

## MEDIA RELEASE

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### **MORE THAN 100,000 SENIORS BENEFITTED FROM SDO'S DIGITAL SKILLS TRAINING WITH 9 IN 10 SENIORS CONTINUING TO APPLY SKILLS**

*SDO will expand community outreach and engagement with more seniors at their workplace through SDO @Workplace and roving community counters*

**SINGAPORE – 3 SEP 2021:** More than 100,000 seniors have benefited from digital skills training conducted by the SG Digital Office (SDO). The learning impacted has been highly effective, with nine in ten continuing to apply the skills learnt, including using their smartphone for video calls, accessing government digital services and making e-payments, in their daily life<sup>1</sup>.

2 The SDO was established under the Infocomm Media Development Authority (“IMDA”) in June 2020 as part of the Government’s concerted push to build a digitally inclusive society for Singapore, and ensure that all Singaporeans are empowered through digital for life. SDO supports the less digitally savvy in the community, through high touch engagement to adopt digital tools, skills and habits, to thrive in the digital future.

3 SDO, which has conducted more than 250,000 training sessions for seniors to date, has also engaged 18,000<sup>2</sup> stallholders to help them kick-start their digital journey by adopting digital tools such as the unified e-payment solution. More than 60% of Singapore’s stallholders have adopted the solution, and stall transaction volume and e-payment value has continued to grow. The number of transactions for the past 12 months to July 2021 was 1.8 million, compared to 270,000 over the same period the year before. Transaction value grew to \$17.3 million, compared to \$2.9 million over the same period the year before.

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<sup>1</sup> In a survey with seniors who completed SDO’s training programmes, about 9 in 10 (91%) reflected that they continued to apply at least one digital skill they learnt in their daily lives.

<sup>2</sup> Stallholders from NEA Hawkers center, HDB coffeeshop, JTC industrial Canteens

Minister for Communications and Information, Mrs Josephine Teo, gave the update on SDO's engagement efforts at an outreach event at its new SG Digital community hub at Jurong Spring community club (JSCC) to mark SDO's one-year anniversary.

4 Mrs Teo said, "We want digitalisation to benefit everyone. That includes seniors and groups like hawkers. Using digital tools may not come naturally to them but the Government is here to help. It is why we set up the SG Digital Office last year and kickstarted the Digital for Life movement this year. Both initiatives have made good headway in a fairly short time."

5 She added: "With the experience gained, we will broaden and deepen the work of SDO. Through the Mobile Access for Seniors scheme, lower-income seniors will enjoy two, instead of one-year of subsidised mobile plan. From seniors in the community, we will expand outreach to seniors at workplaces and other vulnerable groups such as the hearing-impaired. From digital literacy, we are striving for digital competency. We are roping in more corporate and community partners, so that Singapore's digital future can be truly inclusive."

6 At the event, Mrs Teo presented a token of appreciation to the 100,000<sup>th</sup> senior to pick up digital skills. Mrs Teo, who also interacted with seniors, Digital Ambassadors (DA), and Silver Infocomm Wellness Ambassadors (SIWA), and hawkers at the nearby Jurong West Market and Food Centre, also announced plans to expand SDO's community efforts such as outreach at workplaces and enhance the curriculum to ensure it remains relevant to the evolving environment to support our seniors to go digital.

### **Broadening and deepening SDO's efforts**

7 Building on its current efforts, SDO is now working to broaden and deepen its efforts so as to reach out to more stakeholders and customise its services to better meet their varied needs. These include:

- I. Enhanced mobile access scheme for seniors: Under the Mobile Access for Seniors scheme<sup>3</sup> introduced in June 2020, lower-income seniors get access to a subsidised smartphone and mobile plan for 1 year. This means that they can purchase a phone starting from \$20 and pay \$5 per month for a 1-year mobile plan. More than 7,900 low-income seniors have benefitted from the scheme since it started.

IMDA has since enhanced the scheme, extending the subsidised mobile plan for seniors from 1 year to 2 years. This means that seniors who sign up for the plan from 1 June 2021 will enjoy the subsidised rate of \$5 per month for mobile plan for two years up from one year. Those who have signed up between July 2020 and May 2021 will automatically receive the extension.

- II. Expanding efforts to reach out to more seniors and other vulnerable groups: To expand SDO's existing outreach efforts to seniors, SDO will set up more than 200 roving community counters to bring its services even closer to seniors in the community. This is on top of its 47 community hubs presently.

SDO is now also partnering employers to go into the workplaces to train senior employees. Under the new SDO@Workplace engagement channel, employers will set aside time and space to train senior employees using the Seniors Go Digital curriculum, so as to enable their senior workers to remain relevant in an increasingly digital workplace. SDO has successfully piloted the SDO@Workplace at YCH's<sup>4</sup> Supply Chain City (SCC) headquarters at the Jurong Innovation District in August 2021. SDO will look at rolling this out to more workplaces progressively.

