Swing bridge along the Hooker Valley, Mount Cook, New Zealand
Photograph by Andrew Buay 2013

Bridging the Divide, Crossing the Chasm

Andrew Buay
Vice President, Group Sustainability & Talent Coach
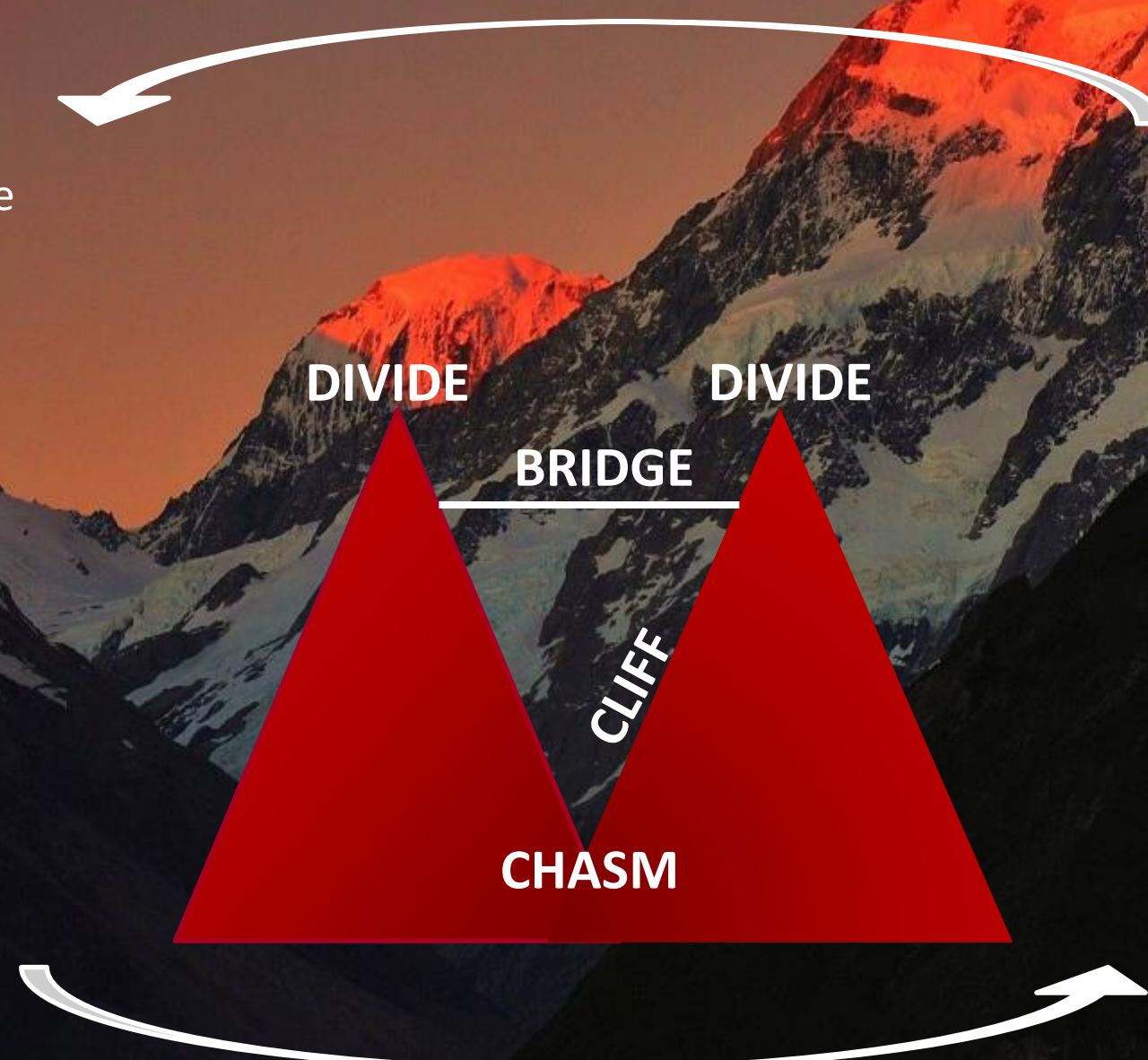**26 July 2019**

