HONG KONG ICT Awards 2009
香港資訊及通訊科技獎

Best Digital Inclusion Award
最佳數碼共融獎

Organiser
主辦機構

社聯 HKCSS
香港社會服務聯會
The Hong Kong Council of Social Service

Supporting Organisations
支持機構

bcs
The Chartered Institute for IT
Hong Kong Section
英國電腦學會
（香港分會）

DOT.ASIA
ORGANISATION

e-zone

HKAE
香港電腦教育學會
The Hong Kong Association
for Computer Education

商
香港中小型企業商會

HONG KONG
COMPUTER SOCIETY

CYBERPORT
數碼港

香港教育城
HKedCity

HKITF

THE HONG KONG INSTITUTION
OF ENGINEERS
香港工程師學會

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WTIA
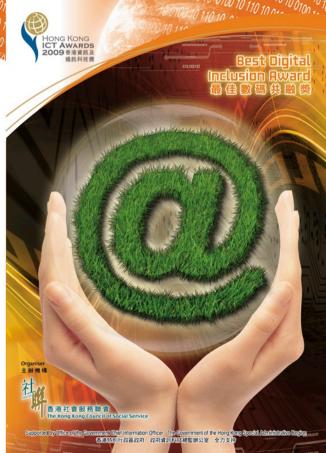香港無線科技商會

iProA
互聯網專業協會

Internet
Society
Hong Kong 香港互聯網協會

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Organiser
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社聯 HKCSS
香港社會服務聯會
The Hong Kong Council of Social Service

Supported by Office of the Government Chief Information Officer The Government of the Hong Kong Special Administrative Region
香港特別行政區政府 政府資訊科技總監辦公室 全力支持

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Background and Objective 背 景 及 目 的

The Hong Kong ICT Awards were established in 2006 under a collaborative effort amongst the industry, the academia and the Government. The Awards aim at building a large scale and internationally recognised branding of ICT awards of Hong Kong.

The Hong Kong ICT Awards recognise, promote and commend the excellent achievements to which Hong Kong ICT professionals and organisations contribute. The Awards also encourage local practitioners to develop innovative and creative ICT solutions, which will uplift the image of Hong Kong ICT sectors, both locally and internationally.

The Hong Kong ICT Awards 2009 are coordinated and administered by an Organising Committee, chaired by the Government Chief Information Officer. The Awards comprise nine categories, including Best Business Award, Best Collaboration Award, Best Digital Entertainment Award, Best Digital Inclusion Award, Best Innovation & Research Award, Best Lifestyle Award, Best Professional Development Award, Best Public Service Application Award, and Best Ubiquitous Networking Award. Each award category is organised by an industry-related organisation. There will be one Grand Award in each category and an "Award of the Year" will be selected from the nine Grand Awards by the Grand Judging Panel.

Aiming at helping the disadvantaged group to catch up with the information society development, different sectors have been conducting and developing a range of products, software applications and services. These projects are vitally important in the work of promoting health use of Internet and digital inclusion. In this connection, the category of "Best Digital Inclusion Award" is set up so as to acknowledge the contribution of these projects in promoting digital inclusion and building a just and caring information society.

結合業界不同的支援組織、專業團體、學術界和政府的共同努力，香港資訊及通訊科技獎於二零零六年成立，目的是為香港舉辦一個大型、並獲國際認同的資訊及通訊科技專業獎項。

香港資訊及通訊科技獎旨在表揚及推廣香港資訊及通訊科技業的精英、企業及機構的卓越成就和貢獻，亦同時鼓勵本地業界從業員開發創新和富創意的方案，藉此進一步提升業界在香港及國際的專業形象。

統籌2009香港資訊及通訊科技獎的籌備委員會是由政府資訊科技總監所領導，設有九個類別的獎項，包括最佳商業系統獎、最佳協同合作獎、最佳數碼娛樂獎、最佳數碼共融獎、最佳創新及研究獎、最佳生活時尚獎、最佳專業發展獎、最佳公共服務應用獎、以及最佳無間斷網絡獎，分別由業界各相關組織負責主辦。每個類別均設有一個大獎，而最終評審委員會再從其中甄選出「全年大獎」。

