - 10 July 2001

➢ Seminars – July & August 2001

➢ Award Entry Deadline – End of Aug 2001

➢ Judging Period – Feb 2002

➢ Award Presentation Ceremony – March/May 01

Campaign Schedule

C. Unified Internet Training Program

- ➤ Collection of training materials – End of May 2001
- ➤ Confirmation of Working Committee – End of May 2001
- ➤ Confirmation of working plans – End of June 2001
- ➤ Confirmation of training program design – July 2001
- ➤ Production of content & training aids – August - Sept 2001
- ➤ Train the trainer - October 2001
- ➤ Launch – November 2001

D. IT Volunteer Recruitment Campaign

- ➤ Planning – May 2001
- ➤ Recruitment started:
  - ➤ Corporations & Public -June – July 2001
  - ➤ Students – September 2001
- ➤ Briefing session – August - September 2001
- ➤ Training started – October 2001

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Campaign Schedule

E. Train the Trainer Program

- Confirmation of working plans – End of June 2001
- Confirmation of training program design – July 2001
- Production of content & training aids – August - Sept 2001
- Launch – October 2001

F. Seminars & Road Shows

- Planning – June 2001
- Road shows started – July 2001
- Organize 1-2 seminars with associations per month

Campaign Schedule

G. Proposal on the importance of the reduction of Digital Divide to HKSAR Government
  - ➢ First draft ready - 7 May 2001
  - ➢ Submission – 11 May 2001
  - ➢ Public Hearing– 14 May 2001

H. Support Letter
  - ➢ First draft ready - End May 2001
  - ➢ Signing from supporter – June 2001
  - ➢ Submission –July 2001
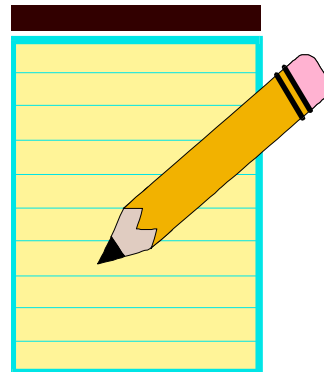
I. Above the Line Advertising
  - ➢ Discussion with TVB – May 2001
  - ➢ Proposal ready to present to sponsor – June 2001

Appendices

Appendices

- Web Care Program Details
- Proposed Chambers and Trade Associations for seminars and road shows
- Proposed Supporting Students' Bodies in Universities
- Web Care Committee Members
- Webmasters (Hong Kong) Association - WHKA
- WHKA Executive Committee 2001
- WHKA Honorary Members Partial List

Program Details

Part A
Reference Booklet & Guidebook

- To publish a Reference Booklet outlining Web Assess problems, solutions, tips & tactics.

- The Booklet will be distributed through:
  - all supporting organizations, chambers and associations for distribution among their members
  - all events of the campaign and WHKA events
  - IT related seminars, exhibitions, and conferences

- Target launch date: July 2001

- Estimated circulation: 100,000 pieces

Part A
Reference Booklet & Guidebook

- To issue and publish a detailed technical guidebook for web producers.

- Target launch date: end of 2001

- Estimated circulation: 100,000 pieces

Part B
Web Care Award Campaign

- A Web Care Award Committee and a Judgment Panel will be formed with the support of the following organizations:
  - Hong Kong Blind Union
  - The Hong Kong Society for Rehabilitation
  - Hong Kong Seniors IT Advocates
  - The Hong Kong Council of Social Service
  - Home Affairs Department
  - Information Technology Services Department
  - Pegasus Organization
  - Equal Opportunities Commission
  - The Hong Kong Polytechnic University
  - WHKA

Part B
Web Care Award Campaign

- The following 4 organizations will conduct their own survey and submit to the committee the 50 most popular websites which their members wish to get access but with problems (except Government's websites):
  - Hong Kong Blind Union
  - The Hong Kong Society for Rehabilitation
  - Hong Kong Seniors IT Advocates
  - Pegasus Organization

Part B
Web Care Award Campaign

- The selected companies will be invited to join the 1st round of Web Care Award campaign

- Seminars will be conducted for those selected companies to introduce the Web Care Campaign, and reference booklets will be distributed to them to facilitate revamp of their websites

- A Web Care Award will be granted to the companies which provide barrier free Internet services, in recognition of their effort.