Singtel

Sunset at Mount Cook, New Zealand
Photograph by Andrew Buay 2013

Digital Assets
- Internet
- Computers & Mobile
- Technology
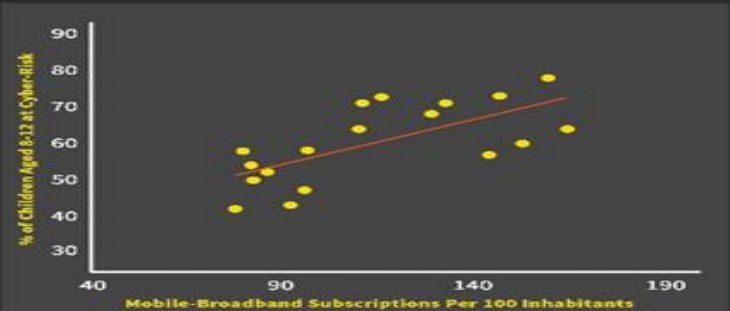- Knowledge
- Information
- Skills

The "Marginalised"

DIVIDE   **DIVIDE**

BRIDGE

CLIFF

CHASM

Affordable Basic Needs

CHILD CYBER-RISK PANDEMIC
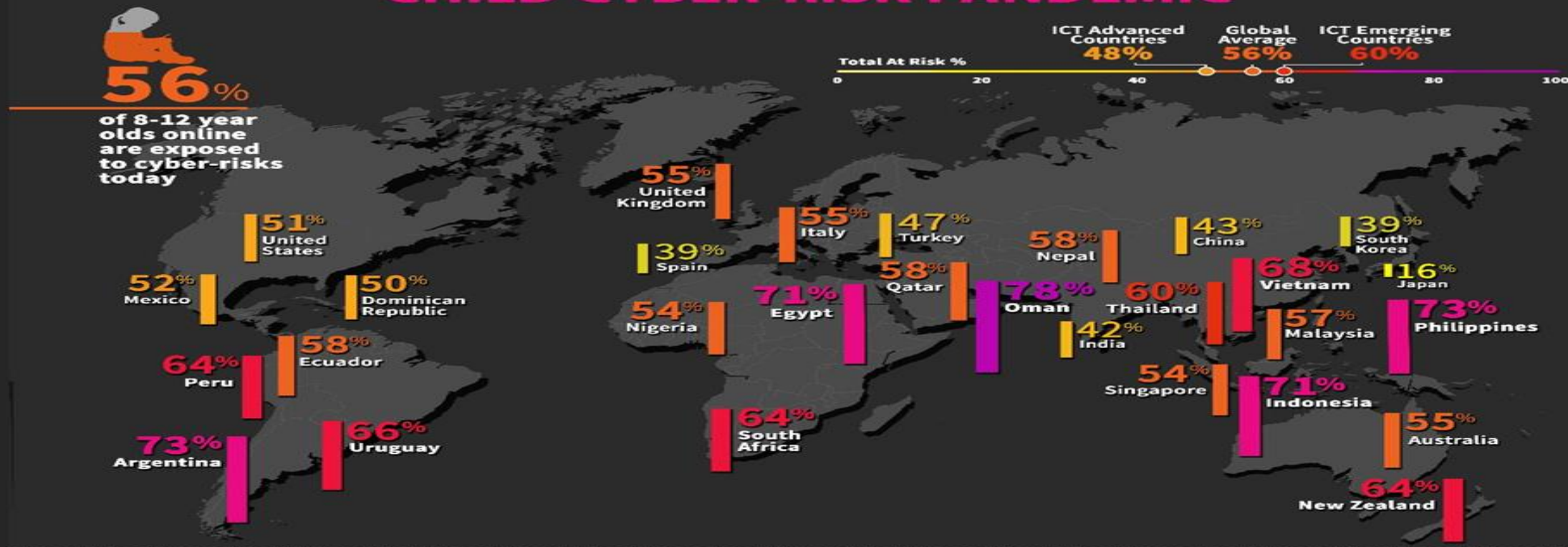
2018 National DQ Impact Report

