HKIRC
Web Accessibility Recognition Scheme

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Internet Penetration in HK

HK Population: Disability vs Non-disability

- Disability: 8%
- Non-disability: 92%
For People with Disabilities

- Visual:
  - Low vision has challenges to read small fonts or low contrast
  - People without vision cannot access graphical items as ordinary people
- Hearing
  - Cannot access audio
- Physical
  - Has limitations in control, such as cannot use mouse
- Others: speech, cognitive impairment
Web Accessibility Status in HK

Only 35% of SMEs have implemented accessible

Those did not implement accessible website due to:
- 41% lack of relevant knowledge & skills
- 37% lack of money
- 36% lack of manpower

The reasons to incentivize SMEs to implement:
- 49% to fulfil social responsibility
- 47% to explore business opportunities
- 46% to provide equal opportunity to disabled persons
The Mandate of HKIRC

"to promote Hong Kong as an international centre for e-commerce and to encourage for the benefit of the Hong Kong community a better understanding and use of the Internet and related technology"
Web Accessibility Recognition Scheme

- Office of the Government Chief Information Officer (OGCIO) kick started the first Web Accessibility Recognition Scheme in 2013 till 2016
- Since 2018, HKIRC has taken up to organise WARS with OGCIO as co-organiser and the Equal Opportunities Commission as Independent Advisor
- The scheme held every two-year
Promoting the Scheme

Seminar/Workshop

Media Interview

Above/Below-the line Promotion
Build a Barrier-free .hk Community

Industry Support Programme

• Formulated an Accessible Website Support Programme to encourage the participation of SME
• Provide subsidy to the qualified .hk SME domain holders to upgrade the accessibility level of their websites
• Pilot run will be started in March
Synergy Between ccTLD & Web Accessibility

• Able to reach and influence substantial amount of domain name holders
• Quickly and easily identify the difficulties of domain users
• Offer free seminars and technical workshops to encourage users to improve their websites
• Connect the industry/business associations to promote to their members
Positive Impacts to Internet Community

• Facilitates the e-commerce activities
• Increase the popularity of website
• Higher organic search ranking of the ccTLD websites**
• Enhance the Image of among ccTLD

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https://www.searchenginejournal.com/accessibility-seo-and-sales/281899/#close
Make a Better Internet Community
Web Accessibility Recognition Scheme
Thank You

www.web-accessibility.hk
Appendix
Lower Entry Barrier

To further promote the enrolment of enterprises and organisations of all sizes, new entry-level recognition added since 2018

Awards Stream & Category

• **Website Stream**: Triple Gold/Gold/Silver/Friendly Website

• **Mobile App Stream**: Triple Gold/Gold/Silver/Friendly Mobile App

• **Designer Stream**: Recognised Designer/Designer Awards
Process to Get an Award/Recognition

• Submit an application
• Pass through the assessment procedure
  • Receive application confirmation
  • Receive initial assessment report
  • Rectify non-conformances
  • Confirm completion of rectification
  • Receive final assessment report
• Being commended at the award presentation ceremony
Raise Public Awareness

Publicity

- Press conference
- Press release
- Media interview
Raise Public Awareness

Above-the-line Promotion

- Celebrity endorser
- Outdoor advertisement
- Newspaper advertorial
- Social media marketing
- Award presentation ceremonies

MTR Lightbox

Advertorial
Call to Action

Below-the-line promotion

• Electronic direct mailing
• Telemarketing
• Face-to-face recruitment
  • at technical workshops
  • at seminars

Technical Workshop

Electronic Direct Mailing (eDM)