在過去，不同界別為了推動弱勢社群學習及使用資訊科技，設計及發展了很多產品、應用程式及服務。這些項目對於數碼共融及推動健康使用互聯網的工作極其重要。有見及此，「香港資訊及通訊科技獎」特設「最佳數碼共融獎」這個類別，以肯定這些項目在推動數碼共融工作及建設一個公義仁愛的訊息社會之貢獻。

Message from Chairman of Organising Committee
籌委會主席獻辭

Ms. Christine Fang, BBS, JP
Chief Executive
The Hong Kong Council of Social Service

方敏生女士, BBS, 太平紳士
香港社會服務聯會 行政總裁

Digital divide is one of the major factors leading to social segregation and income disparity in an information society. Over the years, different sectors in Hong Kong have designed a wide range of products and applications, and have organised various programmes to help the disadvantaged groups to catch up with the development of the information society. These contributions are of vital importance in building an inclusive information society.

The Hong Kong Council of Social Service, being one of the pioneers in fostering digital inclusion, has organised substantial activities to promote the information needs and rights of the disadvantaged groups and to raise public awareness to this social issue.

We are glad to be the organiser of the Best Digital Inclusion Award in four consecutive years since 2006. The participation of different sectors, including the ICT business companies as well as the social service sector, is encouraging. Through the Award, we give recognition to those efforts in bridging the digital divide, in encouraging the disadvantaged groups to participate and contribute to the development of the information society.

I take this opportunity to congratulate all winners on their success. Also, I have to thank all the entrants in supporting the digital inclusion work. We share the same mission in promoting digital inclusion and together we could build a just and caring information society.

在資訊社會裡,「數碼鴻溝」是導致社會隔膜和貧富懸殊的原因之一。多年來,不同界別一直致力協助弱勢社群趕上資訊科技的急速發展,當中發展出不同的產品、應用及社會服務。各界的努力對於建設一個共融的資訊社會,有著重要的貢獻。

香港社會服務聯會對於推動數碼共融的工作,一直不遺餘力。我們過往舉辦過不同的活動,推廣弱勢社群使用資訊科技的權利。

我們很高興自2006年起連續四年能主辦「最佳數碼共融獎」獎項;而各界參與競逐獎項的情況亦令人鼓舞。除了表揚各界對於縮窄「數碼鴻溝」的努力,我們亦希望透過是次比賽鼓勵弱勢社群參與共建共融的資訊社會。

在此,我謹恭賀各得獎者,並感謝各參賽者對於推動數碼共融的貢獻。我相信憑著各界對於數碼共融的熱誠,我們能攜手建設一個公義仁愛的資訊社會。

Best Digital Inclusion Award Judging Panel
最佳數碼共融獎評審委員會

Chairman 主席

Mr. Anthony WONG Sik-kei, SBS
President, One Laptop Per Child, Asia Pacific
「每童一電腦」亞太區總裁 王錫基先生, SBS

Members 成員

Dr. WONG Yu-cheung
Assistant Professor, Department of Social Work & Social Administration, The University of Hong Kong
香港大學社會工作及行政學系助理教授 黃於唱博士

Mr. Jolly WONG
Immediate Past Chairman, The Institution of Engineering and Technology Hong Kong
Chief Telecommunications Engineer, Hong Kong Police Force
香港工程技術學會前主席
香港警務處總電訊工程師(通訊科) 黃振球先生

Dr. NG Nam
Chairman, Hong Kong Next Generation Internet Society
香港下一代互聯網學會會長 吳南博士

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Mrs. Agnes MAK, MH, JP
Former President, Hong Kong Computer Society
香港電腦學會前會長 麥鄧碧儀女士, MH, 太平紳士

Ms. Patty WONG
Director of Community Service, Hong Kong Computer Society
香港電腦學會社會事務總監 黃葉平安士

