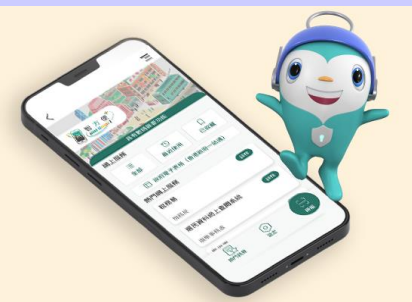


Social Innovation and Entrepreneurship Development Fund

Digital Inclusion Programme for the Elderlies 長者數碼共融計劃

Briefing on Invitation for Proposals
23 August 2024



醫健通
eHealth
香港特別行政區政府 HKSARGOVT



To brief the institutions/ organisations about the invitation exercise for the Digital Inclusion Programme for the Elderlies (DI Programme), including –

- (A) Service Scope
- (B) Key Performance Indicators
- (C) Assessment Criteria
- (D) Key Engagement Terms

**Digital Inclusion Programme for the Elderlies under the
Social Innovation and Entrepreneurship Development Fund**

Invitation Brief

Issued by

The Trustee of the Social Innovation and Entrepreneurship
Development Fund

August 2024

Background

The Government has announced in the 2024-25 Budget that the Social Innovation and Entrepreneurship Development Fund (SIE Fund) would allocate \$100 million to implement a territory-wide DI Programme by batches in the coming three years.

Objectives

To launch territory-wide digital inclusion programme under the SIE Fund to enhance the capability of elderlies in adopting digital technologies, ensuring that they have the basic knowledge and skills to utilise technology effectively and safely, and at the same time promoting social cohesion. The first batch of the programme will commence by end 2024.

Target Beneficiaries

To benefit over 100 000 elderlies (aged 60 or above), in particular the singleton or doubleton elderlies living in the old districts and public housing who are not conversant with digital technologies.

We plan to engage and provide funding for 12 institutions/ organisations to implement the DI Programme covering all 18 districts for a period of 24 months –

	Service Area	Total Elderly Population (%)	Resource Allocation (%)	Target No. of Beneficiaries
Group A (Seven institutions/ organisations)	Tsuen Wan and Kwai Tsing	233 852 (11.32%)	Maximum of HK\$4.5M per engaged partner	Minimum 10 000 per engaged partner
	Eastern and Wan Chai	215 929 (10.46%)		
	Sai Kung and Tai Po	207 336 (10.04%)		
	Kwun Tong	201 596 (9.76%)		
	Sha Tin	198 251 (9.6%)		
	Sham Shui Po and Yau Tsim Mong	196 738 (9.53%)		
	Central and Western, Southern and Islands	181 542 (8.79%)		
Group B (Five institutions/ organisations)	Yuen Long	157 585 (7.63%)	Maximum of HK\$2.7M per engaged partner	Minimum 6 000 per engaged partner
	Tuen Mun	143 988 (6.97%)		
	Wong Tai Sin	131 111 (6.35%)		
	Kowloon City	110 970 (5.37%)		
	North	86 248 (4.18%)		
	Total	2 065 146	\$45M	100 000

(1) Provision of community help desk service (定時定點的社區支援點)

- To set up community-based help desks at suitable locations that are convenient to the target elderlies to provide regular and fixed-point technical support.
- Sufficient knowledgeable and skillful manpower should be stationed at the help desks to provide one on one technical support tailored to the specific needs of the elderlies.
- A minimum of at least two volunteers should be present at the help desk during each session where volunteers are involved.

(2) Training on digital technologies

- Short-term training sessions/ activities focusing on the use of digital government services through mobile apps, e.g. iAM Smart, HA Go and 18 CM Clinics of the Hospital Authority, My SmartPLAY, with real life scenarios to illustrate the benefits of using such mobile apps, as well as cybersecurity practices such as safeguarding against deception, social media scams, and managing suspicious calls. SIE Fund will provide standardised training materials.