- The Web Care Award is planned to be held on a regular basis, similar to that of ISO

Part B
Web Care Award Campaign

Proposed Schedule:

- Confirmation of Supporting Organizations & Committee – End of April 2001

- Website submission by all Organizations – 7 June 2001

- Invitation sent to Selected Companies – 15 June 2001

- Press Conference – 10 July 2001

- Seminars – July to August 2001

- Award Entry Deadline – End of Aug 2001

- Judging Period – Feb 2002

- Award Presentation Ceremony – March/May 2002

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Part C
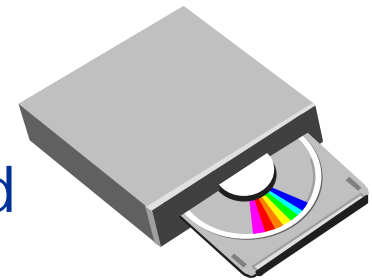# Unified Internet Training Program

- Home Affairs Department is collecting present training materials from different organizations and will pass to WHKA for study by end of May

- A Committee will be formed in June

- The Committee will propose a new outline of a 3-level training program and discuss with the involved organizations for confirmation

- The Committee will design and produce the course content and teaching aids

- All course materials will be updated by WHKA on a regular basis

- Upgrade courses and side courses will be designed at the next stage

Part C
Unified Internet Training Program

- A set of "Internet Self Learning Kit" with training handouts and VCDs will be produced

- The quantity and budget to be advised

  by HAD

- The Internet Self Learning Kit will be distributed by the supporting group operators to students and people needed

Part C
Unified Internet Training Program

- WHKA will discuss with universities and educational institutions with a view to including the concept of web care in the IT and e-Business syllabuses

- Training courses together with the technical guidebooks will be provided to current IT students so as to equip them with the necessary techniques to produce barrier free websites

Part D
IT Volunteers Recruitment Campaign

- As Internet training to the needy normally requires a tutor plus a group of assistants (1:2) to support, well trained volunteers are most needed

- A series of promotion exercises are planned to recruit volunteers from the IT industry, corporations, and schools

- Volunteers will be trained & organized to help the needy

- This campaign will be held on an on-going basis

Part D
IT Volunteers Recruitment Campaign

- **Recruitment of Students:**
  - Target: University and Secondary Students at form 4 or above

  - WHKA Junior Committee will organize seminars and road shows with different student associations to recruit students with and without Internet knowledge

  - Our target is to recruit 35 volunteers within the first 3 months

Part D
IT Volunteers Recruitment Campaign

- ## Recruitment in commercial world:
  - Target: Supporting and Sponsor Organizations, WHKA Members

  - With the support from the management, WHKA will promote and recruit volunteers from the companies involved in the web care campaign

  - WHKA can assist corporations to form their Volunteer team if needed

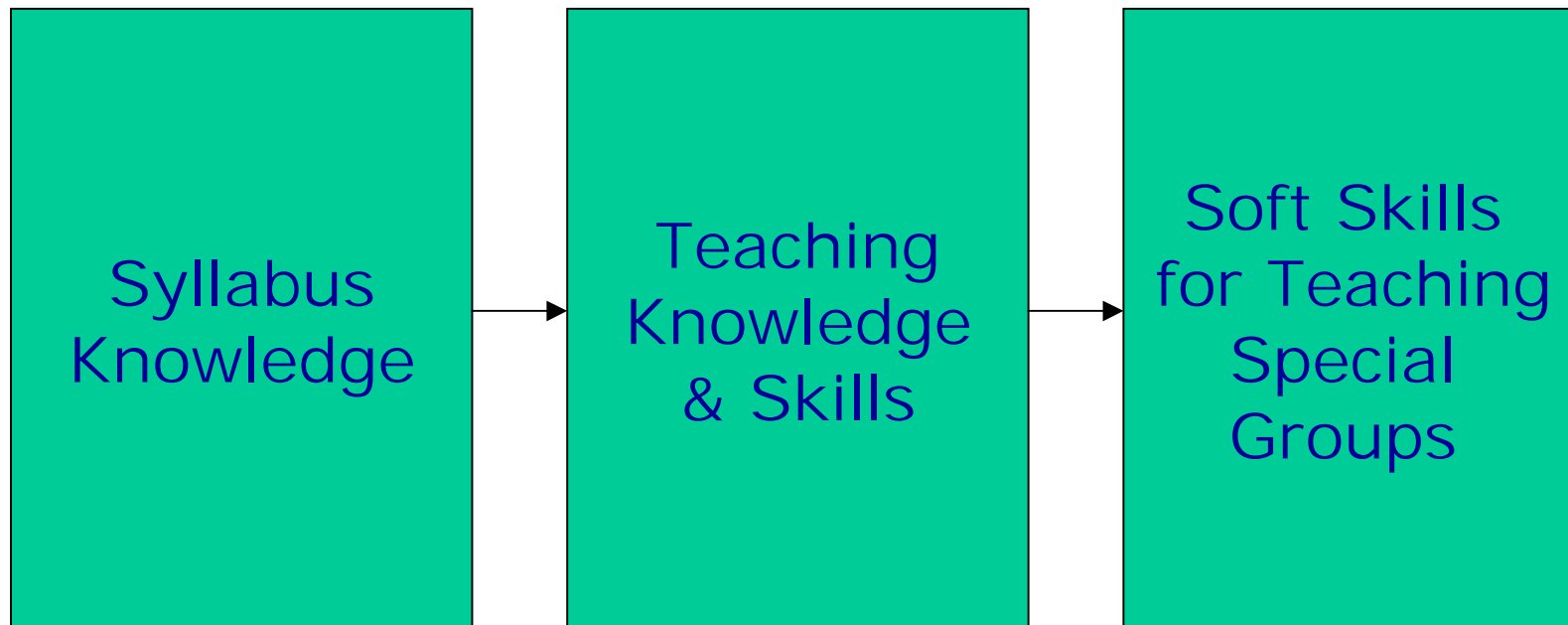 - Our target is to recruit 15 volunteers within the first 3 months