Ms. Mei-mei NG
Executive Director, Hong Kong Education City Limited
香港教育城有限公司行政總監 吳薇薇女士

Mr. Anthony AU, BBS
Director, Hong Kong Cyberport Management Limited
香港數碼港管理有限公司董事 區煒洪先生, BBS

Best Digital Inclusion Grand Award
最佳數碼共融大獎

The Hong Kong Society for the Aged
香港耆康老人福利會
(www.sage.org.hk)

also as Best Digital Inclusion
(Product/Application) Gold Award
同時亦是最佳數碼共融(產品/應用)金獎

香港耆康老人福利會
The Hong Kong Society for the Aged

Brain Fitness Gymnasium for the Elderly - www.loveyourbrain.org.hk

www.loveyourbrain.org.hk is the world's first website dedicated to promoting the brain health of Chinese elderly. The website comprises all the information about brain health including basic physiology and functions of brain, tips for a healthy brain, recipes for brain health food, latest news about brain fitness and brain diseases, Online Brain Test and Online Brain Training System. The system has 15 brain training games classified into 5 cognitive domains including Memory, Eye-hand Coordination, Attention, Calculation and Judgement. All the games have 3 different challenge levels from beginner to expert level, ensure all the games are suitable for people with various cognitive abilities. The games are tailor-made for the culture of Chinese elderly and use daily living activities as training media for enhancing their motivation and minimise the impact of digital illiteracy among Chinese elderly.

The brain training system records all the activities and achievements of individual user and has a easy-to-understand performance chart for their references in order to facilitate users to manage their own brain health and training progress. In addition to the user perspective, we also developed an administration console for facilitating agencies to manage the performance and progress of their members in the Online Brain Training System. They can even collect data for research purposes.

www.loveyourbrain.org.hk is a free for end-users and organizations. Everyone can access the brain health information and commit to brain training program all over the world. The website has been accumulated over 6,500,000 hits since its launch in July 2008, registered users come from 27 countries all over the world.

健腦網
www.loveyourbrain.org.hk

大腦健身室 – 健腦網

www.loveyourbrain.org.hk 是全球第一個專為提倡華人長者腦部健康的網站，網站內包含所有保持腦部健康的資訊，包括腦部的結構及疾病資料、實用的健腦/護腦的秘訣、護腦新聞、大腦測驗、以及透過「健腦遊戲訓練系統」為您的腦部提供全面的訓練，提升大腦健康及能力。網上「健腦遊戲訓練系統」設有15個和日常生活息息相關的遊戲(分成5個主要範疇，包括記憶力、手眼協調、集中力、心算力及判斷力)，每個遊戲都經過精心設計及擁有3個不同的難度，適合不同程度的長者使用。

只要長者登記並登入系統，系統便會為每位長者建立健腦成績表，記錄每位長者在每項健腦遊戲的表現，並可跟其他所有參與者作比較成績。網上「健腦遊戲訓練系統」更設有機構及部門帳戶登入，方便其他服務或治療單位可輕鬆管理會員的訓練進度及參與情況，數據更可從系統中輸出作科研用途。

健腦網 www.loveyourbrain.org.hk 是一個完全免費的網站，全球各地的華人長者均可透過互聯網參與其中。為自己的腦部健康出一分力。自2008年7月起，健腦網已累積超過6,500,000次點擊及超過27個國家的人士使用。在未來的發展計劃中，希望可推廣至更多長者服務單位使用及進一步完善「健腦遊戲訓練系統」的功能，令更多的長者受惠。

Comments from Judging Panel:
評審委員會評語：

This is a cost effective and marketable product that benefits the service users and also the provider. Fully utilising the touch screen technology, the usability of the website and the games, as well as the users' interest on ICT are largely enhanced.

This project addresses an important aspect of digital inclusion, i.e. providing content and application that can attract the interest of the seniors on ICT. The creativity of the project is much appreciated. However, it is suggested to make an English version so as to extend the service to English-speaking community.