54% at Cyber-Risk

(Global Average : 56%)

National Statistics
Population Size: 5,535,262
GDP Per Capita (US$): 52,962.50
Fixed Broadband Subscription (2016): 25.45 (Per 100 inhabitants)
Mobile Broadband Subscription (2016): 146.92 (Per 100 inhabitants)
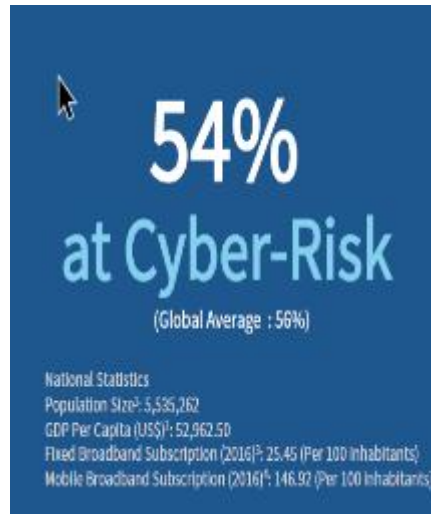
8-12-Year-Old Singaporean Children Involved with Cyber-Risks (%)

Category	Singapore	Global Average
Total Risk	54	56
Cyber-bullying	43	47
Online Sexual Behaviours	16	19
Offline Meeting	12	10
Game Addiction	11	11

■ Singapore ■ Global Average
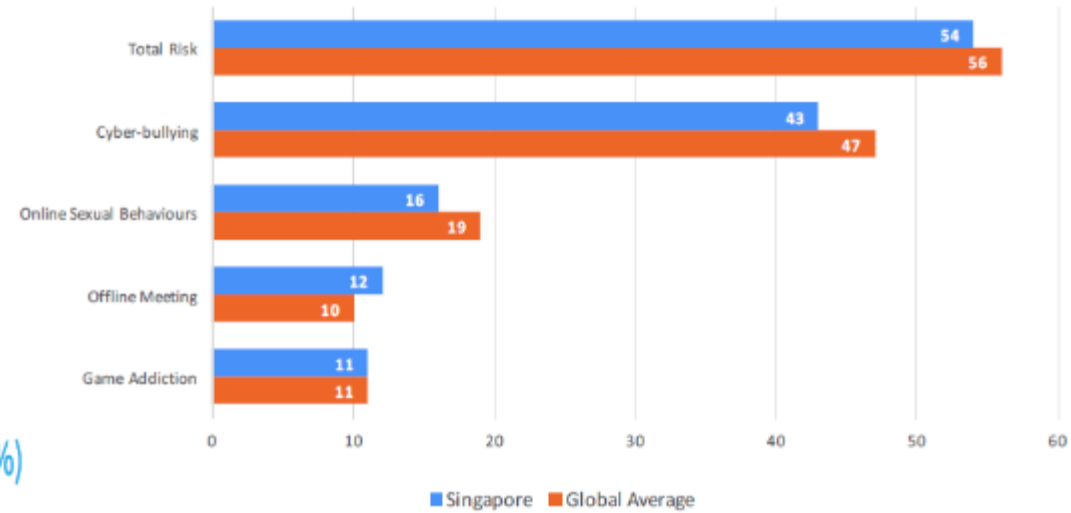
How 8-12-Year-Olds are accessing the Internet (%)

Screen Time (Hours/Week)