Part E
Train the Trainers Program

- We shall provide necessary training to the volunteers to develop their ability to train other people

- A set of teaching materials will be developed for the program

- Volunteers who have completed the course will be awarded a certificate. They will be allocated to different training programs provided to needy communities including women, the elderly and the disabled, etc.

- Targeted to offer 13 classes for 500 volunteers per year

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Part E
Train the Trainers Program

Knowledge & Skills Requirement
for Internet Trainers

Syllabus Knowledge	→	Teaching Knowledge & Skills	→	Soft Skills for Teaching Special Groups

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Part E
Train the Trainers Program

- The Syllabus Knowledge Training will be provided by WHKA

- The Teaching Knowledge & Skills will be offered by teaching professional group

- The Soft Skill needed for effective teaching to special groups will be conducted by Special Supporting Groups with extensive experience.

  eg. Hong Kong Blind Union can teach the trainers special skills on how to educate the blind, and Hong Kong Seniors IT Advocates can share special skills for teaching the elderly

Part F
Seminars & Road Shows

- Over 65 Seminars & Road Shows are planned so as to encourage the IT industry, corporations, and students to implement and adopt changes to achieve a barrier free Internet environment

- Target:
  - Trade Associations – 36
  - Districts - 18
  - Universities – 8
  - Web Care Awards – 5

Proposed Chambers and Trade Associations for seminars and road shows

- Hong Kong General Chamber of Commerce
- American Chamber of Commerce
- Australian Chamber of Commerce in Hong Kong
- British Chamber of Commerce in Hong Kong
- Canadian Chamber of Commerce in Hong Kong
- The Chinese General Chamber of Commerce, Hong Kong
- The Chinese Manufacturers' Association of Hong Kong
- Federation of Hong Kong Garment Manufacturers
- Federation of Hong Kong Industries
- French Business Association
- German Business Association of Hong Kong Ltd
- The Hong Kong Association of Banks
- Hong Kong Women Professional & Entrepreneurs Association
- Hong Kong Chinese Importers & Exporters Association
- Hong Kong Chinese Textile Mills Association
- Hong Kong Electronic Industries Association
- Chartered Institute of Housing, Hong Kong Branch
- Hong Kong Garment Manufacturers Association Ltd

Proposed Chambers and Trade Associations
for seminars and road shows

- Chartered Institute of Housing
- Hong Kong Japanese Chamber of Commerce & Industry
- Hong Kong Knitwear Exporters & Manufacturers Association
- Hong Kong Shippers' Council
- HK IT Federation
- Hong Kong Woolen & Synthetic Knitting Manufacturers Association
- Indian Chamber of Commerce Hong Kong
- Korean Chamber of Commerce in Hong Kong
- Swedish Chamber of Commerce in Hong Kong
- Textile Council of Hong Kong
- 香港電腦商會
- 香港潮州商會
- 香港經貿商會
- 香港服務業聯盟
- 香港建造商會
- 香港錶廠商會
- 香港印藝學會