SDO will also provide services customised to the needs of specific community segments, such as seniors who are deaf or hard-of-hearing. In partnership with the Singapore Association for the Deaf (SADeaf) and TOUCH Silent Club, SDO held 80

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<sup>3</sup> Launched on 29 June 2020 under the Seniors Go Digital programme, MAS scheme helps lower income seniors who want to go digital but need financial assistance to do so. Eligible seniors can purchase a basic smartphone with co-payment starting from \$20, bundled with a \$5 monthly mobile plan that offers at least 5GB of data for 1 year.

<sup>4</sup> The YCH Group is Singapore's largest home-grown supply chain solutions company. Following the pilot, YCH will open their premises as a partner community hub to engage seniors who are employees of tenants and users of SCC, as well as JID.

one-on-one learning sessions since March this year to equip this target group with basic digital skills, benefiting 47 seniors.

- III. *Beyond basic digital literacy to achieving greater competency.* SDO has also strengthened its Seniors Go Digital curriculum to make learning more comprehensive and enable seniors to be more confident in using an even wider range of digital tools relevant to their daily lives. For example, SDO will equip seniors with knowledge on the use of health-related apps such as HealthHub and Healthy 365 to enable seniors to access their medical records and appointments and encourage them to adopt a healthier and more meaningful lifestyle. Through the SG Cyber Safe Seniors Programme<sup>5</sup>, SDO will help raise seniors' awareness on cybersecurity and good cyber hygiene practices.

Silver Infocomm Wellness Ambassadors (SIWA)<sup>6</sup> - who themselves are role models of digital competency - and can better relate to the needs of their fellow seniors, will be deployed at SG Digital community hubs to help seniors who need assistance in learning. Currently, SIWAs have been involved in a pilot as volunteer DAs in nine SG Digital community hubs<sup>7</sup>.

Related resources:

Annex A: Partners attributable quotes (SADeaf and YCH Group)

Annex B: Media Fact sheet on SDO and IMDA programmes

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<sup>5</sup> The SG Cyber Safe Seniors Programme was developed by the Cyber Security Agency of Singapore (CSA) in collaboration with IMDA and the Singapore Police Force.

<sup>6</sup> SIWAs are seniors aged 50 years and above who lead active digital lifestyles and demonstrate keenness to volunteer and help other seniors embrace technology. SIWAs are appointed annually by IMDA and PA AAC.

<sup>7</sup> Bedok CC, Clementi Meadows RN, Heartbeat@Bedok, Ghim Moh SAC, Kallang CC, Leng Kee CC, Potong Pasir CC, Senja-Cashew CC, Toh Yi RC

### **About Info-communications Media Development Authority (IMDA)**

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission. For more news and information, visit [www.imda.gov.sg](http://www.imda.gov.sg) or follow IMDA on Facebook [IMDAsg](https://www.facebook.com/IMDAsg) and Twitter [@IMDAsg](https://twitter.com/IMDAsg).

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**PARTNERS' WRITE-UPS AND QUOTES**

<b>Organisation</b>	<b>Spokesperson Quotes</b>
<p><b><u>SADeaf</u></b>            Started in March 2021, The Singapore Association For The Deaf (SADeaf) joins SDO as one of the partners to bring SDO's 1:1 digital coaching to the deaf and hard-of-hearing seniors, with the aim to create a conducive and safe space for seniors to ask questions and learn at their own pace. SADeaf recognised that every individual may have different learning needs, hence, SADeaf has worked very closely with SDO DAs and volunteer interpreters to support them every step of the way.</p>	<p>"We are very grateful for the support from SDO and IMDA for enabling and equipping our Deaf seniors with digital skills in a timely manner. This Covid-19 situation is motivation for Deaf seniors to pick up the relevant skills. The essential skills learnt was where they could communicate using technology with their loved ones and friends, and will not feel isolated. Our Deaf seniors have also learnt how to book a ride, order food, or keep track of their health through useful mobile apps downloaded on their phone, so that they could catch up with the latest technology."</p> <p>Judy Lim, Executive Director, SADeaf</p>
<p><b><u>YCH Group</u></b>            YCH Group, Singapore's largest home-grown supply chain solutions company, is the first-mover company for SDO@Workplace, which will embed Seniors Go Digital within its on-site operating environment at its international headquarters at Supply Chain City (SCC) in Jurong Innovation District (JID). Following the pilot run in early September, YCH Group will open their premises as a partner community hub to engage seniors who are employees of tenants and users of SCC, as well as JID.</p>	<p>"We are pleased to partner with SG Digital Office (SDO) on the Seniors Go Digital as we look at bringing our communities to grow in tandem with the digitalised world. As YCH have always been at the forefront of adopting new technologies in our operations, having digital skills and knowledge will not only complement our seniors in their line of work, but also ensure their place in Singapore's digital future. Resonating with our philosophy in 'teaching a man to fish', this collaboration also reinforces our culture of inspiring continuous learning and innovation through partnerships with the community and align ourselves with Singapore's digitalisation initiatives and the nation's goal of being a Smart Nation."</p> <p>Mr Ryan Yap, Head of Growth, Innovation and Partnerships, YCH Group</p>

## 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 movement by offering subsidized 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 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 their 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.