iAM Smart 「智方便」	智慧醫療	My SmartPLAY 康體通	防騙錦囊
<ul style="list-style-type: none">✓ 如何下載／登記「智方便」✓ 運用生活化的例子介紹「智方便」的使用方法及功能，包括身份認證（例如登入網上服務）；自動填寫表格（例如地址、聯絡電話和電郵）；個人化提示（例如帳單到期提示）以及數碼簽署資訊保安及私隱保障	<ul style="list-style-type: none">✓ 「HA Go」帳戶登記及啟動✓ 介紹「HA Go」的各種服務，包括預約門診、查閱藥物資料及網上繳費等✓ 「18區中醫診所」的下載及安裝✓ 介紹「18CM」的各種服務，包括查詢或取消診期，中醫診所資訊和實時配藥狀況，以及最新消息等	<ul style="list-style-type: none">✓ 「康體通」安裝及登記✓ 教授長者透過流動電話預訂設施及報名康體活動的方式。及其他「康體通」上便利長者的功能	<ul style="list-style-type: none">✓ 因應網上及手機詐騙情況特別向長者介紹防騙資訊和一些使用智能手機的安全小貼士，以教育長者應對千變萬化的詐騙手法

(3) Promotion and Publicity

- The implementing organisations should devise **publicity plan** to promote their programmes and reach out to the target elderlies.
- To support the publicity events/ activities organised by the Government including but not limited to the following –
 - A 2-day fun-day-cum-launching ceremony to be held in mid-December 2024 to announce the official launch of the DI Programme.
 - Other promotion/ publicity events/ activities, such as fun fair/ experience day/ roadshow, media pitching, video production, etc. to be held from time to time during project period.
- SIE Fund will provide initial publicity materials (e.g. posters, leaflets, pamphlets) and souvenirs for engaged partners to kick off the programme.

Fun-day cum Launching Ceremony

Date: 13-14 December 2024
(Launching Ceremony on 13 Dec 2024 p.m.)

Venue: Lok Fu Place

Content/ Activities:

- Launching Ceremony with senior government officials and stakeholders (e.g. implementing NGOs, SIE Fund Task Force members, etc.) to kick-off the programme officially.
- Promotion booths to promote the DI initiatives and attract audience.



Points-to-Highlight

- In addition to providing basic support services, the implementing organisations are required to propose **innovative means** to engage the target beneficiaries and maximise impact, e.g.:
 - ✓ engaging young people to, through employment or volunteer work, make good use of their digital knowledge to help the elderlies enhance their knowledge and adoption of digital technologies; and
 - ✓ implementing creative strategies to establish the community help desks by creating environments familiar to the elderlies (such as café, traditional Chinese restaurant etc.) to help them adapt more easily.
- Engaged partners are required to introduce to the target elderlies other digital inclusion programmes organised by the Digital Policy Office, including the ICT Outreach Programme, Enriched ICT Training Programme and Web-based Learning Portal, and further engage them as volunteers and encourage enrolment/ participation in these advanced programmes.
- The services offered to the target beneficiaries should be provided free of charge.
- When providing training or support to the elderlies –
 - engaged partners must refrain from installing non-government mobile apps on the elderlies' smartphones;
 - collection of personal data from the elderlies, such as their names, HKID No., telephone numbers, and addresses, should only occur when absolutely necessary and must strictly adhere to the requirements set out in the Personal Data (Privacy) Ordinance; and
 - Under no circumstances should engaged partners collect financial data like bank account information, passwords, ATM cards, or credit card details from the elderlies.

Eligibility

- An applicant and its partnering organisation(s), if any, must be –
 - an organisation registered on the list of charitable institution or trust of a public character exempted from tax under Section 88 of the Inland Revenue Ordinance (Cap. 112); or
 - an organisation registered as a society under the Societies Ordinance (Cap. 151); or
 - a company incorporated under the Companies Ordinance (Cap. 622) or its predecessor ordinance (Cap. 32); or
 - a statutory body established under any ordinances of Hong Kong.
- An applicant must demonstrate track records in providing elderly services in the community in the past five years.
- An applicant must not be receiving financial support under other government funding for the same or part of the proposed project.