Proposed Supporting Students' Bodies in Universities

1. Information Systems Association, The University of Hong Kong
2. Business Association, HKUSU
3. 3C Committee, The University of Hong Kong
4. Computer Engineering Association
5. Economics and Finance Society, SSS, HKUSU
6. Computer Society, HKUSU
7. Electronics Society, HKUSU
8. Computer Association, HKBU
9. The Association Of Business Students, HKBU
10. Management Information Systems Society, HKBU
11. Information Systems & Computer Association, Lingnan University
12. Students' Union Computer Society, The Hong Kong Institute of Education

Proposed Supporting Students' Bodies in Universities

13. The Society of Business Administration, CUHK

14. The Society of Business Administration, Shaw College, CUHK

15. Chung Chi Business Administration Society, Chung Chi College, CUHK

16. The Computer Science Society, Students' Union, The Chinese University of Hong Kong

17. Computer Engineering Society, Students' Union, Chinese University of Hong Kong

18. Faculty of Business & Information Systems, Students' Association, The Hong Kong Polytechnic University Students' Union

19. Society of Computing Studies, Students' Union, Hong Kong Polytechnic University

20. Computer Science Students' Society, HKUST

21. Computer Engineering Students' Society, HKUST

22. The Information and Systems Management Students' Society, Hong Kong University of Science and Technology Students' Union

23. Business Students' Union, Hong Kong University of Science and Technology Students' Union, etc.

Web Care Committee Members

WHKA President: **Ms. Elizabeth Quat –** General Manager of Sales & Marketing
Asia Logistics Technologies Limited

Task Force Chairman: **Mr. William Tang** – COO of ecomhere

Team Members:

Mr. Albert Young - VP, International Development, speedinsure Gloal Ltd.

Mr. Andes Leung - Sales Manager Brio Technology (China)

Mr. Chris Yip – CEO of e-Business Integrated Technology Limited

Mr. David Lee – School of Business Student, The University of Hong Kong

Mr. Dominie Liang - Chief Solution Officer, SoftPub.com

Ms. Helen Kwan – Director of Golin/Harris International Ltd

Ms. Jinnys Lau – Business Development Manager, CCT Teligent Co Ltd

Ms. Joyce Chau – Communciation Manager, HKANA

Ms. Joyce Lau – Westcom I-Solution Limited

Mr. Kenneth Cheuk – Director, Business Development of Lexos Ltd

Ms. Kiki Leung - External VP, Information Systems Asso. of The University of HK

Mr. Marlon Cheung – Group CEO of DG Corporation Limited

Mr. Peter Miao - Computer Services Manager, Hong Kong Housing Society

Mr. Philip Lo – CEO of Lexos Ltd

Mr. Stanley Cheung – CEO of ecomhere

Mr. Stefan Kung – IT Consultant

Mr. Wong Ying - Creative Director/Chief Editor, IMS, PCCW

Mr. Wilson Chan – Chairman of DG Interaction Limited

WEBMASTERS (HONG KONG) ASSOCIATION WHKA

OUR BACKGROUND

Webmasters (Hong Kong) Associations was formed in November 1999 by a group of Hong Kong Internet and web professionals with extensive experience ranging from content development, technical, editorial, marketing, business development and network operations.

OUR MISSION

WHKA's mission is to enhance Hong Kong's Internet professional standard and strengthen the communications among the industry professionals. WHKA will also serve as a representative professional body to exchange ideas and views on the Internet industry with government bodies, associations of IT and other industries worldwide, educational institutes, the media, and the general public.

WEBMASTERS (HONG KONG) ASSOCIATION

OUR OBJECTIVES

WHKA fulfills this mission by:

- Creating a fruitful community for members to exchange creative ideas and explore new technologies;

- Developing training programs to enhance skills and deliver premium services;

- Organizing regular talks, seminars and conferences for transfer of knowledge and exchange of experience;

- Encouraging Internet business development excellence through granting professional awards; and

- Conducting industry research in order to explore opportunities and to meet challenges.

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WHKA Executive Committee 2001

President - Ms. Elizabeth Quat, Co-founder, WHKA; General Manager, Sales & Marketing of Asia Logistics Technologies Limited

Policy Group
Vice President - Mr. Ringo Lam, Co-founder & Past President, WHKA; Founder & CEO, Wisers Information Limited
Team Leader - Mr. Martin Wong, Sub-editor, PC home; Hong Kong & Singapore Freelance Political Commentator

Design Group
Vice President - Mr. Wong Ying, Co-founder, WHKA; Creative Director/Chief Editor, IMS, Pacific Century CyberWorks
Team Leader - Ms. Daisy Ng, Editor, Interactive Multimedia Services, PCCW

Education Group
Vice President - Mr. A Tung Lee, Co-founder, WHKA; Project Manager, Pacific Convergence Corporation
Team Leader - Mr. Dwight Szeto, Executive Producer, CLP Telecom

Event Group
Vice President - Mr. Sydney Pun, Co-founder, WHKA; COO, OnAir100 & Ask100 Ltd
Team Leader - Mr. Bong Lau, CEO, BIVO Limited

WHKA Executive Committee 2001

Membership Group
Vice President - Ms. Cindy Tam, Co-founder, WHKA; Marketing Manager, iAsia Technology Limited
Team Leader- Ms. Lumi Chung, Marketing Manager, HKNet Co Ltd.