	Singapore	Global Average
Screen Time	35	32

■ Singapore ■ Global Average

	Singapore	Global Average
Personal Mobile Phone	48	49
Family PC	45	38
School PC	34	29
Personal PC	28	26
Family Mobile Phone	27	26
Family Tablet	27	22
Personal Tablet	26	31
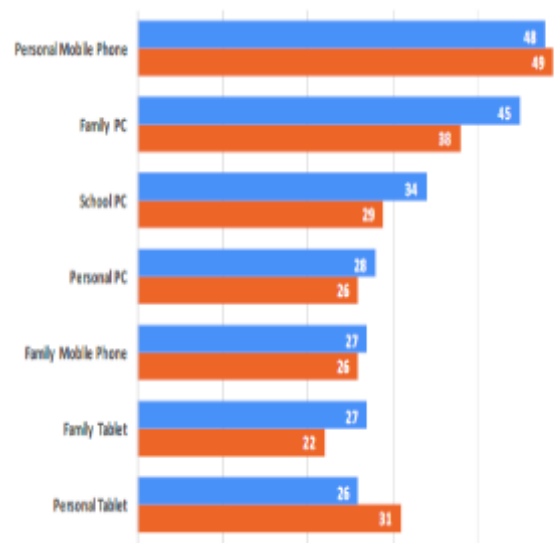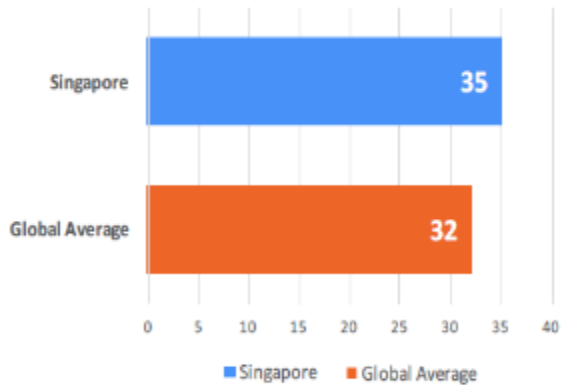
8-12 Year-Olds at Cyber-Risk (%)

	Singapore	Global Average
Children who own a mobile phone and are involved with high social media participation	70	69
Children who own a mobile phone and aren't involved with high social media participation	52	49
Children who don't own a mobile phone	45	52