Payment-linked KPIs:

KPI 1 - No. of elderlies served (man-time)

- A minimum target for each service team –

Service Teams	Group A	Group B
Minimum Target	10 000	6 000

KPI 2 - No. of help desk set up

- At least two physical help desks set up per serving district

KPI 3 - No. of help desk sessions held

- At least two sessions on every weekdays and one session on each Saturday and Sunday (12 sessions per week) at each help desk
 - Monday to Friday: Two sessions per day
 - Saturday to Sunday: One session per day
- Each session should last for at least two hours

KPI 4 - No. of training activities held

- At least two sessions per week at each help desk
- Each session shall last for at least one hour

KPI 5 - Satisfaction of the elderlies served

- Each engaged partner shall collect post-activity survey response meeting at least a 80% satisfaction rate

- These are the minimum targets of each engaged partner. Applicants must state clearly in their proposals the proposed KPIs.

- Higher marks will be accorded to proposals that propose a higher target.

Other KPIs

- No. of elderly participants engaged as volunteers
- No. of elderlies enrolled/ attended the other digital inclusion programmes organised by DPO
- Others proposed by applicant as appropriate

Assessment Criteria	Maximum Score	Aspects for Evaluation
1. Vision and Strategic Direction	5	<ul style="list-style-type: none">This criterion assesses the clarity and alignment of the project's goals with the Fund's overall vision and strategy. It looks at how well the project aligns with long-term objectives and whether the vision is compelling and achievable.
2. Implementation/ Execution	15	<ul style="list-style-type: none">This criterion focuses on how effectively the project plan is executed. It includes aspects like recruitment, training and management of staff/ helpers/ volunteers, project management, resource allocation, timeline, and meeting KPIs/ deliverables.Risk management plan/ contingency plan for handling disputes and complaints, as well as data protection/ security.
3. Capability	15	<ul style="list-style-type: none">Capability refers to the skills, expertise, and resources available to carry out the project successfully. This criterion evaluates whether the project team has the necessary competencies, experience, and support to achieve the project goals.
4. Innovativeness	20	<ul style="list-style-type: none">This criterion examines the level of creativity, originality, and novelty in the project approach. It assesses whether the project introduces new ideas or methods that distinguish it from existing programme/ project.
5. Social Impact	25	<ul style="list-style-type: none">Social impact evaluates the project's effects on society, communities, and the specific target group. It looks at how the project contributes to positive change, addresses social issues, or improves the well-being of stakeholders.
6. Cost Effectiveness	20	<ul style="list-style-type: none">Cost effectiveness assesses how efficiently resources are utilised to achieve project outcomes. It considers whether the project delivers value for money and whether the benefits justify the costs incurred.
Total	100	

(D) Key Engagement Terms

- The Trustee reserves the right to withhold or reduce payment, and/ or require the engaged partner to refund all or part of the funding that has been paid to the partner.

Payment Schedule

Payment Type (Instalment)	Report Cut-off Date	Criteria for Payment	Payment Amount (% of total funding)
Initial payment (1)	N/A	Upon signing of the Funding Agreement	20%
Regular payment (2)	Month 6	Upon acceptance of half yearly operation and financial reports by the Trustee. Each reporting period should achieve the following – <ul style="list-style-type: none"> Completion of at least 25% of the committed no. of elderlies served (KPI 1); and Full completion of KPI 2 to KPI 5. 	20%
Regular payment (3)	Month 12		20%
Regular payment (4)	Month 18		20%
Regular payment (5)	Month 24		20%

Payment Related to Payment-linked KPIs

- For the above payments, 20% constitutes the initial payment (instalment 1) designated for engaged partners to initiate the programme (e.g. assembling the project team, establishing necessary facilities and commencing promotional efforts, etc.).
- The balance of the funding is earmarked for the effective execution of the programme to support the elderlies across four stages. Regarding this remaining sum, 80% of the payments will be contingent upon meeting specified KPIs with the following formula –

$$\begin{array}{c} \text{Amount to be withheld} \\ \text{from the payment for not} \\ \text{meeting payment-linked} \\ \text{KPIs} \end{array} = \frac{\begin{array}{c} \text{Committed KPI – Actual} \\ \text{Committed KPI} \end{array}}{\text{Committed KPI}} \times \begin{array}{c} \text{Weighting} \\ \text{(\%)}^{\textcircled{a}} \end{array} \times \begin{array}{c} \text{Instalment} \\ \text{Payment} \end{array}$$