健腦網是一個具成本效益及能在市場推廣的產品，除了能解決服務對象的需要，服務提供者亦能從中得益。這個優秀的網站，配合觸屏技術，能提升網站及健腦遊戲的可用性，大大提高服務使用者對資訊科技的興趣。

這個項目能帶出數碼共融的訊息，透過提供切合長者的內容和應用，吸引他們進一步認識資訊科技，項目的創意實在值得加許。評審建議網站可推出英語版以惠及英語社群。

Best Digital Inclusion
(Product/Application) Bronze Award
最佳數碼共融(產品/應用)銅獎

Cyber Senior Network Development Association Limited
長者網絡發展協會有限公司 (www.hk1001.com)

Web Force @ Cyber Senior

Cyber Senior has been developing a user-friendly and specialised elderly portal - www.hk1001.com. It is a single "Entry Point" Portal for the elders, their carers and service providers to use electronic services. The portal would therefore help improve the quality of life of the elders through rich information, services and IT community, as well as encourage active and healthy ageing through the social networking features (such as photo and video sharing, blogging, etc.) available on the Internet.

The portal has delivered high quality services for the elderly and has achieved impressive results. There are over 20,000 online members as at Nov 2009. The average number of hits per month is 3 millions. It not only provides services to the elderly but also establishes a platform for the elderly service providers to share service information and for the IT companies to promote their digital products.

CyberSenior has conscientiously been mobilising people from a pool of elderly volunteers to help planning and delivering services. Web Force is a team of senior volunteer. They are moderators of the portal and familiar with computer usage as well as willing to teach other elders to use this portal. They have a strong ownership in the portal.

老有網-網頁特工

老有網www.hk1001.com是一個真正由長者參與的長者網站。其中一個最大特色，便是成為一個由長者參與及主導的長者網站。在社工專職下，長者參與網站的內容發展，包括網站的風格設向，內容模目以致採訪探稿及建議版面設計等，全由長者播樣參與。網站內容將變得更多元化，並配合Web 2.0社交網絡，採用輕鬆有趣的方式帶出積極晚年的訊息，同時讓大家重新了解長者的內心世界。

老有網網站自2001年推出以來，一直以來得到不少長者朋友的支持，2008年，網站踏入另一階段，網站進行更新。網站到站人數不斷增加。截止2009年11月，網上會員人數超過20,000，每月點擊率超過3,000,000。

為結集更多長者參與，老有網於2008年底成立《老有網-網頁特工》，招募50歲或以上的具有懂電腦知識的人士成為組員，由他們一同參與網站內容發展。

Best Digital Inclusion
(Service) Silver Award
最佳數碼共融(服務)銀獎

Senior Citizen Home Safety Association
長者安居服務協會
(www.schsa.org.hk)

EasyJob ICT System
www.ezhome.com.hk

EasyHome Services (EHS) is a social enterprise newly launched by the Senior Citizen Home Safety Association. EHS strives to develop a new and innovative EasyJob ICT system in order to optimize the efficiency and effectiveness of the service operation. Through the EasyJob ICT system, we can improve and enhance the skills, knowledge, behaviour and efficacy of the service employees, who are mostly belonging to the new arrivals, women, low income and low education groups, so as to maximise the ICT competency as well as working capacity and job opportunity of the service employees.

The EasyJob ICT System consists of six important components, including Website and Personal Account System, Job Matching System, Job dispatch and bidding system, Location tracking system, Service Delivery Tracking System, SIM Toolkit and SMS system. With the use of EasyJob ICT System, EHS establishes an efficient and effective service matching, dispatching, delivery and monitoring platform for the one-stop domestic household services all over Hong Kong. Our service also aims to maximise the utilization of locally trained labour resources, through a large-scale creation of job opportunities, in meeting the existing as well as emerging needs and demands of local customers. Our ICT based operation environment includes much digital inclusive works, which are aiming at building and promoting a digital inclusion working culture for our service employees.

This project is an innovative and creative application of ICT system to the operation of the traditional household service industry. At the individual level, the advancement of the service employees on the ICT usage during our service operation process greatly enhances their competiveness. At the corporate level, the ICT based operation system alters the existing labour intensive and time consuming practice among the local counterparts by offering an efficient and effective solution on order placing, job matching, job dispatching, as well as service delivery and monitoring.