■ Singapore ■ Global Average
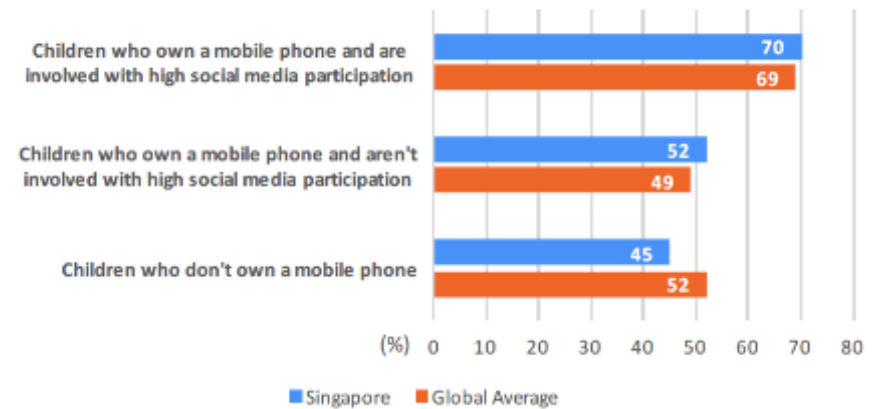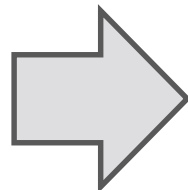
The Most Connected Communities
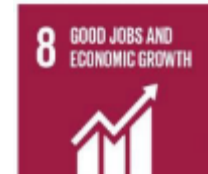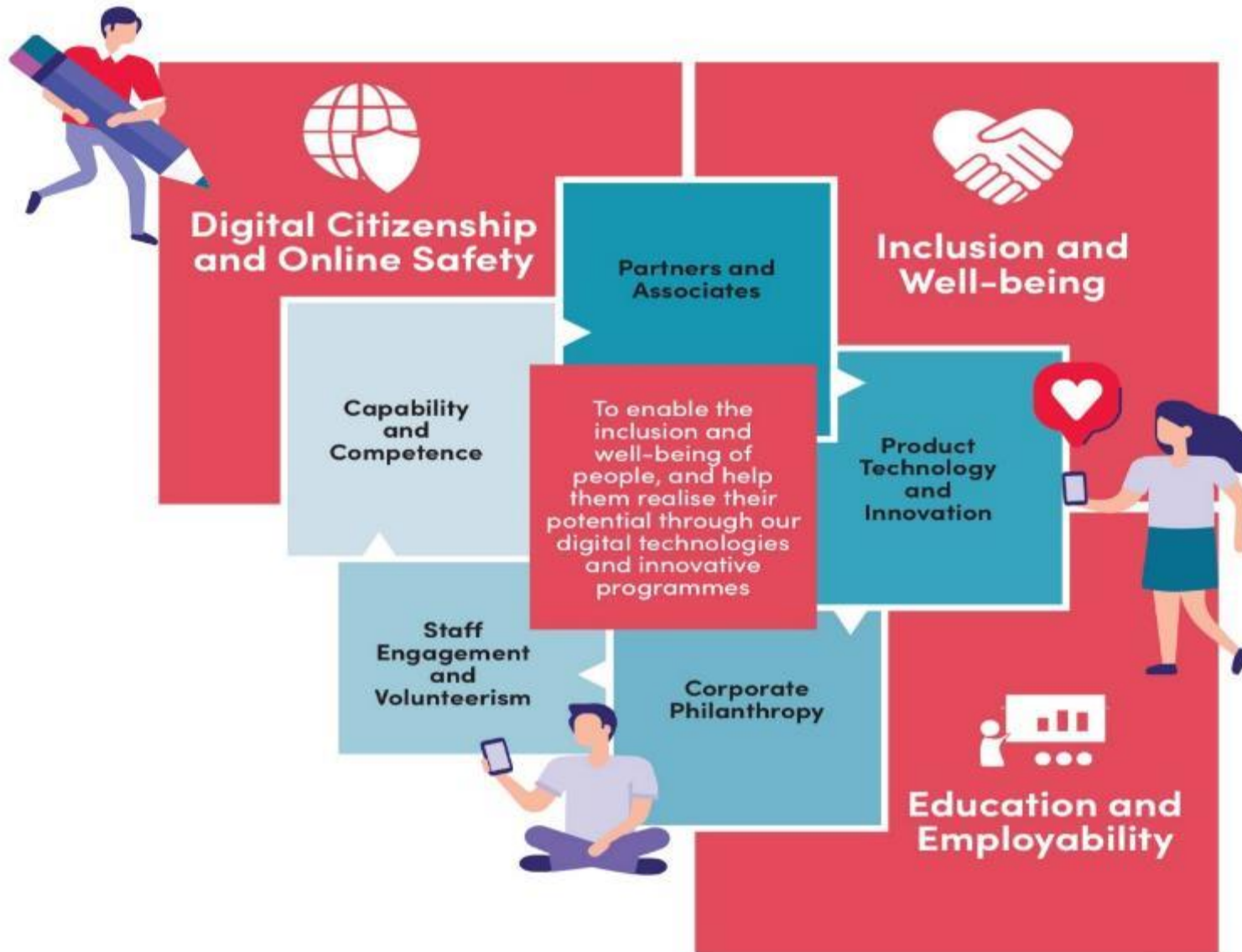
Taking a Holistic Approach to Digital Inclusion:
$8m invested in Digital Citizenship Programmes across Singapore and Australia since 2013

"Falling off the Cliff"

Intervention

Audience

Singtel Solutions

Cyber bullying.
Cyber preying.
Sexting.
Responsible digital citizenship
& social behaviour.

→

Awareness, Education, Advocacy

Youth
Teachers
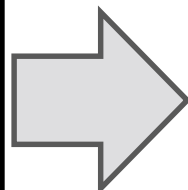Parents
Customers
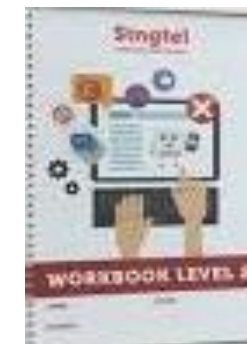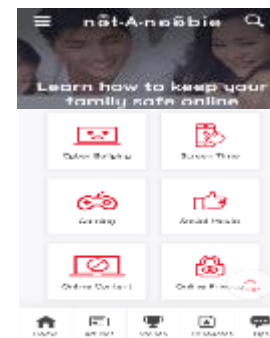
Data and information security.
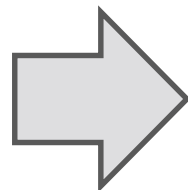Malware and virus.
Phishing.
Screen time.
Undesirable content etc.