[Ⓐ] For the five (5) payment-linked KPIs, their weighting on payment



	KPIs	Weighting
1	No. of elderlies served	40%
2	No. of help desk set up	10%
3	No. of help desk session held	10%
4	No. of training sessions/ activities held	10%
5	Satisfaction rate of the elderlies served	10%
	Total	80%

Annex I

Digital Inclusion Programme for the Elderlies under the Social Innovation and Entrepreneurship Development Fund

Project Implementation Plan Proposal

Part I – Particulars of the Applicant

Registered Name of Entity	(Eng)
	(Chi)
Correspondence Address	
Website (if any)	
Name and Post Title of Contact Person	(Eng)
	(Chi)
Telephone No.	
Email Address	

Mode of Entity	
<input type="checkbox"/>	An organisation registered on the list of charitable institution or trust of a public character exempted from tax under Section 88 of the Inland Revenue Ordinance (Cap. 112)
<input type="checkbox"/>	An organisation registered as a society under the Societies Ordinance (Cap. 151)
<input type="checkbox"/>	A company incorporated under the Companies Ordinance (Cap. 622) or its predecessor ordinance (Cap. 32) (please specify the business registration number below)
<input type="checkbox"/>	A statutory body established under any ordinances of Hong Kong (please specify the ordinance below)

Part II – Details of the Proposal

Service Area (Applicant may tick more than one box)	Group A	Group B
	<input type="checkbox"/> Tsuen Wan & Kwai Tsing	<input type="checkbox"/> Yuen Long
	<input type="checkbox"/> Eastern & Wan Chai	<input type="checkbox"/> Tuen Mun
	<input type="checkbox"/> Sai Kung & Tai Po	<input type="checkbox"/> Wong Tai Sin
	<input type="checkbox"/> Kwun Tong	<input type="checkbox"/> Kowloon City
	<input type="checkbox"/> Sha Tin	<input type="checkbox"/> North
<input type="checkbox"/> Sham Shui Po & Yau Tsim Mong		
<input type="checkbox"/> Central and Western, Southern & Islands		

Please set out your proposal having regard to the assessment criteria as set out in the Invitation Brief. Some suggested guidelines are provided at Appendix for reference. Please keep your description **simple, well-structures and straight forward** (maximum two pages for each criterion). Other relevant information in support of the proposal may be provided in the form of Annex(es) to the Project Implementation Plan Proposal.

1. Vision and Strategic Direction
2. Implementation/ Execution

Proposed Setup of Community Help Desks

Location (area, m ²)	Service Hour	Venue Availability
Example 1 XXX Community Hall (200m ²)	Mon-Fri: 10:00 a.m. – 12:00 noon 3:00 p.m. – 5:00 p.m. Sat and Sun: 10:00 a.m. – 12:00 noon	Immediate
Example 2 XXX Plaza, L1 Shop 120 (150m ²)	Mon-Fri: 11:00 a.m. – 1:00 p.m. 4:00 p.m. – 6:00 p.m. Sat and Sun: 2:00 p.m. – 4:00 p.m.	Early December 2024

3. Capability

Track Records/ Experience in Elderly Services in the Past Five Years

Programme Name (Period)	Brief Description	No. of Beneficiaries
Example 1 Experience week on digital technologies (January to June 2023)	By coordinating a range of training sessions and fun day in partnership with elderly centers in XXX districts, our aim is to enhance their understanding of digital services and spark their enthusiasm for integrating digital technologies into their daily routines.	2 000
Example 2 Outreach Programme on age-friendly technologies (2021 to 2022)	Our team conducted visits to elderlies residing in care homes within XXX district. During these visits, we introduced a range of age-friendly technologies and devices, including fall	3 000