Survey Group
Vice President - Ms. Vivian Pau, CEO, cp1897.com
Team Leader - Ms. Yvonne Wong, Marketing Executive, HKNet Company Limited

Technology Group
Vice Presidents
- **Mr. Dominie Liang**, Co-founder, WHKA; Chief Solution Officer, SoftPub.com Limited
- **Mr. Stefan Kung**, Co-founder, WHKA; IT Consultant
Team Leaders
- **Mr. Frankie Cheung**, Founder & CEO, SoftPub.com Limited
- **Mr. Vincent Wong**, Web Content Editor, Telecom-port.com

WHKA Honorary Members Partial List

- Mr. Anthony Blass - Chairman & CEO of i-Quest Corporation Ltd.
- Ms. Amy So - Head of New Media of RTHK
- Mr. Brandon Lee - CTO of iLink.net
- Mr. Chang Ming Wu - Director & Founder of IXTech Limited
- Mr. Charles Mok - Founder & CEO of dots21 group Limited
- Mr. Chee-Lung Tham - CEO of Magically Asia Ltd.
- Mr. Chris Yung - Director of Linux Knter (HK) Ltd
- Ms. Cindy Cheng - CEO of Dickson Cyber
- Mr. C. P. Tsui - Regional Director, Business Development of e2e Business Solutions Ltd
- Mr. David Mak - Executive Director of Vtech eLearning Holdings Ltd.
- Mr. Dennis R. Tossan - Managing Director of iRealty Group Limited
- Mr. Frankie Sum - Managing Director of Cisco Systems (HK) Ltd
- Mr. George Yu - CEO of e-finet.com
- Mr. Howard Yip - Vice President, Marketing of DigiTel Group Limited
- Ms. Judy Leung - VP, Marketing of Pioneer-iConcepts Ltd.
- Mr. Justin Yue - CEO of Tradelink Electronic Commerce Limited
- Dr. Joseph Lau - Chief Executive of CimSoft Corporation Limited
- Mr. Kenneth Cheuk - Managing Director of SurfGold.com
- Mr. Laurie Kan - CEO of i100 Limited.
- Ms LeAnne Wong - Vice President, Customer Value of OneLoyalty.com (Hong Kong) Ltd.
- Ms. Lily Chiang - CEO of E1 Media Technology Limited

WHKA Honorary Members Partial List

- Mr. Marc Clark - Managing Director of Skyline hongkong
- Mr. Peter Chan - CEO of Elec & Eltek Technology Investment Ltd.
- Mr. Peter Koo - Principal of Deloitte Touche Tohmatsu
- Mr. Peter Yan - CEO of Global e-business Services Ltd.
- Mr. Rickie Fung - CEO of i21 Limited
- Mr. Ringo Chan - CEO of Asia Logistic Technology Limited
- Mr. Robert Chan - President & CEO of Panda-Recruit Limited
- Mr. Roy Cheng - CEO of EI Cyber (Holdings) Ltd.
- Mr. Rudy Chan - CEO of hongkong.com Limited
- Mr. Sam Yip - Managing Director of EPRO Systems (HK) Limited
- Mr. Sherman Chui - CEO of Inlooktech.com
- Mr. Steve Law - CEO of M21 Technology Ltd.
- Mr. Tony Lam - Human Resources Director of China.com Corporation
- Mr. Tony Leung - President & CEO of Solution 100 Limited
- Mr. Tony Lo - Director, Speedcinic Limited
- Mr. Vincent Tsui - Co-founder & Director of CountryTECH
- Mr. Vincent Wong - Executive Chairman of Jardine Logistics
- Ms. Vivian Lau - Director of SmarTone Broadband Services Ltd.
- Ms. Wang Ping - General Manager of Electronic Media Unit of Founder (HK) Limited
- Dr. Welland Chu - Regional Business Manager of Greater China of Zaxus (Asia) Ltd
- Ms. Yolanda Chan - Marketing Director of Microsoft Hong Kong Ltd.