→

Products and Services

Youth
Parents
Customers

Providing support to those experiencing issues
(e.g. depression, suicide risks etc.)
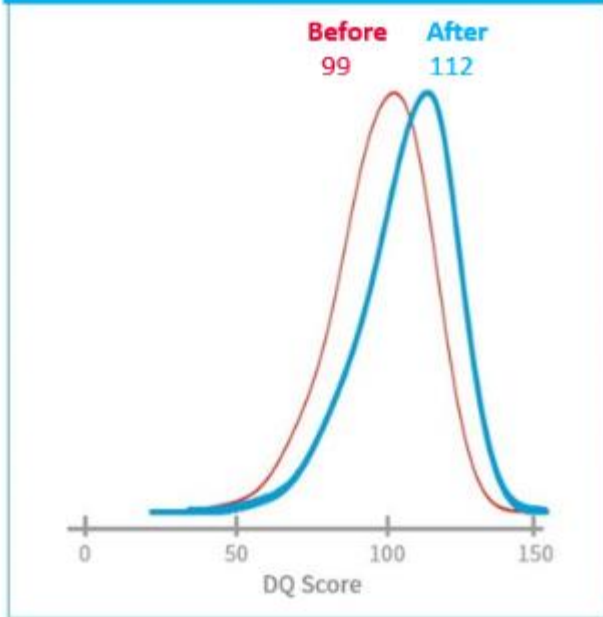Gaming and device addiction