<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> <i>detection sensors, digital assistants, and air purifiers, among others. Our objective was to bolster their safety and well-being in their everyday lives through the adoption of these innovations.</i> </div> <div style="border: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 20px;"></div>	<div style="border: 1px solid black; padding: 5px;"> Part III – Proposed Key Performance Indicators (KPIs) and Targets <table border="1" style="width:100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width:5%;"></th> <th style="width:25%;">KPIs (Payment-linked)</th> <th style="width:30%;">Minimum Requirement</th> <th style="width:40%;">Proposed KPIs</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>No. of elderlies served (man-time¹)</td> <td> Each engaged partner under <u>Group A:</u> At least 10 000 Each engaged partner under <u>Group B:</u> At least 6 000 </td> <td></td> </tr> <tr> <td>2</td> <td>No. of help desk set up</td> <td>At least two physical help desks set up in each of serving districts</td> <td></td> </tr> <tr> <td>3</td> <td>No. of help desk sessions held</td> <td> <u>At least 12 sessions per week at each help desk, including –</u> - Monday to Friday: Two sessions per day - Saturday to Sunday: One session per day Each session shall last for at least two hours. </td> <td></td> </tr> <tr> <td>4</td> <td>No. of training activities held</td> <td> <u>At least 2 sessions per week at each help desk</u> Each session shall last for at least one hour. </td> <td></td> </tr> <tr> <td>5</td> <td>Satisfaction rate of the elderlies served</td> <td>Each engaged partner shall collect post-activity survey response meeting <u>at least a 80% satisfaction rate</u></td> <td></td> </tr> </tbody> </table> </div>		KPIs (Payment-linked)	Minimum Requirement	Proposed KPIs	1	No. of elderlies served (man-time ¹)	Each engaged partner under <u>Group A:</u> At least 10 000 Each engaged partner under <u>Group B:</u> At least 6 000		2	No. of help desk set up	At least two physical help desks set up in each of serving districts		3	No. of help desk sessions held	<u>At least 12 sessions per week at each help desk, including –</u> - Monday to Friday: Two sessions per day - Saturday to Sunday: One session per day Each session shall last for at least two hours.		4	No. of training activities held	<u>At least 2 sessions per week at each help desk</u> Each session shall last for at least one hour.		5	Satisfaction rate of the elderlies served	Each engaged partner shall collect post-activity survey response meeting <u>at least a 80% satisfaction rate</u>		<table border="1" style="width:100%; border-collapse: collapse; margin-bottom: 10px;"> <thead> <tr> <th style="width:10%;"></th> <th style="width:70%;">Others (Non-payment-linked)</th> <th style="width:20%;">Proposed Targets</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>No. of referrals made to other digital inclusion programmes organised by the DPO</td> <td></td> </tr> <tr> <td></td> <td>(i) No. of elderly participants engaged as volunteers</td> <td></td> </tr> <tr> <td></td> <td>(ii) No. of elderlies enrolled/ attended the other digital inclusion programmes organised by DPO</td> <td></td> </tr> <tr> <td></td> <td>(iii) Other(s) proposed by applicant as appropriate (please specify)</td> <td></td> </tr> </tbody> </table> <div style="border: 1px solid black; padding: 5px;"> Part IV – Applicant’s Undertaking By submitting and signing this Project Implementation Plan Proposal, the applicant agrees to the following – (i) The applicant confirms that they have not received, applied for, or are currently receiving funding from any other publicly funded schemes for the proposed DI Programme. (ii) The applicant, along with all affiliated partners and personnel involved in this DI Programme proposal, will adhere to all laws, regulations, and judicial requirements, including the Law of the People’s Republic of China on Safeguarding National Security in the Hong Kong Special Administrative Region. (iii) All information provided in the Project Implementation Plan and Budget Proposal will be used by the Trustee, Task Force, and Task Force Secretariat for the processing of the funding proposal and related purposes. This information may be disclosed to government bureaux/ departments of the Hong Kong Special Administrative Region or other relevant parties if such disclosure is deemed necessary. Please sign and stamp your organisation chop below – <div style="text-align: center;"> <div style="border-bottom: 1px solid black; width: 100%;"></div> <div>(Name of Authorised Signatory)</div> <div style="border-bottom: 1px solid black; width: 100%;"></div> <div>(Date)</div> </div> </div>		Others (Non-payment-linked)	Proposed Targets	1	No. of referrals made to other digital inclusion programmes organised by the DPO			(i) No. of elderly participants engaged as volunteers			(ii) No. of elderlies enrolled/ attended the other digital inclusion programmes organised by DPO			(iii) Other(s) proposed by applicant as appropriate (please specify)	
	KPIs (Payment-linked)	Minimum Requirement	Proposed KPIs																																						
1	No. of elderlies served (man-time ¹)	Each engaged partner under <u>Group A:</u> At least 10 000 Each engaged partner under <u>Group B:</u> At least 6 000																																							
2	No. of help desk set up	At least two physical help desks set up in each of serving districts																																							
3	No. of help desk sessions held	<u>At least 12 sessions per week at each help desk, including –</u> - Monday to Friday: Two sessions per day - Saturday to Sunday: One session per day Each session shall last for at least two hours.																																							
4	No. of training activities held	<u>At least 2 sessions per week at each help desk</u> Each session shall last for at least one hour.																																							
5	Satisfaction rate of the elderlies served	Each engaged partner shall collect post-activity survey response meeting <u>at least a 80% satisfaction rate</u>																																							
	Others (Non-payment-linked)	Proposed Targets																																							
1	No. of referrals made to other digital inclusion programmes organised by the DPO																																								
	(i) No. of elderly participants engaged as volunteers																																								
	(ii) No. of elderlies enrolled/ attended the other digital inclusion programmes organised by DPO																																								
	(iii) Other(s) proposed by applicant as appropriate (please specify)																																								