管家易聯絡及通訊系統
www.ezhome.com.hk

「管家易」是長者安居服務協會新開辦的社會企業。為了加強服務運作的效率和效益，管家易致力建立一個創新的「管家易聯絡及通訊系統」，由於管家易的服務員工一般是新來港人士、婦女、低收入和低學歷群體，透過此系統，我們期有效地改善及提高服務員工的技能、知識、行為和效率，從而增加服務員工的工作能力和工作機會。

「管家易聯絡及通訊系統」由六個重要部分組成，包括網頁及網上個人帳戶系統、服務配對系統、工作競投及競投系統、定位追蹤系統、服務監察系統、一卡通系統及短訊系統。透過「管家易聯絡及通訊系統」，我們建立了一個高效率的服務配對、工作委派、服務提供及監測平台，為服務使用者提供全港性一站式優質家居服務。同時，我們亦致力為本地已接受過培訓的人士，創造大量就業機會，以回應本地對「到戶式」家居服務的殷切需求。我們的資訊科技系統的操作因應服務員工的特質，在設計上作出適當配合，以建立及促進服務員工與資訊科技的融合。

「管家易聯絡及通訊系統」是一個應用於傳統家居服務的資訊科技系統。在個人層面上，系統提高了服務員工對資訊科技的應用，並在服務操作流程改善下，大大增強了員工的競爭力。在機構層面上，資訊科技的應用有助解了行業現有的勞動密集和耗時的做法，為同業提供了一個高效率且具效益的操作模式。

Best Digital Inclusion
(Service) Silver Award
最佳數碼共融(服務)銀獎

Hong Kong Family Welfare Society Women Centre
香港家庭福利會 婦女中心
(www.hkfws.org.hk)

香港家庭福利會
Hong Kong Family Welfare Society

Network of Harmony
- Digital Inclusion Project for Women
Low unitization rate to get access to computer and internet revealed that grass root women might have difficulties to catch up with the information society in Hong Kong and faced digital divide. "Network of Harmony" was a digital network development and inclusion project supported by The Digital Solidarity Fund from November 2007 to December 2008. The innovative strategy - "Outreaching Digital Learning Classroom" has proactively created "universal digital learning opportunities" and "accessible contact points" for women. It was effective in reaching out grass root women, enhancing their learning motivation, and facilitating them to bridge the digital divide and better integrate into the society through equipping them with ICT literacy. Women could also develop mutual support network through this regular "community-based" "street learning and sharing platform".

Varieties of digital programs and practicum opportunities were tailor-made for women to strengthen their sense of competence and satisfaction in using ICT. Women learnt to sell their handmade craft products and sent out message of "Harmony" to promote harmonious relationship via internet. Actively mobilising of capable women and service recipients in contributing to digital inclusion service was another project focus. Encouraging of voluntary participation helped to cultivate mutual support atmosphere and promoted social harmony in the community.

網絡和諧 – 婦女數碼互助發展計劃
基層婦女懂得使用電腦或互聯網的數目百分比偏低，反映她們與資訊科技發達的香港社會出現脫節危機。「網絡和諧」為跨階層的數碼互助發展計劃(2007年11月至2008年12月)。由數碼共融基金贊助，透過創新設計外展「數碼街頭/商場」教室，「主動」為婦女們創造「多元化」和「到會式」的數碼學習機會和交流點：將數碼教育「普及化」，能有效吸引及接觸更多婦女，提升他們對資訊科技的學習動機和認識，有助打破數碼隔膜，拉近與社會距離。婦女更可藉此以「社區為基礎」的學習與分享平台，拓展互助及援網絡。

透過為婦女度身設計資生息息相關的數碼課程及實習機會，讓婦女學習網上交易和自己工藝製品與設計和讓資訊在網絡發放，提升她們對使用電腦信心之餘，同時促進和諧人際關係。計劃更致力推動有能力婦女或服務使用者，成為數碼義工，支援其他婦女在學習電腦上的需要，藉此鼓勵互助氣氛，促進社區和諧。

