MEDIA FACT SHEET

Overview

The **SG Digital Office** ("SDO"), led by the Infocomm Media Development Authority ("IMDA"), was established in June 2020, to drive the Government's concerted push to accelerate digital adoption, by building on and ramping up existing efforts to equip individuals and small businesses with digital tools and skills to participate meaningfully in the new economic and social environment post COVID-19. It has successfully achieved its aim to reach out to 100,000 seniors and 18,000 hawkers to go digital through the following initiatives:

Seniors Go Digital

The Seniors Go Digital programme aims to help seniors learn the digital skills needed to carry out essential acts of daily living, and to participate in an increasingly digital society and economy for long-term social resilience. This entails equipping all seniors with digital skills to carry out acts of daily living, such as communicating and transacting online, to improve their quality of life; providing low-income seniors with affordable digital access tools through the *Mobile Access for Seniors* (MAS) scheme; and harnessing the collective efforts of partners and the wider community to amplify nationwide Seniors Go Digital movement on the ground. As at August 2021, more than 100,000 seniors have been trained through our Seniors Go Digital programme.

Mobile Access for Seniors (MAS) scheme

The Mobile Access for Seniors scheme helps lower-income seniors who want to go digital and enjoy mobile services, but lack the means to do so. In partnership with four participating mobile service providers – Singtel, Starhub, M1 and TPG, this scheme supports the Seniors Go Digital programme by offering subsidised smartphones and mobile plans to lower-income seniors. The scheme is open to all individuals who have attended IMDA's Seniors Go Digital - learning programme to pick up at least one basic digital skill at SG Digital community hubs and meet the eligibility criteria. Since launch, more than 7,900 lower-income seniors have been supported under the Mobile Access for Seniors scheme. More details on eligibility criteria here.

Hawkers Go Digital

The Hawkers Go Digital programme aims to help stallholders kick-start their digital transformation journey with digital tools such as the Unified e-Payment Solution (UePS), enabling them to offer customers more payment options and raise productivity with the reduced need to handle cash. Contactless payments using UePS also minimises physical interactions amidst COVID-19. The programme reaches out to stallholders in NEA's hawker centres (including cooked food and market stalls), HDB's coffee shops and JTC's industrial canteens. SDO has started engaging hawkers on SGQR since 8 June 2020. Since launch, all 18,000 stallholders have been engaged through the Hawkers Go Digital programme. More than 11,000 stallholders (more than 60% of Singapore's stallholders) have adopted SGQR.

On 17 June 2021, SDO started its first engagement to help stallholders in hawker centres managed by the National Environment Agency (NEA) or NEA-appointed operators to raise awareness on the online ordering options. As of mid-Aug, SDO has engaged more than 5,000 stallholders, of which 35% shared that they are already using the online ordering platforms to reach more customers. Of those who indicated that they have not onboarded any platforms, about 16% signed up or expressed interest to do so, after the first engagement by the DAs.

Digital Ambassadors (DAs)
Digital Ambassadors (DAs) will provide seniors with one-to-one coaching or small group learning at SG Digital community hubs, which seniors are familiar and comfortable with, such as public libraries and community clubs/centres located islandwide, to reach out to seniors and train them with basic digital skills. Locations of SG Digital community hubs can be found here.

Silver Infocomm Wellness Ambassadors (SIWAs)
As part of IMDA's efforts to recognise tech-savvy seniors who are role models to theirs peers, IMDA has collaborated with the People's Association Active Ageing Council (PA AAC) since 2012 to appoint Silver Infocomm Wellness Ambassadors (SIWAs). SIWAs are seniors, aged 50 years old and above, recognised for their active IT lifestyle and their efforts in inspiring and encouraging their peers to use technology in their daily lives. The SIWAs come from different backgrounds and the nominations for SIWAs are held annually. Into its tenth year, a total of 319 SIWAs have been appointed over the years. An example of SIWA-led volunteer efforts include regular workshops at Bukit Merah CC, Teck Ghee CC, West Coast Wellness Centre and Whampoa CC involving over 20 SIWAs who run group classes to help increase the digital readiness of senior residents.

In 2021, 36 SIWAs will volunteer as Digital Ambassadors with the SG Digital Office, providing seniors with 1-on-1 assistance on their digital queries. In line with the Digital for Life (DfL) movement, this pilot volunteer programme began in April this year and SIWAs have been involved as volunteer Digital Ambassadors at Bedok CC, Clementi Meadows RN, Heartbeat@Bedok, Ghim Moh SAC, Kallang CC, Leng Kee CC, Potong Pasir CC, Senja-Cashew CC, Toh Yi RC.