→

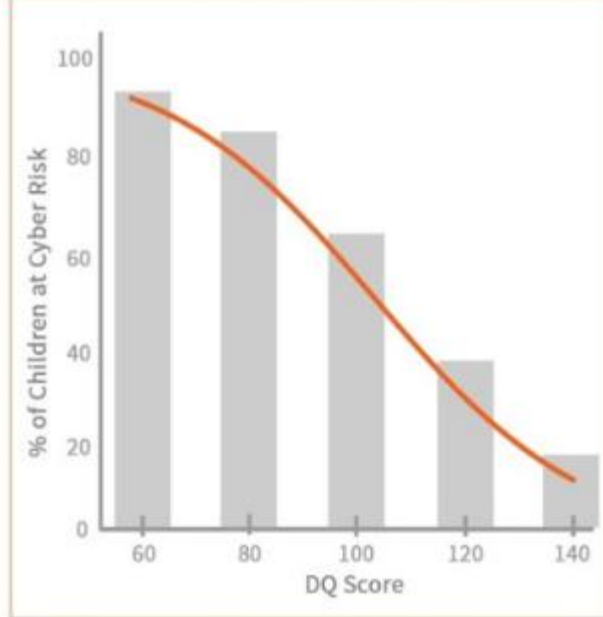**Counselling Support**

Youth
Adults

Among Children Who Participate in #DQEveryChild

↑ **13**% increase in DQ

↓ **18**% decrease in cyber-risks

Before 99   After 112

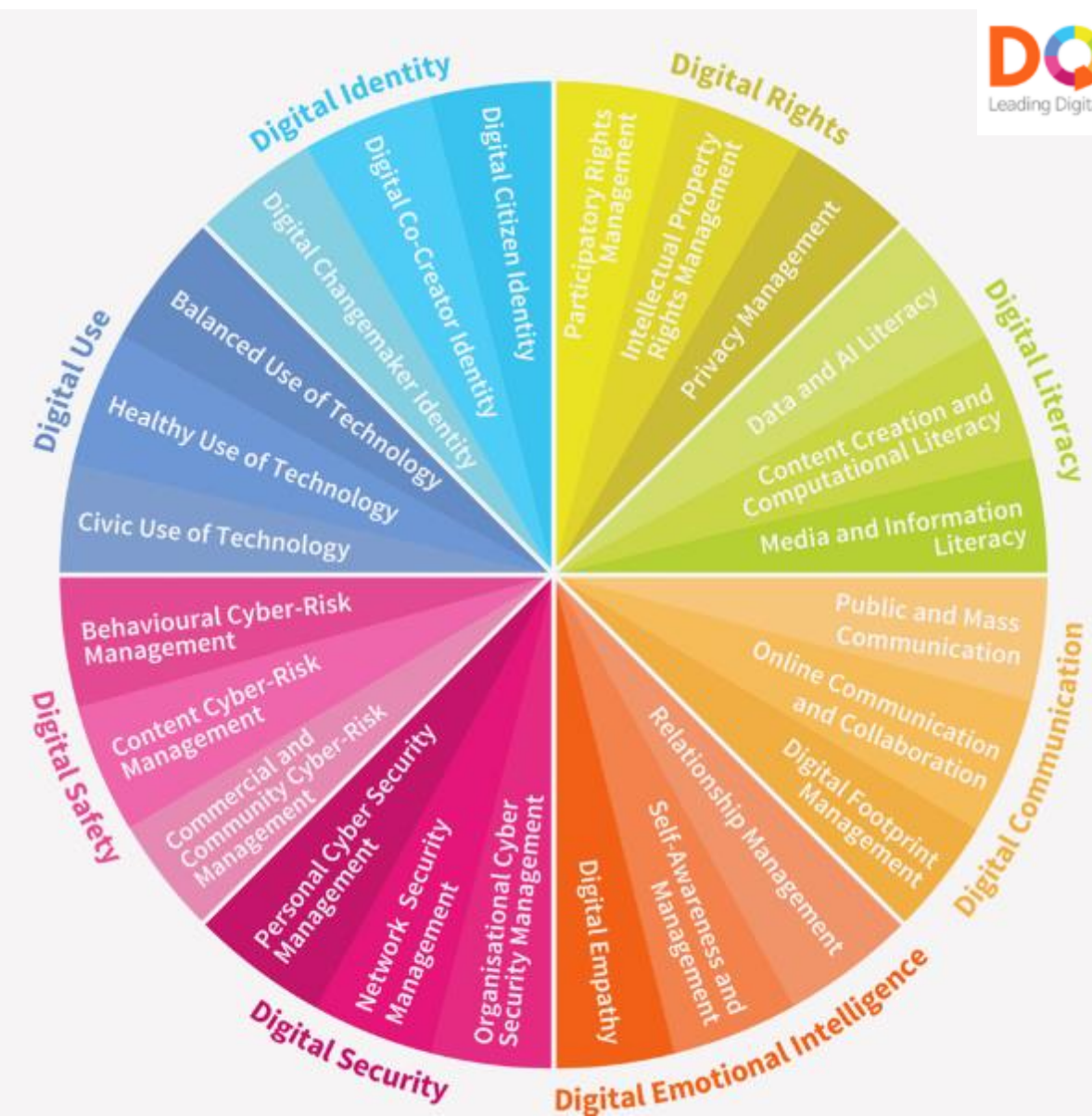DQ Score

% of Children at Cyber Risk

DQ Score

Singtel volunteers with students from SINDA

Singtel volunteers helping students with the DQ World programme

Global Framework & Coalition in Digital Intelligence:
Comprehensive lens on technical, cognitive, meta-cognitive and socio-emotional competencies

Singtel

Working Group for establishment of global adaptable framework for Digital Literacy, Skills and Readiness

IEEE, DQ Institute, Singtel, SkillsFuture Singapore, Varkey Foundation, City Of London, Iowa State University, Turkcell, British Telecom

Singtel Future Makers Social Innovation:
Leveraging DIGITAL to "bridge" basic needs like affordable education, health care and social services to the vulnerable and disadvantaged

- Need for holistic approach to the topic of "digital inclusion".

- Certain segments like youth and children need multi-stakeholder approach involving the child, school, teachers and parents.

- Ignorance of "guardians" can contribute to the negative consequences.

- Lack of common standards and structure to the holistic topic of "digital intelligence" means efforts are fragmented and could be missing critical parts of the equation.

- Need for multi-sectoral approach and collaboration.

- Ability to measure the impact of the efforts.

It's about Touching Lives. Make a Difference.