4. Innovativeness

5. Social Impact

6. Cost Effectiveness

Only expenses directly related to the proposed project can be included, e.g. –

Capital Expenditure

- Renovation expenses for setting up the help desks
- Procurement costs for equipment

Operating Expenses

- Salaries (including employer’s contributions to the Mandatory Provident Fund)
- Volunteer allowances or travel subsidies (capped at HK\$70 per volunteer per activity session)
- Promotional and training material expenses
- External audit fees
- Rental expenses
- Insurance costs
- Central administrative overheads (not exceeding 5% of the budgeted expenditure from the SIE Fund)

(A) Operating Portion				
	Within Funding Period			Breakdown with Assumption and Calculation Basis (Compulsory)
	Year 1	Year 2	Total	
(1) Operating Expenses				
Salaries and Allowances [for full-time and part-time staff including MPF]			0	
Allowances [for volunteers]			0	
Rent and Rates			0	
Other Expenses (Note 1) (Please specify details; insert rows if necessary)			0	
			0	
			0	
			0	
(2) Other Income (Note 2) (Please specify details; insert rows if necessary)				
			0	
			0	
(3) Operating Surplus / Deficit	0	0	0	
(B) Capital Portion				
	Within Funding Period			Breakdown with Assumption and Calculation Basis (Compulsory)
	Year 1	Year 2	Total	
Capital Expenditure (breakdown by assets) (Note 3)				
Renovation and Fitting-out / Furniture & Fixtures			0	
			0	
Equipment and Software			0	
			0	
Rental Deposit (Note 4)			0	
			0	
Others			0	
			0	
(4) Capital Expenditure	0	0	0	
(C) Total Funding Requirement				
	Within Funding Period			
	Year 1	Year 2	Total	
(5) Operating Deficit + Capital Expenditure = (3) + (4)	0	0	0	
(D) Requested Funding from SIE Fund (Total Project Sum)				
			Total	
(6) Requested Funding from SIE Fund (Total Project Sum)			0	(Note 5)

The engaged partners shall maintain full and proper books of accounts and records in respect of the use of the SIE Fund and submit periodic financial reports and audited annual financial reports to the Trustee.

- Make sure to check the completeness of your proposal before submission. Your proposal must include –
 - a detailed Project Implementation Plan (Template in Annex 1)
 - a comprehensive Budget Plan (Template in Annex 2)

Please follow the templates provided.

- Closing date and time of proposal submission: **Not later than 6:00 p.m. on 13 September 2024 (Hong Kong Time and Date)**
- Proposals received will be assessed and the results will be announced in early November 2024.
- Applicants may submit proposals for multiple service areas. However, multiple submissions for the same service area from a single applicant is not allowed.
- The proposals must be put into the collection box located at the Digital Policy Office. Submission by email or by post are not accepted.



Thank you