Best Digital Inclusion
(Service) Certificate of Merit
最佳數碼共融(服務)優異證書

The University of Hong Kong 香港大學

Linking Sichuan and HK through ICT

In the summer of 2009, a team of HKU students and teachers went to Sichuan to install a few ICT systems for a reconstructed school which was destroyed in the 5.12 Sichuan Earthquake. The systems include solar-powered e-learning platform, education TV server, multimedia classrooms, on-line conferencing facilities, satellite data receiver and environmental educational software, etc.

This project linked students in Sichuan and Hong Kong together through ICT technologies. It also introduced a new mode of ICT-supported teaching and learning. Students could learn from one another in a real-time and interactive way without any geographical boundary. Students in both Hong Kong and Sichuan were benefited by this project.

以愛心獻出專業，用IT連繫川港

在2009年暑假，一班來自香港大學不同學系共五十多位師生一起遠赴四川，為去年在5.12四川地震中受破壞的學校進行重建，為重建學校安裝多項資訊及通訊系統，讓受地震影響的學童提供優質的電子學習設施。當中系統包括：太陽能電子教育系統、多媒體教室、高速交換機、衛星數據接收、教育電視播放系統、以及一些與環保有關和語文學習有關的教育軟體。項目目利用ICT連接川港兩地學生，引入一種新穎的電子教學模式，讓中港學生可以打破地域界限，在網上互相學習和分享。

DotAsia Organisation Ltd.

NetMission Ambassador program - www.NetMission.asia

The NetMission Ambassadors program brought together a network of dedicated young volunteers devoted towards promoting and contributing towards digital inclusion, Internet governance as well as a respectable and harmonious Internet environment.

The aim of the project was to provide a platform for youth, as Netizens, to voice out their opinions to shape a better future for the internet. Also, it targeted to train and nurture future Internet leaders that have accumulated solid knowledge about the Internet by gaining first-hand experience of interacting with the society. After going through a series of training, ambassadors organized 4 different community projects targeting different age groups, including children, teenagers, middle-aged women and elderly to narrow the digital divide.

NetMission was also important to spread the words of digital divide in the society. It is hoped that NetMission could become a program that serves as the prototype of similar programs for addressing digital divide elsewhere in the world.

網域使命：青年使者計劃 - www.NetMission.asia

計劃的目標是集合年青義工的力量，合力繼程數碼溝通，共同推動和宣揚互聯網的應用和監督，從而建設一個健康、安全和諧的數碼世界。2009年度青年使者已於2月展開招募，獲選的23名青年使者接受了一連串訓練，包括參與講座、工作坊、實地考察、訓練營和交流圈；此外，每位青年使者更針對兒童、青年、中年婦人和老人組別展開及完成社區服務計劃，藉此提升公眾對該議題的關注及為數碼社區帶來正面的影響。

◇ Introduction of Organiser 主辦機構簡介

香港社會服務聯會
The Hong Kong Council of Social Service

The Hong Kong Council of Social Service works to promote a just and inclusive society by promoting collaborative efforts among NGOs in service planning and development, facilitating cross-sectoral partnership, advocating equality, justice, social integration and a caring community. The Council has now become an umbrella organisation of over 370 agency members, that provide over 90% of the social welfare services for those in needs through 3,000 service units all over Hong Kong.

香港社會服務聯會 (社聯) 是一個代表非政府社會福利服務機構，具清晰信念與專業能力的聯會組織，致力推動本港社會福利的發展。社聯與會員機構共同信守社會的公義、公平，推動社會福利界與商界及其他專業團體的策略伙伴聯繫，共同建立共融及關懷的社會。社聯現時共有超過三百七十個機構會員，它們透過其屬下遍佈全港的三千多個服務單位，為本港市民提供超過九成的社會福利服務。

◇ Enquiry 查詢

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◇ Acknowledgement 鳴謝

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◇ **Acknowledgement**
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